



India by the Creek: A festival to celebrate India's culture to debut in Al Seef, Dubai

We are thrilled to announce the debut edition of 'India by the Creek', a celebration of India's arts and culture, set to take place from the **8th to the 10th of March 2024** at **Al Seef Park**, nestled along the iconic **Dubai Creek**. Presented by **Dubai Duty Free** in collaboration with the **Consulate General of India, Dubai** and **Teamwork Arts**, with support from **Dubai Economy and Tourism**, and **Khaleej Times**, this event marks a significant cultural milestone for both India and the UAE.

The festival holds special significance as it commemorates the enduring bond between India and the UAE, especially the Emirate of Dubai, highlighting their shared values of commitment to heritage, artistic expression, and dynamic economic progress. India by the Creek will feature a diverse array of musical performances, literary discussions, poetry sessions, culinary experiences, and interactive workshops.

Over the course of three days, the vibrant atmosphere of Dubai Creek will come alive with the creative synergy of artists from both India and UAE. Notable dignitaries and performers from India slated to participate include **Purushottam Agarwal**, academic, writer, and former member, UPSC; acclaimed vocalist **Malini Awasthi**; renowned musician **Alif**; former diplomat & Ambassador to the UAE and writer **Navdeep Suri**; versatile singer **Sonam Kalra**; and the legendary band **Indian Ocean**, among many others.

Teamwork Arts, renowned for producing the prestigious and iconic Jaipur Literature Festival and international extensions of JLF, brings its wealth of experience to 'India by the Creek'. With a rich history, spanning over three decades, Teamwork Arts has curated over 33 festivals across 72 cities and 26 countries, showcasing the finest talent in the performing and visual arts, literature and knowledge, and social activism. The international reach of JLF now extends to the US, UK, Canada, Australia, the Maldives, Middle East and Europe.

Sanjoy K. Roy, Managing Director of Teamwork Arts, conveyed his vision for 'India by the Creek', stating, *"The festival aims to forge deeper connections between India and Dubai, becoming an annual highlight on the cultural calendar. Offering free admission to people of*



all ages, the event promises a captivating blend of activities, workshops, and performances, spanning from afternoon until night.”

His Excellency Satish Kumar Sivan, Consul General of India in Dubai sharing his sentiments on the festival, said, *“The UAE and India share a very special and unique relationship that transcends trade and mercantile interests; culture and diversity and tolerance anchor this bond. This festival celebrates that spirit. I am fortunate to see the first edition being staged. This is just the beginning; many more such exchanges are in the offing.”*

Commenting on Dubai Duty Free’s involvement with the festival, **Ramesh Cidambi, COO, Dubai Duty Free** noted, *“We are very excited to be the presenting sponsor of the first India by the Creek festival, which promises to be a rich cultural collaboration that blends both Indian and Emirati culture in a unique and vibrant setting. India accounts for 10% of Dubai Duty Free’s business, which is significant; so being involved with this inaugural event is very important to a key customer base.”*

Ravi Menon, representing the festival's local partner, reflected on the journey to bring 'India by the Creek' to fruition, acknowledging the collaborative efforts that have made this cultural extravaganza possible. He credited both, the Dubai Duty Free and Department of Economy and Tourism as the festival's strategic backbone, expressing gratitude to these organizations for their invaluable support.

As anticipation builds for the inaugural 'India by the Creek' festival, organisers, partners, and participants look forward to a memorable celebration of cultural diversity, artistic excellence, and the enduring spirit of collaboration between India and Dubai. The festival has free attendance, appeals to all age groups, and needs prior registration.

About Teamwork Arts:

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers, change makers and visual artistes in the knowledge and arts space in India and abroad. Every year, we produce over 33 festivals in 72 cities and 26 countries in the fields of performing & visual arts and literature. We produce the world's largest literary gathering: the annual Jaipur Literature Festival; JLF international now travels to the US, UK, Canada, Australia, the Maldives, and Europe.



Even amidst the upheaval and unsettling times of 2020 and through 2021, Teamwork Arts successfully launched the digital series, JLF Brave New World and Words Are Bridges, which were viewed by over 4.8 million people in their first season. Through its digital avatar, the Jaipur Literature Festival reached over 27 million viewers in January 2021. Art Matters empowers artistes across India to collaborate by commissioning them to create new works. The digital series Be Inspired was launched in 2021 – a series that crystal gazes into the future with conversations on science, technology, innovation, environment and more. The first on-ground edition of 'Be Inspired - Festival of Ideas' was held in April 2023.