

Pam Kosty
215.898.4045
pkosty@upenn.edu

Bettina Escauriza
215.898.4045
bettinae@upenn.edu

High resolution images for media are [downloadable](#)

Hello India!

*Art and Culture of India Focus of the Penn Museum's World Culture Day Celebration
Saturday, March 11, 11:00 am to 4:00 pm*



Philadelphia, PA, March 2017—The art and culture, Bollywood films, diverse spiritual practices, and spicy foods of India are captivating the interests and palates of a rapidly growing international audience. India, home to 1.3 billion people, a country complex and diverse, is the focus of a day-long celebration Saturday, March 11, 11:00 a.m. to 4:00 p.m., as the Penn Museum presents **Hello India!** The special day features traditional music and dance presentations and workshops, sari wrapping, a language workshop, an introduction to traditional Karnataka cooking, yoga, film, craft activities and a rangoli sand painting activity for all, games originating from India, and more. The day culminates on a colorful note with a Holi Celebration—the traditional festival of colors, the festival of love—in the outside Warden garden.

Hello India! is co-sponsored by [Bharatiya Temple and Cultural Center](#), [The Council of Indian Organizations in Greater Philadelphia](#), [Mustard Seed Film Festival](#), and [Sruti: The India Music and Dance Society](#).

The World Culture Day Celebration is FREE with Penn Museum general admission (\$15 general admission; \$13 for senior citizens, 65 +; \$10 for children 6 to 17 and full time college students with ID; \$2 for Access Card holders; free for active U.S. military, children under 6, Penn Museum members and PennCard holders).

Activities Throughout the Day

India is a country rich in traditional regional arts and crafts, and visitors will have an opportunity to try one such craft, **Rangoli**, a kind of sand painting, at an ongoing workshop for all ages. **Bharatiya Temple and Cultural Center** leads the workshop, inviting attendees to use colored sand, lentils and flowers to create Rangoli designs. Created as wall or floor art, Rangoli is commonly found outside homes in India. Members of the Bharatiya Temple provide a language workshop, sari wrapping and a children's dance presentation.

Indian food is a part of the day. Madhuri Sharma of **Masala Meals** will give a talk on the history of traditional Karnataka cooking including sample spices, and the Museum's Pepper Mill Café will offer Indian lunch options.

This year the Penn Museum has partnered with **Mustard Seed Film Festival** to screen two short Indian films: *Doubles with Slight Pepper* (Directed by Ian Harnarine, Trinidad and Tobago, 2012, 20 mins) and *Arre Baba* (Directed by Surya Balakrishnan, India, 2015, 5 mins). In *Doubles with Slight Pepper* (an Indo-Caribbean film), Dhani supports himself and his mother in rural Trinidad by selling Doubles (Trinidad's quintessential street food). When his estranged father returns from Canada unexpectedly, Dhani must decide if he will help save his father's life despite their strained relationship. In *Arre Baba*, a young girl has a problem that her father, struggling to learn what is wrong, may not be able to help with. The Penn Museum will also be screening a film from the Museum's collection, *The Stiches Speak* (Directed by Nina Sabnani, India, 2009) an animated documentary made with applique and embroidery that celebrates the art of Kutch artisans from Gujarat.

Children and families can make peacock shaped paper fans and elephant string crafts to take home with them at a craft station throughout the day. A Game Station features games that originated in India including Parcheesi, Chutes and Ladders, and Chess. Objects from the Penn Museum's education collection invite guests to learn more about Indian culture.

Penn Museum's Chinese Rotunda is the setting for fun and fashion at a mini Indian Market featuring vendors with jewelry, clothing, handicrafts, and more from the diverse cultures of India. Visitors can have their hands decorated with beautiful henna art throughout the day (first come, first served).

Yoga, one of the most popular exercise forms in the United States today, has its roots in India. Under the direction of Vijayendra Pratap, Ph.D. (a student of Swami Kunalayanandaji) from the **Sky Foundation**, visitors learn postures from the ancient system of Classical Yoga.

A Colorful Finale to the Day

Holi, a Hindu spring festival in Indian and Nepal, is known as the "festival of colors," or the "festival of love." A happy celebration, Holi signifies the victory of good over evil, the arrival of spring, and for many a festive day to meet others, play and laugh, forget and forgive. The Indian celebration lasts for two days starting on a full moon day that falls somewhere between the end of February and the middle of March. The night before Holi people gather by a bonfire, do religious rituals, and pray that their evil is destroyed as the bonfire starts.

The next day is the carnival of colors, where participants play, chase and color each other with dry powder and colored water, with some carrying water guns and colored water-filled balloons for a joyous water fight. At the Penn Museum, guests are invited to partake—or to watch—as the spirit moves them.

Co-sponsors for Hello India!

Mustard Seed, an independent South Asian film festival in Philadelphia, screens contemporary, socially engaged films by South Asian Directors that highlight marginalized voices and focus on themes salient to the South Asian citizen, immigrant and diasporic experience. Mustard Seed seeks to increase access to South Asian films, but also offer alternative visions of South Asia and South Asian cinema, bring together communities of various origins and identities, and promote cross-cultural dialogue and exchange.

Bhartiya Cultural Center promotes, organizes and carries out cultural relevant activities/services at the center and within the community, relating to music, dance, arts, cuisine, language, social habits and social awareness that propagate the Indian culture while embracing the new traditions of our adopted homeland.

The **Council of Indian Organizations in Greater (CIO)** promotes, coordinates, and supports joint efforts in the social, cultural, educational, and charitable activities of the member organizations. CIO also provides civic and political education to the people of Indian origin and encourage greater participation by them in public affairs and aims to enhance their contribution to the society at large.

Sruti's principal mission is to promote and present Indian classical music and dance events. In addition, **Sruti** seeks to educate the general Philadelphia community about Indian arts.

The **Penn Museum** (the University of Pennsylvania Museum of Archaeology and Anthropology) is dedicated to the study and understanding of human history and diversity. Founded in 1887, the Museum has sent more than 300 archaeological and anthropological expeditions to all the inhabited continents of the world. With an active exhibition schedule and educational programming for children and adults, the Museum offers the public an opportunity to share in the ongoing discovery of humankind's collective heritage.

The **Penn Museum** is located at 3260 South Street, Philadelphia, PA 19104 (on Penn's campus, across from Franklin Field). Public transportation to the Museum is available via SEPTA's Regional Rail Line at University City Station; the Market-Frankford Subway Line at 34th Street Station; trolley routes 11, 13, 34, and 36; and bus routes 21, 30, 40, and 42. Museum hours are Tuesday through Sunday, 10:00 am to 5:00 pm, and first Wednesdays of each month until 8:00 pm, with P.M. @ PENN MUSEUM evening programs offered. Closed Mondays and holidays. Admission donation is \$15 for adults; \$13 for senior citizens (65 and above); free for U.S. Military; \$10 for children and full-time students with ID; \$2 for ACCESS card holders; free to Members, PennCard holders, and children 5 and younger.

Hot and cold meals and light refreshments are offered to visitors with or without Museum admission in The Pepper Mill Café; the Museum Shop offers a wide selection of gifts, books, games, clothing and jewelry. Penn Museum can be found on the web at www.penn.museum. For general information call 215.898.4000. For group tour information call 215.746.81