

# 55th IFFI

Poster at Cannes 2024

# Poster

Kolam concept

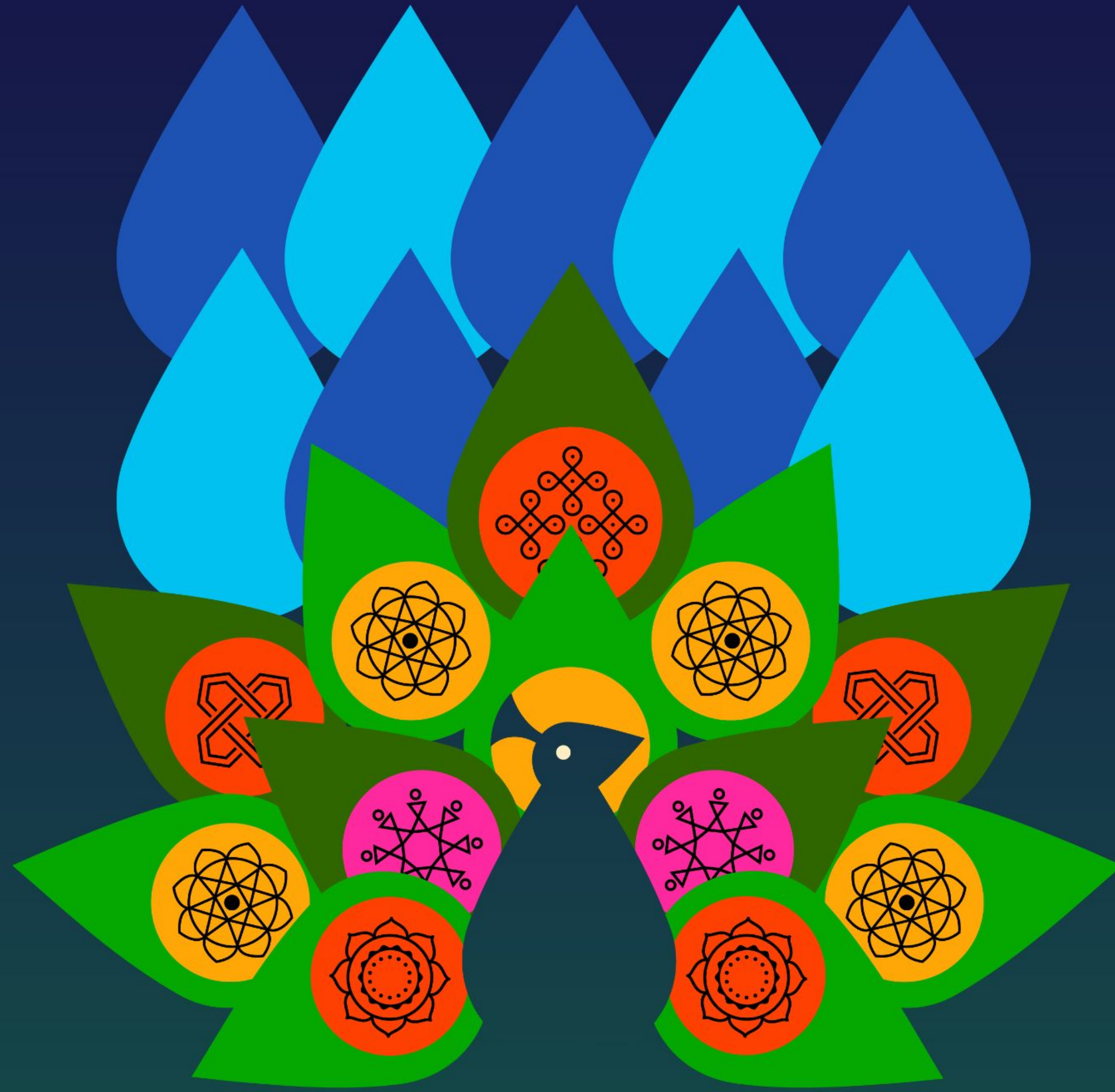
# Concept: **Kolams of India**

Across India, diverse communities engage in the art of floor patterns called *kolam* in the south, *rangoli* in the north and *arpana* in Bengal, and so on. These intricate patterns adorn the entrance of homes and are a symbol of welcome, especially during festivals. Traditionally made of rice flour, the kolam also symbolises the cycle of life: they are consumed by birds or wiped off by the end of each day.

Rangoli art exhibits cultural variations, just like the art of cinema in India draws from every region to create diversity in expression. The motifs chosen from across the **North, South, East, West and Central parts** of the nation will embellish the peacock's feathers — a warm welcome that celebrates the nature of film, its ephemeral beauty and joy. Just like film, the art of making a kolam is a rite of passage which is joyful and transient, involving the most elaborate details.



NFDC  
cinemas of india



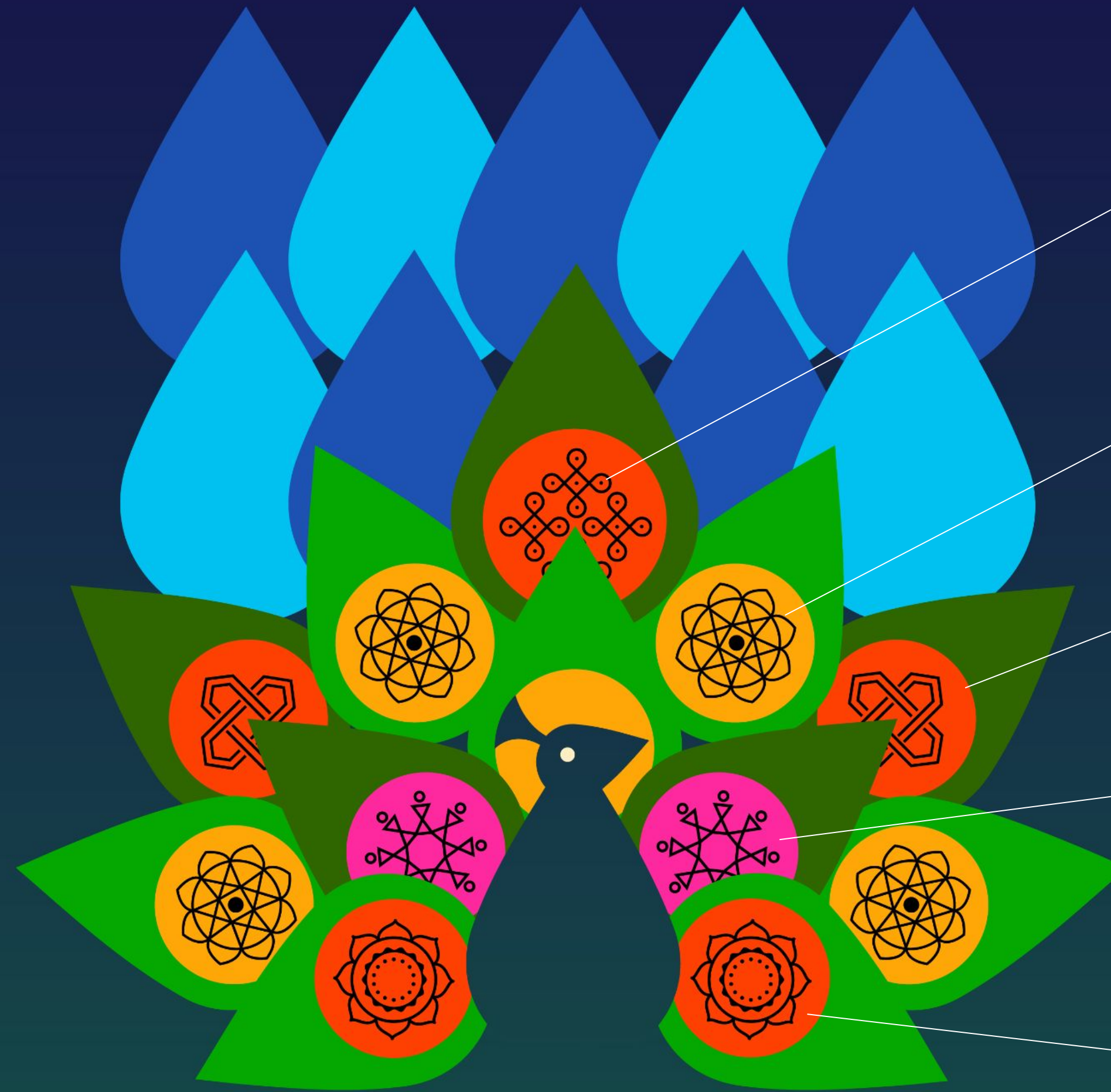
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International Film Festival of India

Celebrate the joy of cinema





Muggu Kolam  
Southern India

Aripam, Bihar  
East India

Madana, MP  
Central India

Warli, Maharashtra  
Western India

Alpana, Uttrakhand  
North India

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# Alpana, Uttarakhand

Northern India

Alpana or Alpona, is a traditional folk art form practiced in the Indian state of Uttarakhand, particularly in the Kumaon and Garhwal regions. It holds deep cultural and **spiritual** significance and is an integral part of various rituals, ceremonies, and festivals in the region. **The patterns often incorporate sacred symbols and motifs inspired by Hindu mythology and religious beliefs.**



# Muggu Kolam

Southern India

The Muggu kolam tradition is widely practiced in Southern India, particularly in the states of Tamil Nadu, Andhra Pradesh, Telangana, and Karnataka. The patterns and forms must be drawn in the traditional context to be **auspicious** and to welcome prosperity into the household.

The pullis (dots), straight line, circle, triangle and square, have symbolic values and represent the basic energies of the universe.



# Aripan, Bihar

Eastern India

In Aripan art, intricate patterns and motifs are created directly on the ground using rice paste or powdered rice mixed with natural pigments. These designs are typically geometric or floral in nature, featuring symmetrical arrangements and vibrant colors that symbolize **fertility and growth** alongside festivity, unity and harmony.

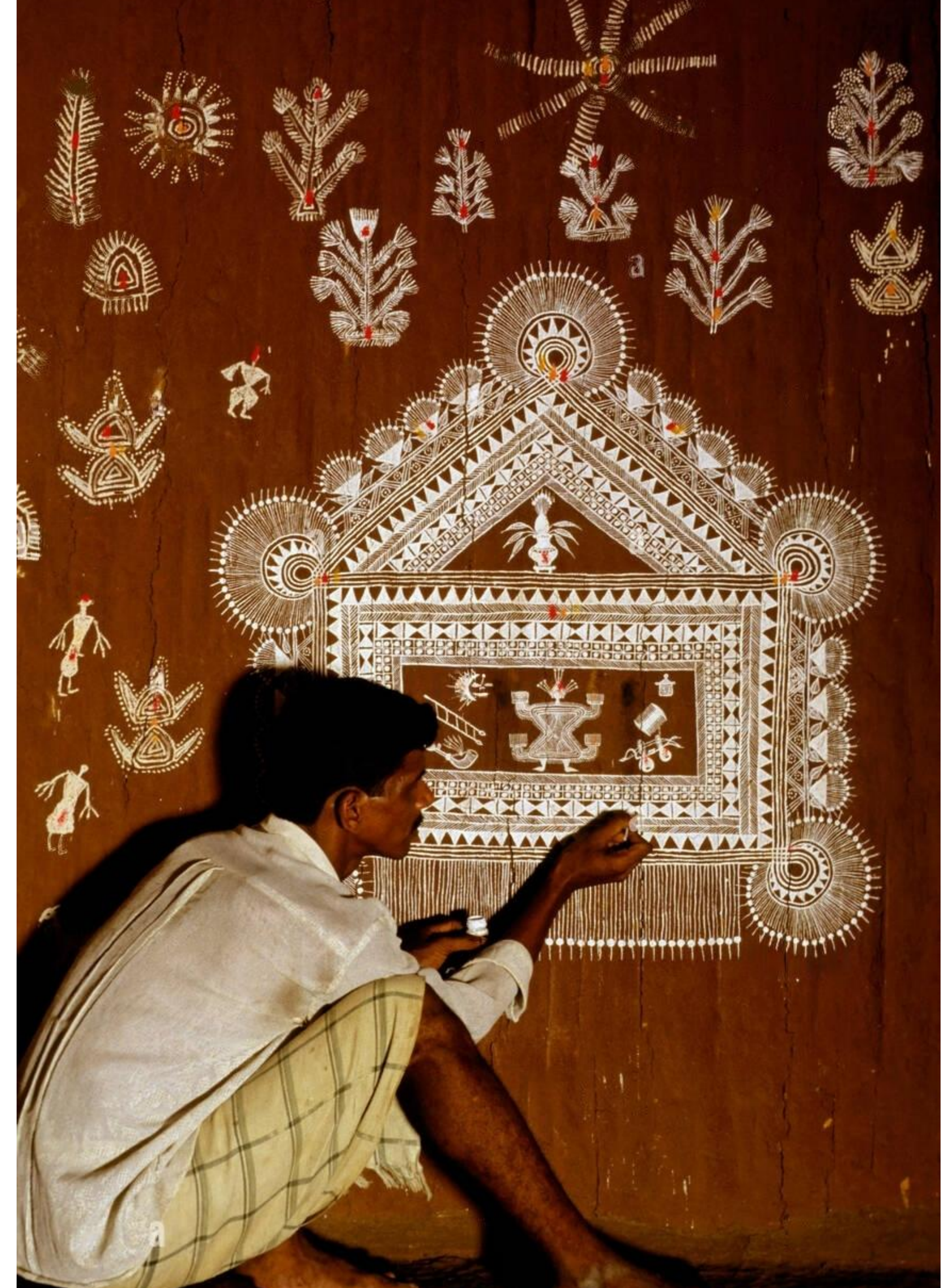




# Warli, Maharashtra

Western India

The indigenous Warli art form plays a significant role in the Warli community's cultural expression — the paintings typically represent a **spirit of togetherness and community bonding**. The geometric patterns and figures symbolize the harmony and unity among the Warli tribe, reflecting their close-knit social structure.



# Madana, Madhya Pradesh

Central India

Madana art, also known as Mandana or Madhubani, is a traditional form of floor and wall painting practiced in the Indian state of Madhya Pradesh, particularly among the tribal communities such as the Bhils and the Gonds.

It incorporates geometric patterns, lotus flowers, birds, and animals that are symbols of protection, fertility, and prosperity. These symbols are believed to bring blessings and ward off evil spirits.

