

## **Press Release**

### **Inauguration of the Indian Cultural Centre in Sao Paulo, Brazil on May 25, 2011**

The Indian Cultural Centre (ICC) was inaugurated yesterday, May 25, 2011 in the prestigious Jardins area in Sao Paulo, the largest commercial and cultural hub of not only Brazil, but the whole of South America. The ICC Sao Paulo is the first cultural centre under the aegis of the ICCR to be opened in Latin America. A lamp lighting ceremony by Ambassador of India to Brazil Shri B S Prakash, Director General of the Indian Council for Cultural Relations Shri Suresh Goel, Consul General Shri J K Tripathi and eminent Brazilian personalities Mr Paulo Vannuchi, former Minister for Human Rights and Dr Lia Diskin, a Gandhian and recent recipient of the Jannalal Bajaj award, marked the occasion.

The ceremony included a cultural programme which commenced with a Santoor recital by eminent Indian maestro Shri Abhay Sopori, who regaled the audience with the intricate and delicately mesmerizing sounds of the Indian instrument. Shri Abhay Sopori and his troupe are in Sao Paulo along with other noted Indian artistes Dr Ananda Shankar, Ms Arunima Kumar, Ms Anuradha Pal and Dr L Subramaniam, for the ongoing Indian Cultural Festival in Brazil. This was followed by three dance performances by local Brazilian artistes which gave the audience a flavor of Bharatanatyam, Kathak and Odissi styles of classical Indian dance. What was notable is that all these performances were executed by Brazilians who have immense appreciation and affiliation for Indian art and culture.

The opening of the ICC in Sao Paulo is a landmark in India- Brazil relations which are already on the upswing. This Centre is likely to play a great role in furthering cultural ties with not just Brazil, but the whole of Latin America. It is also the realization of an objective that had been announced by Prime Minister Manmohan Singh during his visit to Brazil in 2010. The Centre will organize classes in Yoga, Hindi, classical dances and music and will serve as a platform for Brazilian and Indian artistes and intellectuals to come together. Indian spiritual traditions, classical arts and Bollywood already enjoy popularity in Brazil and the setting up of the ICC is being welcomed widely.

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