

Emerging Trend of Art Fairs and Art Festivals in Hyderabad

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Abstract: *Art fairs and art festivals are important events in the art market in recent years. They are sprouting all over the world in large numbers as platforms for artists of all levels, be it beginner, hobby artist or professional artists. They are functioning like networking hubs for artists, buyers, connoisseurs and curators etc. providing needed environment for displays and sales of artworks. This paper focuses on the same trend that is emerging in Hyderabad art scene with events like Kalamela, Indian Art Festival, and India Art Fair etc. It has been more of a conventional scenario with gallery-based or individual buyer-based sales earlier. That is, the exposure of the artists was mostly restricted to the gallery-supported or reference-based market with selection of the artists and artwork depending on other forces than the art itself. With the emergence of this trend in the Hyderabad art scene, it is important to understand the changes this has brought to artists, art practices and art scene of Hyderabad. This paper took the evolutionary approach to understand how the art fairs and festivals are emerging in Hyderabad and how they are impacting both artists and Hyderabad art scene.*

Keywords: Art Fairs, Art Festivals, Emerging trend, Hyderabad, Art market, artists

I. INTRODUCTION

What are Art Fairs and Art Festivals and how are they impacting art market of any place? An **Art fair** is a booth-based exhibition where galleries, art dealers, and sometimes individual artists come together to display and sell artworks whereas an **Art festival** is a public event that offers a platform for emerging artists, performers, and artisans, both offering a platform for emerging artists, performers, and artisans. Art fairs and festivals are currently popular with their importance to the society and art scene, globally and nationally, giving the artists an exposure to bigger audience and giving a better sales opportunity in the wider art market. Art scene of Hyderabad includes many art galleries both government and private galleries since a long time that have been the platforms to showcase the work of artists, both emerging and established. Whereas art scene nationally and internationally have more modes of displays like, auction houses, art fairs, biennales and art festivals etc. other than the galleries providing the artists with more exposure to lot more audiences. Recent years Hyderabad art scene is witnessing emergence of Art Fairs and Art Festivals as new platforms for artists. This study focuses on understanding this trend and its impact on the art market of the place.

II ART FAIRS AND ART FESTIVALS: AN EMERGING TREND IN HYDERABAD

General Fairs and festivals are not new to India and Hyderabad. Fairs are thought to have originated from religious festivals, pilgrimages, and other gatherings of worshippers in which religion was blended with commerce (Walford 1967) whereas art fairs and art festivals are dedicated spaces for visual arts and crafts. Such events are conducted by organizations and are strategically programed that foster interaction and exposure among artists, art galleries, art lovers and art buyers etc.

Hyderabad has produced number of artists and number of art galleries in the past, both government galleries and private galleries.

- **Government Gallery:** Chitramayee State Gallery of Art with their seven spacious galleries encourages different levels of artists with different approaches to showcase their work.



- **Private Galleries:** Hyderabad houses number of well-known private art galleries like Srishthi Art Gallery, Kalakriti Art Gallery, Icon Art Gallery, Dhi Art Space, Kadari Art Gallery, Gallery Space, and Aalankritha Art Gallery etc which have been encouraging more of professional and established artists and their work, one artist or one group at a time.

Conventionally art galleries limit body of work of one artist or a group of artists for period a time in their spaces restricting the exposure of the audience. Differing this scenario, Art fairs and festivals serve as critical platforms for showcasing artistic expression, fostering cultural exchange, and shaping contemporary art discourse. These events bring together artists, curators, critics, collectors, and audiences to celebrate creativity in various forms. They provide opportunities for emerging and established artists to present their work on an international stage and contribute to global discussions on art and culture (Wilmar Padilla).

Global Air Fairs and Art Festivals

Globally there are many art fairs and festivals that have been happening since a long time, like Art Basel, Frieze (UK & US), Armory Show (US) Venice Biennale (Italy), Art Dubai (UAE), TEFAF Maastricht (Netherlands), FIAC (Paris), Seoul Art Fair (South Korea) and many more, showcasing all sorts of art ranging from modern art to contemporary themes and cross-cultural dialogue.

National Air Fairs and Art Festivals

Nationally speaking, India too hosts many art fairs and festivals annually in different places like Kala Ghoda Arts Festival (Mumbai), India Art Fair (New Delhi), Kochi-Muziris Biennale (Kochi, Kerala), Serendipity Arts Festival (Goa) and India Art Festival in multiple Cities. They are the leading fairs connecting galleries, artists and art collectors.

Air Fairs and Art Festivals in Hyderabad

The art magazine “Art + Auction” describes the current era as “the age of Art Fairs” (Eckstein, 2006) in their market report in 2005. Trend of art fairs and festivals is new to Hyderabad art scene compared to other places otherwise there are evidences of Hyderabad art collectors buying Hyderabad artist from art fair outside the place.

Hyderabad started hosting some annual art fairs and festivals since a decade now:

TELANGANA KALA MELA

The Telangana Kala Mela was a vibrant, first-of-its-kind art festival in Hyderabad, held on November 4-5, 2016, at People's Plaza, organized by Art@Telangana, Kalakriti, and St-art India to bring art to the public, with 100 stalls featuring traditional art forms (like Cheriya, Nakashi), contemporary works, performances (Patam Katha), and large installations, attracting hundreds of artists and huge crowds, and promoting Telangana's rich cultural scene with support from the state government.

“Hyderabad is emerging as a contemporary world city that is inclusive as well edgy and can match the best urban places in the world,” said Papa Rao, trustee of art@Telangana which is backing the art fiesta. “This is an effort to bring art to the public and provide a conducive platform for the artists from the Telangana region,” said Prshant Lahoti, trustee of Krishnakriti Foundation. It was successful in providing a platform, fostering interest in art, and showcasing Hyderabad as a contemporary art hub and promoted local artists and art forms, making art accessible to common people, and showcasing Telangana's culture.





INDIA ART FESTIVAL (IAF)

India Art Festival (IAF), a contemporary art fair founded in 2011 is a biggest Indian Art Fair Network, hosted 30 editions at New Delhi, Bengaluru, Hyderabad and Mumbai. The festival's unique format, which includes both art gallery exhibits and independent artist showcases, has contributed to its growth in scale, quality, and reach over the past decade and a half. It provides the opportunity to emerging, independent artists along with mid-level and major art galleries and also features Fusion shows with Live Music and painting demos, curated 'Conversations – Art Talks,' educative seminar with panel discussions. The speakers are invited to IAF Conversations include artists, gallerists, critics, historians, cultural organizers, and publishers etc. This is a mega Indian Art Fair that has been conducted in Hyderabad since 2 years successfully with over 3500 artworks, 400 artists, and 100 booths in 2024 and 2025 and planning for the next edition in 2026 too.





MAZDA ART FESTIVAL

The **Mazda Art Festival** is one of Hyderabad's notable art events, organised by **Mazda Art** - an arts organisation founded in **2016** with a mission to create platforms for artistic expression. Their website explains its meaning as, "The very name "*Mazda*" is inspired by *Ahura Mazda*, the divine in Zoroastrian tradition, reflecting the festival's ethos of art as a medium of deeper expression and cultural dialogue". It is typically a multi-day visual art exhibition conducted in Hyderabad, at the State Gallery of Art. The exhibition brings together many artists of different levels under one roof from all over India. Visitors get to see broad mix of styles and mediums along with live art demos by senior artists. This festival has one feature of awarding merit-based art grants to participating artists which is way of encouraging the artists other than providing the platform that gives needed exposure to art collectors, art lovers and potential buyers. It was started in the year 2024 and conducted its 2nd edition in 2025 and now preparing for its next edition in 2026 indicating the growth and continuity in Hyderabad art scene.





KALAA SPANDAN ART FAIR

The **Kalaa Spandan Art Fair** is part of a series of contemporary art fairs organized in major Indian cities, including **Mumbai** and **Pune**, and designed as an **open, affordable platform** for artists at different stages of their careers. In Hyderabad, the fair has quickly become a key opportunity for artists to **exhibit, sell, and interact** directly with collectors, designers, and art enthusiasts. It is not only a trade fair but also an event of artistic enlightenment which clubs together exhibition with talent hunt, building a unique bridge in between masters & emerging artists through which an unfold beauty of artistic research can be experienced



INDIA ART FAIR – HYDERABAD EDITION

India Art Fair is a premier annual exhibition of modern and contemporary art held in New Delhi that showcases leading galleries, artists and institutions, Indian and international. For the first time the organisers came up with India art fair – Hyderabad edition under the banner IAF EDI+IONS, a new initiative with curatorial vision. Hyderabad edition is not a mere replica but a curated presentations of local art scene to support and strengthen regional art ecosystems. India Art Fair+1. It was conducted at **RMZ The Loft** in HITEC City, Madhapur of the city and featured onle selected galleries from across India, including three art galleries from Hyderabad. These galleries brought works — from paintings and prints to sculptural and design elements. Local galleries include, Srishti Art Gallery, Kalakriti Art Gallery and Dhi Contemporary Art Gallery. Not just exhibition, fair included other programs like, art talks, walkthroughs and



discussions which created a dialogue amongst artists, curators and enthusiasts of Hyderabad. “By bringing a curated edition of India Art Fair to Hyderabad, the organisers acknowledged the city’s **growing collector base and creative community**” says Kalakriti Art Gallery. The success of the inaugural Hyderabad edition has set the stage for future editions and integration of Hyderabad into India’s contemporary art circuit.



HYD ART

Hyderabad is all set to host art celebration — HYD.ART 2025 — a three-day cultural extravaganza scheduled in December 2025 at EON Hyderabad. It is a new, curator-led art festival celebrating contemporary and traditional practices from across India thoughtfully presented for serious collectors and first-time buyers alike and aims to fill the long-felt gap for a world-class art event in the city, comparable to those in Mumbai, Delhi and Bangalore. This will bring national and international exposure to local talent while showcasing masterpieces from across India. The showcase will feature over 200 artists and galleries, including rare works by Indian masters. A special section, Keerthanam – A Tribute to Telugu Legends, will honour revered yesteryear Telugu artists, alongside a focused presentation of 35 leading and emerging Hyderabad artists and 30 contemporary names from the city. This program also includes workshops, artist demonstrations, and panel discussions on topics ranging from folk traditions to art investment and conservation





IV CONCLUSION

Art fairs and art festivals in Hyderabad have become vibrant cultural platforms that reflect the city's growing artistic energy and diverse creative voices. From professionally curated art fairs that connect galleries, collectors, and emerging artists, to lively festivals that celebrate local traditions, crafts, and community engagement, Hyderabad offers spaces where both the market and the public interact meaningfully with art. Together, these events enrich the city's cultural fabric, provide opportunities for artistic exchange, and position Hyderabad as an increasingly significant hub for contemporary art and cultural activity. They not only highlight the talent of regional and national artists but also inspire wider appreciation, participation, and dialogue among audiences across the city.

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