



India Association of Minnesota:
Association Records

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LIST OF BOOTHS

- | | |
|----------------------------|---|
| ① MEHENDI | (17) GEETA - ASHRAM |
| ② FACE-PAINTING | (18) TAMIL ASSOCIATION |
| ③ INDIAN MUSIC SOCIETY | (19) HINDU SOCIETY |
| ④ NATYAKALA | (20) GUJERATHI SAMAJ |
| ⑤ & ⑥ SILC | (21) UNITED CHRISTIAN FELLOWSHIP OF INDIA |
| ⑦ & ⑧ SARI | (22) KANNADA - KUTA |
| ⑨ & ⑩ INDIAN CUISINE | (23) INDIA - CLUB |
| (11) INDIAN GAMES | (24) INDIA INFORMATION BOOTH |
| (12) STORY TELLING | (25) GATEWAY OF INDIA |
| (13) & (14) PALM READING | (26) & (27) KEBABI - FOOD |
| (15) & (16) VIDEO - CORNER | |

(ELECTRICAL OUTLETS, AS NEEDED. BOOTHS ⑨ & ⑩ NEED TWO OUTLETS)

NUMBER OF TABLES : 16 (SIZE 2'-6" x 8'-0" APPROX.) + 6 ROUND

" " CHAIRS : 4 PER TABLE OR 64 FOR BOOTHS.

43 FOR EATING AREA

100 FOR AUDIANCE (STAGE)

DIVIDERS : 2 FOR FOOD AREA

3 SHEET-ROCK DIVIDERS

(5 SHORT DIVIDERS FROM INDIA CLUB)
(S.D.)

EASELS

: 15 + if possible 5

(14 AS SHOWN PLUS REMAINING FOR SIGNAGE)
OR AS NEEDED

STAGE

: 12' x 16' WITH STEPS ON BOTH SIDES

& SHELL BEHIND.

TRASH RECEPTACLES : AS NEEDED.

(SET TABLES 3'-0" FROM WALLS, 4 CHAIRS PER BOOTH-TABLES)
90° BT SET BETWEEN WALL & TABLES, TYPICAL

the Indian community here in the twin cities. They will include booths put together by the various schools (including the University of Minnesota), groups and organizations and enterprises that cater to Indian cultural tastes. Throughout the exhibit area, emphasis will be placed on informing the interested visitor how to learn more about Indian culture here in Minnesota or by visiting India. Some of the booths may offer mementos or souvenirs for sale to defray the costs. There will be Indian snacks and meals for sale. The food will be catered by one of the Indian restaurants in the community.

Finances:

Both the sponsoring organizations are not for profit organizations, and their normal annual budgets cannot completely support the expenses associated with the proposed event. The attached budget shows the breakdown of expenses and revenue. It is the intent of the organizers not to charge admission to the festival or to the concerts. In the event, there is not sufficient funding to pay for the expenses, there will be nominal admission charge to the festival events.

The sponsoring organizations:

The *Indian Music Society of Minnesota* is a registered non-profit membership based organization. It promotes and fosters classical music and dance from India by holding concerts by leading artists from India in the twin cities metropolitan area. The society has received grants from the metropolitan arts commission in the first two years of operation.

The *India Club* is a registered non-profit organization also based on membership, dedicated to serve the Asian Indian community in Minnesota. The club organizes an annual India-day event in the fall, among its other activities including representing the Indian community in the Festival of Nations each year.

Minnesota Landmarks is cosponsoring the festival. It is based in downtown St. Paul and manages the Landmark Center facility. The organization also arranges special cultural events at the Landmark Center.

1. Village Scene

Shanti

- a. Sari Wrapping ←
- b. Wedding Costumes ←
- c. Games ↔
- d. Cooking Demo's - 1 ea 2 hrs ←
- e. Info booth - travel Booth
- f. Kitchen exhibit -
- g. ~~Dosai~~ Palm Reading/Astrology
- h. Your Indian Neighbor

16	FRIDAY	EVE	5-10
17	SAT.		all day
18	SUN.		NOON to 5

Tarun Kogoon

Kebab?
Dosai

Kick off = Politicians →

Evening street ←

U Film Society

Merchants

- Handicraft
- Rugs
- Brass
- Garments
- Jewelry

- Kebab
- Tikka
- Dosai
- Sweets

Proposal

1. Dance

2. String Instrumental ← Ali Akbar Khan

3. Public

15,000 - 30,000 →

Air India

Pictures/

Also make center

Movies

- 1. Documentary -
- 2. Feature

5:00

Films from San Francisco
Carla

Shritanu

Festival of India - Twin Cities

Background:

The Government of India and the Indian community in the United States are celebrating a year long Festival of India starting in June 1985. The twin cities area boasts a sizable community of people from India and hail from all regions of India. On behalf of the Indian community in Minnesota, the Indian Music Society of Minnesota and the India Club propose to celebrate a Festival of India on the 7th and 8th of September 1985 at the Landmark Center in downtown St. Paul. Minnesota Landmarks is cosponsoring this event.

The India club arranges an India day every year in the fall which is attended by about 750 people. The Indian music society arranges several concerts throughout the year with typical attendance of 120 for a concert. This festival will combine these regular events and have special exhibits and attractions to draw over 2000 visitors. Special emphasis will be given to publicity through paid advertisements and through public service announcements and through other community channels.

The Festival:

The festival will be held during the weekend of September 7th and 8th. The purpose of the festival is to provide a glimpse of the variety of language, culture, foods that is found in India, and at the same time show the common heritage that links the people from India. As such the festival will include classical music concerts, exhibits and displays arranged by the Indian community in Minnesota and food stalls.

Music: There will be two concerts. On Saturday, September 7th, Lalgudi Jayaraman will give a violin concert in the Karnatic (south Indian classical) tradition. He is considered the best among the violinists in Karnatic music by many critics and is certainly appreciated and popular with the audiences. This concert will kick off the festival at the Landmark center. Buddhadev Dasgupta will perform on Sunday. Mr. Dasgupta plays the sarod (a string instrument) and the concert be a north Indian or Hindustani classical music concert. Both the artists are among those who are touring the US as part of the nationwide Festival of India.

Exhibits and Displays: On Sunday the 8th, the main courtyard of the Landmark Center will be filled with displays and stalls that take a visitor through images and sounds of India. The exhibits will be organized by

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| ⑮ & ⑯ VIDEO - CORNER | |

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48 FOR EATING AREA

100 FOR AUDIANCE (STAGE)

DIVIDERS : 2 FOR FOOD AREA

3 SHEET-ROCK DIVIDERS

(5 SHORT DIVIDERS FROM INDIA CLUB)
(S.D.)

EASELS : 15 + if possible 5

(14 AS SHOWN PLUS REMAINING FOR SIGNAGE)
OR AS NEEDED

STAGE : 12' x 16' WITH STEPS ON BOTH SIDES

8 SHELL BEHIND.

TRASH RECEPTACLES : AS NEEDED.

(SET TABLES 3'-6" FROM WALLS, 4 CHAIRS PER BOOTH-TABLES
TO BE SET BETWEEN WALL & TABLES, TYPICAL)

To
The Committee Chairpersons
Festival of India & India Day

On behalf of the India Club, thanks for the great show at Riverplace.
Let us repeat the same at the Landmark Center on September 8.

I am enclosing a draft layout of the booths at the Landmark Center prepared by Arun Shirole. Please review and bring to the meeting on Tuesday, August 27, 1985 at 7:30pm at my place. We will discuss your needs for the booths and what we can provide etc etc. Also please review the Lessons Learned memo from Kanan Kutty.

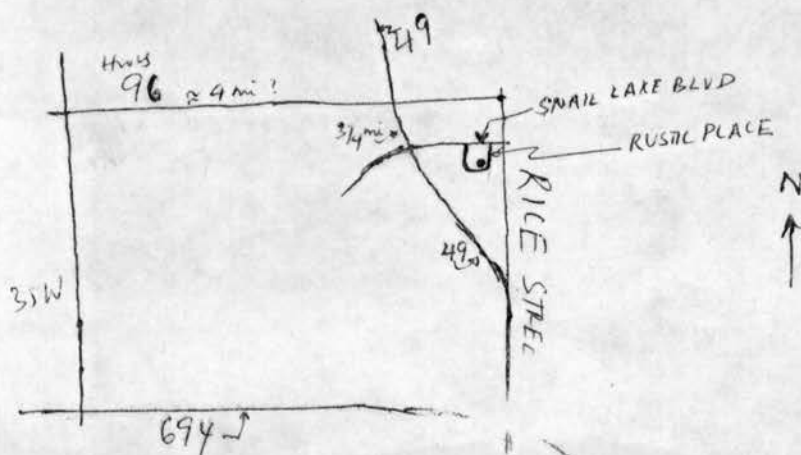
Anoop Mathur

From:

Arun Shirole
Bell Sheno
Anoop Mathur

My Address

4341 Rustic Place
Shoreview, 55112
483-0793



Zeki,

I couldn't get all
the chairpersons on phone.
However I have mailed
these letters & layout.
Suzon on Tuesday.
Anoop.

DRAFT - LAYOUT

8/22/85

AMS

Loading Dock

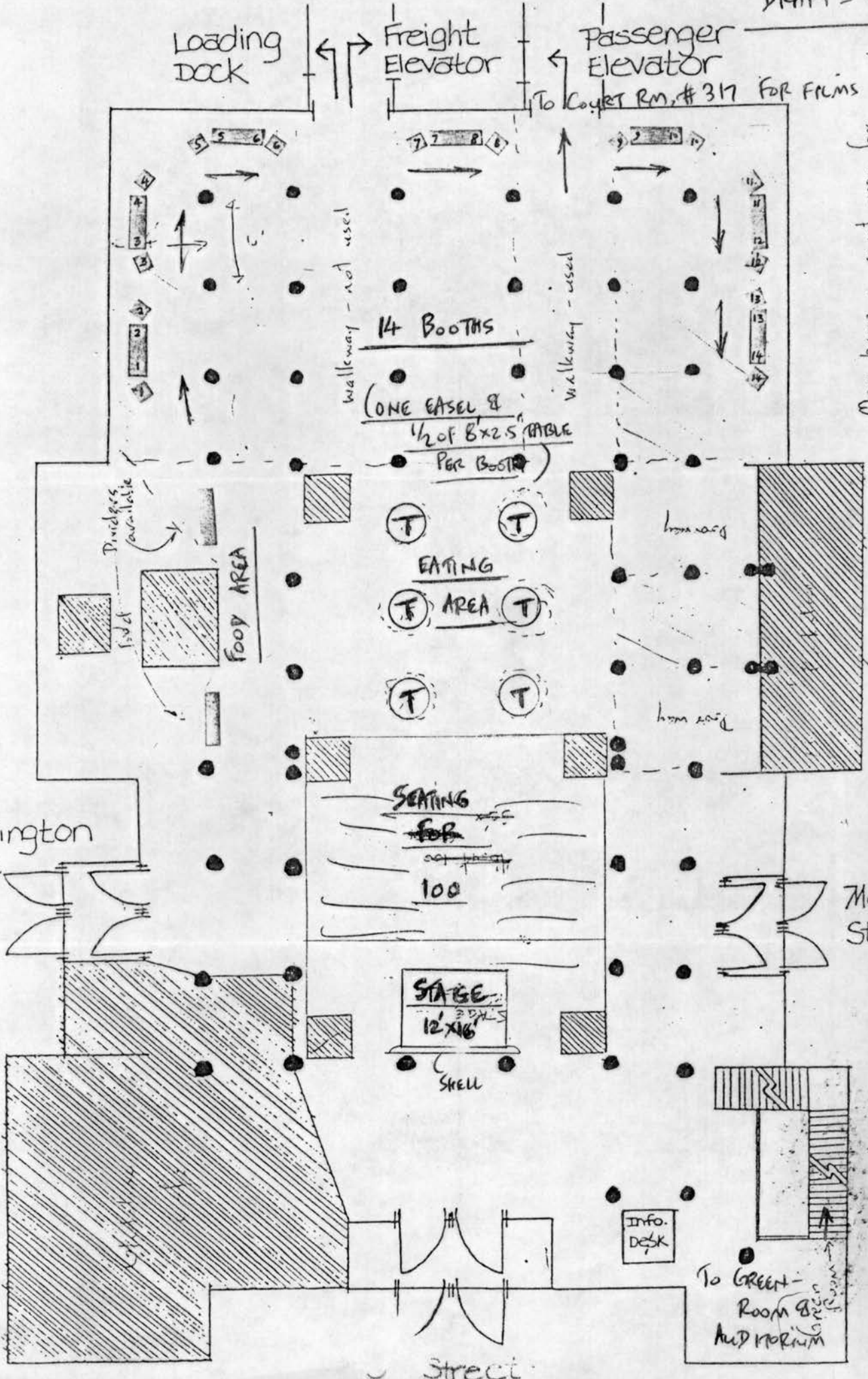
Freight Elevator

Passenger Elevator

To Court Rm. #317 For Films

May have a court-room for films.

Will need signage



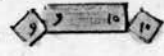
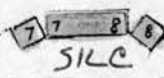
Loading dock

Freight Elevator

Passenger Elevator

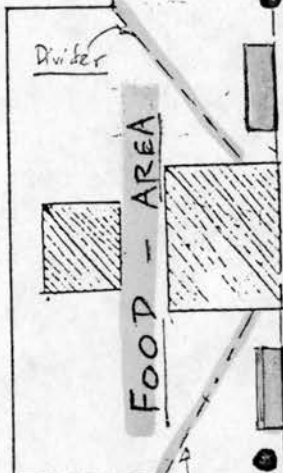
To COURT RM # 317 FOR FILMS

Booth TABLES
3-6" FROM
WALL
W. EASEL ON
SIDES &
4 CHAIRS BEHIND

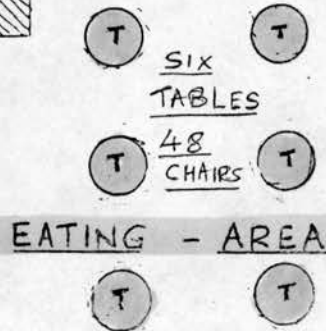


14 BOOTHS

7-TABLES, 14 EASELS
28 CHAIRS



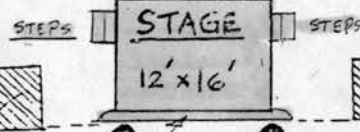
2 or more TABLES + 6 CHAIRS



have open

SLIDES

SEATING
FOR
100 PERSONS



SHELL

Washington Street

Market Street

Info. Desk

To GREEN
Room &
Auditorium

5th Street

Budget

Printing \$ 170.00 printing 45 280.00
110.00

Envelopes
and

Printer 270.00
mail 380.00
Supplies 20.00

670.00

ADVANCE TO ARTIST
\$ 350.00
+ 350.00

700.00 - 1650

HONORARIUM:

1. Dianna et al = \$ 75.00
2. KNEE = 150.00

225.00 - 1875

Sound
Ad

100.00 1975

750.00 2785

500.00

3200

350 -

3550

Equipment Rental

Poster

5
39
22
27
16
43
20
33
27
35
28
19
27
326

7
46
46
19
46
37
91
43
18
15
13
12
17
38
381
326
707
21

728

5
7.50
6
0

200 120
4- 500
880
1000

8/18/85
FROM ✓ KUTTY, INDIA CLUB (631-8619)
TO ✓ ZEKE ZEDENKA (631-3663) SUBJ. LESSONS FROM
INDIA CLUB RIVER PLACE FESTIVAL
- PLANNING FOR
LAND MARK CENTER
SEP 8, 1985

MY REPORT AS REQUESTED.

A. GENERAL INFORMATION AVAILABILITY

■ VOLUNTEERS AND ORGANIZERS OF THE BOOTHS
SHOULD KNOW THE OPENING AND CLOSING TIME
OF BOOTHS CONSISTENT WITH THE OVERALL
TIMING OF THE ENTIRE CELEBRATION.

● SUGGESTION - PREPARE THE INFORMATION
IN ADVANCE AND MAKE
SURE THIS REACHES VOLUNTEERS'
HANDS IN ADVANCE

■ VOLUNTEES SHOULD KNOW WHO TO TALK TO FOR HELP
IF THEY NEED HELP AT THE BOOTHS.

● SUGGESTION - IDENTIFY "FLOOR MANAGERS"
IN ADVANCE AND LET THEM
HAVE NAME TAGS

■ MEET WITH BOOTH ORGANIZERS THE DAY
BEFORE THE EVENT AND CLEAR UP
ISSUES.

B. COMMENTS ON BOOTHS

■ SAREE WRAPING

- VOLUNTEER SHOULD KNOW HOW TO OPERATE POLAROID CAMERA, INSTRUCTION SHEET TO BE AVAILABLE
- AMPLE SUPPLY OF FILM TO BE AVAILABLE.
- DONOT USE FLASH - USE SPOTLIGHTS SIMILAR TO THE ONE MANY OF OUR FRIENDS USE IN TAKING HOME VIDEO (SAVES MONEY!)
- PUT THIS BOOTH NEXT TO CUISINE BOOTH, MEHANDI BOOTH AND PALM READING BOOTH. BECAUSE THESE THREE BOOTHS ATTRACT LARGELY FEMALE AUDIENCE.
- IF POSSIBLE GET A MANNEQUIN AND DRESS IT UP IN A SAREE.
- OR AIR INDIA POSTER GIRL IN SAREE (CARD BOARD) - I THINK SOME TRAVEL AGENTS MAY HAVE IT
- PLUS PREPARE 35MM PICTURE SET SHOWING DIFFERENT PEOPLE MODELLING FLASHY SAREES AND PUT THEM ON AN EASEL
- OR HAVE AN ALBUM SHOWING PICTURES OF PEOPLE WEARING SAREES.

▶ PALM READING BOOTH

- MOST SUCCESSFUL BOOTH IN RIVER PLACE
- WHEN PEOPLE ARE WAITING, THEY SHOULD HAVE SOME THING TO DO
 - TO WATCH JARER WRAPPING?
 - TO HAVE SOMETHING TO READ
 - ETC?
 - THINK ABOUT IT.
- HASSAN SHOULD HAVE SOME A SYSTEM OF ISSUING NUMBERS AND CALLING THEM?

▶ MEANDI BOOTH

- SHIRIN FRIESTEDT'S FRIENDS, TWO GIRLS, DID AN EXCELLENT JOB. PLEASE THANK THEM AND GET THEM AGAIN!
- WE SHOULD CHARGE SMALL FEE?

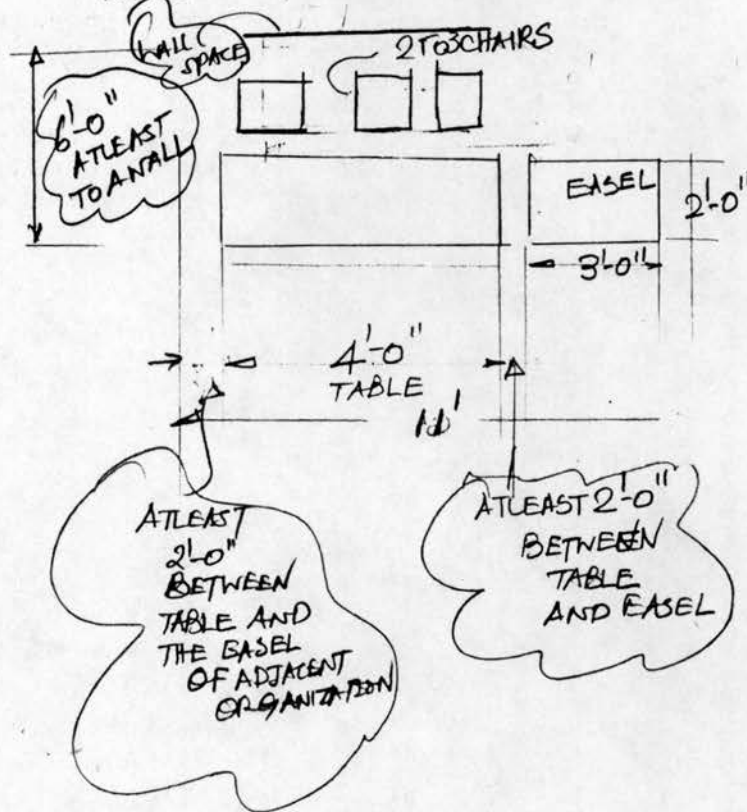
▶ CUISINE BOOTH (KITCHEN EXHIBIT)

- HAVE A VIDEO OF PREPARING SOME OF THE FOOD?
- SELL COOK BOOKS?
- DEMONSTRATIONS?
- MY HATS OFF TO YOU PREETI!

INDIA NEIGHBORS BOOTH

- FIRST OF ALL, THANKS TO ALL WHO HELPED US MAKE IT A SUCCESS IN RIVER PLACE

- FOR LAND MARK CENTER EACH ORGANIZATION MAY BE PROVIDED, WITH THE FOLLOWING TABLE, WALL AND EASEL SPACE



- SO EACH ORGANIZATION MAY NEED
A MIN. OF 66 SQFT OF FLOOR SPACE
AND
16 SQFT OF WALL SPACE
(4'x4')
- I STRONGLY RECOMMEND EACH ORGANIZATION

HAVE AN EASEL ($3\frac{1}{2}' \times 4'$) TO PROUDLY
 DISPLAY THEIR PICTURES AS HINDU
 MADIR DID. THE ADVANTAGE IS THAT
 WE DONOT HAVE TO MONKEY WITH THE
 WALL SPACE BEHIND AND WITH THE
 EASEL NEXT TO THE TABLE, PEOPLE
 CAN TAKE A CLOSER LOOK. IT DID
 WORK FOR HINDU MANDIR IN
 RIVER PLACE

- THE TABLE SKIRTS FOR EACH ORGANIZATION CAN HAVE THEIR LOGO IMPRINTED WITH THEIR NAME. THIS CAN BE ACCOMPLISHED WITH THE "T SHIRT" TECHNIQUE. WHILE THIS MAY COST A BIT TO EACH ORGANIZATION; ONCE DONE ON $2\frac{1}{2}' \times 4-6'$ OF GOOD BACK GROUND CLOTH. IT CAN BE REUSED.



TABLE
 SKIRT
 CONCEPT

- IF THIS IS NOT POSSIBLE, EACH ORGANIZATION CAN DO WHAT GEETA-ASPRAM DID IN RIVER PLACE, DISPLAY A SIGN $8'' \times 2-3'$
- ALL ORGANIZATIONS, PLEASE GET BACK TO US ABOUT THIS.

- COMMITMENTS FROM GEETH ASHRAM FOR
LAND MARK CENTER

THEY WILL

HANDOUT LITERATURE

DISPLAY PICTURES

SHOW A VIDEO TAPE (KUNAL)

- COMMITMENTS FROM GUJARATI SAMAJ FOR
LANDMARK CENTER

THEY WILL

HANDOUT LITERATURE

DISPLAY PICTURES

SHOW TRAVEL VIDEOTAPE (PARAG
DESAI)

TYP. MARRIAGE VIDEO

- COMMITMENTS FROM HINDU MANDIR FOR
LAND MARK CENTER

HANDOUT LITERATURE

DISPLAY PICTURES ON EASEL

SHOW A VIDEO TAPE (SANE)

- COMMITMENTS FROM INDIAN MUSIC SOCIETY
FOR LAND MARK CENTER

HANDOUT LITERATURE

DISPLAY PICTURES (PHOTO ALBUM)

TAPE RECORDER WITH HEAD PHONES

TO LISTEN TO MUSIC

- COMMITMENTS FROM NATYAKALA FOR LANDMARK CENTER

THEY WILL

HANDOUT LITERATURE

SUGGEST

DISPLAY PICTURES ON EASEL

SHOW RANEE'S VIDEO?

- COMMITMENTS FROM TELUGU ASSOCIATION FOR LANDMARK CENTER

NONE YET

RAJNIKANT OUT OF TOWN

HOW ABOUT PADU ARMILLI SHOULDERING THE TASK?

- COMMITMENTS FROM TAMIL ASSOCIATION OF MINNESOTA FOR LANDMARK CENTER

THEY WILL

DISPLAY PICTURES (EASEL OR WALL?)

DISPLAY GANAPATHI STATUE

"KUTHU VILAKKU"

LET ME TAKE THIS OPPORTUNITY TO APPRECIATE THE NEWCOMERS OF THIS GROUP WHO ARE PROVING THE SAYING "NEW BLOOD INVIGORATES."

MAY PRODUCE AN AUDIO SYNCHRONIZED SLIDE SHOW

- COMMITMENTS FROM SILC FOR LAND MARK CENTER

THEY WILL

HANDOUT LITERATURE

DISPLAY PICTURES

MAKE AVAILABLE A COMPUTER

QUIZZ 'ON INDIA

- COMMITMENTS FROM UNITED CHRISTIAN FELLOWSHIP OF INDIA FOR LANDMARK CENTER

THEY WILL

SHOW AN AUDIO SYNCHRONIZED

SLIDE SHOW (IT ALREADY EXISTS)

DISPLAY OTHER MATLS INCLUDING
INDIAN FLAG

MAN MEHNDI BOOTH! (BERT AND SHIRIN, NOTE WE MADE A DEAL!)

- COMMITMENTS FROM KANNADA-KOOTA FOR LANDMARK CENTER

WILL PARTICIPATE

DETAILS NOT KNOWN AT THIS WRITING
SUGGESTION

MAY FOLLOW THE FORMAT OF ANY
ONE OF THE ASSOCIATIONS

- COMMITMENTS FROM INDIA CLUB FOR LAND MARK CENTER

ORGANIZE THE WHOLE BOOTH

HELP ANYWAY WE CAN

HANDOUT LITERATURE ABOUT ALL ASSO.
(MINNI-INDIA)

- PREPARATION OF AUDIO SYNCHRONIZED SLIDE SHOW.

WITH THE HELP OF RAJASHESHADRI, BALWIKER AND RAJKANT (ALL HONEYWELL EMPLOYEES) WE HAVE AVAILABLE TO US THIS FINE FIELD OF HIGH-TECH, HUMAN COMMUNICATION MACHINE. IT IS EASY TO PREPARE A SHOW. IT TAKES ABOUT 2-3 HOURS AND 40-50 SLIDES. BERT AND SHIRIN FRISTEDT (94-0731) WILL BE OUR "DRAFTED" CONSULTANTS! CALL THEM! FOR DETAILS.

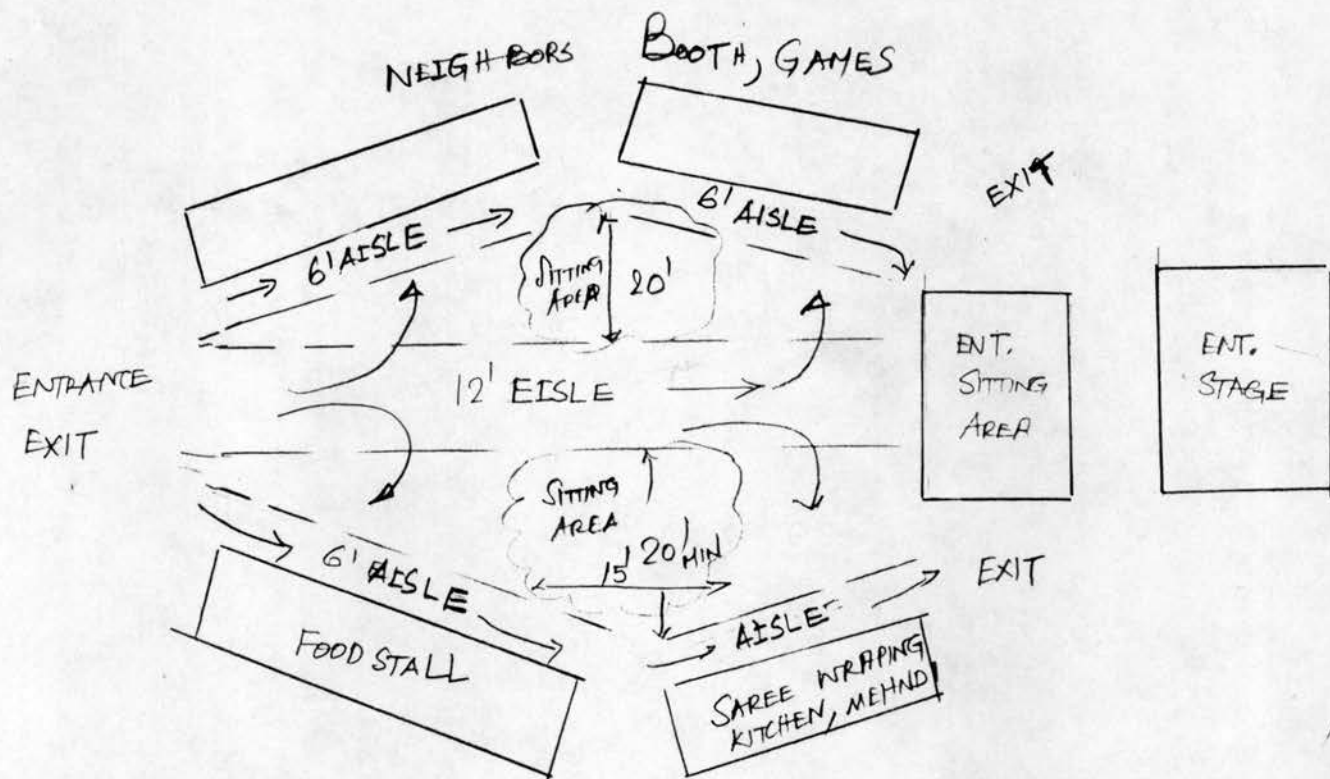
- COMMENTS ON VIDEO SHOWS

I RECOMMEND THAT ANY ORGANIZATION WISHING TO SHOW A VIDEO SHOW TO BRING THEIR OWN EQUIPMENT AND SOME EXTRA CORDS (100FT)

EDIT YOUR VIDEO SHOWS WITH INTERESTING COMMENTS OR COMMENTARY

- WAY OF PREPARING PICTURES

PUT THEM ON CONSTRUCTION PAPER THEN WE CAN EITHER TAPE UP TO WALL AND OR PIN THEM TO CORK BACK EXCEL.



A LAYOUT CONCEPT TO KEEP THEM ATTRACTED TO SOMETHING

CC. SPACE COORDINATORS

BELL SHENOI (645-7386)

ARUN SHROLE (537-4794)

ANUP MATHUR (483-0795)

LAND MARK CENTER COORDINATORS

RAJA SHESHADRI (379-1653)

VIJAY BALAKRISHNAN (644-8490)

INDIVIDUAL ORGANIZATION CONTACTS

INDIA CLUB

GEETHA - ASHRAM

KUNAL KAMRAN (645-9829)

GUJARATI SAMAJ

PARAG DESAI (941-9213)

HINDU MANDIR

KUSUM SAXENA (774-4999)

IMS

PRABHAKAR SHENOI (636-0523)

KATYA KALA

RENEE HOLZIEN (722-2116)

TELEGU ASSOCIATION

PADU ARIMILLI (770-1597)

TAMIL ASSOCIATION OF MINNESOTA

GANAPATHI SWAMY (379-8174)

UNITED CHRISTIAN FELLOWSHIP OF INDIA

BERT AND SHIRIN FRISTEDT (941-073)

SILC 8' B6 BYA

GODHAN NAMBOORI (894-8945)

KANNADA-KOOTA

V. NARAYAN (636-9915)

SAREE WRAPPING

NEENA GADA (636-1075)

KITCHEN EXHIBIT

ELLA BALDWIN (927-7546)

INDIAN GAMES

PADU ARIMILLI (770-1597)



FESTIVAL OF INDIA RIVERPLACE

Introduction

As part of the ongoing "Around the World" promotion at Riverplace, a Festival of India is planned for the weekend of August 15th-18th. To achieve relative success it is recommended that Riverplace tie into the nationwide Festival of India and seek cooperation and participation with members of the Twin Cities' Indian community, in specific, the "India Club" and the "Indian Music Society".

While it is hoped by Riverplace that the Festival of India will create substantially increased traffic for the said period; it would give the Indian community a unique platform to present and share the wealth of their heritage and culture. It is this celebration of India which in the end will add to the Twin Cities' already rich cultural heritage.

The Proposal

To do justice to the Festival a significant inauguration is necessary. It is suggested that an Indian dignitary be invited to attend on Thursday evening, August 18. He could be greeted with much fanfare and flag-raising. This can be achieved with good press coverage. Maybe the Mayor and other luminaries can be invited and possibly a key to the city given to the dignitary. What a "kick-off" like this will do is give the press reason to present the Festival of India to their evening news watcher.

The Festival itself can start Friday at 5:00pm and run through Sunday 5:00pm. The balance of this proposal deals with the programming during this period. For ease in presentation, it is broken down into three primary facets. ie:

- A. Cultural exhibits within the center.
- B. An Indian street bazaar in Lourdes Square.
- C. Feature entertainment.

A. Cultural Exhibits

With given time and schedule constraints, one needs to offer cultural exhibits easily available, at little or no cost. Bearing this in mind the following exhibits

HARSHAD BHATT

are suggested.

1. Indian Games

One of the few audience participation exhibits, where Indian games are displayed and audiences encouraged to play.

Location: Second floor-in front of Afton Toy Shop.

2. Saree Wrapping

Indian ladies will demonstrate and lead the ancient art of saree wrapping.

Location: Main floor-Exposition Hall.

3. Wedding Costumes-a fashion show.

A fascinating fashion show of India's different regional wedding costumes.

Location: Main floor-Exposition Hall.

4. Kitchen Exhibits ELLA - setup

The various kitchen utensils used in regional cooking.

Location: Main floor-in front of Kebabi.

5. Photographs/Costumes of Rajasthan

A pictorial display of Rajasthani village life with costumes and artifacts.

Location: Main Street Market.

6. Yoga demonstrations come to talk to meditation center.

Demonstrations and lectures on Introduction to Hatha Yoga.

Location: Exposition Hall

7. Mehndi Demonstration (Sadia Huson?)

Demonstration of the fine art of hand/feet painting with Henna.

Location:

8. Indian Neighbors Booth KANUADHUTTY

A hospitality booth to new members of the Indian community.

Location: Second floor-Glass Dome

9. Travel/Adventure Booth

An informational and pictorial introduction to travel in India from a tourist's perspective.

Location: Second floor-Glass Dome

MR. BEVVEY METRO TRAVEL

shell

Pratima MAHAR
PRAKASH RAO

NINA GADA

Pratima MAHAR

Pratima MAHAR

Judy Frater

YOGA School

WELCOME

Club Board

Travel
Agents
in
MAY 3 (4)
784-4123 (4)
784-0560 (4)

RAJA

542-6099

Call

SANJAY SINGH

B. Indian Street Bazaar

To get the true flavor of life in India, what could be more appropriate than a recreation of a street bazaar scene in India. This would include street food hawkers, peddlars, street entertainers, cycle rickshaw riders, etc. A treat for all, old and young.

Suggested street merchants:

- Indian handicrafts
- Indian garments
- Indian brassware
- Indian rugs
- Indian jewelry
- Indian wood carvings
- Indian toys

*Local
merchants*

Suggested food stalls:

- Fry station-for Pakoras/Bonda ←
- Puri/aloo station
- Dosa station ← *Kris Iyer*
- Kebab station
- Curry station
- Indian sweets station ←

needs manpower

Suggested street entertainers:

- Jugglers
- Tight-rope walkers
- Astrologers/palmists/fortune tellers
- Snake charmers
- Monkey's trainers
- Bear trainers
- Musicians-sitar players
- tabla players
- flutist

Yoga demonstrations

C. Feature Entertainment

It would be ideal if a star attraction of International celebrity status could be featured. If not, local musicians could be asked to perform, with an emphasis on dance and instrumental music.

Some suggestions:

Dance: Bharata Natyam
 Kathak

Music: Classical instrumental

Movies: Gandhi

 Passage to India

 Ganga Din

sally-

Resources

Since both time and money are of essence, help and support of all local resources is essential. Some potential resources are:

1. THEA
2. Members of Indian community →
3. Indian Consulates in U.S.
4. Festival of India organizer in New York
5. Kebabi -
6. Afton Toy Shop
7. The Craft Shop
8. Old Main Travel
9. John Turner -
10. Louis Doering
11. Indian merchants in the Twin Cities
12. JUDY FRATER

Budget

Contingent upon the final programming a budget can be drafted. It is only fair to suggest at this point that funding for this Festival be shared by all; Riverplace, the India Club, and the Indian Music Society. In specific, cost of the entertainment and/or cultural exhibits could be shared by all parties involved, while the cost of the Indian street bazaar be borne by participating merchants. Riverplace could possibly pick up the cost of advertising and promotion.

8th

Parking for Volunteers

hand

MEMORANDUM

TO: Jane Buxell (The Craft Store)
Rosellen Doherty (The CollecTree)
Joel and Shirlee Kline (Got'cha Covered)
Linda Aydt and Juanita Suttles (Bon Chic)
Tarun Kapor (Kebabi)
Mike Pellizer (Fratelli's)
Louis Doering (Sweetwater Deli)
and
Other Interested Riverplace Merchants

FROM: Sally Fefercorn

RE: Festival of India at Riverplace, August 16-18

DATE: August 2, 1985

There will be a meeting of all Riverplace retail and food merchants participating in the Festival of India Street Bazaar on Tuesday, August 6, 1985 at 4:00 p.m. in the Management Office Conference room.

The purpose of the meeting will be to discuss the outdoor staging of the event on Lourdes Square (rain site to be discussed) and the outdoor kiosks and food stalls.

We also need to discuss plans for a reception to honor the India General Consulate who has been invited to attend the festival at Riverplace.

For those retail and food merchants who would like to participate, but as of yet are not involved, please plan to attend the meeting. Copies of the original Festival of India proposal are available in the center office.

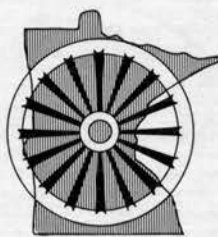
Please call Amy Ebersviller (378-0154) to confirm your attendance plans for Tuesday's meeting at 4:00 p.m.



Sally Fefercorn
Marketing Director
RIVERPLACE

cc: Nancy Whitelaw
Peggy Liddiard
Zeke Ferdinand
Raja Seshardi

PRESIDENT: F. F. ZDENEK
VICE PRESIDENT: N. GADA
SECRETARY: ELLA BALDWIN
TREASURER: M. AMBERKER



1694 COMO AVENUE
ST. PAUL, MINNESOTA 55108
TELEPHONE 612-647-0191

THE INDIA CLUB OF MINNESOTA

NEWS CONTACT: Vijay Balakrishnan
PHONE: 612 - 870 6175

FOR IMMEDIATE RELEASE
8/21/85

FESTIVAL OF INDIA AT LANDMARK CENTER SEPTEMBER 8TH

The India Club and the Indian Music Society of Minnesota present a festival of Indian arts, culture, food and entertainment on Sunday September 8th 1985 at the Landmark Center in St. Paul. The festival is part of a 15 month national salute to India which includes performances, visits by Indian dignitaries and travelling art exhibits.

The event which is being sponsored by Honeywell's Commercial Avionics Division and Minnesota Landmarks features classical Indian dance, popular music, exotic foods, costume pageants, palm reading, traditional hand painting and a host of activities to entertain the young and the old. It is truly a rare opportunity to understand and experience India at first hand.

This is the first event of its kind in the Twin Cities and has been arranged in order to help Twin Cities' residents learn more about the largest democracy in the world.

The festival hours are between 12:00 noon and 6:00 pm. During these hours, several craft, cultural and art exhibits will be on display. Immediately following the festival, at 7:00 pm. there will be a classical music concert on a traditional Indian string instrument called the "SAROD" at the Wyerhauser Auditorium in the Landmark Center. The artiste will be Buddhadeo Dasgupta - one of India's leading virtuosos. Concert tickets are \$3.00 for members of the Indian Music Society and \$5.00 at the door. Admission to the Festival, however is FREE of charge.

Landmark Center

Just kid as soon as possible - Vijay, Gopal
Theresa 292-3276

Children's Home Society

\$
1500⁰⁰

TV TAB for Ad.

Attendee:

LIST OF BOOTHS

- | | |
|-------------------------|---|
| ① MEHENDI | (17) GEETA - ASHRAM |
| ② FACE-PAINTING | (18) TAMIL ASSOCIATION |
| ③ INDIAN MUSIC SOCIETY | (19) HINDU SOCIETY |
| ④ NATYAKALA | (20) GUJERATHI SAMAJ |
| ⑤ & ⑥ SILC | (21) UNITED CHRISTIAN FELLOWSHIP OF INDIA |
| (7) & ⑧ SARI | (22) KANNADA - KUTA |
| (9) & ⑩ INDIAN CUISINE | (23) INDIA - CLUB |
| (11) INDIAN GAMES | (24) INDIA INFORMATION BOOTH |
| (12) STORY TELLING | (25) GATEWAY OF INDIA |
| (13) & ⑭ PALM READING | (26) & ⑮ KEBABI - FOOD |
| (15) & ⑯ VIDEO - CORNER | |

(ELECTRICAL OUTLETS, AS NEEDED. BOOTHS ⑨ & ⑩ NEED TWO OUTLETS)

NUMBER OF TABLES : 16 (SIZE 2'-6" x 8'-0" APPROX.) + 6 ROUND

" " CHAIRS : 4 PER TABLE OR 64 FOR BOOTHS.

43 FOR EATING AREA

100 FOR AUDIANCE (STAGE)

DIVIDERS : 2 FOR FOOD AREA

3 SHEET-ROCK DIVIDERS

(5 SHORT DIVIDERS FROM INDIA CLUB
(S.D.))

EASELS : 15 + if possible 5

(14 AS SHOWN PLUS REMAINING FOR SIGNAGE)
OR AS NEEDED

STAGE : 12' x 16' WITH STEPS ON BOTH SIDES

& SHELL BEHIND.

TRASH RECEPTACLES : AS NEEDED.

(SET TABLES 3'-6" FROM WALLS, 4 CHAIRS PER BOOTH-TABLES)
TO BE SET BETWEEN WALL & TABLES, TYPICAL

A.M.S

8/29/85

Loading Dock

Freight Elevator

Passenger Elevator

To COURT RM # 317 FOR FILMS

BOOTH TABLES
3'-6" FROM
WALL
W. EASEL ON
SIDES &
4 CHAIRS BEHIND

FOOD - AREA

2 or more TABLES + 6 CHAIRS

SIX
TABLES
48
CHAIRS
EATING - AREA

SEATING
FOR
100 PERSONS

STAGE
12' x 16'

SHELL

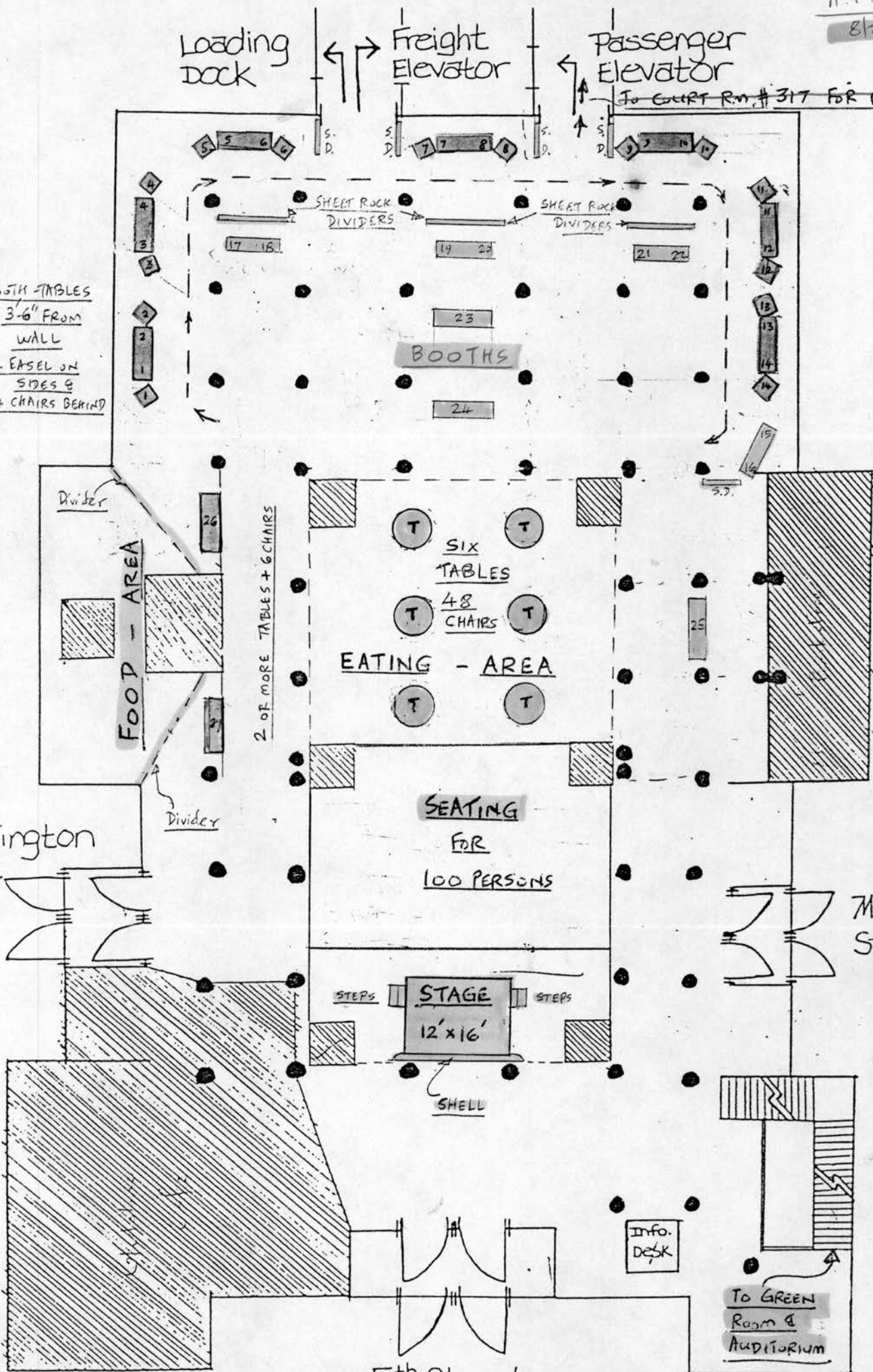
Info.
Desk

TO GREEN
Room &
Auditorium

5th Street

Market Street

Washington Street



8/31/85

Recd. of F. 2 DeNet
\$106.00 as Prepayment
For 20 TABLE STAIRS
TO B.P.G. 9/1/85
(ED)

(612) 646-2623

ED & TOM BRINKHAUS
AA RENTAL SERVICE
1436 CARROLL AVE.
ST. PAUL, MINNESOTA

AA, RENTAL SERVICE



I
NEED TO RENT

DELIVERY
ST PAUL & MPLS
& ALL SUBURBS

646-2623

After Business Hours Call

881-0871 OR 869-6267

1436 Carroll Av

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- Camping Equipment
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Electric Hoofers, Baby Stools,
Silver Items, Snowshoes
Large Party Tent

RENTALS



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