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Posted August 9, 2012 // Arts-Entertainment // No comments

Article written by Tushar Unadkat

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The organizing team at Mosaic Festival. Click to enlarge photo

The Mosaic festival is back in all it's glory at the Celebrations Square in Mississauga from Aug16 -19. The immensely popular cultural festival is in it's seventh year and this year too it promises a celebration of South Asian art and artistes, culture and entertainment. "It's truly a festival of the people and for the people. It's pure family fun, inspiring local talent and sharing of cultures in the community!" says Festival Director, Anu Vittal

Produced by the non-profit CCAI (Canadian Community Arts Initiative), the festival launches on August 9th with an exhibit, Image and Identity at the Promenade Gallery. Curated by Asma Arshad Mahmood and Ali Adil Khan, the exhibit is described as an exploration of the ways in which we form our public identity through self-representation that in turn defines our ethnicity.

Suhaag.com spoke to Asma Mahmood, founder of Mosaic currently CCAI Chair about her expectations from the festival

TU: Think back and tell me us what your experience at the first Mosaic festival like and how has the festival evolved?

AM: Mosaic festival has come a long way from 2006 to 2012. In our seventh year when I look back, I marvel at the courage we had to take up this mammoth task. We were targeting about 5000 people that year now we are looking at more than 60, 000 people attending. In the initial years, we relied on local talent but now we have over 35 artists flying in from all parts of the world! In terms of the number of organizers, we were working with a board of five directors and a team of 25 volunteers. Now we have a board of 13, executive team of 12, an executive director and over 100 volunteers that help with the festival.

It's been a learning experience, both from the business aspect as well as from the point of view of producing the festival. We are now consulting three major cities for their future projects and developing more events based on our experience and know how.



This year Mosaic will feature Gatka!

TU: Tell us how is Mosaic special this year?

AM: We are very pleased that this year Mosaic has come into its own with a high profile film festival that we celebrate at the Noel Ryan theatre in Mississauga. The filmmakers and artists will be invited for panel discussions and screenings. The film selection includes Oscar winning film, *Saving Face* by Sharmeen Obaid-Chinoy, Tiff selections, Hotdoc selections and other prestigious award winning and nominated films. The CCAI project for seniors, *Reload*, is the highlight of this year's festival as well.

TU: What future do you envision for the Mosaic festival?

AM: As far as development is concerned, the CCAI is committed to encourage a spirit of community. I hope that Mosaic Festival becomes representative of not only the South Asian community but also the high ideals of multiculturalism in Canada.

Mosaic 2012 highlights:

- Mosaic Festival line-up includes, Shafqat Amanat Ali, Red Baraat, Stereo Nation, Shiamak's Indo Jazz Dance Movement, Gatka and Shobha Lee amongst others.
- Renowned Yorkville fashion house INDIVA will present an exclusive designer trunk show and celebrity walk. Iconic styles from Indian
 designers will be displayed at the Art Gallery of Mississauga.

- Over the past 5 years, Mosaic has established itself as the largest free multidisciplinary art festival of the western GTA region. City of
 Mississauga recognized Mosaic as a community based event that promotes art and culture and spirit of volunteerism in Canadian society.
- In the past, Mosaic has received grants from the Ontario Trillium Foundation, Ontario Arts Council, Toronto Tourism Foundation and Department of Canadian Heritage to name a few.
- · Admission and parking is free at Mosaic Festival.
- For more information visit http://www.mosaicfest.com

Internationally celebrated, multiple award winning media personality and art critique, Tushar Unadkat is CEO, Creative Director of MUKTA Advertising and Founder, Executive Director of Nouveau iDEA (New International Dimension in Entertainment & Arts)

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