



Teamwork Arts, in association with Sleepwell, is set to host a Festival of Music and Poetry - Sleepwell Presents The Sacred Amritsar

Leading Indian performing arts and entertainment company, **Teamwork Arts**, in association with **Sleepwell**, is all set to host a festival of music and poetry, **Sleepwell Presents The Sacred Amritsar**, scheduled to take place from **24th-26th March, 2023**. Celebrating the spirit of the city known for its indomitable spirit, the Festival will be a celebration of poets who stand out both for their vision and verse, and their timeless compositions.

A press conference announcing **Sleepwell Presents The Sacred Amritsar** was held at the iconic Jaipur Literature Festival 2023. At the conference, former diplomat **Navdeep Suri**; Managing Director, Teamwork Arts, **Sanjoy K. Roy**; Director, Sleepwell, **Namita Gautam**; Festival Advisor, Sleepwell Presents The Sacred Amritsar, **Sangita Misra**; and Vice President, Music Festivals, Teamwork Arts, **Minhal Hasan**, announced that the Festival will be an eclectic mix of music, poetry, heritage walks, food trails, literary discourse and workshops.

Sleepwell Presents The Sacred Amritsar will embrace the myriad colours, shapes and nuances of verse, with its roots in openness, accessibility and inclusivity. In the course of India's dramatic medieval history, through the 15th and the 17th centuries, there arose an awakening of the senses that brought together thinkers, poets and musicians who challenged old norms in religion, preached about love and compassion and sang against the ugly shackles of the caste system.

Known as the 'Jewel in the Crown' of the Punjab, Amritsar, literally a 'Pool of Nectar', derives its name from Amrit Sarovar, the holy tank that surrounds the magnificent Harimandir Sahib, also known as the Golden Temple. Amritsar's essence lies not only in its holy spaces, but also in its public spaces like theatres and galleries, which are sites of vibrant folk dances and scintillating taans, and sumptuous cuisine.



Rooted in the universal appeal of music and poetry, **Sleepwell Presents The Sacred Amritsar** will inspire the same awe in its attendees, and will be a transformative festival. While the Morning and Evening Music will be free and open to all, a specially curated and magical ‘Delegate Experience’, spread over 2 and a half days, with languid afternoon discourses on poetry, heritage walks across important sites, and the partaking of Amritsar’s incomparable cuisine, will be the Festival’s hallmarks.

About Teamwork Arts:

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers, change makers and visual artistes in the knowledge and arts space in India and abroad. Every year, we produce over 33 festivals in 42 cities and 17 countries in the fields of performing & visual arts and literature. We produce the world's largest literary gathering: the annual Jaipur Literature Festival; JLF international now travels to the US, UK, Canada, Australia and the Maldives and soon in Europe.

Even amidst the upheaval and unsettling times of 2020 and through 2021, Teamwork Arts successfully launched the digital series, ‘JLF Brave New World’ and ‘Words Are Bridges’, which were viewed by over 4.8 million people in their first season. Through its digital avatar, the Jaipur Literature Festival reached over 27 million viewers in January 2021. Our initiative ‘Art Matters’ empowers artistes across India to collaborate across genres by commissioning them to create new works thereby effecting change & raising awareness. The digital series ‘Be Inspired’ was launched in 2021 – a series that crystal-gazes into the future with conversations on science, technology, innovation, environment and more.

Website: www.teamworkarts.com