



Teamwork Arts, in association with Sleepwell, is set to host a Festival of Music and Poetry in 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**, at the **Maharaja Ranjit Singh Summer Palace**, the Festival will be a celebration of mystics and poets and their timeless verse. The Festival will honour the spirit of Amritsar, a city known for its rich and diverse cultural heritage. With its roots in openness, accessibility and inclusivity, the Festival will be an eclectic mix of spiritual music, devotional poetry, heritage walks, food, literature and engaging workshops.

Sleepwell Presents The Sacred Amritsar will embrace the myriad colours, shapes and nuances of verse. Mornings at the Festival will begin with soothing performances which will celebrate the musical heritage of India. Amritsar's history and culture soaked environment lends itself to contemplative literary discourses and therefore, afternoons at the Festival will have stimulating literary activities, such as evocative poetry readings and insightful conversations. Evenings at Sleepwell Presents The Sacred Amritsar will feature unique collaborative performances between a range of national and international artistes.

Namita Gautam, Director, Sleepwell, said, *"For over five decades, Sleepwell has been striving to make it easy for people to achieve emotional, physical and spiritual wellness through a big sarovar of products, ranging from mattresses, sleep accessories to smart, tech-infused sleep solutions. With over fifteen manufacturing units and a sprawling footprint that spans India, Australia and Europe - Sleepwell is on a crusade of making people fix holes that keep them from reaching their true happiness. We help people fight fatigue, battle despair, and win over exhaustion. We help people wake up happy, ready and right for embracing what the almighty has meant to bless them with. What better way than music and sleep to weave these holes that hold our wings back!"*

Festival Highlights

Sacred Mornings will have a range of diverse musical performances by artistes such as **Shabnam Virmani**, who will play the tambura and sing folk songs of Kabir Das, **Sandeep Singh** and **Chinmayi Tripathi** on the dotara, and leading Hindustani classical slide guitar player **Kamala Shankar**.



Afternoons at the Festival will be dedicated to exploring the city of Amritsar through heritage walks and food trails, this will be followed by engaging literary sessions that will feature renowned names such as former diplomat and author **Navdeep Suri**; Indian contemporary painter and graphic artist **Arpana Caur**; writer and poet **Saumya Kulshrestha**; and literary historian and fiction writer **Purushottam Agrawal** along with singer & songwriter **Vipin Heero**. There will also be a special **Dastan-E-Goi** performance by Lucknow-based lawyer turned performing artist and entrepreneur **Askari Naqvi** and writer, performer and educator **Valentina Trivedi**.

In the spirit of celebrating creativity, the Festival will also have an expression zone called '**Numaish: Poetry, Painting, Performance**'. In collaboration with **Khalsa College**, Amritsar; **Khalsa College Public School**, Amritsar; and **Spring Dale Senior School**, Amritsar, this zone will encourage students to engage in creative activities and express themselves through poetry writing, musical performances and art!

Evenings at the Festival will have exhilarating performances by acclaimed artistes such as Indian Carnatic vocalist **Aruna Sairam**; Punjabi folk singer **Dolly Guleria** who is carrying forward the legacy of the legendary musician Surinder Kaur; singer-songwriter **Harpreet Singh**, and many more!

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.

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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

About Sleepwell:

(Please put information)