



## **Sleepwell Presents The Sacred Amritsar**

*Teamwork Arts, in association with Sleepwell, is set to host  
a Festival of Music and Poetry*

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 Director, 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.

*"From the tranquillity of Amritsar, a city known for its rich and diverse cultural heritage, to sessions by experts through the day and numerous soul stirring performers who've joined to collaborate for this experience, visitors will enjoy a blissful experience that will bring them home - to themselves."* **Sanjoy Roy, Managing Director - Teamwork Arts, said.**

## Festival Programming

### Opening Reception

The first edition of The Sacred Amritsar presented by Sleepwell will celebrate its Opening Reception at the magnificent hotel, The Earth Amritsar. Evening Reception will open with Sufi Musical Performance by Arvinder Chamak and Veena followed by Khooni Vaisakhi: An Evening of Poetry and Music with former diplomat and author Navdeep Suri and singer-songwriter Harpreet to stage a performance of the poem 'Khooni Vaisakhi'.

### Morning Music

The Festival programme will include **Sacred Mornings** which will come alive with morning music with soulful performances such as:

- **Shabnam Virmani**, founder of The Kabir Project in 2002 will be presenting Songs of the Mystics by Shabnam Virmani & Swagath Sivakumar.
- **Sandeep Singh** is a celebrated Taus & Dilruba Player and will be performing Morning Ragas with Avirbhav Verma.
- **Mapstudio by Chinmayi Tripathi & Joell** will present songs of Kabir, Meera, Mahadevi Verma, Harivansh Rai Bachchan, Amir Khusrau and other poets.
- **Vidushi Dr. Kamala Shankar** is first woman Indian classical slide guitarist, who is a renowned performer at Hindustani Classical Music recitals, both in India and abroad.

### Dialogues & Discussions

Afternoons can be spent exploring the city of Amritsar followed by engaging sessions on poetry, music & culture with a stellar line up.

- A special “**DASTAN MIYAN AZAD KI**” by Askari Naqvi & Valentina Trivedi - This Dastan is a carefully curated selection of 3 nuggets of different moods from ‘Fasana-e-Azad’. Authored by Pandit Ratan Naath Sarshaar, this gem of Urdu literature was hugely popular in the late 19th and early 20th century.

### THE DASTANGOS

- **Deepti Naval** is an Indian film actor, director, writer, painter, and photographer.
- **Askar Naqvi** is a performing artist, human rights lawyer and activist.
- **Valentina Trivedi** is a writer, performer and education consultant who has engaged with stories in numerous ways: writing scripts, directing short films, editing, translating, adapting and telling stories, most recently on her Youtube channel ‘Aao Suno Kahaani’
- **Purushottam Agarwal** is a renowned writer. His book Akath Kahani Prem Ki: Kabir ki Kavita aur Un ka Samay (2009) has been widely acclaimed as a path-breaking study of Kabir and his work.
- **Vipin Heero** is a Hindi singer-songwriter and actor from Delhi who has a distinct sound and style.

### Evening Music

At sunset, anticipate a mood change through scintillating music as a perfect sundowner. The evening will witness exhilarating performances by:

- Padma Shri awardee **Aruna Sairam**
- Punjabi folk singer, **Dolly Guleria**
- **Alif**, powerful storytellers through music & poetry
- Music sensation, **Rabbi Shergill**



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.

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**About Sleepwell**

Everyday is a festival, a song- but do we sing? In the endless web of lies and illusions that we live in everyday, sleep is not a break, but an escape. It's not a mirage but a real window out of this prison. And every night and with every small prayer we speak before going to bed, we get a glimpse of the true creator, the ultimate power, the real truth above it all.

For over five decades, Sleepwell has been trying people to get closer to that sublime happiness. We have been striving to make it easy for people to achieve emotional, physical and spiritual wellness all these years- 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!

**About Teamwork Arts:**

FROM CONCEPT TO CURATION, AND DESIGN TO PRODUCTION



A highly versatile entertainment company, Teamwork Arts has roots in traditional and contemporary 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.

Teamwork produces one of the world's largest literary gatherings, the annual Jaipur Literature Festival. JLF international now travels to the US, UK, Canada, Australia and the Maldives and soon in Europe. Our musical extravaganza, Bollywood Love Story - A Musical, continues to tour the world and has had sold out shows in Austria, Germany, Netherlands, South Africa, Spain and Switzerland. Our International festivals in India have included the bi-annual Bonjour India, festival of France with more than 200 events across 18 cities in India and featuring over 250 artists, designers, researchers & entrepreneurs, and OZ fest - a festival of Australia in India.

**Website:** [www.teamworkarts.com](http://www.teamworkarts.com)