

# INDIGO ART MUSEUM

Arvind  
FASHIONING POSSIBILITIES

# The Indigo Art Museum Spreads its Wings

## The Indigo Exchange: A Global Conversation

On April 24th -25th at Kingpins, Amsterdam: Arvind Limited, a pioneer and industry leader in the denim industry in India and globally, unveils the Indigo Art Museum at the prestigious Kingpins Show in Amsterdam, taking place from April 24th to 25th, 2024. For the first time ever, a major denim mill with a rich heritage is making history by conceptualising and launching a museum dedicated to the indigo dye.



'Divine Sky' by Aboubakar Fofana

The Indigo Art Museum is a groundbreaking institution dedicated to exploring the rich history, artistic expression, and diverse applications of indigo. By partnering with Kingpins in Amsterdam, a hub for denim enthusiasts, Arvind offers a unique opportunity for the global denim community to experience the magic of indigo firsthand through the Museum.

The Indigo Art Museum transcends mere exhibition; it's a vibrant platform for exploration that has brought together various artists through the medium of indigo. The loan of "Birds of a Feather Flock Together" by renowned Indian artist Amit Ambalal exemplifies this.

## ‘Birds of a Feather Flock Together’

This captivating artwork highlights the versatility of indigo. By combining dyed fabric with wire mesh and resin, the artist creates a dynamic interplay of texture and colour, showcasing a refreshing approach to using this ancient dye. In talking about this artwork, the artist says, “I have a special fascination for crows. Mainly because of their intellect and sharp alert movements. Collectively they are sometimes aggressive and act as performers.” The artist melds his experiences of working with indigo and his encounters with crows in this artwork.



‘Birds of a feather flock together’ by Amit Ambalal

Born in 1943, in Ahmedabad, Amit Ambalal qualified in Arts, Commerce and Law. A self-taught artist he joined the family business before taking up painting full time in 1979. Amit Ambalal’s engagement with the arts extend to a wide ground of historical research, documentation and collection and his particular interest in the Nathdwara School of Painting which has also inspired him in his own work.

### From Ancient Dye to Modern Muse

The Indigo Art Museum delves into the fascinating story of indigo, tracing its journey from its origins to its role in global trade routes, its symbolic significance in various cultures to experimentation and exploration. The museum envisions itself as a “living museum”, a laboratory of ideas and practices that offers a glimpse into the enduring power of this remarkable dye through explorations with indigo in various materials in its modern context. The permanent collection of the Museum in Ahmedabad features installations, sculptures and paintings by acclaimed artists from across the globe including Amit Ambalal, Annie Morris, Idris Khan, Alwar Balasubramaniam, Manisha Parekh, Nalini Malani, Aboubakar Fofana, Alicja Kwade, and Shihoko Fukomoto, among others.

# Kingpins: A Global Denim Community

The Museum's collaboration with Kingpins fosters a dialogue between the timeless legacy of indigo and its vibrant presence in the contemporary world of denim. Kingpins celebrates innovation in the denim industry and those pushing the boundaries of design with this timeless dye.



'Essence' by Shola Carletti

## Beyond Exhibitions: A Commitment to Indigo's Future

The Indigo Art Museum is a global first: a museum dedicated to a single material, showcasing its myriad expressions across art, design, fashion, and history.

The museum aims to cultivate a vibrant ecosystem that breathes new life into this ancient dye by connecting artists, laboratories, manufacturers, and farmers. It is a story of continuing innovation through artist residencies, collaborations, workshops, and educational programs.

The Indigo Art Museum invites artists, designers, artisans, weavers, dyers, historians, storytellers, explorers and creative minds from all fields to collaborate with us and experience the legacy of indigo. Immerse yourself in the fascinating story of this remarkable dye, discover its history, explore its artistic possibilities, and ignite your creative spirit.

## Arvind: A legacy steeped in Indigo

Arvind's story is deeply intertwined with indigo. Arvind was a pioneer of indigo-dyed denim production in India (becoming the world's third-largest producer by 1991) and a witness to the rich history this dye holds.

Indigo's significance extends far beyond its vibrant hue. As a material, natural indigo captures the vast linkages of regional and international trade since Harappan civilization to the present, and in India, its story is intricately woven with India's fight for freedom. The Indigo Revolts, sparked by unfair treatment of farmers during colonial rule, became a pivotal chapter in our independence movement. Arvind's own history reflects this connection. Founded in solidarity with Gandhi's Swadeshi movement, Arvind has always championed Indian-made, high-quality textiles – a commitment that continues to define us today.



# Indigo Art Museum: A Beacon for everything Indigo

The Indigo Art Museum unveils the rich tapestry of indigo dye, delving deep into its fascinating history and celebrating its global influence on trade, cultural exchange, and artistic expression. Through art, design, research, education, and immersive experiences, the museum ignites a passion for indigo, fostering appreciation for its enduring legacy and limitless creative potential. More than a historical archive, the museum brings indigo's legacy to life, sparking conversations and encouraging innovation. This unique focus on a single material – indigo – reveals its incredible versatility and vast expressions, transforming it from a distant memory into a vibrant, ever-evolving exploration. The museum isn't just about the past; it's a dynamic space for experimentation, ensuring indigo's legacy remains a vibrant thread in our cultural tapestry.

## What We Do?

We are a unique world museum in Ahmedabad establishing India's most comprehensive collection of Indigo artworks.

We exist as a living museum such that artisans, artists, designers and technologists work together to showcase the past, the present and the future of the indigo dye.

We offer an experimental space, a laboratory of ideas and practices and a platform to all makers for exploration of indigo beyond just textiles through innovation and creativity.

We foster an environment of co-creation and knowledge exchange through collaborations and public programs.

We trace the artistic journey of indigo, from traditional techniques perfected over centuries to contemporary masterpieces pushing the boundaries of creative expression. The Indigo Art Museum offers a glimpse into the enduring power of this remarkable dye.



# INDIGO ART MUSEUM

Expressing  
through  
**INDIGO**

“With this museum, we hope to recreate its magic and also showcase the hues and striations of indigo, there by expanding our legacy into new narratives and newer frontiers.”

- Mr. Sanjay Lalbhai  
Chairman and Managing Director of Arvind Ltd



Join Us At Kingpins, Amsterdam  
April 24 - 25, Booth No. 18 - Yellow Area



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## INDIGO ACTIVIST

Autumn Winter - 25

Activating change through innovative designs and novel approaches, Indigo Activist challenges traditional perceptions of Denim and sets the stage for new possibilities; presenting a Youthful, Dynamic Vision of the Future.

Join us at

**KINGPINS SHOW**  
SugarFactory,  
Amsterdam

**April 24 - 25**

Booth No. 18, Yellow Area