

WHAT'S ON

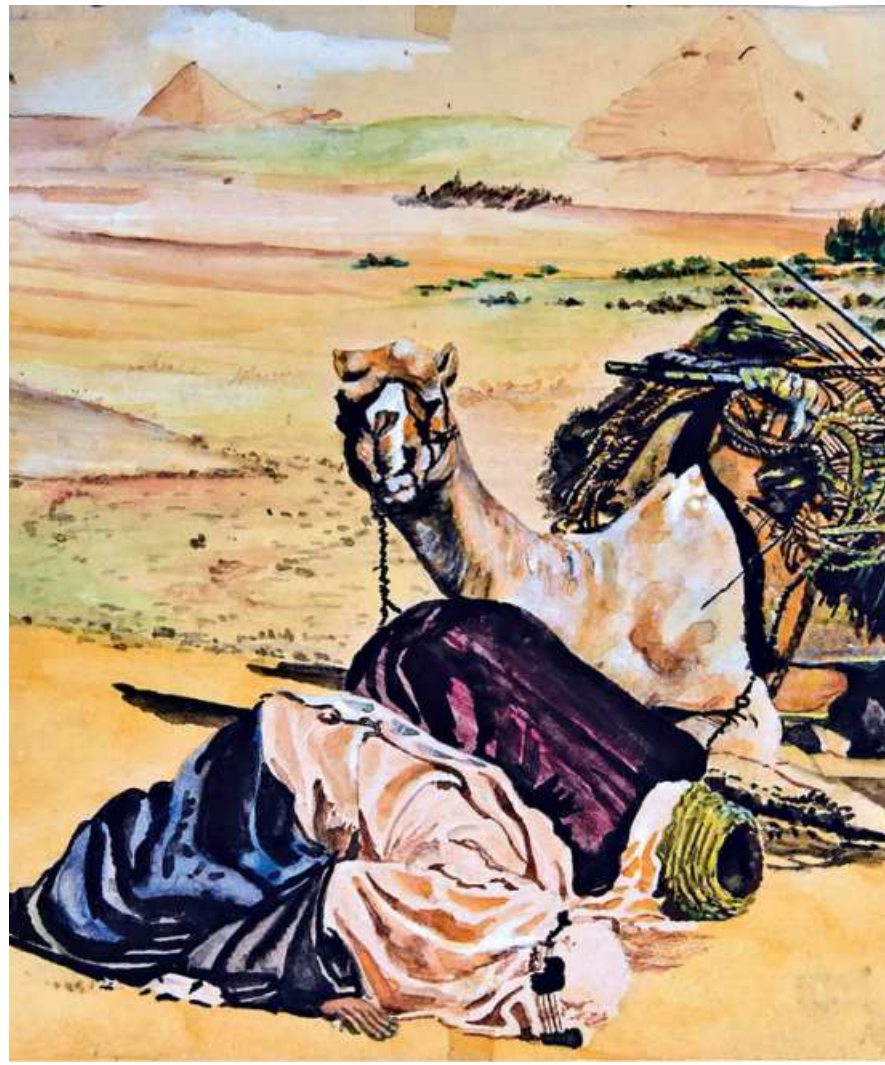
Group Exhibition
 Title: Parampara
 Venue: Gallery Chittrak, Dhanmondi
 Date: February 15 - 29
 Time: 10 am - 8 pm

Solo Exhibition
 Title: Parables of the Womb
 Artist: Dilara Begum Jolly
 Venue: Bengal Shilpalay, Dhanmondi
 Date: February 4 - March 28
 Time: 2 pm - 8 pm (Except Sundays)

Book Fair
 Title: Amar Ekushey Bô Mela
 Organiser: Bangla Academy
 Venue: Bangla Academy Premises
 Date: Feb 2-29
 Time: 3 pm - 8 pm; 11 am - 9 pm on weekends

Art Exhibition
 Title: In/Out of the stones of our mind
 Venue: Dwp Gallery
 Date: February 19-29
 Time: 3pm to 9 pm (February 19 from 6pm to 9pm)

Cartoon Exhibition
 Title: Shojonghati Rekha
 Venue: Kala Kendra
 Date: February 21 - March 17
 Time: 4:30 pm - 8:30 pm



Artworks by Rasidun and Rafiqun Nabi

EKUSHEY SPOTLIGHT

'Emotional Marketing'

explores the nuanced art of branding emotions

SADI MOHAMMAD SHAHNEWAZ

You cannot put a price tag on emotions, but you can charge a premium for products that are marketed to manipulate them. At its very core, Emotional branding is one of the most effective marketing techniques, often underutilised in our country. Munir Hasan, a role model in the field of information and communications technology (ICT) in Bangladesh, explores this aspect in *Emotional Marketing*. "When I was promoting my autobiography, *Poro, Poro, Poro*, I was told that I was subconsciously using Growth Hacking," says Munir, currently the Head of Youth Programme at popular Bangladeshi daily, Prothom Alo. "This piqued my interest in the field, and I wanted to write a book focused on marketing techniques." Throughout the years, there have been advertisements that have



Munir Hasan



subtly played with emotions, conditioning consumers into buying products. "Marketing campaigns as such are becoming more common, and is an integral part of modern-day advertising. However, I feel like it is still not utilised to its full potential in Bangladesh." *Emotional Marketing* is divided into four parts, the first of which looks into the science behind emotions as a whole. The second segment deals emojis, ones that we use in our day-to-day conversations. "Millions of emojis are sent back-and-forth every day while communicating via social media, so it is quite natural that we integrate it in our marketing policies as well," says the author. Case studies and social media marketing make up the rest of the chapters in the book. The case studies are particularly intriguing, as it looks at four instances of genius marketing that elevated products like never before. Since the younger demographic spends the majority of their time on social media, its inclusion as a chapter further rounds up the book to be a complete marketing kit. "Emotional Marketing is for anyone who wants to be a marketer, or is interested in the intriguing science behind marketing," concludes Munir, who is one of the pioneers of the Mathematics Olympiad in Bangladesh. Published by Adarsha, it is available at their stall (421-428) at the discounted price of BDT 186, at the Ekushey Bô Mela 2020.

PARAMPARA

Carrying an artistic legacy forward

ZAHANGIR ALOM

The harbinger of the famous cartoon character, 'Tokai', is eminent artist Professor Rafiqun Nabi, popularly known as 'Ranabi'. His father, renowned artist Rasidun Nabi (1914-1995), was a police officer. "My father used to paint under the light of lanterns every night, after returning from office. He was an honest man," said an emotional Rafiqun Nabi at the opening ceremony of the group art exhibition *Parampara*, currently underway at Gallery Chittrak. Prominent artist Mustafa Monwar inaugurated the exhibition as the chief guest.

The exhibition features exquisite artworks of Rasidun Nabi, and his three sons -- celebrated artist Rafiqun Nabi, eminent photographer Tauhidun Nabi,

and famous artist Rezaun Nabi along with his daughter-in-law, artist Sohana Shahreen.

"My father was close to many pioneering artists of Bangladesh, including Shilpacharya Zainul Abedin. In 1954, when I was in the fourth grade, he took me to the All Pakistan National Art Exhibition held at Burdhan House (Now Bangla Academy), as a way of inspiring me to take up art," shared Rafiqun Nabi. "During that time, a heavy flood inundated Dhaka and some foreign aid agencies distributed food, along with story and rhyme books and watercolour bars. My father coloured many paintings during that time."

Rasidun Nabi's compositions range from beautiful landscapes to portraits,

boats, rivers, humans, birds, woods and animals. He painted with pencil, ink, watercolour and mixed-media, depicting images of boats, village sceneries, unidentified gypsies, palm trees, horses and women. He also created clay and cork sheet sculptures. Two sculptures with marvelous paintings of Rasidun Nabi are on display at the gallery.

"The artists of today boast of merit. Art is not done with talent - It is created from the heart. I believe that nature is the biggest teacher, when it comes to art. Rasidun Nabi was inspired by nature," said Mostafa Monwar. "That's why he was able to teach his children, who are carrying his artistic legacy forward."

"Rasidun Nabi painted magnanimously themed paintings with dedication. The paintings and

photographs that are now hung on the walls of the gallery are not just works of art - they showcase a family's legacy," said Hashem Khan, the guest of honour at the event.

Professor Bulban Osman, who presided over the opening ceremony of *Parampara*, expressed his gratitude to the Nabi family. "Rasidun Nabi saw my father, litterateur Shawkat Osman and my name in the list of the then Pakistani forces," he said. "He shared this information with his wife. As a responsible police officer, he was in a dilemma of professional integrity and patriotism. But he prioritised patriotism. That's why we survived on that day."

Parampara, opening from 10 am to 8 pm daily, will conclude on February 29.



After the release of the songs, 'Manush-1' and 'Avash', the band Avash has released their third song 'Bastob', with its music video, on their official YouTube channel, recently. The piece, tuned and penned by Tanzir Tuhin, is composed by the band. The newly released music video is scripted and directed by filmmaker Arifur Rahman under his production company, Goopy Bagha Productions Limited. Issued by GP Music, Banglalink Vibe, and Robi Splash, the track is currently available on local music streaming platforms and many other international music streaming sites, including iTunes, Google Play Music, Spotify and Saavn.

SOURCE: AVASH



PHOTO: COURTESY



PHOTO: COURTESY OF ABINTA GALLERY OF FINE ARTS

'Color of Illusion', the third exhibition by artist Sarna is underway at Abinta Gallery of Fine Arts. The exhibition, showcasing 35 remarkable artworks, is open for all until February 26.

'Art for Autism 2020' held at DU

TIASHA IDRAK

Specially abled children of all ages gathered together at the premises of the Faculty of Fine Art (FFA), University of Dhaka (DU), for the art camp, Art for Autism 2020. Organised by Countrywide Health Initiative for Learning and Development (CHILD) Foundation in cooperation FFA, the fourth edition was inaugurated by Professor Nisar Hossain, Dean, FFA, DU.

The day began with the children of different age groups, coming to the venue to create artworks. Using both crayons and water colours, most of the paintings were inspired by the Language Movement. Over 90 children from 20 schools, prominent artists of the nation, including Rafiqun Nabi and Hashem Khan, and the faculty members of FFA participated in the art camp.

According to CHILD, encouraging social interaction and celebrating their abilities in arts were the key objectives of holding this initiative. "We wanted the parents to feel comfortable to take their children outside, without the fear of others staring at them," said Anowara Aana Aman, Secretary and Co-founder of the CHILD Foundation. "These special children usually

have trouble expressing themselves. However, through art, they can easily do so. Also, art is a therapeutic medium which helps reduce stress and anxiety."

The artworks, by both the children and artists, will be exhibited and sold at a later date. The paintings by veteran artists will be auctioned. The fund generated from the auction will be donated to the organisation. As for the artworks by the children, the money will be given to the respective artists. "We are collaborating with Deshal to bring out a clothing line, inspired by the paintings of this art camp, for the upcoming Pohela Baishakh. This way, our children can become self-dependent," added Anowara Aana Aman. The event also featured cultural performances, two puppet shows and a talent show.