

RECOMMENDATIONS

Concert of Classical Music

May 18  
As part of their 'Cultural Events 2002', the Embassy of Italy in Bangladesh organises a concert of classical music titled, 'I Solisti Veneti' at 7:00 p.m. at Dhaka Sheraton Hotel.

Monsur's Gallery

May 12  
An art gallery of Professor Monsur Ul Karim, a teacher of Chittagong University Fine Arts Department, is to be inaugurated at 5:00 p.m. at South Malapara in the port city. The gallery will remain open from Saturday to Wednesday from 3:00 p.m. to 9:00 p.m. and on Thursday and Friday from 6:00 p.m. to 10:00 p.m. All are invited to attend the opening ceremony.

Pritom's solo

May 9-15  
Nurul Islam Pritom holds his first solo art exhibition at the Zainul gallery of Fine Arts Institute in the city that is open to all from 2 p.m. to 8 p.m. daily.

Calligraphy

May 4 to 15  
Anirur Rahman, a calligraphy artist holds his fifth solo exhibition at the lobby of National Museum in the city. The exhibition displays around fifty works, done in Arabic and Bangla. The exhibition is open from 10:30 a.m. to 5:00 p.m.

Syed Jahangir's solo

April 18 to May 12  
Featuring recent artworks, the 32nd solo art exhibition by Syed Jahangir is going on at the Bengal Gallery of Fine Arts. The exhibition will continue from 12 -8 p.m.

Ahmed Nazi's print exhibition

May 3 to 12  
City's Gallery Chittrak presents a ten day long print exhibition by Ahmed Nazir from May 3 at its premises, House #21, Road #4, Dhanmondi R/A. Eminent artists Mohammad Kibria and Shahid Kabir attended the inauguration. The show is open from 10 a.m. to 9 p.m.

Fashion

A melange of fashion and music

Artisti, a leading trendy fashion creator in the country's readymade apparels, introduces its Brand Ambassador to public at a press briefing in the city

TAWFIQUE ALI

A good number of reporters were appraised of Artisti Collection's future marketing strategy on Friday evening at a press briefing held in the city's Pan Pacific Sonargaon Hotel. It was disclosed in the meeting that Artisti has entered into a one-year contract with popular band vocalist Shafin Ahmed, employing him as a Brand Ambassador of the company. Incorporating a concept, according to the organisers, of Brand Ambassador in setting a fashion trend is something new to the clients. Through a unique

blend of fashion and music they aim at promoting Artisti brand locally as well as internationally. Talking to this correspondent, Managing Director of Artisti, Tariqur Rahman said, 'In the Western fashion world media celebrity is a trendsetter. Promoting a brand through such a strategy is popular as well as common throughout the western world. This strategy is considered among fashion houses as a fruitful means of marketing. A Brand Ambassador has a significant role to play in brand promotion and conjuring a market. Considering our future marketing strategy in this light, we happily

shook hands with a celebrity of country's music world like Shafin Ahmed'.

Now Artisti Collection's hat is adorned with a new feather of pride incorporating the idea of Brand Ambassador in brand promotional drive. He further informed that they have plans to develop an on-time marketing site that will be characterised with a melange of fashion and music in a series. The series will be meant for the younger generations. Advantageous aspect of commissioning a celebrity in marketing campaign is that a celebrity's popular psychological command over his or her admirers remarkably facilitates laying of a successful grip on the market.

Along side fashion designing, Artisti has also set a trend in marketing communications. During a span of six years' time it has been successful to conquer a range of socio-economic segments of consumers by dint of their innovative and traditional modes of promotion. It has been able to create a glamour it has brought in with its fashion shows, shop decors and colourful visuals in print media. With its futuristic vision it has agreeably attached readymade apparel industry to fashion, trends, design and glamour.

Artisti creation endeavour to combine painstaking original design and high quality raw materials. A comprehensive range of clothes, tirelessly created by a set of trendy designers, encompasses clothing for any occasion of any combination, mood or style.

It has been learnt from Artisti mentors that the fashion house has so far remained fastidious as far quality control is concerned. Throughout the entire line of production, it imposes a strict and creative supervision through a well-equipped and integrated system to ensure quality. In this view it has a set of quality assurance goal to achieve.

Now it has been six years since an ambitious fashion dream called Artisti, came into being. Since its inception in the country's fashion



PHOTOS: ANISUR RAHMAN

Shafin Ahmed, new Brand Ambassador of Artisti, shakes hand with the company's Managing Director Tariqur Rahman Milon at the press briefing

world it has been aspiring to acquire a distinction and business acumen to stand on an equal footing with other established trendy fashion brands. Artisti Collection is one of the pioneering fashion houses to usher the concept of chic fashion in the country. It has undertaken an arduous job of inculcating fashion trends in the neglected local market. It strives to work out innovative approaches, dynamism, quality control and personalised customer service in order to gain the ground as an ideal trendsetter in the fashion arena of the country and beyond.

Artisti's brand admirers cover a wide range of clothings including those for children, young professionals, businessmen, diplomats and media celebrities.

In recognition to its worthy performance in the apparel world, Artisti has won the 1st prize in DITF 2002 in category of best stall, quality product and best presentation. Artisti Collection confidently dreams of bringing about an enviable position in designs, products, services and specialisation to earn the country acclamation in trendy clothing.

Tribute

Farewell to a poetic genius

Kaifi Azmi expires at 82 in Mumbai

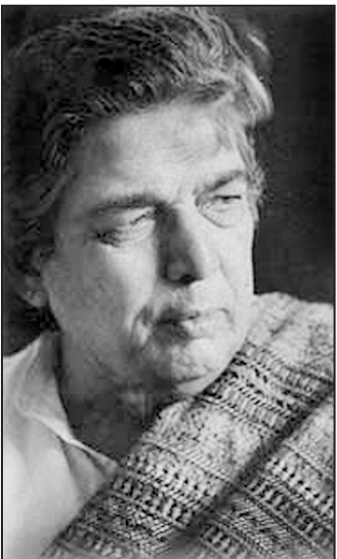
CULTURE DESK

PASSING away of renowned Urdu poet and film lyricist Kaifi Azmi drops a pall of gloom upon the entire cultural community of India, specially in Mumbai, not to mention of others across the subcontinent.

Kaifi Azmi was counted among the leading progressive poets of this part of the world who have firmly established the linkages between poetry and life. Like all the poets who are affiliated to the Progressive School of Poetry, Kaifi did not have any deference for the art, be it poetry, fiction, drama or any other fine art, that did not reflect the socio-political realities of its time. As a progressive poet Kaifi felt that in an exploitative social system a poet has to perform a significant role, inspiring people to bring about changes in social order. Such considerations make the poetry one of the means to transform an unjust social system into a just society. Like most others of his rank, Kaifi Azmi was committed to Marxism and it was expected from such a poet that he spread the tenets of socialism through poetry. Kaifi had been doing this for more than half a century till recent times.

In an autobiographical write-up published in India, the late poet had written that he was not aware of his date of birth, but added, 'About myself I can only say this much with confidence that I was born in the enslaved India, became old in the Independent India and would die in the Socialist India'. Born in a zamindar family, Kaifi grew up in a circle that was deeply grounded in literary culture. Although his father was not a poet or writer himself but his literary taste was very refined. The three elder brothers were poets. Such a milieu was very propitious for a sensitive kid like Kaifi to turn a poet himself. His carrier of an amateur poet started at the age of 11.

Kaifi, following trend of Urdu poets, began as a ghazal writer cramming his poetry with the oft-repeated themes of love and romance in a style that was replete with clichéd similes and metaphors. The choice of his themes did not leave much scope for him to make



The late poet Kaifi Azmi

rich his poetic creations aesthetically. In many of his poems use of speech was a bit louder and the style was direct and closer to rhetoric. Yet, Kaifi's poetry could be called as plain propaganda. It had its own merits, intensity of emotions, and in particular, the spirit of sympathy and compassion towards the disadvantaged section of society were the hallmarks of his poems. Kaifi's poems were notable for rich imagery and in this respect his contribution to Urdu poetry could hardly be overstated that would continue till ages.

As a lyricist, he contributed in films like *Heer Ranjha*, *Kaghaz Ke Phool*, *Hageegat*, *Hanste Zakhm*, all of which gained tremendous popularity in those days. Kaifi had won various awards from national and international institutions. Some of the awards included *Uttar Pradesh Urdu Academy Award*, *Soviet Land Nehru Award*, *Sahitya Academy Award*, *Maharashtra State Urdu Academy's Special Award for the contribution to Urdu literature*, and *Afro-Asian Writers' Committee's Lotus Award*. Published works of poetry of the late talent included *Jhankar*, *Aakhir-E-Shab*, *Aawara Sajdey*, *Iblees Ki Majlis-E-Shoora*, *Doosra Ijlas*.

TV GUIDE

<p><b>BTV</b></p> <p>3:10 News Headlines</p> <p>3:15 Desher Gaan</p> <p>3:20 Open University</p> <p>3:45 Shukhi Poribar</p> <p>4:00 Khabar</p> <p>4:05 Animation Film: Totally Tuned In</p> <p>4:25 Taruchaya Chetona</p> <p>4:45 News Headlines</p> <p>5:00 National Television Debate</p> <p>5:05 Khabar</p> <p>6:00 Shasthatathya</p> <p>6:10 Programme from Chittagong station</p> <p>6:35 News Headlines</p> <p>7:00 Mati O Manush</p> <p>7:05 Barta Probaha</p> <p>8:00 News in Bengali</p> <p>8:30 Drama: Neelkantha</p> <p>9:00 News Headlines</p> <p>10:00 News at Ten</p> <p>10:25 Abohoman bangla</p> <p>11:30 Khabar / The News</p> <p><b>EKUSHEY</b></p> <p>12:00 Ekushey Middy</p> <p>12:30 Shoptaho Ghura</p> <p>Deshjure</p> <p>1:00 Ekushey Headlines</p> <p>1:05 Expedition to the Animal Kingdom</p> <p>1:30 Documentary Programmed : Japan Video Tropic</p> <p>1:50 Classic Cartoons</p> <p>2:10 Surer Prodeep</p> <p>2:40 Drishti</p> <p>3:00 Ekushey Headlines</p> <p>3:05 Drama Serial</p> <p>3:30 Pother Pachile</p> <p>4:00 Surer Prodeep</p> <p>4:30 Expedition to the Animal Kingdom</p> <p>Circus Circus</p> <p>5:00 Drishti</p> <p>5:30 Akjer Potrikay</p> <p>6:00 Ekushey Headlines</p> <p>6:05 Circus Circus</p> <p>6:30 Charidike</p> <p>6:55 Ekushey Headlines</p> <p>7:00 Deshjure</p> <p>7:30 Ekushey Shongbad</p> <p>8:00 Ekushey News</p> <p>8:05 Drama serial : Durer Batighor</p> <p>8:30 Special Program of Mother Day: Anchor Amer Ma</p> <p>9:30 Sumprotique</p> <p>10:00 News : Simulcast from BTV</p> <p>10:30 Ekushey Business</p> <p>11:00 Ekushey Late Night News</p>	<p><b>ATN</b></p> <p>5:30 "Islamic Prog</p> <p>7:00 Children Prog: Shapla Shaluk</p> <p>7:35 Anurodher Assor</p> <p>8:00 ATN Bangla News</p> <p>8:25 Musical Prog:</p> <p>9:00 Reporting prog: Ghotona Probhah</p> <p>9:35 Drama serial: Mamlam Hamla Jamela</p> <p>10:10 Fashion Show: You Got the Look</p> <p>11:15 Bengali feature film: Dinkal</p> <p>12:00 ATN Bangla News</p> <p>6:07 NBorron</p> <p>7:00 ATN Bangla</p> <p>Evening News</p> <p>7:35 Musical Prog: Gane Gane</p> <p>8:10 Musical prog: Kechuk Khan</p> <p>8:45 Papet show: The World of Jonathon Sing</p> <p>9:20 Drama serial: Jebon Jekhanes Shes</p> <p>10:00 ATN Bangla News</p> <p>10:45 Bengali feature film : Janam Janam</p> <p>11:30 ATN Bangla News</p> <p><b>BBC WORLD</b></p> <p>6:00 BBC News</p> <p>6:30 Holiday</p> <p>7:00 BBC News</p> <p>7:30 Simpson</p> <p>8:00 BBC News</p> <p>8:30 Correspondent</p> <p>9:00 BBC News</p> <p>9:30 This Week</p> <p>10:00 BBC News</p> <p>10:30 Mastermind India</p> <p>11:00 BBC News</p> <p>11:30 India Business Report</p> <p>12:00 BBC News</p> <p>12:30 Commando!</p> <p>1:00 BBC News</p> <p>1:30 Face to Face</p> <p>2:00 BBC News</p> <p>2:30 This Week</p>	<p>3:00 BBC News</p> <p>3:30 Horizon</p> <p>4:00 BBC News</p> <p>4:30 Click Online</p> <p>5:00 BBC News</p> <p>5:30 Simpsons</p> <p><b>HBO</b></p> <p>6:30 Nadine</p> <p>8:15 Look Who's Talking</p> <p>10:15 The Little Balto</p> <p>11:45 House on Hunted Hill</p> <p>1:45 Guardian</p> <p>3:30 Leave It To Beaver</p> <p>5:15 Jaws 2</p> <p>7:30 Westlife Live: Where Dreams Come True</p> <p>9:30 Silverado</p> <p>12:15 Screamers</p> <p>2:30 Miracle On I-880</p> <p>4:30 House On Haunted Hill</p> <p><b>STAR GOLD</b></p> <p>7:00 Singaar (Madhubala, Suraiya)</p> <p>10:30 Geet Bahar</p> <p>11:00 Geet Bahar</p> <p>11:30 Kuch Yaadein</p> <p>1:30 Kuch Baatein</p> <p>2:00 Rahein Na Rahein Hum</p> <p>12:30 Sunday Noon Show : Ithihas (Ajay Devgan, Twinkle Khanna)</p> <p>3:30 Hatya (Govinda, Neelam)</p> <p>7:00 Geet Bahar</p> <p>7:30 Sunday Blockbuster Jugnu (Dharmendra, Hema Malinin)</p> <p>11:00 Kuch Yaadein</p> <p>11:30 Kuch Baatein</p> <p>11:30 Sajjan (Manoj Kumar, Asha Parekh)</p> <p><b>STAR PLUS</b></p> <p>7:30 Aatma</p> <p>8:30 Dharam Aur Hum</p> <p>9:30 Anul Best of</p>	<p><b>TODAY'S HIGHLIGHTS</b></p> <p><b>EKUSHEY:</b> 8:05 p.m. <i>Durer Batighor</i>. Episode 9: After witnessing the murder scene Nishi becomes very scared. She did not tell anything after returning home but later tells her mother everything. On the other hand Rini meets Zahid and they spend some time together. Nishi calls for Sajidul in his office but he is not there. Everyone is worried.</p> <p><b>STAR MOVIES:</b> 7:00 p.m. <i>Keeping the Faith</i>. Best friends, a priest (Norton) and a rabbi (Stiller) both fall in love with the same girl (Elfman). However, neither of the men can pursue the relationship due to their religious beliefs: the priest cannot break his vow of celibacy and the rabbi cannot marry her since she is not Jewish.</p> <p><b>AXN:</b> 9:30 p.m. <i>Conan The Barbarian</i>. Conan was still a child when he saw his parents murdered and his village burned by a horde of savages, lead by the semi-god Thulsa Doom. They took him to the north, where he grew up working like an animal, and was later sold as a slave. His master trained him to be a warrior, and made a fortune by using him in fights. But there comes one day, when he gives Conan his freedom, and the chance to take his revenge.</p>	<p><b>PICK OF THE DAY</b></p> <p><b>Westlife: Where Dreams Come True</b></p> <p>On HBO at 7:30 p.m.</p> <p>They started as a threesome performing pop covers, and winning the fancy of Boyzone superstar and now-co-managed Ronan Keating -- the rest they say is history. Breaking records and hearts, the boys from Ireland and ruling the airwaves and covers of every teen magazine out there. With all their six singles at number 1, Shane, Mark, Kian, Nicky and Bryan are set to recreate the storm that's taken the world on stage. Live.</p>	<p>tures of ARK animal</p> <p>Rescue Kids</p> <p>Rolf's Amazing</p> <p>World of Animals</p> <p>9:30 Animals A-Z</p> <p>10:00 Champions of the Wild</p> <p>10:30 Money business</p> <p>11:00 Animal Doctor</p> <p>11:30 O'Shea's Big Adventure</p> <p>12:00 Saved on Sunday</p> <p>1:30 Animal Planet Safari</p> <p>2:00 Vets in Practice-Season</p> <p>3:00 Parklife: Africa</p> <p>3:30 Horse Tales</p> <p>4:00 Animal Hospital</p> <p>4:30 Croc Files</p> <p>5:00 Wild Rescue III</p> <p>5:30 Natural World</p> <p>6:30 Planet's Funniest Animals</p> <p>7:00 Battersea Dogs Home</p> <p>7:30 Barking Mad</p> <p>8:00 Saved on Sunday</p> <p>8:30 Parklife: Africa</p> <p>9:30 Velvet Claw</p> <p>10:00 Wild On The set</p> <p>10:30 Natural Neighbors</p> <p>11:00 Zoo</p> <p>11:30 Animal Planet Safari</p> <p><b>DISCOVERY</b></p> <p>6:30 am Discovery Sunday</p> <p>9:30 History of Football</p> <p>10:30 Mega Movie Magic</p> <p>11:00 Popular Mechanics for Kids</p> <p>11:30 Splat! II &amp; III</p> <p>12:00 Truth or Scare</p> <p>12:30 Discovery Kids</p> <p>Ultimate Guide to the Awesome</p> <p>1:30 Science Mysteries</p> <p>2:30 Science Frontiers</p> <p>3:30 Friday Showcase</p> <p>5:30 New Detectives III</p> <p>6:30 The FBI Files</p> <p>7:30 Discovery Sunday</p> <p>10:30 Night Safari</p> <p>11:30 World's Best</p> <p>World's Best Thrill Parks</p> <p><b>ZEE MUSIC</b></p>	<p>7:30 Sizzlers</p> <p>8:00 Music Box</p> <p>8:30 Bes Of The Best</p> <p>9:30 Hit Pe hit</p> <p>10:30 Hit Mix</p> <p>11:00 Taaza Maal</p> <p>12:00 Compact Disc</p> <p>12:30 Hit Pe Hit</p> <p>1:30 Music Box</p> <p>2:30 Jharokha</p> <p>3:30 Tara Rum Pum</p> <p>3:30 Hit Mix</p> <p>4:00 Hit Pe Hit</p> <p>5:00 Dil Se</p> <p>5:30 Hit Mix</p> <p>6:00 Music Plus</p> <p>7:00 Dialogue</p> <p>8:30 Bes Of The Best</p> <p>9:30 Sizzlers</p> <p>10:00 Just Jammin</p> <p>10:30 Jharokha</p> <p>11:00 Music Box</p> <p>11:30 Phoren Maal</p> <p><b>ALPHA TV BANGLA</b></p> <p>7:00 Aalaap Bengali Spl</p> <p>7:30 Surer Ei Dharana Dharyar</p> <p>8:00 Gaan Unltd</p> <p>8:30 Bharat Bhraman</p> <p>9:00 Sanghaat</p> <p>10:00 Satahik Bhagya Chakra</p> <p>10:30 Chobi</p> <p>11:00 Agni Yuger Padatik</p> <p>11:30 Choto Chuttr Phake</p> <p>12:00 Bhawanipurer Chatujjera</p> <p>12:30 Half Chocolate</p> <p>1:00 Ranna Ghar</p> <p>1:30 Parineeta</p> <p>2:00 Guest House</p> <p>2:30 Bhag Bandi Khela</p> <p>5:00 Saptahik Bhagaychakra</p> <p>5:30 Mathe Maidane</p> <p>6:00 News In Bengali</p> <p>6:30 Abhinetri</p> <p>7:00 Major Khela Kobitae</p> <p>7:30 Googly</p> <p>8:00 Alpha Bangla</p> <p>8:30 Rangmnch Utsav</p> <p>9:45 Purobi Bangla</p> <p>10:25 Chena Mukh</p>	<p>Achena Manush</p> <p>11:00 News</p> <p>11:30 Sudhu Tomake Chai</p> <p>12:00 Abisasya</p> <p><b>ZEE TV</b></p> <p>7:00 Yoga For Life</p> <p>7:40 Jagran</p> <p>7:50 Zee Gym</p> <p>8:30 Nickelodeon</p> <p>9:00 Nick On Zee</p> <p>9:30 Ramayan</p> <p>10:30 Mahabharat</p> <p>11:30 Evergreen Moments of Antakshari</p> <p>12:30 Gubbare</p> <p>1:30 Top of the Tops</p> <p>2:00 Khana Khazana</p> <p>2:30 Zee &amp; You</p> <p>3:00 Love</p> <p>6:30 Nickelodeon On Zee</p> <p>7:00 Nick On Zee</p> <p>8:00 Nilkaam Ghar-Bid id Boom</p> <p>8:30 Rishley The Love Stories</p> <p>9:30 Sansaar</p> <p>10:30 X Zone</p> <p>11:30 Tum Pukar Lo</p> <p>12:00 Weekend Cinema</p> <p><b>ZEE CINEMA</b></p> <p>7:00 Weekend Cinema</p> <p>7:30 Prem Qaidi</p> <p>10:30 Chameli Ki Shadi</p> <p>1:30 Daddy</p> <p>5:15 Top Of The Tops</p> <p>6:00 Zakhm</p> <p>9:30 Making Of A Legend</p> <p>10:30 Brahma</p> <p><b>CNBC</b></p> <p>6:30 Asia this Week</p> <p>7:00 Generation</p> <p>7:30 Managing Asia</p> <p>8:00 Lo &amp; Company</p> <p>8:30 Asia Mkt Week</p> <p>9:00 Pakistan This WK</p> <p>9:30 Cutting Edge</p> <p>10:00 Smart Money</p> <p>10:30 The Classroom</p> <p>11:30 Trend Mill</p> <p>12:00 Storyboard</p> <p>3:00 CNBC Executive Sports</p> <p>6:30 Smart Money</p> <p>7:00 Managing India</p> <p>7:30 Storyboard</p> <p>8:00 Digital Revlution</p> <p>8:30 Cutting Edge</p> <p>9:00 Taking Stock</p>
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