



# MERAKI 2021

Virtual Art Exhibition

# INTRODUCTION



The word 'MERAKE' comes from Greek origins and essentially means pouring your heart and soul into something. For us, MERAKE is a platform for innovation and exposure for the upcoming talented generation of artists. MERAKE is not only providing a state of the art platform but also mentoring and counselling for emerging artists on being successful.



# PLATFORM PROVIDERS: VEXPOSITIONS



MERAKI is an initiation by the vexposition family. Vexposition is aimed at introducing the concept and importance of virtual exhibitions.

INSEYAB, a multi-national company based in Switzerland, Malaysia, UAE and Pakistan, is a leader amongst tech innovations and has been part of multi-million dollar deals all over the world.



# OUR EXCLUSIVE PARTNERS



**ART TV PAKISTAN**  
Official Media Partner



# EXECUTING MERA KI 2021



## The MERA KI Plan

Introducing MERA KI in  
art colleges all  
over Pakistan

Registrations  
Commence

Tech Seminars  
Explaining MERA KI

Panel Discussions  
With Established  
Artists

Mentorship Panels  
By Senior Artists

Sponsor  
Integrations

Interactive  
Sessions

Introduce Partnering  
Galleries

Opening  
Ceremony

MERA KI  
Commences

# REGISTERING WITH MERAKI AS AN INSTITUTE



- Institute level recognition internationally as well as on platforms nationwide
- Through this platform universities can promote their student's art giving the universities recognition in the industry
- Opportunity to collaborate on art events with international organizations
- Bespoke representation of institute
- Participation in international competitions

# LEAD MULTIPLE WORKSHOPS AND MENTORING PROGRAMS



MERAKI is not only focused on giving commercial opportunities to young artists but we believe that with the right mentoring we can all help this generation of artists work and produce quality art.

Team MERAKI welcomes professors from your institutes to be a part of MERAKI and participate in these podcasts.



# MERAKI – INTRODUCES ART PODCASTS



MERAKI is introducing the concept of podcasts in our industry, we are organizing multiple podcasts which will be organized physically as well as online where senior artists join and share stories of their younger selves. This is a great opportunity to connect with the younger generation of artists and pass down words of wisdom to hundreds of them.

These podcasts would majorly cover topics related to the art industry, but would have an interactive tone for it's viewers. This is the first time such sessions are held and they are aimed at motivating and mentoring the newer generation of artists.



# INSTITUTE LEVEL RECOGNITION LOCALLY AND INTERNATIONALLY



MERAKI gives leading and new institutes the opportunity to introduce and market its college to student artists from different cities all over Pakistan.

Registered institutes will be holding a live webinar addressing the participants in which they will talk about the facilities and the culture of fine arts at their institute.

Young artists participating from your college also have the chance to exhibit their work physically at international galleries in UAE and Switzerland.

# PLATFORM REPRESENTATION



meraki

MERAKI gives a platform where art enthusiasts and collectors are joining and celebrating the beauty of art, not withheld with borders but bonded only by the love of beautiful and pure art.

We will ensure that the master pieces from your college have a proper description about your institutes and would be a great place to market with the quality of art.

**AND MUCH MORE...**



# GIVE US THE OPPORTUNITY



Team MERAKI wishes to interact and announce MERAKI – VAE 2021 while addressing your students at your institute! Yes, we have planned a nation wide drive where we go city to city, institute to institute and address the new generation of artists about MERAKI.

This would be a great occasion for the schools faculty and students to interact with the lead team of MERAKI as well as for us to address any initial questions about the event.

The team selected to overlook MERAKI from your institute would be in close contact with our lead team on WhatsApp groups and email coordination regarding the registration procedure as well as any queries the students may have.

# ENROLLING FOR MERA KI



Enrollment Fee For Independent Artists

Rs. 2000

Enrollment Fee For Students of  
Registered Institutes

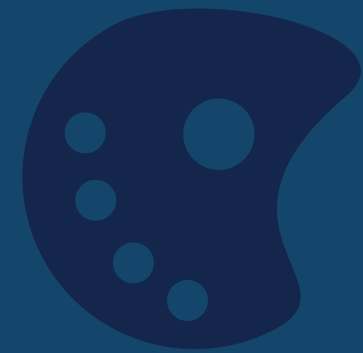
Rs. 1000



# PLAY YOUR ROLE IN PROMOTING ART



MERAKI provides you the platform and the opportunity to partner with us and build an event which focuses on getting recognition and launching young talented artists. We are partnering with recognized brands to create opportunities and are welcoming institutions to be the building bricks of MERAKI.





*"EVERY ARTIST WAS FIRST AN AMATEUR"*

*RALPH WALDO EMERSON*

**MERAKI 2021**