

The Spotlight

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BE THE STAR



From the Founder's Desk

Somewhere in a quiet village, a young girl mimics a classical dancer she saw on TV. In a bustling city, a working professional sketches after midnight when the world is asleep. That's where art lives - in the unnoticed corners of everyday life.

Not every artist is born with a spotlight.

Many are born with a whisper — a rhythm felt, a story imagined, a melody hummed quietly into the dark. And most of them, for the longest time, never find a stage.

This is the very truth that breathed life into IIG Arts Academy — not just as an institution, but as a movement. A space where art is not limited by age, postcode, or privilege. A place that sees talent not in perfection, but in potential.

What if the next maestro is a boy dancing behind closed doors in a remote town?

What if a woman in her 40s discovers she's meant to be a stage actor; not just an office manager?

What if a child who struggles with words finds their voice through music?

We've seen these "what ifs" become reality. And we believe art has no expiry date, no fixed origin,

and no single definition. That's why IIG Arts Academy welcomes all — the curious, the late bloomers, the rebels, the dreamers.

This is not a place where art is just taught — it is unearthed, nurtured, and celebrated. Whether you're 8 or 58, if you have a spark, we will fan the flame. Our role is not to craft artists — it is to recognize them, sometimes even before they recognize themselves.

And in today's world, where creativity is currency, this isn't just about personal growth — it's about equipping individuals for a future where storytelling, emotion, and originality will define success.

IIG Arts Academy is where dreams, once hidden, walk into the light.

And perhaps, just perhaps — it's where yours is waiting.



THE IIGAA PHILOSOPHY: WHERE ART, SCIENCE & SUBLIME INTERSECT

The stage is yours — own it.

"Art is not just something we see. It's something we solve, something we feel, and something we become."

At IIGAA, we believe that art is not a separate stream — It is the mainstream of power and vitality. It flows through science, technology, culture, and emotion. It shapes the way we think, feel, innovate, and connect. In a world constantly evolving, art must

evolve too — and that's exactly where we come in.

We are not a traditional art school.

We are a living laboratory of expression — where ancient dance meets digital rhythm, where traditional theatre meets virtual reality, and where an artist is as comfortable with a brushstroke as with a software interface.

OUR VISION

To be a pioneering center of excellence where art, science, culture, and technology converge to inspire and nurture a new generation of artists, thinkers, innovators, and creators who can shape the future through interdisciplinary brilliance.

To empower the overall creative process by elevating the expression, craft, and presentation of diverse art forms through the thoughtful integration of science and technology to make art visually appealing and emotionally fulfilling.



OUR MISSION

We are committed to nurturing the full spectrum of artistic expression — from conceptualisation to creation and presentation, thereby enhancing the impact of arts in an evolving world.

We offer a vibrant environment where imagination is informed by science, inspired by culture, and empowered by technology.

We foster interdisciplinary learning to transform aspiring artists into storytellers, designers, and performers who can shape how art is seen, felt, and remembered.

OUR CORE PILLARS

Expression Beyond
Mediums



Career Pathways &
Creative Economy Focus



THESE FIVE
PILLARS DEFINE
THE SOUL OF
IIGAA



Technology as a
Creative Tool



Cognitive &
Emotional Learning



Cultural
Rootedness with
Global Reach

At IIGAA, we don't just prepare students for the stage. We prepare them to own it.

ART IN ALL ITS FORMS: OUR LIVING CURRICULUM

The Age of the Artist Has Arrived

In a world driven by content, the artist is no longer behind the curtain. They are the economy.

2024 wasn't just a year of streaming blockbusters and trending reels — it was a year that proved art sells, art scales, and art sustains.

From film scores to set designs, from dance choreography in ad campaigns to character voices in animation — creatives are driving billion-dollar industries.

Impact by the Numbers

- India's Media & Entertainment industry hit ₹2.5 trillion in 2024 — and growing
- 500M+ OTT users in India; content demand has exploded
- Music streaming revenue crossed ₹30,000 Cr globally

- Live events in India grew 15%, hitting ₹100 billion
- 80M+ Social Media Creators in India
- ₹3,000 Cr — Influencer Marketing Industry (by 2025)
- Billions of Monthly Views on YouTube, Instagram, Moj
- Creative jobs are among the top 10 emerging careers globally

Source: EY-FICCI M&E Report 2024, Influencer Marketing Hub, LinkedIn Insights, KPMG India, Business Standard

Why This Matters to Us

At IIGAA, we don't teach art to decorate walls.

We teach it to build careers. Shape economies. Change lives.

A Glimpse into Our Living Curriculum



MUSIC

- Indian Classical: Hindustani, Carnatic
- Western Vocals
- Instruments: Guitar, Violin, Drums, Keyboard, Flute



DANCE

- Classical: Bharatanatyam, Odissi, Kathak
- Contemporary: Hip-Hop, Fusion, Folk



THEATRE & DRAMA

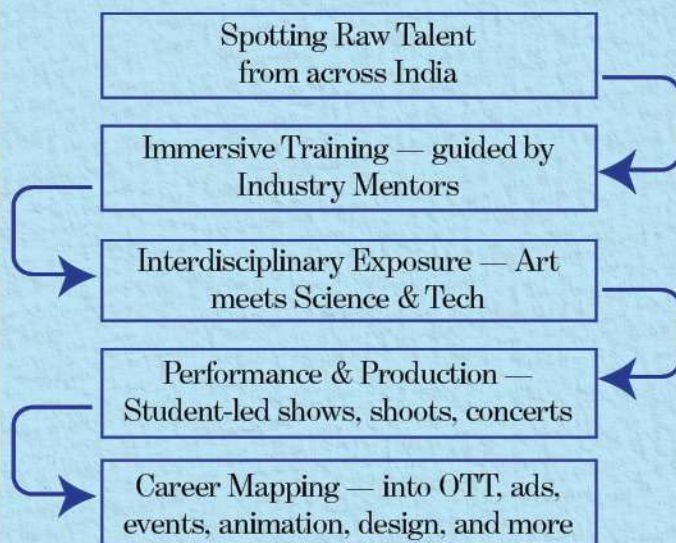
- Acting, Voice, Direction, Playwriting



VISUAL ARTS

- Drawing, Painting, Mixed Media
- Set & Costume Design

How IIGAA Fuels the Creative Economy



“We don't just graduate artists. We launch creative professionals.”

The Big Picture

Whether it's a set designer on a web series, a choreographer behind a viral reel, or a voice actor in a blockbuster animation — today's artists are shaping tomorrow's narratives.

IIGAA is where they begin that journey.

Art Meets Innovation: Teaching Creativity in the Age of Technology

**People say technology will
replace creative people.
Sorry, you're wrong!**

A Spark Just Needs a Stage

There are millions of raw, untapped talents in India — dancers spinning magic on rooftops, singers performing from tea stalls, painters crafting wonders on village walls.

Now imagine this:

- If someone without formal training, battling countless challenges, can rise to global stages...
- What if they had access to mentors, the right guidance, a

professional stage, and cutting-edge technology?

- What if there was a place where raw talent is nurtured with art, science, and sublime?

That's what IIGAA stands for — not just an academy, but a revolution in creative learning.





REAL STORIES. REAL IMPACT

The Prince Dance Group:-

Born in the lanes of Berhampur, Odisha — a group of daily wage laborers led by a differently-abled artist dared to dream.

No stage. No formal training.

Only passion, grit, and raw talent.

They rose from the mud to mesmerize millions — and won the very first season of India's Got Talent.

They didn't just dance.

They moved a nation.

They didn't need magic. Just a stage.

The Future Is Here: Art x Technology @IIGAA

At IIGAA, we don't just teach art

We amplify it. Digitally. Emotionally. Scientifically.

- Digital Art Labs
- Sound Studios
- AI Performance Analysis
- Visual FX & Editing Zones
- AR/VR Enhanced Stage Design

Why It Matters

- OTT & Entertainment demand authentic, tech-savvy talent
- India's creator economy is exploding — powered by skilled artists
- Emotional intelligence meets digital fluency = next-gen artists

**We believe talent is universal
— opportunity is not.**



APRIL HIGHLIGHTS: NAV KALRAV & TATVA UDBHAV A CELEBRATION OF SPIRIT

**Presented by IIG Arts
Academy (IIGAA)**

April was not just a month — it was a movement. Two events. Two campuses. One powerful reminder that art breathes life into learning.

**Nav Kalrav – Lights.
Laughter. Liftoff!**

**12th April 2025 | KT
Global School Campus**

The grand inauguration of IIGAA arrived with spark and soul!

Our youngest stars — from Nursery to Grade 5 — lit up the stage with dance, drama, and dazzling confidence. From traditional performances to joyful modern acts, every moment was a reflection of what IIGAA stands for: early expression, fearless creativity, and joyful discovery.

Teachers joined in. Parents applauded. Culture bloomed.

The highlight? An inspiring address by Dr. Adyasha Das, celebrated Odia author and academic, whose words lit a fire in every young heart.

From the Taste of Odisha ramp walk to the symbolic watering of dreams, Nav Kalrav was not just an event — it was a promise.





TATVA UDBHAV - ORIGIN OF ESSENCE/ CREATIVITY

25th April 2025 | TITE Campus

If Nav Kalrav was the spark, Tatva Udbhav was the flame.

A powerful evening that brought emotion, patriotism, and heritage to center stage.

From a soul-stirring tribute to the Odia language to a dramatic play that honoured the victims of the Pahalgam attack, every act reflected depth, courage, and artistic purpose.

A heartfelt patriotic dance had the audience on their feet. Theatre, music, movement — all merged into one unforgettable narrative.

More than just a showcase, Tatva Udbhav was a revelation:

When young voices are given space and guidance, they don't just perform — they awaken.

This is just the beginning

At IIG Arts Academy, every month brings new voices, bold expressions, and stories that deserve a stage. Stay tuned — we'll meet again next month with more moments, more magic, and more art that moves the soul.

**Until then
Keep creating. Keep dreaming.**



IIG ARTS ACADEMY
THE STAGE IS YOURS - OWN IT

Campus Address:

IIG Arts Academy, F/12, IID Centre, Barunei Temple Road, Khordha, Odisha - 752057
Contact: +91 9090030077, +91 9090030088 | Email: info@iigarts.com | Website: www.iigarts.com

City Address:

Plot No. GA-116, Gayatri Vihar, Chandrasekharapur,
P.O. KIIT, P.S. Chandrasekharapur, Bhubaneswar- 751024, District- Khordha



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