

India Pavilion at Marché du Film, Cannes, May 16 – 27, 2023

Concept and Design:

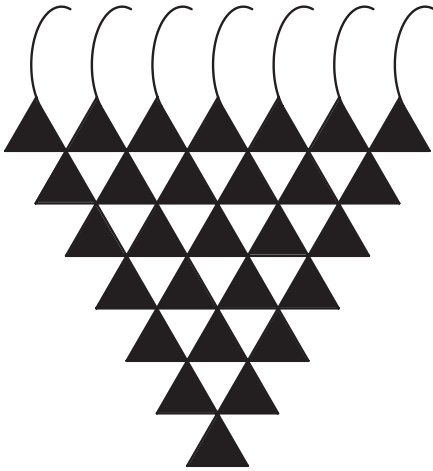


Theme

The theme of the India Pavilion at Cannes this year is 'Showcasing India's Creative Economy' to the global community. India is proud to participate in the Cannes Film Festival once again, with the spirit of "Vasudhaiva Kutumbakam" or "One Earth • One Family • One Future" - drawn from the ancient Sanskrit text of the Maha Upanishad and the theme of India's G20 Presidency.

Design Concept

The Saraswati Yantra – The pavilion design is inspired by the Saraswati Yantra, the abstract representation of the goddess Saraswati, keeper of knowledge, music, art, speech wisdom and learning. The earliest known goddess from Rigveda, she is one of the Tridevi. Drawing from the, the geometric design is patterned across the pavilion to bless us all with curiosity, intense yearning to learn, perseverance, continuity, concentration, and humility.



Saraswati Yantra: the divine symbol of the Goddess

अपो अस्मान मातरः शुन्ध्यन्तु घर्तेन नो घर्तप्वः पुनन्तु ।
वश्वं हरिपिरं परवहन्त दिवदिदाभ्यः शुचिरापूत एमि॥

May the waters, the mothers, cleanse us,
may they who purify with butter, purify us with butter,
for these goddess bears away defilement,
I come up out of them pure and cleansed.

Rigveda 10:17
Translated by John Muir



India is proud to once again participate in the Cannes Film Festival, with the spirit of "Vasudhaiva Kutumbakam" or "the world is one family". After successfully showcasing India as the Content Hub of the World during our participation as the Country of Honour in the last edition, our focus this year is to present India's dynamic Creative Economy to the global community.

We invoke Saraswati, the goddess of knowledge, music, art, speech, wisdom and learning in the design concept of the India Pavilion. The earliest known goddess from Rigveda, she is one of the Tridevi.

The pavilion draws from the Saraswati Yantra, the abstract representation of the goddess, to bless us all with curiosity, intense yearning to learn, perseverance, continuity, concentration, and humility.

Colours – The colours of the pavilion draw inspiration from the vibrant colours of India's national flag – saffron, white, and green, and blue. Saffron for the strength and courage of the country, white for the inner peace and truth, green for showcasing fertility, growth, and auspiciousness of the land, and blue for the law of dharma and truth.

