

**Client:** Tarangini Sanskrutik Pratishthan

**Services:** Event Concept & Design



Banner Design for Sangeet Mahotsav

## Case Study

Event design and publicity for Pt. Jitendra Abhisheki Sangeet Mahotsav held in Panaji Goa during 12 & 13 September 2009.

The Mahotsav is an annual event organised by Tarangini Sanskrutik Pratishthan, Pune in memory of Pt. Jitendra Abhisheki, a versatile genius of music. The two day event is a celebration of Indian classical music and dance with some of the best artists performing. The entire event design and implementation which included the invitation, souvenirs, ads, banners, posters, standees, entry gate, media invites, media interaction backdrop, stage backdrop were done by Exemplar.

The stage backdrop was designed to reflect the temple premises at Mangeshi Goa, the native place of Pt. Jitendra Abhisheki. Exemplar's creative team spent half a day at the temple premises and visited the ancestral home of the artist to get inspiration for the design, which received tremendous appreciation from the artists and the audience.

# EXEMPLAR

Strategic Solutions

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## Stage Backdrop



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# EXEMPLAR

## Strategic Solutions

Client: Tarangini Sanskrutik Pratishthan

Services: Event Concept & Design

Invitation



Media Invite



Advertisement

**2 Days • 24 Hours • 30 Artists**  
paying tribute to the most versatile genius

**PENINSULA LAND**  
CREATING INTERNATIONAL LANDMARKS

**KALA ACADEMY GOA**

Presents  
**Pt. Jitendra Abhisheki**  
**Sangeet Mahotsav**  
**12 & 13 Sept '09**,  
Dinanath Mangeshkar Kala Mandir,  
Kala Academy, Panaji, Goa  
9 am. to 9 pm.

**ENTRY FREE**

**ARTISTS**  
Pt. Rajan & Pt. Sajan Mishra  
Pt. Ajay Potankar  
Sucheta Bhiksh Chaudkar  
(Shruti Mehra)  
Pt. Kavalayakumar Gurav  
Pt. Sangeev Abhyankar  
Uma Gang  
Rahul Deshpande  
Mohan Darekar  
Gargi Sidhant  
Gauri Pathare  
Chote Rehmat Khan (sar)  
Milind Tulankar (saxophone)  
Tanuja Nefke  
Ratish Tagde (violin)  
Santosh Sant (mrid) - Jagabandi  
Purushottam Honnavkar  
Shakuntala Bharme

**ACCOMPANISTS**  
Pt. Mangesh Malye  
Pt. Ramdas Patule  
Pt. Bharat Kamath  
Dayanidheh Kossambe  
Vibhav Khandolkar  
Pt. Sudhir Nayak  
Raya Korgaokar  
Chaitanya Kunte  
Ranga Pai  
Govind Billhare  
Vishant Surlekar  
Masuli Takalkar

**COMPERES**  
Dr. Ajay Valiya  
Sidhi Upadhye

Co-Sponsor: **NRBgroup**  
Associate Sponsor: **DEPARTMENT OF ART & CULTURE**, **BANK OF MAHARASHTRA**  
TV Partner: **TEEN**  
Radio Partner: **94.3 FM**  
Print Media Partner: **REPUBLIC EXPRESS**

A concept by **Tarangini Sanskrutik Pratishthan**

Standee

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**PENINSULA LAND**  
CREATING INTERNATIONAL LANDMARKS

**KALA ACADEMY GOA**

Presents  
**Pt. Jitendra Abhisheki**  
**Sangeet Mahotsav**  
**12 & 13 Sept '09**  
9 am to 9 pm  
Dinanath Mangeshkar Kala Mandir,  
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A concept by **Tarangini Sanskrutik Pratishthan**

Co-Sponsor: **NRBgroup**  
Associate Sponsor: **DEPARTMENT OF ART & CULTURE**, **BANK OF MAHARASHTRA**  
TV Partner: **TEEN**  
Radio Partner: **94.3 FM**  
Print Media Partner: **REPUBLIC EXPRESS**  
Hospitality Partner: **Delmon**

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# EXEMPLAR

## Strategic Solutions

Client: Tarangini Sanskrutik Pratishthan

Services: Event Concept & Design

Souvenir



Media Interaction Backdrop



Advertisement



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# EXEMPLAR

## Strategic Solutions

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Entry Gate installed at the venue



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