

## PLASTIC OR SURVIVAL

26

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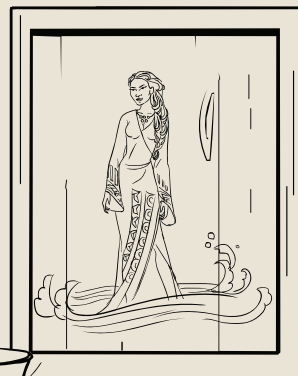
**Art Corner**



Our featured artwork is a scene from the Svevi Avatar Official Trailer. As the world continues to reel from the effects of the pandemic, the use of disposable plastic has escalated. We hope to create awareness and mindfulness, so that we can choose more eco-friendly alternatives as we fight the pandemic.

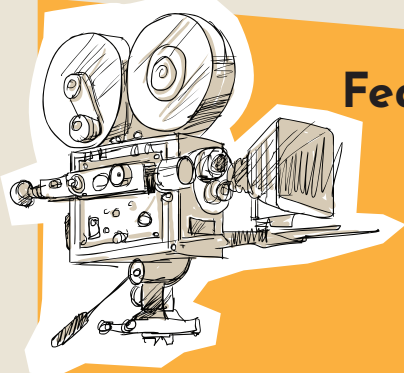
**Behind the scenes**

As the Director of Marketing, Sudarshana Ghosh's vision is to create a socially and ecologically sustainable framework for making the Svevi Avatar universe tangible. "What draws me to Svevi Avatar is its vision of bringing people together to improve our world," Sudarshana says. "And how better to realize this vision but to involve and promote talented artists and artisans who use eco-friendly and renewable resources, while ensuring that they earn a fair and equitable living?" When asked about her passion for non-mainstream artistry and workmanship, Sudarshana enthusiastically responds, "There are so many dying techniques and forms that are a part of our rich global cultural heritage and that need to be preserved. The framework of Svevi Avatar, which is so much more than a literary fiction series, allows us to showcase the tremendous talent of non-mainstream craftsmen and artists." Sudarshana smiles as her fingers trace the contours of a carving, "Our goal is to create awareness and about issues that plague our world today; story-telling is a mechanism to achieve this. As a part of this vision, my goal is to collaboratively create merchandise that touches the lives of people and makes a tangible difference."



consciousness  
fantastic

**Featured Video**



 <https://tinyurl.com/yawelhx2>

Svevi Avatar Teaser 1 (June 2020)

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