



REPORT



connecting art, the city and its people

ABOUT KB22

The Karachi Biennale is Pakistan's largest international, contemporary art platform and a flagship project of Karachi Biennale Trust (KBT), a registered Trust, founded in 2016. KBT operates as a non-profit organization and a platform to promote creativity, innovation and critical thinking in the visual arts.

The theme of the third Karachi Biennale (KB22) was "Collective Imagination: Now and the Next". 26 large-scale projects that explored the intersection of art and technology, and connected the past to the future, were displayed at 9 venues, 4 of which are heritage sites. Artists from 13 countries, including Pakistan, participated in this city-wide art event, which also included:

- Artist's talks and workshops
- Discursive sessions
- Performance art
- School tours and guided family tours
- A storytelling session
- An art and health workshop

KB22's CONTRIBUTION TO THE CITY

1. Creating harmony:

- Bringing multiple demographic and socio-economic groups together for a leisure activity.
- Creating a space for dialogue about pressing issues such as pollution, urbanization, isolation and memories.
- Weaving music, regional literature and poetry into art forms through unique art works.

2. Education and capacity building:

- Introducing over 600 children to digital tools and an understanding of technology through art and tech workshops.
- Giving students from IVS, the Department of Visual Studies, Karachi University and NED University an opportunity to engage with participating artists or work at KB22 venues.



3. Empowerment of women:

- Networking opportunities and significant media exposure for 15 female artists from within and outside Pakistan, who participated in KB22.
- Women in leadership role, through the female majority in the KBT Trustee and management team.
- Employing and training of women (40% of total employed staff)

4. Health:

- Giving visitors a much-needed break and an opportunity to enjoy free, healthy, thought-provoking visual and sensory art works.
- KB22 participating artist Yasir Darya, researched and shared the impact of air pollution on health through his exhibit “Air Raider”.
- Other artists explored themes related to mental and emotional wellbeing, such as isolation, urbanization and stress.
- 70 young people participated in a free two-day Art and Health Workshop organized in collaboration with IRD and Australia based GEM Ltd.

5. Environmental protection:

- Exhibits such as “It Lies Beyond” (by Rashid Rana) and “Terranium” (by Shezad Dawood), visually explored the impact of environmental damage to act as a catalyst for behavioral change.

6. Effective use of technology and digital tools:

- KB22 introduced technology as a medium in art exhibits on a large scale, for the first time in Pakistan.

7. Enhancement of art infrastructure:

- Taking art from the commercial galleries to public spaces.
- Recognizing talent through five art prizes.
- Adding to the critical body of knowledge available for the art community and art enthusiasts through multiple discursive sessions.
- Bringing international and Pakistani artists together for a creative exchange of ideas.

AUDIENCES...

OVER 29,000 VENUE VISITORS

OVER 10 MILLION VISITORS VIA SOCIAL MEDIA, PRINT, TV, RADIO AND DIGITAL MARKETING

OVER 10,000 NEW VISITORS TO THE WEBSITE

SPONSOR RECOGNITION...

SPONSOR LOGOS WERE PLACED ON THE WEBSITE AND VENUES

ALL SPONSORS WERE RECOGNIZED ON SOCIAL MEDIA, AND ACKNOWLEDGED AT THE INAUGURAL AND CLOSING CEREMONIES

THANK YOU!
WE APPRECIATE YOUR SUPPORT FOR KB22 AND
LOOK FORWARD TO CONTINUING OUR
PARTNERSHIP!