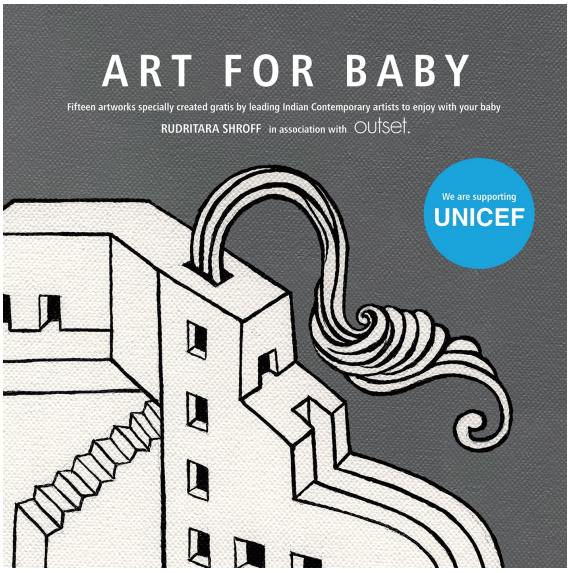
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Art for Baby

Rudritara Shroff

ISBN	9781738503513
Publisher	Cultureshock
Binding	Hardback
Territory	World
Size	245 mm x 245 mm
Pages	16 Pages
Illustrations	15 b&w
Price	£20.00

- Fifteen exclusive beautiful black and white artworks, donated by contemporary Indian artists
- Includes 15 flash cards of the images
- For every sale of this book a donation will be made to UNICEF India for children's projects, and to Outset UK

Art for Baby is India's first medically vetted art book designed to stimulate cognitive development in newborns (0-3 months) while introducing them to contemporary art. Since babies at this age can only see black, white, and shades of grey, this high-contrast picture book—featuring works by leading Indian artists—enhances their early visual recognition and engagement.

Created by Rudritara Shroff, Art for Baby includes contributions from Dhruvi Acharya, Jyoti Bhatt, Jyotsna Bhatt, Jogen Chowdhury, Atul Dodiya, Anju Dodiya, Shilpa Gupta, N.S. Harsha, Bijoy Jain, Reena Saini Kallat, Shakuntala Kulkarni, Manish Nai, Amol K. Patil, Gigi Scaria, and Sudarshan Shetty. The accompanying flashcards offer insights into each artist's work, fostering caregiver-baby bonding.

Proceeds from the book support children's projects through UNICEF India and Outset UK. Original artworks featured in the book were exhibited at Christie's in Mumbai and New York, raising $57,582 for these initiatives.

Praise for ***Art for Baby:***
"This book is a testimony to Rudritara Shroff's commitment to catalyzing healthy brain development and engaging young minds in creative pursuits." – Vikram Patel, PhD, MBBS, Paul Farmer Professor and Chair of the Department of Global Health and Social Medicine, Harvard Medical School

"This book balances traditional infant learning therapies with a groundbreaking visual approach, enhancing artistic tendencies among newborns." – Dr. Amin Jaffer, Museum Director and Art Historian,Curator of the Al Thani Collection, Paris

"The process of creating this book was exciting and enriching. It is remarkable that such a young person has taken this on!" – Shilpa Gupta, Indian Contemporary Artist, Mumbai

Rudritara Shroff is currently completing her IB from the American School Bombay (ASB). She was involved in the business development prior to the opening of the Museum of Solutions, Mumbai, where she is also currently interning. She has been offered an internship at UNICEF in Mumbai. Rudritara volunteered to be a part of THE CORONA QUILT PROJECT, with the aim of providing her peers a platform to share their experiences of the pandemic, through a creative outlet. The initiative also encouraged solidarity and connections between the students of her class, Grade 8B, to help diffuse the negative effects of the lock down. Rudritara has a deep passion for the arts, and their capacity to initiate social change. Once she graduates, she plans to major in Psychology and Art in Medicine at university.





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