

Press Note: Apeejay Kolkata Literary Festival 2016 – Day 4

Event: Celebrating Flavours of Culture with MasterChef Christine Manfield
With her new book launch of 'A Personal Guide to India and Bhutan' by Christine Manfield

Kolkata, 15th January, 2016: Contributing to Apeejay Kolkata Literary Festival's distinctiveness, the final day of AKLF 2016 saw the launch of Australian chef, food and travel writer **Christine Manfield's** new book '**A Personal Guide to India and Bhutan**'. The book was released by eminent journalist **Vir Sanghvi**. The launch was followed by a discussion with **Sharad Dewan** Regional Director, Food Production, The Park and **Nondon Bagchi**, famous food critic and musician.

The book '**A Personal Guide to India and Bhutan**' depicts the experience and exploration of the author's personal tour in India and Bhutan. It talks about the Himalayas and Bhutan, the perfect companion for travellers who want to find really special places to eat and stay. Each chapter contains essential sights, local eateries, top places to stay and the best places to shop. The books cover a large region of India, including most states, such as Rajasthan, Uttar Pradesh, Kerala, Tamil Nadu, Punjab and Gurjarat as well as Bhutan and the Himalayas. Many of the capital cities like Mumbai, Dehli, Chennai, Goa, Lucknow, Kolkata, as well as many more off the beaten track are also visited in the pages of the book.

About Apeejay Kolkata Literary Festival (AKLF): 2016

Apeejay Kolkata Literary Festival (AKLF) is Kolkata's pioneering literary festival. Instituted in 2010 by the Apeejay Surrendra Group and its heritage Oxford Bookstore on Park Street, AKLF grew out of the bookstore's year round involvement with books, writers & publishers. In the seven years since Kolkata saw her first literary festival in AKLF, literary festivals have mushroomed across the country, but AKLF stands apart with its unique identity as the only one nearly 100 year-old bookstore as its nucleus. AKLF offers an atmosphere of warm, welcoming intimacy, favours depth over size, and includes a variety of subjects, from history to the environment. AKLF also celebrates Kolkata's magnificent public monuments and heritage sites as settings for Festival events, and eminent literati and cultural stalwarts from across India and overseas join the festival scheduled every year in the second week of January. In 2016 AKLF celebrates diverse themes encompassing books, theatre, the arts and cinema. AKLF's focus is on younger writers, newer voices and fresh audiences in its ongoing attempt to build an audience for books and reading. The 7th edition of AKLF is poised to scale new heights, with an outstanding and meticulously curated programme, bringing the world and the nation to Kolkata. Continuing to celebrate the city's magnificent public monuments and heritage sites the festival rediscovers the quaint and hidden charms of the city through heritage walks. AKLF highlights several unique concepts with a fresh approach that reflects current concerns such as diversity, gender equality, continuities across borders and youth engagements, which are also broad themes running through the festival. AKLF signature heritage sites include Nandan, Town Hall steps, The Indian Museum, Presidency University, Tollygunge Club and Victoria Memorial. AKLF 2016 has participation from Australia, Israel, Scotland, Italy, Nigeria, Portugal as well as England, France, Germany, Pakistan, Bhutan and others. Some of the prominent

personalities who will be part of the literary extravaganza are Ben Okri, Meera Syal, Christine Manfield, Ashis Nandy, Vir Sanghvi, Bharathi S Pradhan, Shatrughan Sinha, Shobhaa De and more. The four day long, multi-faceted event has several stimulating components designed to give visitors and the audience an enriching experience, with a great blend of literature, culture, art and heritage. And all of this is absolutely free for Kolkata and her culture-loving audience.

Notes to Editor:

Christine Manfield is a highly regarded Australian chef, author, food and travel writer, food manufacturer, presenter, teacher and gastronomic traveller. She currently runs Universal Restaurant in the Sydney suburb of Darlinghurst. She is considered one of Australia's best chefs. Christine has published ten acclaimed award winning books with Lantern Penguin Australia. Christine is a contributor to travel features in Australian Gourmet Traveller, Delicious Magazine, SMH Traveller and Australian Financial Review. She also writes occasional food columns in various Australian magazines and newspapers. Some of the books written by her are - *Tasting India* (2011), *Fire and Spice* (2012), *Lantern Cookery Classics* (2013), *Dessert Divas* (2014). Christine has appeared as a guest chef and judge on Junior MasterChef Australia series 1 (2010), MasterChef Australia Series 2 (2010), Series 3 (2011) and Series 4 (2012) where her 'Gaytime Goes Nuts' dessert was the final challenge that determined the winner. Her latest book is *A Personal Guide to India and Bhutan* (2015).

Vir Sanghvi is the best-known Indian journalist of his generation. His career straddles print, television, books and now, new media. He has been a member of many professional, academic and government bodies including the National Integration Council. During Sanghvi's time, the Hindustan Times became a multi-edition newspaper opening new editions in Chandigarh, Calcutta, Bhopal, Ranchi, and most successfully in Bombay where it is now the second largest-selling newspaper. He continues to be a regular columnist for the Hindustan Times and an occasional columnist for Mint. Sanghvi has also run a parallel TV career which began while he was still editor of Sunday. Sanghvi's books include *Men of Steel* (published by Roli Books), one of the biggest paperback bestsellers in the history of Indian publishing which has been translated into 8 Indian languages. His other books are *Rude Food and Madharvaro Scindia*, a biography (Penguin) and *India – Then and Now* (Roli). Vir Sanghvi has won many awards during his career for both TV and print. In 1993, he was declared A Global Leader of Tomorrow by the World Economic Forum at Davos. Currently, he is a member of the Broadcast Content Complaint Council (BCCC), a body that regulates content on entertainment TV channels.

AKLF 2016 Partners and Associations:

The AKLF 2016 edition has forged several new, prestigious associations, following its impressive collaborations in first year in 2010. We are proud to welcome on board both our new and regular partners including the Victoria Memorial Hall, Indian Museum, Australian High Commission, Embassy of Italy in India, Bloody Scotland, British Council, Calcutta Debating Circle, Crime Writers Festival, Embassy of Israel in India, Alliance Française, Portugal Embassy, Presidency University, Jaipur Literary Festival, Yes Foundation, FACES, Open Doors, FREED, The Creative Arts, Poetry Paradigm, MAKAIAS, Tollygunge Club, Max Muller Bhavan - Goethe Institute, The Park, Modern High School for Girls, Rakshak Foundation, Aishee, Streets of Calcutta, Calcutta Instagrammers, Wikipedia, Caravan, BEE books, Gbl.in, Bulk Email SMS India, Presto, She and Griffith Review. We also have 91.9 friends FM as radio partner, The Times of India as Print Media Partner, Anderson as Printing Partner, Selvel as Outdoor Partner, Typhoo as Refreshment Partner, Mera Tiffin as Food Partner, Indismart and Anon Production as special partners. A wide cross section of publishers, which include Niyogi Publishers, Future Publishers, OM Books and others will showcase their

authors at AKLF 2016. AKLF is proud of these associations and hope they keep growing year on year.

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