

Serendipity Arts to Launch London Festival Celebrating South Asian Creativity

- **Serendipity Arts, the organisation behind South Asia's largest multidisciplinary arts festival, to launch a London festival from 19–27 June 2027**
- **The festival is in partnership with the Great Exhibition Road Festival led by Imperial College London, and leading institutions across South Kensington including: Science Museum, V&A South Kensington, Natural History Museum, Royal Albert Hall, Royal Geographical Society, Royal College of Music, Royal College of Art and The Royal Commission for the Exhibition of 1851**
- **The programme will spotlight established and emerging talent from India and its diaspora, engaging London's South Asian communities and wider audiences**
- **New cultural exchange will connect institutions in London and India, with UK partners also presenting projects at Serendipity Arts Festival in Goa**
- **An intergenerational, all-women curatorial team will shape a programme spanning visual arts, new media, dance, music, and culinary arts**

Serendipity Arts, the not-for-profit cultural organisation behind South Asia's largest multidisciplinary arts festival in Goa, will come to London with a major new festival from **19–27 June 2027**, presented in partnership with some of the city's leading cultural institutions.

The Great Exhibition Road Festival, led by Imperial College London, will collaborate with Serendipity Arts to create the multidisciplinary event, alongside leading institutions including **Science Museum, V&A South Kensington, Natural History Museum, Royal Albert Hall, Royal Geographical Society, Royal College of Music, Royal College of Art and the Royal Commission for the Exhibition of 1851**. The event will take place across **Exhibition Road** and the surrounding **South Kensington Culture Quarter**.

Serendipity Arts Festival London will provide a new platform for artistic exchange between India, the UK and the wider world, bringing the spirit of Serendipity Arts Festival Goa to London while allowing the city's institutions, communities and spaces to shape its programme. Treating Exhibition Road as a **cultural laboratory**, where cultures, disciplines and ideas already coexist, the festival will connect South Asian artistic practice with its partners' collections, histories and expertise across art, science, music, film, design and education. Internationally recognised figures will appear alongside a new generation of

artists, performers, musicians, filmmakers, designers, craftspeople and food practitioners from South Asia and its diaspora.

Six women curators will bring fresh perspectives to the programme; Veeranganakumari Solanki (New Media), exploring how images connect disciplines; **Latika Gupta (Visual Arts)**, bringing Indian art and material cultures into dialogue; **Preethi Athreya (Dance)**, rethinking movement and the body; **Sneha Khanwalkar (Music)**, creating experimental compositions from local sounds, instruments and voices; **Elizabeth Yorke (Culinary Arts)**, exploring food's potential to shape a more sustainable future; and **Nancy Adajania (New Media)**, examining the connections between media art, cultural exchange and public life.

From galleries and concert halls to foyers, cafés, and outdoor spaces, the festival will invite audiences to experience familiar places in new ways. London's South Asian communities will be at the heart of the programme, alongside audiences from across the city. Serendipity Arts Festival London is conceived as an invitation, offering many ways to arrive, take part, and stay curious.

This announcement follows a milestone year for Serendipity Arts, whose flagship festival in Panjim, Goa, marked its 10th anniversary in December 2025. Since launching in 2016, the Festival has welcomed more than one million visitors and participants from over 50 countries, supported more than 10,000 artists and created more than 5,000 project-based jobs across more than 50 sites in Panjim. The new London festival marks the next chapter in Serendipity Arts' international growth, alongside partnerships this year including the National Pavilion of India at La Biennale di Venezia, Rencontres d'Arles, the Royal College of Art, and the Centre national des arts plastiques (Cnap) in Paris.

Cultural exchange between London and India

In June 2026, Serendipity Arts introduced its work to London through two public projects with the Science Museum and Great Exhibition Road Festival. *नैन की ठगी / Eyes Shall Deceive*, created by composer Sneha Khanwalkar and artist Sudarshan Shetty, combined 16mm film, live music, sound, and visual storytelling, and will be presented again at Serendipity Arts Festival in Goa this December. *Giants on the Move*, directed by Dadi Pudumjee and presented with the Ishara Puppet Theatre Trust, transformed Exhibition Road through giant puppets, moving sculpture, and live percussion.

The forthcoming London festival will build on a growing exchange between cultural institutions in the UK and India. London partners will also contribute to the 11th edition of Serendipity Arts Festival in Panjim, Goa, from **13-20 December 2026**, extending the collaboration beyond a single festival or city.

The Goa programme will include the *Wildlife Photographer of the Year* exhibition from the Natural History Museum, London; a moving-image and archive project developed with the

Royal Geographical Society and British Film Institute; and work arising from the Serendipity Arts Foundation and Royal College of Art artist residency.

Mr. Sunil Kant Munjal, Founder & Patron of Serendipity Arts, said: “For over a decade, Serendipity Arts has created spaces for South Asian artists to experiment, exchange ideas and find new ways of experiencing culture. Bringing that vision to London, in partnership with some of the city's leading cultural institutions, marks a significant new chapter for us. It is an opportunity to place our artists, our ideas and our cultural conversations within a truly global context, and to build lasting connections between South Asia and the world.”

Ms. Shefali Munjal, Co-Founder & Patron of Serendipity Arts and Serendipity Arts Festival, said: “South Asian creativity cannot be understood through a single discipline, tradition or geography. It lives as much in food, sound, and movement as it does in a gallery. Our curators, working across generations and disciplines, will bring that richness into museums and public spaces across Exhibition Road, with London's South Asian communities at the heart of the programme.

Further details of participating artists, commissions and events will be announced in the coming months.

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Notes to Editors

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About Serendipity Arts

Serendipity Arts is a not-for-profit cultural organisation supporting artistic practice, research, education, and cross-cultural dialogue across South Asia and internationally. Through grants, residencies, commissions, collaborations, and public programmes, it supports artists working across visual arts, music, theatre, dance, culinary arts, craft, design, film, and live arts.

Its flagship Serendipity Arts Festival in Panjim, Goa, is South Asia's largest interdisciplinary arts festival. Held annually with free public access, the Festival transforms heritage buildings, public spaces, and alternative venues across the city into platforms for artistic exchange and public participation.

Founder Patron Sunil Kant Munjal was conferred the Chevalier de l'Ordre national du Mérite by the French Government in recognition of his contribution to culture and international exchange.

serendipityarts.org

About Serendipity Arts Festival

Serendipity Arts Festival is South Asia's largest interdisciplinary arts festival, held annually in Panjim, Goa, with free public access. Spanning visual arts, music, theatre, dance, culinary arts, craft, design, film, and live arts, alongside dedicated accessibility and children's programming, the Festival transforms more than 300,000 square feet of heritage buildings, public spaces, and alternative venues into platforms for artistic exchange and public engagement.

The 11th edition will take place from **13–20 December 2026**.

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