

Justification for Establishment of Art & Decor Association of Pakistan

Under rule 4 (1) (c) (i) of Trade Organization Rules 2013

Proposed name of the Art & Décor Association of Pakistan:

“Art & Décor Association of Pakistan”

Pakistan is a country rich in art products. This endless wealth of culture and art is unique to every province, region and district with their own significance. For both urban and rural population, this serves as a huge source of livelihood. This sector predominantly sees a huge bulge of home based entrepreneurs as it mainly comprises of informal businesses.

This sector also enjoys huge women participation and has a huge growth potential that can be maximized by collaborative efforts and multidimensional supportive interventions.

The logical feasibility justification entails the expected income generated from:

- . Membership registration Fee
- . Memberships Card Fee
- .Renewal Fee
- .Visa recommendation Fee
- .Exhibition processing Fee
- .Visa letters
- .Annual Research Fee

Aims & Objectives:

The objective of “Art & Décor Association of Pakistan”, is to promote and strengthen them from a business point of view. Network which brings together artists and provides them with technical assistance to improve product and innovation in the development.

ART & DÉCOR ASSOCIATION OF PAKISTAN

Art & Décor Association of Pakistan (AAP) is a “Trade Association”, established under Trade Organizations Act, 2013, with the Directorate General Trade organizations (DGTO), Ministry of Commerce, Government of Pakistan under registration no 317.

AAP was established in 2023.

AAP has an office in Lahore 84-L Model Town,

The association aims at promoting, developing aiding , stimulating ,protecting and encouraging the “Artisams & Craft of Pakistan”

And trading industry in Pakistan with the prime focus on converting the informal art sactor into a formal industry and increasing the export potential of sector.

WHAT WE DO

Art Deco, also called style modern. Movement in the decorative arts and architecture that originated in the 1920s and developed into a major style initially in the west exhibited. Art Décor design represented modernism turned into fashion. Its product included both individually cragted luxury items and mass-produced wares, but in either case, the intention was to eastern Europe and the united States now in Pakistan.

Which Field include Art and Décor Artisam

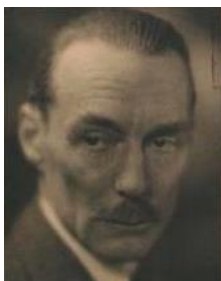
.Most of the outstanding design individually crafted or limited-edition items.:

History of Art Deco

.Some of our Role Models includes



Émile-Jacques Ruhlmann, was a French furniture designer and interior decorator, who was one of the most important figures in the Art Deco movement. His furniture featured sleek designs, expensive and exotic materials and extremely fine craftsmanship, and became a symbol of the luxury and modernity of Art Deco.



Maurice Dufrêne was a French decorative artist who headed the Maîtrise workshop of the Galeries Lafayette department store.



Gottlieb Eliel Saarinen was a Finnish-American architect known for his work with art nouveau buildings in the early years of the 20th century. He was also the father of famed architect Eero Saarinen.



Jean Elysée Puiforcat was a French silversmith, sculptor and designer. Miller's Antiques Encyclopedia calls Puiforcat the "most important French Art Deco silversmith."



René Jules Lalique was a French jeweller, medallist, and glass designer known for his creations of glass art, perfume bottles, vases, jewellery, chandeliers, clocks, and automobile hood ornaments.



Romain de Tiroff, known by the pseudonym Erté, was a Russian-born French artist and designer. He was a 20th-century artist and designer in an array of fields, including fashion, jewellery, graphic arts, costume, and set design for film, theatre, and opera, and interior decor.



Raymond Templier was a French jewellery designer. He is best known for his Cubic Art Deco and abstract designs in the 1920s and 1930s. He built coral reefs as well.



Henry George Murphy, aka H. G. Murphy was an English art-deco silversmith.



Karl Edvin Nilsson was a Swedish silversmith and jeweller for the royals. As young he learned the trade by studies and practical work for his father Ander Nilsson in Lund, he educated himself abroad in Germany between 1913 and 1914, and then later he continued more studies in 1919 and 1920.



Paul Poiret was a French fashion designer, a master couturier during the first two decades of the 20th century. He was the founder of his namesake haute couture house.



Demétre Haralamb Chiparus was a Romanian sculptor of the Art Deco era who lived and worked in Paris, France. He was one of the most important sculptors of the time.

Our Aim is to be part of this glamorous history