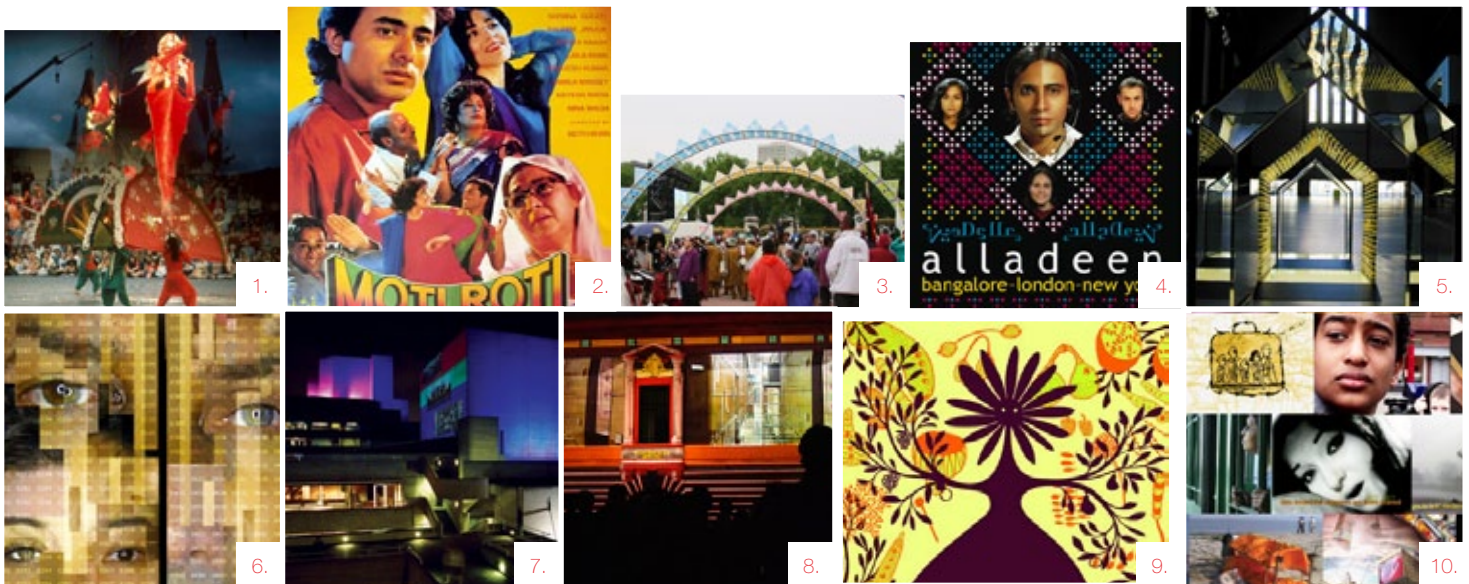


motiroti is an internationally acclaimed arts organisation led by Artistic Director Ali Zaidi. The company was founded in 1996 by artists Ali Zaidi and Keith Khan, who worked together from 1989 to 2004. Progressing ideas on identity, motiroti's work is led by participation, new technology, and design. Working with a range of collaborators within visual and live art, multi-media, experimental theatre and socially engaged practice, motiroti deliberately blurs art-form specialism to encourage cross-disciplinary and cross-cultural dialogues.



1 *Flying Costumes, Floating Tombs* 2 *Moti Roti Puttli Chunni* 3 *Celebration Commonwealth* 4 *Alladeen* 5 *Build*
 6 *Mix & Match* 7 *Cutout* 8 *Priceless* 9 *Harvest it!* 10 *60X60 Secs*

first Time Out award

In 1991 motiroti won its first 'Time Out London Dance and Performance Award' with *Flying Costumes, Floating Tombs*. This extravagant spectacle on transference of cultures embodied the company's core values, and brought together visual arts, music and dance, featuring hundreds of performers

second Time Out award

What placed the Company on the world stage in 1993 was the creation of the first Bollywood Musical *Moti Roti Puttli Chunni*, which also received a 'Time Out London Dance and Performance Award'.

high profile commissions

Since then, motiroti has produced a wide range of high profile commissions including *Celebration Commonwealth* in 2002, a project celebrating the Queen's Golden Jubilee produced with the Commonwealth Institute, Helen Denniston Associates and 4,000 artists from across the world.

OBIE award

motiroti and New York based collaborators, The Builders Association, received a 2004 OBIE Award for *Alladeen*, a cross-media performance piece inspired by the call centre industry, new technologies and globalism (presented in London at the Barbican among other venues).

social engagement

Projects are rooted in and develop from social engagement. Collaborations include the Bangladeshi and Somali communities in Brick Lane for *The Seed*, *The Root*, the virtual community of the web for *Reality Bytes* and 1,600 young people across the UK for *Build* at Tate Modern.

international context

Past partners include international festivals such as London International Festival of Theatre (LIFT) and Romaeuropa; and galleries and arts centres ranging from the South Bank Centre, Serpentine Gallery and the Barbican in London, to the Brooklyn Academy of Music (BAM), the Whitney Museum in New York and the National Gallery in Cape Town.

urban life

Developed collaboratively with New York's dbox, *cutout*, a video triptych about urban life and cultural identities in the 21st Century world. Launched at the ICA, London in October 2005 the single screen version *cutout II* was presented on BBC screens in prominent public spaces nationwide.

multi-site

In August 2006, the multi-site arts project *Priceless* merged the voices of individuals and institutions in surprising ways through audio-visual portraits and installations. Commissioned by the Serpentine Gallery, the Exhibition Road Cultural Group and Platform for Art, *Priceless* was developed in collaboration with leading artists, nine partner institutions and over 250 people.

multi-sensory

In September 2006 the multi-sensory promenade event *Light it!*, transformed Myatt's Fields Park in South London, and attracted over 3,000 people. This was the first in a series of annual events produced in collaboration with home, aimed to engage with local communities and bring life to the park, reinforcing the major local regeneration. This autumn, *Harvest it!* will celebrate the bounty of nature in the heart of the city.

contemporary culture

Projects in development include *360°*, a three-year programme of exchanges that will bring to light a contemporary picture of the cultural dynamics between Britain, India and Pakistan. Sixty films, several international artists residencies, numerous publications and a new collaboration will bring artists together to explore the role that art can play in shaping communication and insight, across boundaries of culture and geography.

motiroti also disseminates ideas on diversity of practice and culture, and is involved in learning and development programmes.

motiroti is a company limited by guarantee and a registered charity.

1989 two artists share the same vision

As individual artists Ali Zaidi and Keith Khan had already enthralled audiences and curators with their inventive practice. Zaidi is Indian by birth, Pakistani by migration and British by chance. His background in graphic design, advertising and photography, as well as education, evolved into sumptuous expression of concepts rather than commercial products. Khan is a British Trinidadian Indian who trained in sculpture and went on to create spectacular, sublime, rough and refined works, bringing new media to the discipline.

Together, the two artists initiated creative processes that redefined collaborative practice. However, as a pair of creatives they needed to constantly seek venues, curators and organisations through which to raise production funds for new work to be made.

1996 motiroti - a brand new approach to cultural production

Sometimes existing administrative frameworks could not keep pace with Zaidi and Khan. Their constant innovation, cross media approaches, range of collaborators and use of unusual sites often challenged funders, curators and venues.

The two artists founded **motiroti** to provide themselves with a solid structure, supported by a board of directors and administrative staff, that could help them take their radical practice forward, making previously unimaginable possibilities a reality.

Assembling a board of directors brought expertise and insight to the table. Finance, digital media, film production, education, fundraising and charity expertise was added to the creative centre. This enabled **motiroti** to achieve a new kind of self-definition.

Both artists had in common their experience of varied production systems; Khan through carnival and design commissions, and Zaidi through marketing and education. This provided knowledge of collaborative practice, social and organisational structures. They transferred these insights into their creative exploits, and brought together a range of mixed skills and cultures.

Through this inclusive approach a huge range of culturally diverse voices spoke. South Asian, East Asian, African, Caribbean, Latin American, North American and native British creatives found themselves developing concepts with Zaidi and Khan. In this respect the very tenets of art production were overturned. Outcomes were as vibrant as they were unpredictable.

2004 a step into the new millennium

After over ten years of professional growth, development of new ideas and international awards, **motiroti** took a step into the new millennium with a big change. Keith Khan left the company and became Chief Executive of a new organisation, Rich Mix.

This was a moment to reflect strategically on **motiroti**'s artistic policy and direction, and to think about new ways of taking forward the company's work.

Learning has always been important, and has played an important role in the company's artistic production and now more than ever it is embedded in the very core of its practice. Artistic production and learning are part of the same process, which is achieved through the collaborative participation of artists, key cultural institutions, audiences, communities and organisations. The participating element is incorporated in the artistic process at the very beginning, and plays a crucial role in the way the works are presented. The result is multi-layered artworks in which the voices of individuals and institutions merge in surprising and often unexpected ways.

motiroti's work is generated through its engagement with people and the dynamic interaction of different cultures. The culmination of its work is often the platforming of intimate, personal stories in the public domain. Being local, national and international not only refers to the location where the projects are presented, but also to the multiple dimensions which inform a project.

motiroti continues its journey through imagination, innovation and socially engaged practice, pushing the boundaries of new technology.

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motiroti, 1 whitehorse yard, 78 liverpool road, london n1 0qd t: + 44 (0)20 7704 6870 e: seek@motiroti.com w: www.motiroti.com

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