



**CULTURE
CURATORS**

**BUILDING
BRIDGES
TO
CONNECT
THE
WORLD
WITH
CULTURES**

**GOODWILL CULTURAL
AMBASSADRESS**

NUPUR TRON

THE WORLD IS CONSTANTLY ON THE MOVE AND EVOLVING AND SO IS THE MIX OF PEOPLE WITH ALL SORTS OF DIFFERENT SOCIO-ECONOMIC AND CULTURAL BACKGROUNDS. THE WORLD ALSO HAS INSPIRING PERSONALITIES LIKE NUPUR TRON WHO ARE BUILDING BRIDGES AND CONNECTING THE WORLD TO MAKE IT A BETTER AND BEAUTIFUL PLACE FOR ALL..

**FOUNDER OF FOUNDATION FRISON HORTA,
CREATOR OF HAUTE JEWELRY “NUPUR-PARIS”
AND ALSO WORKING EXTENSIVELY IN THE
FIELD OF HERITAGE & CULTURE.
NUPUR TRON TALKS WITH SOCULTURES!**



ART

CULTURE

HERITAGE

BUILDING BRIDGES BUILDING CONNECTIONS

Nupur wears weighty titles with charismatic countenance. She's been vested with —
Ambassadress of Art and Culture for India in France for the Chambre de Commerce and for Drives Des St Tropez. Nupur, is also an acclaimed Indian jewellery designer retailing jewellery at Le Bon Marché in Paris, she is also an influential voice to bring spotlight on Indian ancient jewellery craft. Nupur is also credited with reviving 125-years-old building with Art Nouveau architectural style and cultural events. No surprise, people call her, Mme Patrimoine!

"AS THE FOUNDER AND DIRECTOR OF THE FOUNDATION, I WILL BE CURATING EXPOSITIONS, EXHIBITIONS, EVENTS AND CONVERSATIONS IN ART AND CULTURE," SAYS NUPUR, THE DEHRADUN-BORN RAJPUT GIRL OF ROYAL LINEAGE.



Since many years Nupur Tron is involved in several environment-friendly projects too. Some of them are The Bishnoi Project “Eco Warriors from Rajasthan” campaign, “No to Plastic Bags” followed by exposition in the museum of Mehrangarh Fort Jodhpur. The prestigious Sotheby’s under the Prince Albert of Monaco Foundation had auctioned her handcrafted ‘Saker Falcon’ pendant. She was chosen as the top three people/ creator amongst thirty-seven other creators from around the world.

“Saker Falcon’ was chosen as the creation since this bird defines beauty and strength. The pièce is a symbol of 'EmbracingThe Globe'!

It’s always a pleasure to get insights, views and knowledge from the luminous dignitaries, SoCultures presents a detailed interview with Nupur Tron...

You are the Founder of Foundation Frison Horta, Creator of Haute Jewelry “Nupur-Paris” and you are working extensively in the field of Heritage & Culture. You are a renowned Consultant in Luxury Life Style Art de Vivre...and you wear so many hats with panache, we would like to know more about you?

I am a simple village girl globetrotting the world since a very young age. I always wanted to learn all about the heritage, traditions and cultures, the world has to offer. Born and raised in Dehradun, India until my High School, then I travelled the world. New York became my home for nine years where I studied fashion marketing and merchandising, later moved to Paris and it had been my home for the past thirteen years. Brussels is my present residence.

You have lived in entire world - Europe, Paris, India and Brussels...how do find cultural spectacles in different places?

My friend says, “You can take the girl out of India but not India out of the girl!” No matter wherever you are, if your spirit and conscious is open, you will find yourself surrounded by cultural spectacles all around you... I am lucky to be in places where art, heritage and culture remain the focal Point of their society’s evolution. Paris and New York are so unique in their own right. Paris is a city of museums and creative kaleidoscope of cultural musings.

Brussels is an utterly old school extremely academic and scientific but very important. It has most influential and important institutions annual fairs and a hub for contemporary and ancient antique market.

I am very happy to be here it’s such a learning experience you are surrounded here by incredible art collectors who have a massive and most impressive knowledge of world heritage and culture. Brussels is a learning laboratory for art and Heritage!

As they say, roots are important! And it's magnificent when the countries join hands to create bigger and broader narratives together. Please share your views.

Roots are utterly important! Art and Culture is on a frequency that doesn't need any language. It's like music that tunes us all in the delicate creative thread of profound depth.

How cultures can be more useful to the society and economy of a country? Why spotlight on cultures is important in these times?

Culture! It is the soul and pulse of the country that unites us on these very divided times. Politically, we feel polarized in opinions and policies that handicap the society to come on a common ground. Culture, on the contrary, unites us effortlessly, and it is the window to trade and commerce of any society and economy.

How can art and cultures become a more powerful impact-driven movement world-wide?

It is one of the most important vehicle and driving force in bringing countries on a platform that unites and bonds us all together. This leads in creating trade and commerce and better economy.

Please share your works and profile as an Ambassadors of Art & Culture for India in France with Chambre de Commerce.

That was years ago, when I was in Paris and destined, I created a bridge between India and France with Art de Vivre (luxury lifestyle, art and culture) and had great fun doing so for over 13 years. I consulted for groups like LVMH, Dom Pérignon, Le Bon Marché, Kering and Boucheron in haute jewelry. Projects like "Bleu de Jodhpur" with Boucheron imbibing inspiration from Jodhpur family crafts and artisans from Paris, "Jewels of India" With JJ Valaya, Indian designers project with Tranoi, and launching "Elite model Look" in India which is a household name today, bringing dreams and opportunities for young youth to every corner of India..



The house's monumental staircase leads to the seven skies with seven floors. The absolute unity of structure and décor is just as heretical as using 'unsuitable' materials like concrete and iron to set off marble, stained glass and precious hardwood. Iron metamorphosed form work-horse into butterfly pilasters and railings the gilded metal as delicate as Filigree twisted gaily into configurations of the famous curves and counter curve. The furnishing to flooring is in Mosaic embracing the whole staircase with Frescos, Typically Horta!

"A house should not merely be a reflection of its owner's life but should itself represent portrait of him." -Victor Horta

You had organized a conference on Art Nouveau in Mumbai, India with Dr. Bhau Daji Lad Museum.

Oh! A historic moment between India and Belgium! As it was the first time that a conference on Art Nouveau Horta was brought to India with inspirations of India overwhelmingly present in "Maison Frison". The public reaction has been overwhelmingly warm hence the conference will be traveling to other parts of the world and Art Nouveau influential cities across.

The haute Jewelry brand from Paris "Nupur-Paris"...

"Nupur-Paris" is a baby that is 13-years-old now. I started my career with Le Bon Marchés, Paris. It's a high-end niche brand of fine haute jewelry which has been retailed all across U S A, Europe and Asia with private clientele.

How cultures can be more impactful especially in context of youth?

It's so important to be open to the world especially in today's era. It's a thriving digital age. Virtually it helps us to connect to far-off lands with mystic tales and traditions of the past and helps us to understand the evolution of humanity,

You are doing very important projects in Art Nouveau, an international style born in Brussels.

People call me Mme Patrimoine! They say that I have opened the "Third eye" of Belgium with Foundation Frison Horta and its deep-rooted connection with India with Art Nouveau and Horta, its influence in the Belle Époque (1871 to 1914), the founding father of Art Nouveau Victor Pierre Horta which was never connected before.



I WAS PART OF THE PRESIDENT SARKOZY'S STATE VISIT TO INDIA IN 2010. I REPRESENTED AS AN ONLY INDIAN FROM FRANCE AS A YOUNG ENTREPRENEUR SUCCESS STORY FOR MY BRAND NUPUR – PARIS IN HAUTE JEWELRY, RETAILED OUT OF LE BON MARCHÉ.

Can you share the insights of all artistic and cultural aspects of France and India and what more can be done to highlight their legacies and bring these two great nations closer?

We are so connected in the art de métiers (craftsmanship) since centuries. Missionaries from the Court of Louise XIV of France have been travelling for gems and jewels and textiles to India for ages...Gastronomy, spices, music, art and the list can go on... Connections are omnipresent all around us. I think with “Bonjour India” and “Namaste France”, several cultural manifestations that happen in the yearly calendar. Although, we need to have more exchange programs in the universities and art schools, colleges for the younger generations to create a cultural bridge

Foundation Frison Horta! Please share the works, this great foundation is doing in the field of reviving heritage, culture.

Foundation Frison is a private living museum, one of its kind connecting and stitching the fabric of past with the future. It is a house of nature and light with flora & fauna engulfing the whole house in the historical city centre of Brussels. We are a cultural institution, centre for art, a living museum, and an organic and alive cultural platform conveying the heritage -tale of Brussels to a global audience. It is a historical landmark which showcases the works of Horta with original furniture, art decorative, murals and frescos, bringing it alive from the history as if bringing back the soul of Horta through artistic dialogues with multidisciplinary institutions and museums.