

F A B R I C A

# LOK SABHA

## 814 MILLION VOTES FOR INDIA

### **LOK SABHA: FABRICA'S LATEST PROJECT FOLLOWS THE INDIAN ELECTIONS**

**10 young Indian photographers will document for Fabrica the world's largest exercise in democracy**

Fabrica, the communication research centre of the Benetton Group, presents *Lok Sabha*: 10 young Indian photographers describe their country in the five weeks of the greatest election in the world, 814 million voters to renew the Lower House of Parliament.

The *Lok Sabha* project is named after the Lower House of the Indian Parliament and it will show us from an insider's point of view how the world's most populous democracy – one billion three hundred million inhabitants – is facing this turning point in its history: with an economy that is going downhill, high inflation figures and a growing mistrust of its political class, a country that has always been associated with tolerance could change completely.

Until May 12 eight young men and two young women, all aged between 24 and 31, will use the medium of photography to give voice to the various aspects and contradictions of a changing India. We will see, from their authentic and (for us in the Western world) unusual vantage point, that electoral rallies are like popular fairs, where in a blaze of neon lights one political leader gives his speech, then goes off and the next one immediately comes on, on makeshift stages along country roads. Or that security for women and the fight against corruption are two of the most recurrent themes of the electoral campaign.

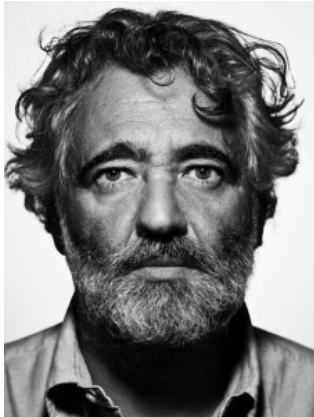
Lok Sabha is curated by Enrico Bossan, Head of the Editorial Area at Fabrica, and Manik Katyal, Founder & Editor-in-Chief of Emaho Magazine.

[www.loksabhaIndia.org](http://www.loksabhaIndia.org)

[www.fabrica.it](http://www.fabrica.it)

Press Office: +39 0422 516349

## LOK SABHA – THE CURATORS



**Enrico Bossan – Creative Director**

Photographer and Head of the Editorial Area at Fabrica, communication research centre of the Benetton Group.



**Manik Katyal – Curator**

Manik Katyal, Founder & Editor-in-Chief of Emaho Magazine, India

## LOK SABHA – THE PHOTOGRAPHERS



## **LOK SABHA – FACT SHEET**

*The reason why Fabrica is following the Indian Elections is because we consider this as a unique opportunity to describe India in the five weeks of the greatest election in the world through the eyes of 10 young Indian photographers.*

### SOME FACTS ABOUT INDIAN ELECTIONS:

PEOPLE VOTING: more than 814 millions

POLLING STATIONS: around 930,000

#### GENDER OF VOTERS:

52.4% of the electorate are men;

women voters outnumber men in eight regions: Puducherry, Kerala, Manipur, Mizoram, Daman & Diu, Meghalaya, Goa and Arunachal Pradesh;

28,314 identify themselves as transgender and their gender is listed as "other".

OFFICIALS DEPLOYED: Nearly 10 millions (including police for security)

CANDIDATES: Narendra Modi of the Bharatiya Janata Party has emerged as the favourite in opinion polls, which reflect waning support for Rahul Gandhi's Congress party that wrested power from the BJP in 2004.

Also in the race is Arvind Kejriwal's Aam Aadmi Party, which made a stunning debut in Delhi elections last year and is now eyeing a national presence on the anti-corruption plank.

(Source: <http://blogs.reuters.com/india/2014/04/03/facts-and-figures-for-the-2014-general-election/>)

## **LOK SABHA - ABOUT FABRICA**

**Fabrica** is the communication research centre of the Benetton Group. Established in 1994, it offers young people from around the world a one-year scholarship, accommodation and a round-trip ticket to Italy, so creating a highly diverse group of researchers. The range of disciplines is equally diverse, ranging across design, communication, photography, code, video, music, journalism and media. Fabrica aims to create the next generation of creative leaders, capable of positively addressing 21st century issues.