**Two-Day Crafts Festival Unveils Creative Art**

Presenting a captivating cultural affair, Serena Hotels partnered with Nomad Art Gallery to host an unforgettable crafts festival.

The festival was inaugurated by the president of IFWA Mrs. Albana Ferrares. During her address, she commended the collaborative initiatives of Serena Hotels and Nomad Art Gallery in establishing a platform for artists to exhibit their creations. She also discussed the event's theme, 'Women Empowerment and Celebrating Human Rights,' expressing appreciation for the united efforts of various partners. The theme resonates deeply with everyone, and the collective commitment to this cause is truly inspiring. Nomad Gallery, with its extensive history of promoting Pakistan's cultural wealth, deserves praise for its ongoing dedication to women's empowerment, particularly focusing on the youth. The innovative approach of fostering art and culture through inclusive craft development has proven to be beneficial for society.

The bazar highlighted a thoughtfully chosen array of superb handmade crafts including embroidered and woven shawls, pottery and accessories from Swat, Phulkari’s from Hazara,home decor items, printed fabrics, exclusive collection of apparel to highlight indigenous to contemporary textiles, hand crafted toys, honey and jewelry crafted by talented artisans offering a glimpse into the region's rich cultural heritage and traditions.

Nageen Hayat, the director of Nomad Art Gallery, in her address stated that the “Nomad is always dedicated to advancing human rights, peace, crafts development, and the arts and culture. Nomad, which keeps a collection that is consistently represented, has hosted exhibitions by numerous well-known and up-and-coming national and international artists. To display a wide variety of products, they collaborate with home-based artisans and diverse populations from all of Pakistan's provinces.

Mr. Aziz Boolani, CEO Serena Hotels said, “we dedicated our time and effort to ensure that we support local people, local community, talented artisans, and we need partners like Nomad Art Gallery who can bring the artists on our platform so they can excel from here and connect to the right audience. We firmly believe this country is full of talent, the only thing is that we need is to connect the talent with the people who appreciate it, and I am so happy that this institution has been playing its part in a very humble manner to help the community”.

Serena Hotels is committed to fostering arts and promoting artists as ambassadors of cultural expression. Through a dedicated commitment to showcasing diverse artistic expressions, Serena Hotels plays a pivotal role in developing the voices of creatives and raising cultural exchange. This untiring support reflects Serena Hotels' dedication to bridging cultures and enriching the global dialogue through the universal language of art.