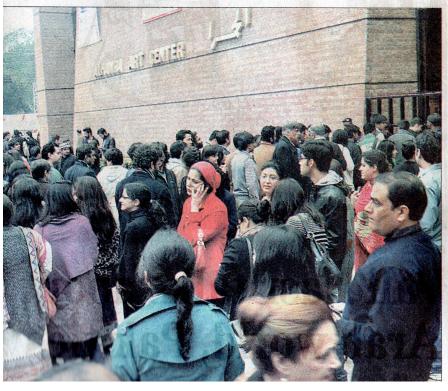
## STEWS S

**Lahore Edition** 



## Literary festival attracts writers, artistes, art buffs

By Meeran Karim

LAHORE

Mall, here on Friday.

awards for their contribution to Mohyeddin.

member of LLF advisory board 1. The journalist thanked LLF's matic representatives from Italy,

Saigol of a media group, Iqbal Z. eight other countries for making their support for cultural events Ahmed, French ambassador to a pilgrimage to the cultural hub and heritage sites in Lahore and Pakistan Philippe Thiebaud, a of the country, the vibrant city of in the rest of Pakistan. Fakir S. THE second annual Lahore Lit-representative of the Germany Lahore. On behalf of the LLF Ajjjazuddin treated the audience erary Festival (LLF) 2014 offi- Embassy in Pakistan, Italian am- board of governors, headed by to a visual tour of Lahore chroncially commenced with a star- bassador to Pakistan Adriano public relations expert Nusrat icling 300 years of history. This studded opening ceremony at Cianfarani, writer Fakir S. Ai- Jamil, and the advisory board, was followed by the prize distrithe Alhamra Arts Council, The jazuddin, Dean of the Johns Hop-Rashid praised Lahore for taking bution of lifetime achievement kins University's School of Ad- ownership of the festival and at- awards to the honorees men-Pakistani veteran singer vanced International Studies Vali tending its sessions religiously tioned above. LLF 2014 is sched-Farida Khanum, artist Shazia Nasr, CEO of a private bank Al-year after year. His speech was uled to take place on Saturday Sikander (in abstentia), and falah Asif Bajwa, legendary followed by Amber Saigol who (today) and Sunday (tomorrow) actor Zia Mohyeddin were hon- Ghazal singer Farida Khanum reinforced his media group's as well. ored with lifetime achievement and theatre extraordinaire Zia partnership with LLF and its 'LAHORE, LITERATURE mission. Iqbal Z. Ahmed in his AND LONGING': Eminent Pakthe arts in Pakistan. Prominent Ahmed Rashid opened the speech commended the organiz- istani lawyer Aitzaz Ahsan, personalities at the ceremony in- festival and addressed the audi- ers for helping soften the image writer F.S. Ajjazuddin, consultcluded Pakistani journalist and ence gathered in Alhamra, Hall of Pakistan in the world. Diplo-ing editor of Newsweek Pakistan 2014 Ahmed Rashid, Amber 100 speakers from Pakistan and Germany and France ensured

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## Literary festival

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Sheikh, in a session called 'Lahore, Literature, and Longing' held in Hall 2, Alhamra Arts Council, The Mall.

They revived Lahore's vibrant history with anecdotes and poetry on their lives in the city as young men searching for good fortune.

time when Khaled Ahmed and Indian rightwing forces in the country writer Pran Nevile spoke with have seemingly hijacked differ-Pakistani journalist Majeed ent manifestations of Indo-Pak culture, Ahsan, Aijazuddin, Ahmed and Nevil called for a greater investment in preserving the arts and culture of the city and the country.

Urdu fiction was also a subject of discussion, and senior advocate Ahsan called for its worldwide promotion.