

METAPHORIC SHIFTS
NEW IMAGERY

'Art with a Heart'

Jagriti Art is an awareness initiative showcasing quality art from the house of GMB Films (P) Ltd. Launched in April, 2006, it is a reliable source of contemporary and modern Indian Art providing extensive range of Art for display, consultancy and sale. Jagriti Art conducts regular workshops, exhibitions, cultural exchange programmes and parleys to provide a pro-active platform for established as well as emerging artists.

The years gone by have been exciting. We have conducted various exhibitions and parleys within India and abroad. 'Art with a Heart' has been our sublime motto, and we have been actively involved in various community service initiatives - be it concern for the environment and the tribals or establishment of scholarships for meritorious students, or care for dementia and the aged or protection and welfare of the women and child or eradication of polio through Rotary - we have come forward and contributed to the best of our ability.

Dabbling into the Art arena has been a logical extension for us at GMB Films (P) Ltd - which has been producing national and international award winning feature films since 1976 - under the banner of Gaurang Films. For more information, you may like to visit www.gaurangfilms.com

Our sincerest thanks and gratitude goes out to all friends, artists, patrons and well wishers who have stood by and encouraged us all the way, and we are delighted to share our journey so far with you. For more information, you may like to visit www.jagritiart.com

Team Jagriti Art Initiative
Kolkata, December 2009

LITERACY I·N·D·I·A

About us

Literacy India has traversed a path breaking journey in the last 13 years. Literacy India was set up in 1996 as a non-profit organization, with the objective of empowering underprivileged children belonging to lower income group communities with a broad based educational framework.

Literacy India works to break the cycle of poverty by building on trust and awareness, teaching about personal grooming and by providing role models. We have endeavored to meet this objective through imparting higher secondary education and by providing a platform to identify special creative skills. The children are nurtured and encouraged to develop proactive creative experiences by way of workshops and guidance by professionals in performing arts.

We started in 1996 with 5 children at a construction site in Palam vihar Gurgaon, today we have 10 centers in an around Delhi, NCR and have reached out to more than 10,000 beneficiaries. After a decade of grassroots work, we got our own 18,000 sft. school building built on a half acre land parcel at Village Bajghera. This building has about thirty rooms, which includes a science and a Multimedia lab and a space for performing arts.

Vision

Literacy India has clearly set the three E's as its goal on a process of achieving in next decade i.e., Education, Empowerment and Employment. We endeavor to meet this objective through imparting basic education and through exposing our students to a variety of vocational skills in performing arts, computer animation and all kinds of futuristic vocation for the growing generation. Literacy India aims to make the beneficiaries as a resource and support to the on going work in the community.

Literacy India looking at transforming the education landscape by introducing innovative methods of education to give children a wider canvas of exposure in a socio-cultural Milieu It has created an environment where the children and other beneficiaries are encouraged to develop their own personality. For more details you may like to visit www.literacyindia.org

METAPHORIC SHIFTS & NEW IMAGERY

Metaphors are like explanations supporting two objects in correlation to a subject. This use of language allows knowledge to be seen in a new perspective. The information is shared in an illustrative format and the imagery expresses the subject in a rhythmic mode. The metaphoric shift in articulating ideas in relationship with the artists and collectors' understanding is much evident. These shifts are empirically observed information from artist who translates and creates the artwork, to the reviewed opinion of the owner who buys the work. Information is shared through an artwork between the maker and the viewer whether its representation is personal/social/religious/cultural; it is individually understood and communicated. Hence, it is epistemic knowledge seeking and it is in this context that this essay addresses the use of visual metaphor as a way of expressing knowledge.

The multifaceted society and culture of today has induced composite discourse by replacing straightforward application of the imagery into complicated and more complex idioms; this is a transformational shift that is not only in terms of new illustrated imagery but also in visual metaphoric tactics. In this case visual metaphor defines how visual space is structured as a means of sharing cultural and social knowledge. Metaphors tell us greatly about those who use them. They provide insight into how these individuals view the world. The collector might not relate to the subject expressed or he may just fall in love with the work at first site. Both will vary on individual awareness of the collector for whose work he chooses as well as of the artist who might also want to share it with a certain segment

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Gombrich, a noted art historian, argues that images and symbols have meaning and appear in different forms. They function as visual codes or emblems and evoke a sense of artistic and cultural value. Such visual metaphors require a cultural or social context for interpretation. He gives the example of the traffic lights in which the color red is coded to signal "stop" and green "go." He provides insight into how visual structures are created to convey visual messages, in other words visual metaphors. This note emphasizes on the situations of today that one is surrounded with.

For example - Artists as well as collectors, both are very vigilant about the way they are functioning. Ever since mid-2008 the global financial dome has been in turbulence imposing its own terms and conditions for how each and every one should tread in terms of living and choosing lifestyle. Hence this show is an effort to make a visual dialogue through multilingual expressions as well as new imagery. These artists communicate how the cultural and social shift is influencing and redirecting thoughts and expressions. Works are from different point in time suggesting how these variations are springing up.

Thus, metaphoric shifts and new imagery is a dialogue between artist and the viewer from different genre and varied culture, explaining and representing the given circumstances in our present society. Showcased are compound thoughts and ideas from all fractions of life and ethos.

Curator
Ranjita Chaney
New Delhi
December 2009

Abhijit Mitra



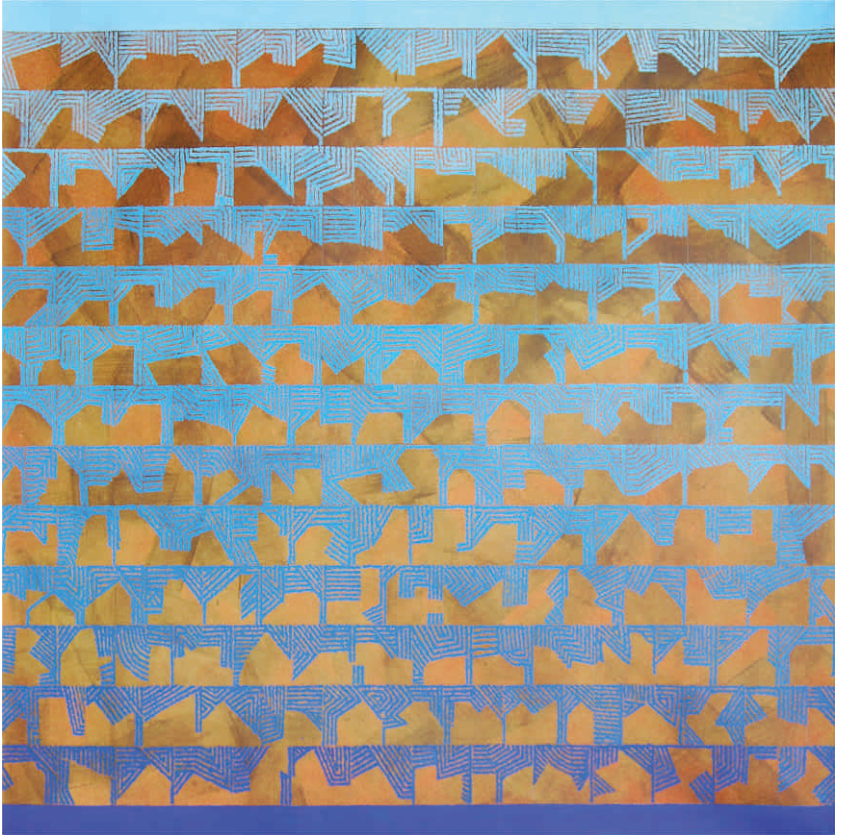
Title	:	Lady from Dreamland
Category	:	Painting
Medium	:	Acrylic & Mixed Media On Canvas
Size	:	42 X 48 inches

Aditya Basak



Title	:	Untitled
Category	:	Painting
Medium	:	Mixed Media On Canvas
Size	:	30 X 36 inches

Akhilesh



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	39.5 X 39.5 inches

Amit Ambalal



Title	:	Untitled
Category	:	Painting
Medium	:	Gouache on paper
Size	:	29 X 20 inches

Amitava Das



Title : Journey into the past
Category : Painting
Medium : Acrylic On Canvas
Size : 28.5 X 55.75 inches

Amitava Dhar



Title	:	Mangled Bird
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	36 X 48 inches

Arghya Priya Mazumdar



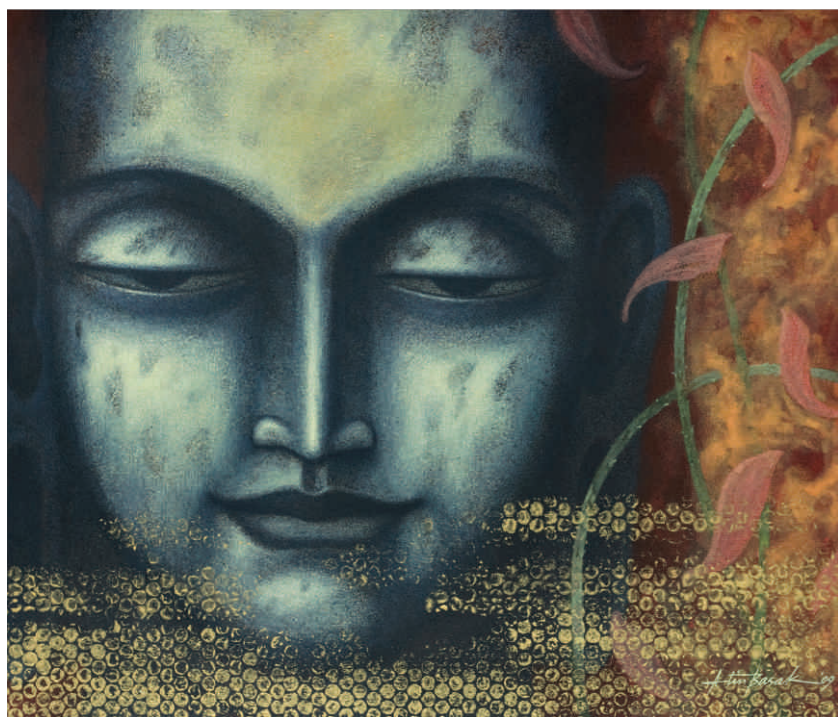
Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	42 X 48 inches

Arun Bain



Title	:	Mid-day Melody
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	40 X 53.5 inches

Atin Basak



Title	:	Meditation
Category	:	Painting
Medium	:	Etching On Paper
Size	:	21.5 x 26 inches

Bijon Choudhury



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	30 X 36 inches

Bikash Bhattacharjee



Title	:	Old Cityscape
Category	:	Painting
Medium	:	Oil on Canvas
Size	:	46 x 33 inches

Bimal Kundu



Title	:	Reader
Category	:	Sculpture
Medium	:	Bronze
Size	:	14 X 6 X 15 inches

Chandra Bhattacharya



Title	:	Wild Voice
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	22 X 36 inches

Chhatrapati Dutta



Title	:	Transposed Archaic
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	30 X 36 inches

Chintan Upadhyay



Title : Untitled
Category : Sculpture
Medium : Fibre Cast And Acrylic
Size : 36 High X 18 Length X 9 Width (inches)

Chintan Upadhyay



Title : Untitled
Category : Painting
Medium : Acrylic On Canvas
Size : 24 X 24 inches

Dhaneshwar Shah



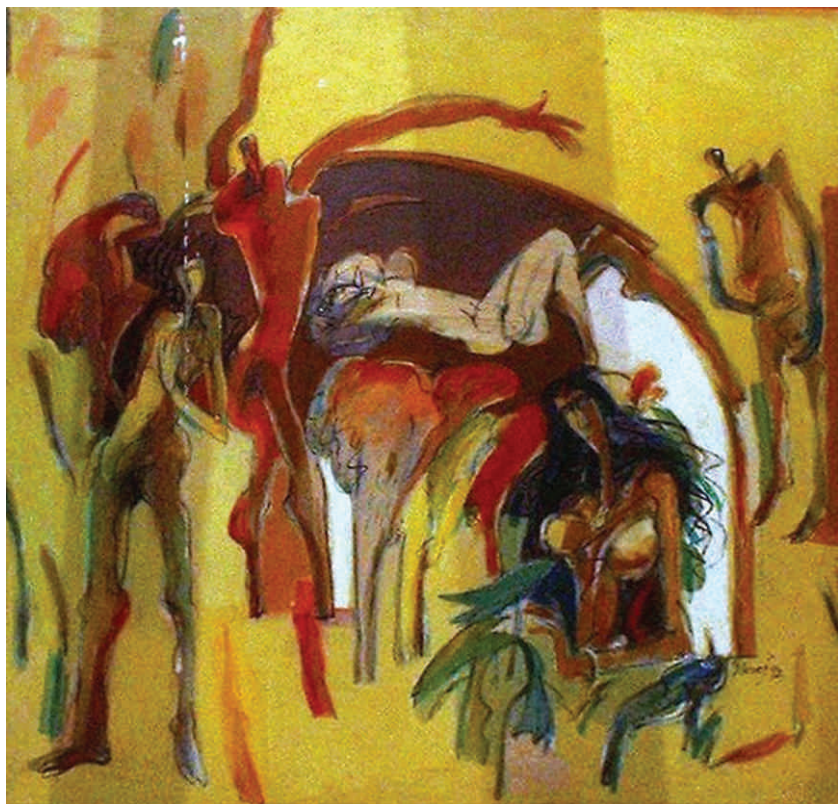
Title	:	Untitled
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	48 x 60 inches

Dharmanarayan Dasgupta



Title	:	Untitled
Category	:	Painting
Medium	:	Mixed Media On Paper
Size	:	12 X 15 inches

Dhiraj Chowdhury



Title	:	Untitled
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	48 X 48 inches

Dipak Kundu



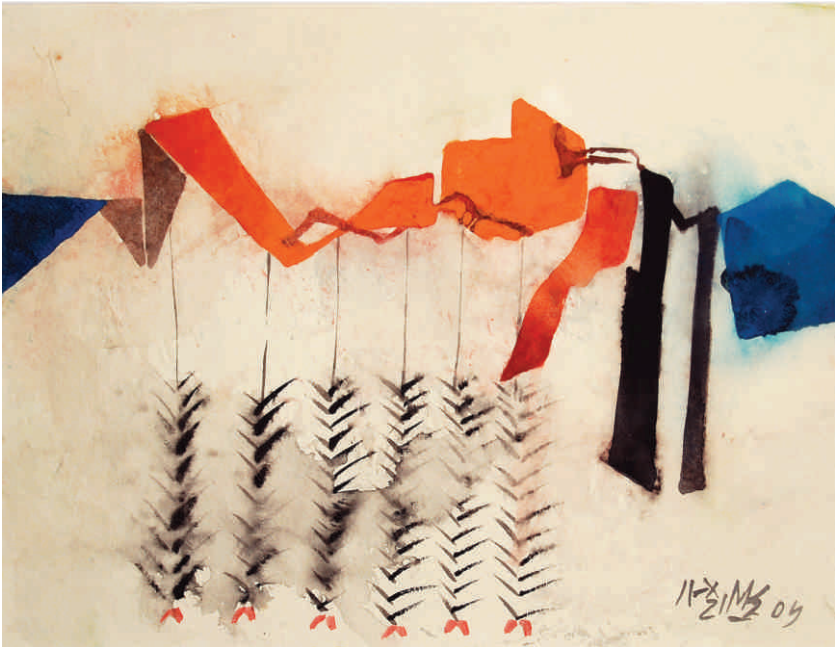
Title : Silent Passion
Category : Painting
Medium : Acrylic On Canvas
Size : 36 X 60 inches

Diptish Ghosh Dastidar



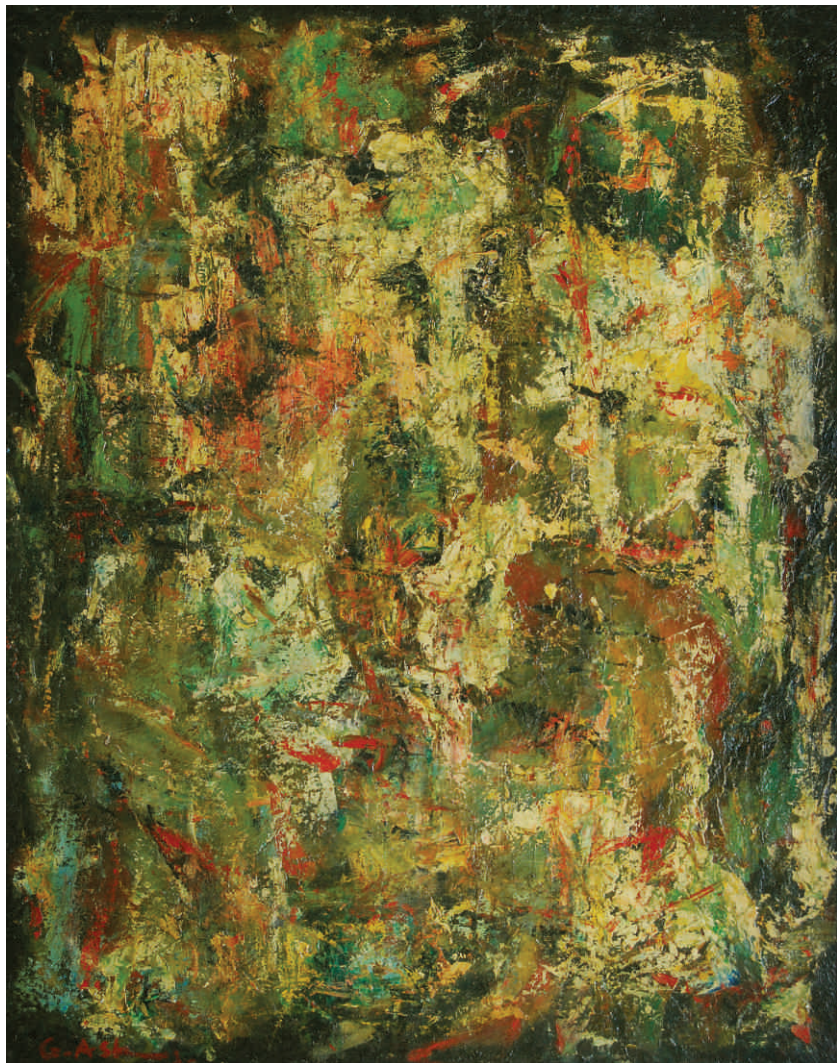
Title	:	Shillong Boy
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	36 X 36 inches

Ganesh Haloi



Title	:	Untitled
Category	:	Painting
Medium	:	Water Colour On Paper
Size	:	9.5 X 13.75 inches

Gobardhan Ash



Title	:	Landscape
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	24 X 30 inches

Gopi Gajwani



Title	:	Untitled
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	55 X 52 inches

Jaya Gançuly



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	37 X 41 inches

Jayashree Chakravarty



Title	:	Blue on Nile
Category	:	Painting
Medium	:	Acrylic & Oil On Canvas
Size	:	38 X 44 inches

Jenson Anto



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	48 x 72 inches

Joçen Choudhury



Title : Untitled II (Kantha Quilt)
Category : Painting
Medium : Dry pastel & mixed media on Board
Size : 48 X 48 inches

Josh P5



Title	:	Untitled
Category	:	Painting
Medium	:	Water Colour On Paper
Size	:	60 x 72 inches

Lalu Prosad Shaw



Title	:	Untitled
Category	:	Painting
Medium	:	Tempera on Imported Board
Size	:	15 X 22 inches

Manish Puskale



Title	:	Skeleton of Unknown Memories
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	36 X 48 inches

Manjari Chakravarti



Title	:	Seeds & Pots
Category	:	Painting
Medium	:	Acrylic And Oil On Canvas
Size	:	40 X 48 inches

M.F.Husain



Title	:	Erotic Series
Category	:	Painting
Medium	:	Oil On Board
Size	:	39.5 X 28 inches

Mona Rai



Title : A Story
Category : Painting
Medium : Mixed Media On Canvas
Size : 44 X 59 inches

Murali Cheeroth



Title	:	Untitled
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	66 X 66 inches

Narayan Chandra Sinha



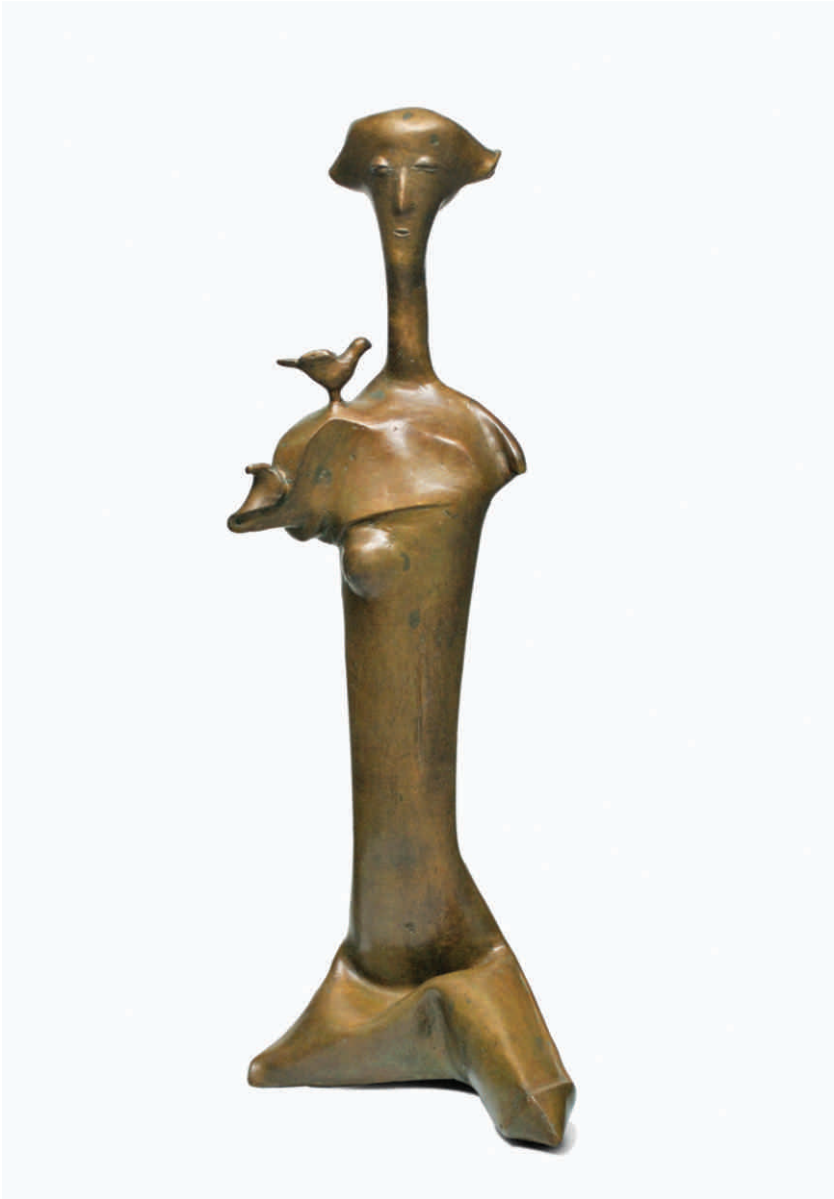
Title	:	Journey
Category	:	Sculpture
Medium	:	Metal
Size	:	62 X 24 X 36 inches

Navjot Altaf



Title	:	Untitled
Category	:	Painting
Medium	:	Mixed Media On Canvas
Size	:	48 X 48 inches

Niranjan Pradhan



Title	:	New Messenger
Category	:	Sculpture
Medium	:	Bronze
Size	:	17.1/4 X 7.1/4 X 4 inches

Paresh Maity



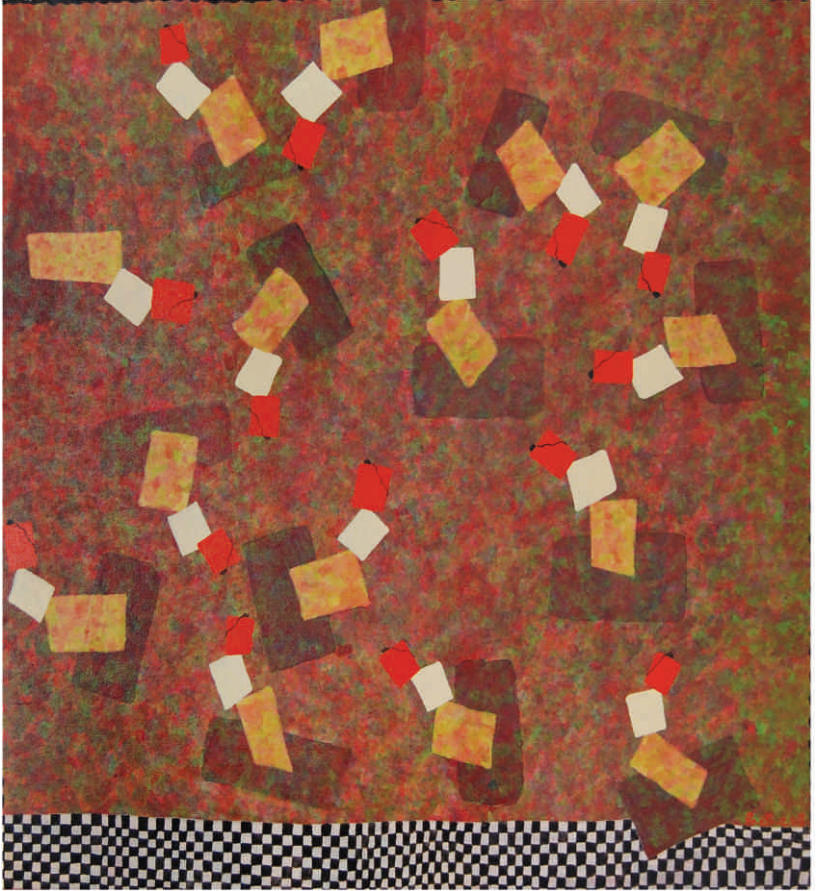
Title	:	Nude
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	60 X 48 inches

Partha Dasgupta



Title : Bahrain Raising
Category : Painting
Medium : Acrylic On Canvas
Size : 30 X 32 inches

Partho Protim Deb



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	30 X 30 inches

Partha Shaw



Title	:	Silence
Category	:	Painting
Medium	:	Acrylic On Paper
Size	:	22 X 30 inches

Prabhakar Kolte



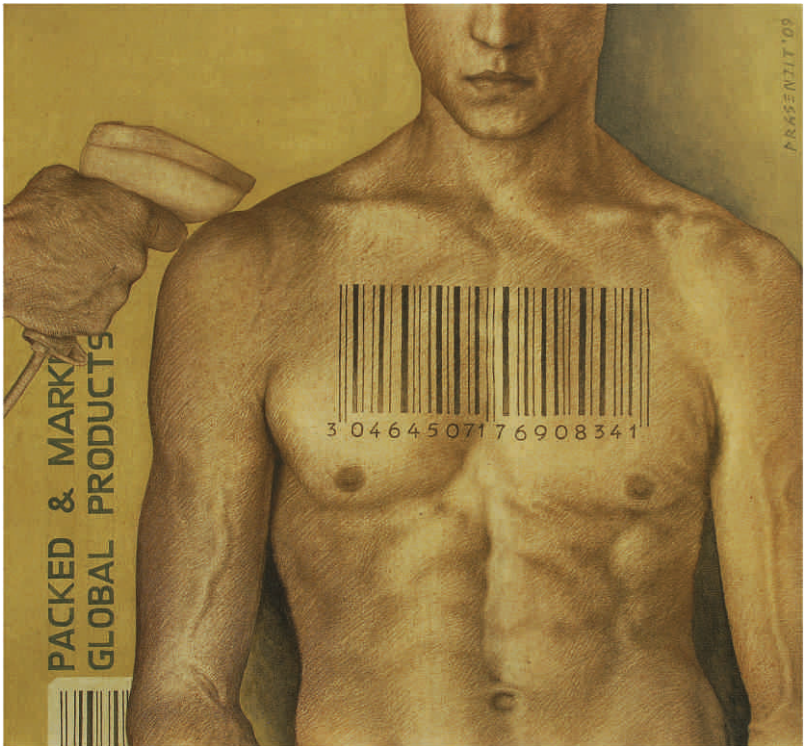
Title	:	Untitled
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	36x 36 inches

Prokash Karmakar



Title : Beautiful India " Shillong"
Category : Painting
Medium : Acrylic On Canvas
Size : 30 X 36 inches

Prosenjit Sen Gupta



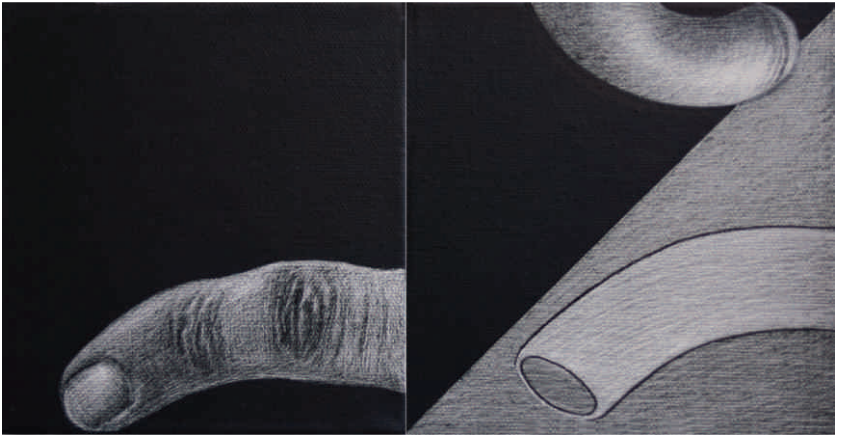
Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	30 X 32 inches

Rameshwar Broota



Title : Untitled
Category : Painting
Medium : Oil On Canvas (Scraped with blade)
Size : 5 X 5 inches

Rameshwar Broota



Title : Untitled
Category : Painting
Medium : Oil On Canvas (Scraped with blade)
Size : 5 X 10 inches

Robin Mondal



Title	:	King
Category	:	Painting
Medium	:	Acrylic on Board
Size	:	20 X 30 inches

Sami Salem



Title	:	Wilderness
Category	:	Painting
Medium	:	Pastel On Paper
Size	:	19.3 X 24.8 inches

Samir Aich



Title	:	Fashion in Green
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	36 X 36 inches

Samir Aich



Title	:	Fashion in Red
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	36 X 36 inches

Sanatan Dinda



Title	:	Untitled
Category	:	Painting
Medium	:	Mixed Media On Paper
Size	:	33 X 21 inches

Satish Gujral



Title	:	Man on Elephant
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	39 X 29 inches

Satish Gujral



Title	:	Untitled
Category	:	Sculpture
Medium	:	Bronze
Size	:	14 X 6 X 4 inches

Shuvaprasanna



Title	:	Golden Flute
Category	:	Painting
Medium	:	Oil On Canvas
Size	:	60 X 72 inches

Siddhartha



Title	:	Untitled
Category	:	Painting
Medium	:	Mixed Media On Canvas
Size	:	50 X 40 inches

Soumen Das



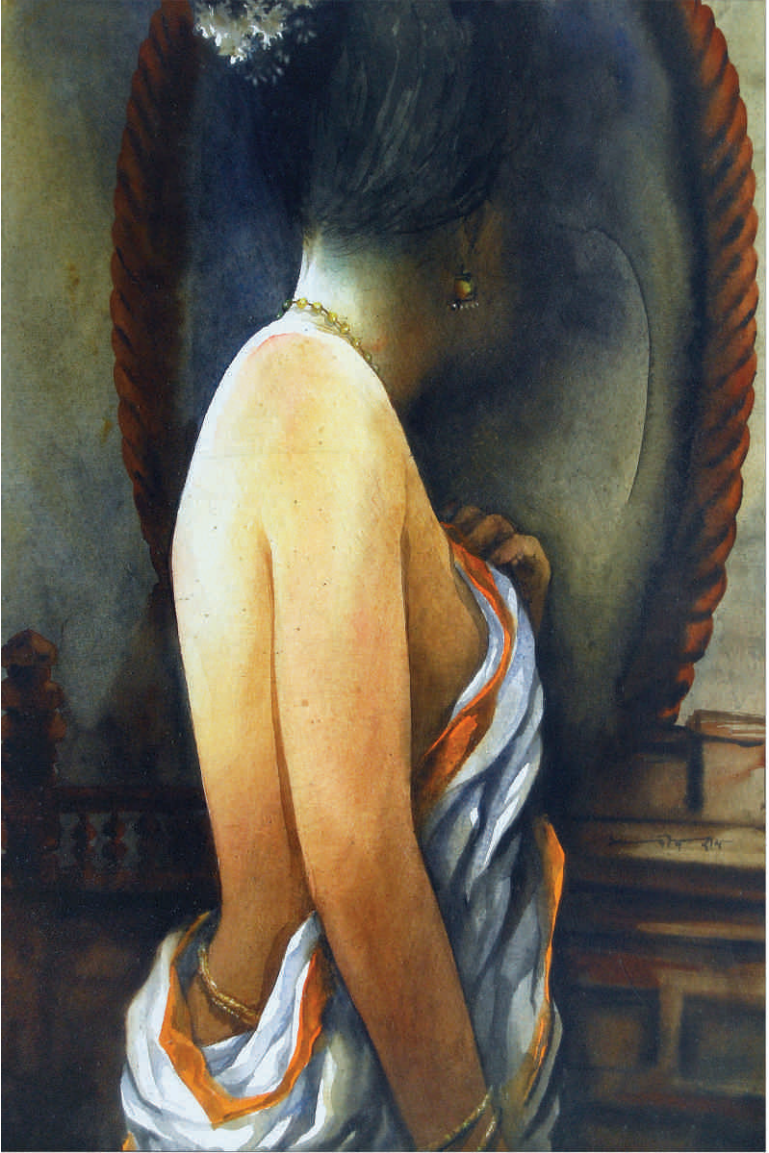
Title	:	Dil Chata Hai
Category	:	Sculpture
Medium	:	Bronze & Iron
Size	:	48 X 12 X 12 inches

Subrata Gan̄opadhyay



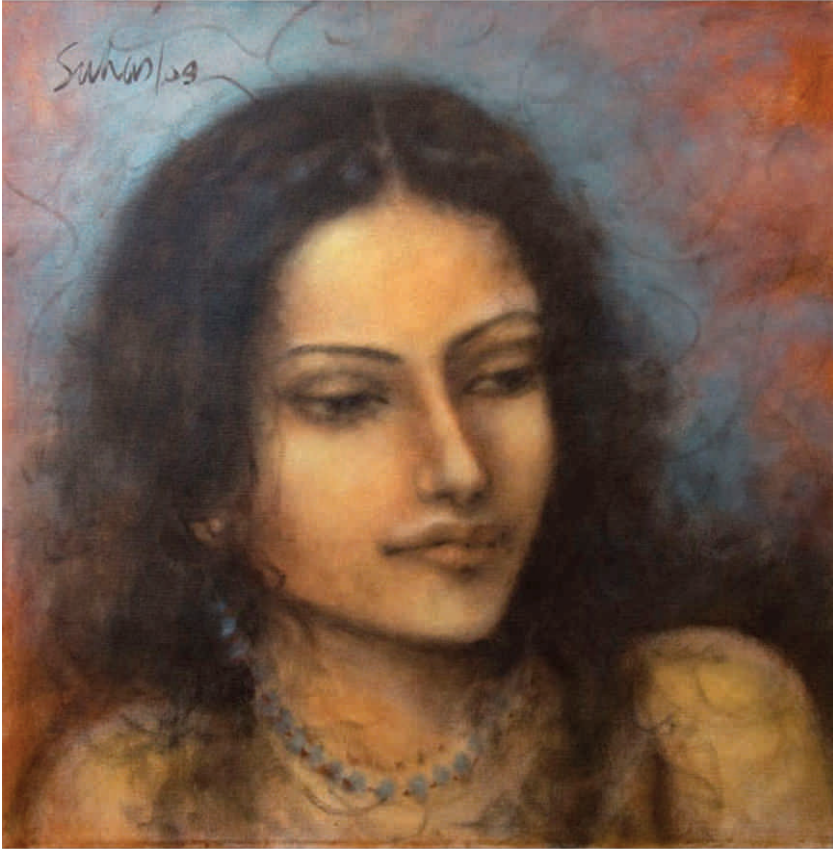
Title	:	Lady in a Wedding Party
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	30 X 36 inches

Sudip Roy



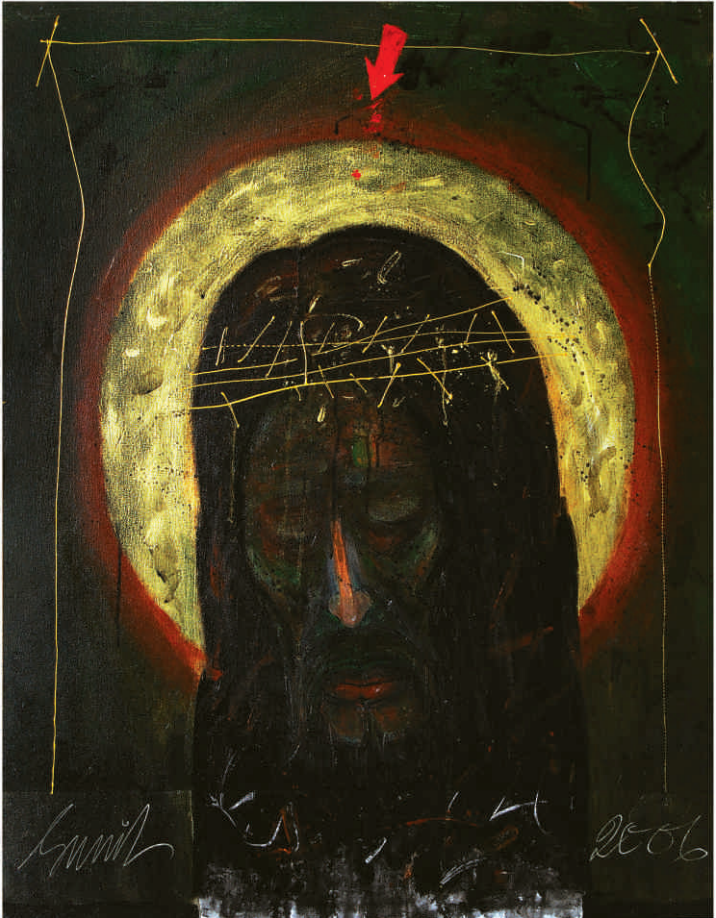
Title	:	Charulata Series
Category	:	Painting
Medium	:	Water Colour On Paper
Size	:	29 X 22 inches

Suhas Roy



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic, Oil & Dry Pastel on Canvas
Size	:	24 X 24 inches

Sunil Das



Title	:	Christ
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	30 X 36 inches

Vasundhara Tewari Broota



Title	:	Untitled
Category	:	Painting
Medium	:	Acrylic On Canvas
Size	:	48 X 48 inches

Participating Artists

Abhijit Mitra
Aditya Basak
Akhilesh
Amit Ambalal
Amitava Das
Amitava Dhar
Arghya Priya Mazumdar
Arun Bain
Atin Basak
Bijon Choudhury
Bikash Bhattacharjee
Bimal Kundu
Chandra Bhattacharya
Chhatrapati Dutta
Chintan Upadhayay
Dhaneswar Shah
Dharmanarayan Dasgupta
Dhiraj Chowdhury
Dipak Kundu
Diptish Ghosh Dastidar
Ganesh Haloi
Gobardhan Ash
Gopi Gajwani
Jaya Ganguly
Jayashree Chakravarti
Jenson Anto
Jogen Choudhury
Josh PS
Lalu Prosad Shaw

Manish Puskale
Manjari Chakravarti
MF Husain
Mona Rai
Murali Cheeroth
Narayan Chandra Sinha
Navjot Altaf
Niranjan Pradhan
Paresh Maity
Partha Dasgupta
Partho Protim Deb
Partha Shaw
Prabhakar Kolte
Prakash Karmakar
Prosenjit Sengupta
Rameshwar Broota
Robin Mondal
Sami Salem
Samir Aich
Sanatan Dinda
Satish Gujral
Shuvaprasanna
Siddartha
Soumen Das
Subrata Gangopadhyay
Sudip Roy
Suhass Roy
Sunil Das
Vasundhara Tewari Broota

'Art with a Heart'



In Association with



JAGRITI ART INITIATIVE

(Proprietor : GMB FILMS PVT. LTD.)

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