

Chapter - 7

The Modern Indian Art

Que 1. Pata Chitra is a form of audio-visual storytelling still practised in some parts of India. Compare this traditional form of storytelling with modern storytelling or narratives adopted by some Baroda artists since 1980s.

Ans.

- Traditional storytelling is a form of a narrator describing a fixed story to an audience of one or more.
- It can include different usage of verbal tones, physical gestures, and facial expressions which indulge the audience.
- The story's basic structure does not change.
- However, modern storytelling does not stick to one narrator and it can have several narrators who can step onstage simultaneously.
- This can be done by exerting their influence through responses, comments, continuations, alternative stories, and various other means.
- The traditional short story is fictional work.
- But, modern storytelling is comparatively more integrative than traditional storytelling.
- This is because it integrates non-linguistic elements that give way to new narratives.
- Digital storytelling is carried out through multi-sensory stimulation via usage of audio and video effects.

Que 2. How does new technology like video and digital media inspire contemporary artists to experiment with new themes? Comment on different genres of such art forms like video, installation and digital art.

Ans.

- Photorealism which technology is the reason because of which there's been a fast and steady acceleration in new things. There are inventions of multiple software and products.
- The devices like tablets and digital pens and software applications like Adobe Photoshop do help designers in creating digital art.
- Photography was further improved to a new technique called 'photorealism' which was done by Atul Dodiya in Bapu at Rene Block Gallery, New York.

Many modern artists applied oil or acrylic to paint in the fashion of a photograph or television screen.

- T. V. Santosh and Shibu Natesan exercised photorealism to talk about communal violence on one hand and at the same time provided the audience a flash look that cities were progressing with India's technological advancements.
- In the installation form art, you could see a painting, while on another, a video with sculptures hanging from the wall with photographs displayed in glass cases. It gave a new immersive reality, which influenced almost all our senses. Most of the early installation professionals came from big cities—Nalini Malani from Mumbai and Vivan Sundara from Delhi.

Que 3. What do you understand by 'public art'? Find out about different communities that live around your residence or school and their understanding of art. If you have to prepare a public monument, how will you design it in a way that people can relate with it?

Ans. Public art seeks to embody public or universal ideas instead of business, partisan or personal ideas or interests. Notably, public art is additionally the direct or indirect product of a public method of creation, procurance, and/or maintenance. It reflects and divulges our society, adds intending to our cities and singularity to our communities. Public art humanizes the designed atmosphere and invigorates public areas. It provides intersection between past, present and future, between disciplines, and between concepts. Public art is freely accessible. Public art adds huge price to the cultural, aesthetic and economic vitality of a community. it's currently a well-accepted principle of urban style that public art contributes to a community's identity, fosters community pride and a way of happiness, and enhances the standard of life for its residents and guests. To design a public monument so individuals will relate with it square measure as follows :

- A monument is a kind of structure that was expressly created to commemorate someone or event, or that has become relevant to a group as a section of their remembrance of historic times or cultural heritage, due to its artistic, historical, political, technical or bailiwick importance.
- Monuments and memorials serve multiple functions in the communities during which they're erected. once the members of a community produce a monument or memorial, they're creating a press release concerning the concepts, values, or people they assume their society should remember, if not honor.
- It ought to additionally develops the aesthetic sensibilities and instills an appreciation of parts of design and our cultural heritage.

Que 4. How do you understand the 'art world'? What are the different components of the art world and how does it relate with the art market?

Ans.

- The work of art is comprised of three inseparable equally important primary components.
- These three components of art world are:-
 1. **Form** : The total overall organization of an artwork depicts the form of art, which can result from using the components of art in a particular certain order and purpose.
 2. **Content** : This is a mood, declaration or statement of the art that is exhibited by the artist and perceived by the observer.
 3. **Subject** : This can be a person, an object, a theme, or an idea that the artist introduces in his work.
- In the art market, the observer's perception can be parallel and synchronized with the artist's illustration.
- However, the observer's outlook or understanding of the artist's work may produce a different perception.
- This perception can be influenced by the observer's experience or feelings stimulated by the content of the work.