

Commercialisation actually aids art



» Art education needed

Although there has been a spurt in the number of takers for art in Bangalore in the last 3-5 years or so, it is not as impressive as it is in Mumbai and Kolkata. A bit of education for viewers and buyers is definitely needed. As of now, about 22% of Bangalore's population comprises serious buyers. I ensure that all the paintings at my art gallery, Third Eye Gallery, are priced reasonably. Most are priced under Rs1 lakh; part of the proceeds goes for the benefit of an NGO for underprivileged children. This is basically to encourage young talent and provide opportunities to showcase their work. While art events attract crowds, galleries are visited by those serious about buying paintings or those wanting to decorate their homes. Paintings can't be bought on a regular basis, anyway. Commercialisation in a way, actually aids art.

» Figurative art sells

Bangaloreans essentially opt for figurative work. Not many buy abstracts since they don't understand or even want to. They usually want to buy paintings to decorate homes and office spaces. Not that there aren't many art lovers here but they need more exposure. The art scene of Mumbai, Kolkata and Delhi is more vibrant. Contemporary Indian art has two aspects — art that the naked eye can perceive and abstract art that requires a third eye or the spiritual eye to perceive.

» Better economy, more art

In recent times, art buyers have increased in number, owing to the improving economy. Art admirers who are setting up new homes are buying paintings. More people are visiting art exhibitions. But the actual test would be when the US economy picks up and people return from other



Michael Bhatnagar

MATTER OF ART: People will acquire an artistic sense if more art centres come up, says Jasmine Khanna, founder, Third Eye Indian Art Gallery

» Find the right artists

Artists of all kinds must be encouraged to promote art and increase awareness. Budding artists must be given opportunities. They have immense talent and they could very well be the masters of tomorrow. Galleries like Third Eye that showcases all kinds promotes artists of all backgrounds, as long as their art is good art. Galleries too must strive to find the right artists. Creating good art depends a lot on the individual's ability to translate his passion onto the canvas. The passion that one feels while painting, should successfully be ex-

Jasmine Khanna

Founder, Third Eye Indian Art Gallery

Public spaces like Cubbon Park, for instance, must be used to demonstrate art and to impart training so that people learn how to paint and also appreciate art

pressed on the canvas and conveyed to the viewer. To paint, one needs to be spiritual. Also, selling too much art is not possible. It happens only with the customer making frequent visits.

» Art beautifies the city

The stress that people of Bangalore are under, is very high. The IT industry is under tremendous pressure. They need to indulge in some art to bust stress that is built by their round-the-clock schedules. Public spaces like Cubbon Park, for instance, must be used to demonstrate art, impart training not only to paint but also to appreciate art. This will help them break from routine and be relieved too. This ensures that art is not merely sold but well-understood too. People's participation makes that much of a difference. Education in art promotes art and as well as the artist. It helps people develop a taste and inculcate a sense of appreciation.

Besides, many more niche art corners should be inaugurated and more art events must be organised. More events like Art Bengaluru should be organised in several parts of the city. Many more avenues must be created. Also, BBMP's initiatives to paint public walls with images from the history of Karnataka has protected walls from being defaced. Hope they cover more spaces with colourful art on a regular basis. That creates a very good impression of the city.

—AS TOLD TO SINDHU MURTHY