



Avataran

a Solo Show by

Anita Goel

Join us for the inauguration at the hands of
actor Vivek Oberoi at 11am on 28th Dec.

Exhibition continues till 3rd Jan

28 Dec-3 Jan | 11am-7pm

Jehangir Art Gallery

Gallery 1, Kala Ghoda, Fort, Mumbai.

www.anitagoel.com

Avtaran

After the British Raj, India went through a massive change, however the art system in schools remained the same. Even though it has been centuries since artists have begun to define their individuality in their work, the Indian school system with its elementary and intermediate art examinations, drills into students a very specific style of art that was revered by the West, known as the Western academic style. Anita Goel talks about the school art system and the undistinguishable artworks it produces. Hoping to revolutionize this style and its homogenous art, Anita takes a drastically different approach in her artwork. Her art is beyond the boundaries of the canvas. She talks about the underestimated power of the canvas and painting tools which lead her to play with painting knives. The breaking of conventions becomes an important aspect in her work. The medium becomes more significant in her work, drawing from the abstract expressionists. The stereotype that a painting must mean something, depending on a message or an anecdote is something of the past. “Seeing comes before words. The child looks and recognizes before it can speak” - John Berger, *Ways of Seeing*.

Anita defines her oeuvre with strong strokes of paint, polychrome colour palettes, and distinct shapes. The works converse with the viewers, as if prompting them to look closer and deeper. The form of the bird is visible in every painting, an ode to her previous series ‘Udaan’, and finally arriving to ‘Avtaran’. The birds guide you through the paintings, drawing your eyes to specific points as you notice something new about the painting every time you look at it. The art breaks free from the cage of stories and reliance on other forms of art and shows you pure formal qualities. In selecting canvases of irregular shapes and non-uniform thickness, it gives you the illusion of three dimensionality in a flat space. The texture of the knifed paint plays with the varied thickness of the canvas, inciting the viewer to further examine the work. “Could a greater miracle take place than for us to look through each other’s eyes for an instant?” - Henry David Thoreau, *Walden*.

Anita encourages her viewers to find their own interpretation in her works. Every individual has a visuality that is determined by the social constructs around them. The audience may project their experiences, relationships, understandings, or biases onto the paintings. This means that the observer is not static, but an active part of the artwork, or as Alois Riegl called it, “the beholder’s involvement/share”. Ambiguity in art incites a conscious and unconscious process of recognition in the viewer. 4 The paintings become conversations and open-ended questions, always dynamically interacting with the viewers’ perception.

-Sasha Kalrani

SOAS, MA History of Art and Archaeology



A#10101 | Avtaran | Mixed Media On Canvas | 55"x28"



A#10102 | Avtaran | Mixed Media On Canvas | 64"x45"



A#10103 | Avtaran | Mixed Media On Canvas | 89"x51"



A#10104 | Avtaran | Mixed Media On Canvas | 40"x35"



A#10105 | Avtaran | Mixed Media On Canvas | 69"x39"



A#10106 | Avtaran | Mixed Media On Canvas | 66"x19"



A#10107 | Avtaran | Mixed Media On Canvas | 29"x41"



A#10108 | Avtaran | Mixed Media On Canvas | 72"x37"



A#10109 | Avtaran | Mixed Media On Canvas | 35"x48"



A#10110 | Avtaran | Mixed Media On Canvas | 64"x41"



A#10111 | Avtaran | Mixed Media On Canvas | 87"x48"

