

News monitored for: Emami Group

ART

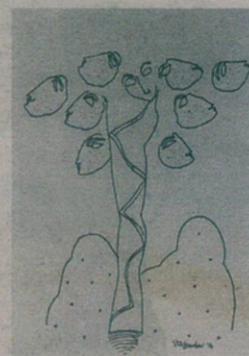
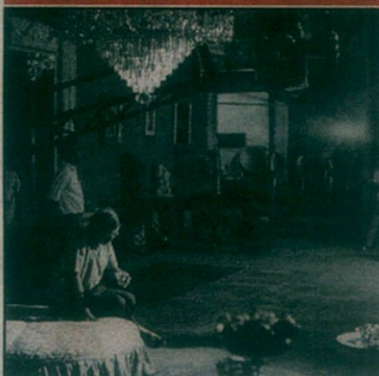
What happens when a handful of artists forego colours for a little and focus instead on just the finer, monochromatic details through their art? Emami Art through their online exhibition titled *Black White and More* explores the answer to this question through the monochromatic works of artists like Jogen Chowdhury, Rabin Mondal, S.G. Vasudev, Dashrath Patel, Bose Krishnamachari and Manu Parekh.

“Our country is going through a challenging time, but we are sure that we can overcome this hurdle by staying positive. Being confined to the four walls of your house for days on end is not easy, but our minds are free and our imaginations have no limit. We, at Emami Art, want to spread positivity and happiness as we believe that optimism is the only way to overcome these difficult times. Beyond the black and white that we are seeing now we believe and hope that there is more,” said Richa Agarwal, CEO, Emami Art.

The online exhibition, available on the Emami Art website, showcases 20 artworks in a mix of mediums like water colour, ink on paper, acrylic on paper and even black-and-white photographs; and mostly uses a dual palette but also using other shades minimally. The prices are marked from Rs 12,000 onwards.

Alongside this online exhibition, Emami Art will also be hosting discussions by artists on the importance of art in the present times as a part of Emami Art Talks

ART IN MONOCHROME AND AN IMPETUS TO THE ARTS BY EMAMI ART



(Clockwise from top left) A photograph by Dashrath Patel; untitled artwork (ink on paper) by S.G. Vasudev; and (left) untitled artwork (acrylic on paper) by Rabin Mondal. Courtesy: Emami Art

and will also be announcing the Emami Art Mentorship Program, which will be a platform to support budding artists.

“The Emami Art Talks will be free for everyone who is interested to register. In the first series, our panelists will include couple of artists as well as curators and through these interactions, they will aim to inspire

young artists and also find out what drives people in the art fraternity. This six-day live, digital series will explore the dynamics between six couples from the art world and will continue till May 2. We are also planning the Emami Art Mentorship Program, which will be an online platform for mentoring the upcoming artists. The programme is in the pipeline and expected to kick-off next month,” added Agarwal.

Anannya Sarkar