



## **“Presentation of object, place, idea and person as an artwork”: Experimentation in Indian Contemporary Art**

Dr. Mohd. Tahir Siddiqui, Assistant Professor,

School of Performing and Visual Arts, Indira Gandhi National Open University, New Delhi-110068 (India)

**Abstract:** The name of a person, place, thing or idea is called a noun. In today's context this noun is being used in contemporary art with different experiments and genres. Contemporary Indian artists have created remarkable creations in last three decades and have earmarked the presence of Indian art globally through experimentation. Today's art seems to be a fusion of different art forms with experimentation. Contemporary Indian art, similar to world art, reflects the fusion of various art forms. In the present days, contemporary Indian art presents the unusual image as it shows the environmental differences of artists from diverse regions of the country. We are observing the formation of a diverse media scenario based on experimentation. The patronages of a particular era, current events, and inventions have always had an impact on art; conversely, ongoing changes in the globe have an impact on a nation's ongoing artistic production. Indian contemporary art is the ideal fusion of Asian and Western sensibilities. In today's experimental era in the context of Indian contemporary art, conducting new experimentation with innovative techniques has become the prominence of artisans. In the context of contemporary art, the artist does not wish to limit their creativity to any one medium; they desire to master themselves in various disciplines along with expertise in mixed mediums.

**Keywords:** Experimentation, Techniques, Mediums, Materials, Avant-Garde, innovation,

### **Introduction**

In contemporary times, artists use various mediums, materials, and approaches, allowing for experimentation and freedom to discover. When artists become saturated with traditional views, they explore different and new mediums, leading to a fresh perspective based on experimentation, societal changes, and shifts in the art world. Artists embrace hybridization, symbolism, transfer, frequency, distortion, imagination, and adjectives as mediums of art. This changing landscape has led to an increase in sensibility towards understanding, viewing, and interpreting contemporary art. The incorporation of unexpected materials, unusual subjects, and unique appearances challenges familiar values and norms, surprising viewers. Through alternative processes and various techniques, this ongoing series has transformed artworks. As artists continue to develop new trends, they may experiment with materials and conceptualizations, as well as the overall presentation of their works.



In this context, many artists are adopting alternative approaches in traditional mediums, such as painting, sculpture, printing, graffiti, and installation. They bring about changes in content and explore new media art, collage, performance art, video art, etc. In addition to contemporary art, the discussion of alternative approaches in the context of medium, content, implementation, and presentation is always on the minds of artists.

Today's art makes unexpected appearances and occasionally astounds the viewer. This is as a result of the utilization of unconventional and surprising content, odd topic matter, and challenging accepted values and standards. As a result, new approaches and alternative art processes have altered how artwork is produced. The use of materials or their conceptualization, as well as the general presentation of the work, are all new trends that artists are now developing. Consequently, many artists are developing ways to ingrain alternative approaches in the art medium, content, implementation, and presentation of their work. In this environment, many artists are embracing alternatives to traditional mediums.

### ***Role of Technology***

Technique is crucial to the practice of art since it may sometimes define an artist's identity. The use of unconventional surfaces, both flexible and stiff in nature, is being explored by contemporary artists. In contemporary art, experimentation with technique and material is encouraged. Artworks are produced on a variety of surfaces, including metal, wood, plastic, earth boards, handmade paper, and many different kinds of woven and synthetic fabrics. This has changed as a result of ideological and paradigmatic shifts. Artists discovered that using traditional methods and materials places a technical restriction on their creativity, but using new methods, materials, and media incorporates originality. Site-specific installations and kinetic sculptures consequently gained popularity.

Today, it is considered that an artist uses a variety of techniques and materials to express himself or herself, rather than merely being a painter or a sculpture. Although material and technique are very important in the making of art. With cutting, welding, adhering, casting, and molding of sculpture, it has the ability to entirely transform vision into a tangible visual beauty. For instance, Krishna Murari utilizes a lot of leather along with welded bolts to prepare the structure for his sculpture.

### ***Innovative Method of Art work***

Art has been created by civilized humans from primitive times to the present. They utilized whatever they found around them as a medium of creation, resulting in countless artifacts. However, contemporary artists are exploring alternative approaches to create new artworks by experimenting with mediums, sizes, and presentations. Through these changes, artists are able to

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produce unique and diverse artworks. In other words, humans have expressed their creativity through various mediums and techniques. While oil painting and watercolour remain popular painting mediums, artists have also discovered new tools such as acrylic paint, spray paint, enamel colours, computers, digital printing, etc. Nowadays, these new mediums are replacing traditional ones, and some artwork production is even being done by machines and computers.

The artwork "Conditions Applied 2" by Jitish Kalat is another example of the usage of unconventional materials. He used wheat bread (roti) and backlit translite as a material and assembled on a surface with some manipulation in this piece.

### ***Unconventional methods***

It would be fair to say that contemporary art embraces combinations of unrelated materials and forms, engages in different exchanges, and completely rejects traditional norms by employing non-art materials and adopting new tools. These methods have been developed and refined through innovative experimentation. The use of such unusual methods results in various aesthetics in artworks. Artists explore a diverse range of materials, including household utensils, bread, clothes, plastics, leather, etc, for their experimental contemporary art pieces. This experimentation is a product of artistic evolution.

In addition to traditional methods, artists now have the option to explore new directions using non-art tools. They have developed many new art tools, such as cutters, computers, industrial equipment, etc., considering them crucial for executing their specific artistic visions.

### **Indian Contemporary Art: Experimentation**

Many art experts considered the 90s as the most influential and ground-breaking decade in art history. This decade witnessed newer developments and experiments with new materials, new structures, and philosophically coded signs, which raised issues about art and its object-hood. The development of conceptual art in Indian art has given more and more artists the confidence to explore new genres and media as well as cutting-edge techniques. These unusual methods have been developed and refined through innovative experimentation, resulting in different aesthetics in artworks. The list of materials is innumerable, including household utensils, bread, clothes, plastics, leather, cutters, computers, industrial waste, etc.

The effects of liberalization and information and communication technology (ICT) have made it possible for people to voice and depict global issues through art. Nothing is spared in the debate over what constitutes or does not constitute art as a result of the liberal use of material.

Since a long time, only traditional materials are utilized to create sculptures. For his piece titled "The Being," Jagannath Panda put fabric on fiberglass before layering it and painting it with ornamental acrylic colors. Famous exemplary artists like Subodh Gupta, Mithu Sen, Pushpamala N, Bharti Kher, Arun Kumar H G, Shilpa Gupta, Sudarshan Shetty, Jagannath Panda, Chintan

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Upadhyay, and Sonia Khurana have all used similar presentation of object, place, idea and person as artwork in their works.

The installation art of Subodh Gupta is characterized by the direct utilization of any object. Subodh Gupta produced the installation "Me and my mother" in 1997 in response to the significance of cow dung and urine in Indian culture. He created a ten-foot-high cylindrical construction chamber using cow dung cakes as the organic raw material. He included symbols that stood in for both himself and his mother in this. Cow dung and urine have been used in art for a very long time, but only for the surface preparation. But in this case, it is clear that cow dung cakes are being used as the main component of the installation. Similar to this, some artists portray themselves as the personification of their ideas in the form of their artistic creations. The human body is employed as a medium of artistic expression in Sonia Khurana's 2000 short video, "Bird," which is nude-based. This is a black and white video demonstration in which the artist portrays a well-developed physique emoting a bird that wishes to fly but is prevented from doing so by gravity. Despite this, the bird makes every effort to overcome and defy gravity in an attempt to fly. This performance art exhibits the bird's readiness to fly a "failed flight." The limitations placed on women by the traditional society are questioned and protested in this artwork. The human body has become a representative medium in video art, as is shown from this piece. Because neo-experimentalism is being used by artists as a unique vehicle for expression, performance arts are now included in contemporary visual art.

The utilization of space for the representation of art may be observed in Mithu Sen's installation piece "For (e) Play" from 2011, where a wall measuring 12 by 10 feet served as the surface. Various artists contributed to this wall with their work. Each working artist's material was applied to the wall in multiple layers. These layers were resurfaced by the artist using a spoon, hammer, knife, and her fingernails. Each thinning layer is compared to a naked body by the artist, who uses it to express sarcasm about everlasting politics and fashion in which outside appearance is valued more than inward spirit. This illustration underlines the prevalence of neo-experimentalism in current Indian art.

### **Conclusion:**

The present study supports hypothesis in the context of recent experiments in contemporary Indian art. The blending of genres and diverse artistic practices, which include everything from painting on canvas to cutting-edge digital media, are therefore undeniably visible. Today's artists tend to have diversity and innovation as their guiding principles.

According to the study on this subject, experimentation, new methods, and creative endeavors have completely changed how Indian art has been created and viewed over the past few decades.



Indian artists now live in a nation with a continually expanding economy, where the traditional and the modern are coexisting and paradigms are shifting as a result. Due to western inspiration and the country's unique environment, new art styles and techniques have developed in India, making modern art more intriguing than ever.

Today's artist is a painter, a sculptor, an actor and has attained skills for varied art techniques. As a result, every now and then new methods and techniques are developed and new dimensions are added to the art field. Pertaining to this context, it can also be said, that the artists of today's world are heading towards conducting new experiments and amazingly enhancing new dimensions to contemporary art, leading to new forms of traditional styles which is apparent along with the commercialization of art which has transformed the language used in art these days.

Thus, the name of a person, place, thing or idea is called a noun. Today in context of this noun is being used in contemporary art and can be seen in the famous artist and their artwork such as Subodh Gupta, Mithu Sen, Pushpamala N, Bharti Kher, Arun Kumar H.G, Shilpa Gupta, Sudarshan Shetty, Jagannath Panda, Chintan Upadhyay, Sonia Khurana, etc.

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