

Rubric



gallery-g

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MORE FOR YOU

Welcome to Issue 4 which we hope you'll enjoy as much you have the earlier issues. I say this with a sense of achievement, because of the response we've received so far; a bit of this wonderful feedback is included on page 8.

GUIDING LIGHTS

Such appreciativeness is great motivation. While on the subject, I want very much to acknowledge three people, among the many through the years since **gallery g** began, whose support and advice have been invaluable and who've always urged us on to newer goals. Firstly, on behalf of everyone at **gallery g**, I'd like to thank our advisor Rajesh Deedwania, whose motivation and the direction he gives to our activities are invaluable.

Then, I want to mention Anjolie Ela Menon, one of India's leading contemporary female artists and also Ranee Vijaya Kuttiah, dancer, writer and supporter of the arts and particularly of **gallery g**.

RELATIONSHIP BUILDING

A primary **gallery g** goal is the building of those enduring relationships on which the making and the business of art are founded. Creating is a solitary process but once it's done and the artwork goes into the public domain, it depends on a network of such relationships to circulate.

At **gallery g** we engage with all art's stakeholders: the artists – the masters, as we call them, the established and the up-and-coming – the connoisseurs, the collectors and the investors and the media, print, electronic and social as well as with the student community and the public at large. This we do through shows and projects which could be either artist or site-specific, projects with schools and others with associate galleries in India and abroad. We also have outreach initiatives such as

– Gitanjali Maini

our website, this newsletter and our Ranee Vijaya library for art-lovers to browse in.

My particular focuses are our Artists Initiative Programme (AIP) which promotes the work of the new and upcoming artists, our Art of Investment Programme and our Valuation arm, both of which work with buyers.

PROGRAMME NOTES

AIP's mentoring process is especially meaningful in view of the wholehearted encouragement we ourselves have received: we're proud to tell you Anjolie Ela Menon will play a visiting curatorial role for the art talent we discover together. In 2008 we showed the work of painter Radhika Chand, also mentored and curated by Anjolie. Now she curates Vimmi Indra's paintings for us. Vimmi has been working under her guidance for the last five years and her fantasy cityscape abstractions in a recent Delhi show have attracted favorable attention for their social comment.

Some of the new work she'll be showing at **gallery g** is in this issue. Enjoy it and everything else in these pages and do let us know what you think. As I said, more than anything, your feedback takes Rubric forward.



For AIP: Anjolie Ela Menon and Vimmi Indra



Ranee Vijaya Kuttiah, for the many Bangaloreans who count her as a friend, stands apart for her impassioned approach to life, living and the arts. For **gallery g**, she has also been guide and philosopher, offering encouragement and advice in her colourful, blunt and large-hearted way. She's been here at all our events and recently generously donated us her library of art books. It now takes pride of place at Lavelle Road and has become a valuable reference pit stop for friends and visitors. She's a woman of many interests and accomplishments: here, our Editor provides a brief look.

Ranee Vijaya Kuttiah studied in Kalakshetra School in Adyar, Chennai where dance was compulsory. It was an expensive private school and attached to it was the Besant Theosophical School, where the conventional primary education curriculum was taught.

LIFELONG DISCIPLINE

Her routine included waking up at 4 in the morning and by 4:30, she would sit down to read and recite Sanskrit shlokas for one hour. From 5:30 to 7:30 dance classes took place where the first hour was Kathakali followed by another hour of Bharat Natyam. By 7:30 all the students went in for a shower after which a South Indian breakfast would be served. Regular school classes would then commence and go on until 12:30 or lunch time. This break would go on for an hour after which classes would go on again up until 4:30, by which it was time for tea. The time from 5 pm to 7 pm was usually to learn classical music and people like Tiger Varadachariar and Papanasam Sivan were her teachers. 8:30 was dinner time and normally South Indian would be served up.

With this rigorous routine, it was no surprise that discipline was inculcated early on in Ranee Vijaya's life.

RANAISANCE WOMAN: RANEE VIJAYA KUTTIAH

LIFE AND DANCE

After clearing her SSLC, she went to Maharaja Sayajirao Gaekwad University in Baroda for her Bachelor's while continuing to perform all over Gujarat and in Bombay. She was regarded as one of the top dancers during the four years she was in Gujarat. At 18, she left for the US, to pursue her Master's in Psychology in Drexel University, Philadelphia. She even performed in America which she regrets greatly because as she puts it, 'Americans have no sense of art of any kind, though some, at least, have a love for jazz.'

Later on, she performed in several European countries and she claims that they have a tremendous sense of art, culture and knowledge and felt greatly appreciated there. She even performed in Africa, which had a big Indian crowd. By this time she was already married and had a son. She performed the most in Germany, Russia and London.

She stopped dancing when, in a tragic incident, her husband passed away and she vowed never to wear her ghungroos again because she felt that life had 'played her wrong.'

LIFE AND LETTERS

As she was already a writer, she continued to write articles for the leading Indian papers and opened her own advertising firm. She even took up modelling in advertisements for about seven years. She is also a great golfer and was the first woman member in the Karnataka Golf Association Committee.

In her new upcoming book is the story of a prostitute. She is of the opinion that prostitution should be

legalized as assaults on women might then possibly reduce. She is also an amazing cook and has trained top chefs in hotels like Taj Gateway, Park Hotel and Orchid Plaza. She has written numerous cookbooks as well and these have found their place at the top of the shelves in the international market.

When asked what she does with her time now, she says she likes to read and write a lot and is also very interested in politics and the various political articles that sprout up in the media and newspapers, and engrosses herself in these at this point in her life.

We wish her great success in her upcoming endeavours and have only one thing to say to her: BEST OF LUCK!!!

MESSAGE ON A CANVAS: VANDANA VIRWANI

Businesswoman, mother and connoisseur of the arts, Vandana Virwani is a dear friend and ardent supporter of gallery g, for whom we consult on art valuation. Her art collection is considerable and eclectic, her regard for art innate, informed by a holistic approach to life, work and her travels all over the world.

What makes you buy a piece of art?

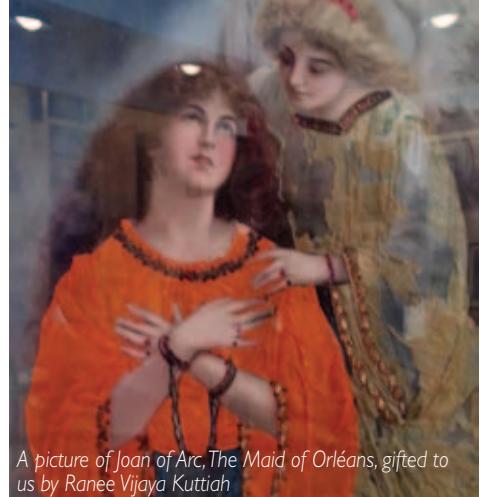
Art to me is a philosophical journey. When I go to an exhibition or buy a piece of art, it's because I communicate with what I see. I don't know what was in the artist's mind when he or she painted it, but I choose a piece because it tells me a story or has a message that relates to my own life.

Do you have a favourite piece?

Many favourites. From Jamini Roy to Amit Bhar to Anjolie Ela Menon, but amongst them all, my most favorite is the Raja Ravi Varma. His work was unique and talked about women and their beauty and strength in a very graceful manner. He added colour and gems to make the painting look real... I just love it.

A favourite artist?

Recently, I fell in love with Lorenzo Quinn's work. His sculptures have so much strength and passion.



A picture of Joan of Arc, The Maid of Orléans, gifted to us by Ranee Vijaya Kuttiah



Which city you've been to, do you feel preserved the arts the best?

Ahmedabad. The Calico Museum fascinated me. They have preserved art and textiles, each at its best. It's a pleasure to visit; you come out thinking, 'Wow! So much talent to see and understand, such diversity in the different creative mediums.'

Hand of God: Sculpture by Lorenzo Quinn



BUYING TRENDS & CHANGES



Recent trends and surveys show how the art world is changing. Some of their results surprise but statistics always speak volumes. Here, key figures from one survey by UK art insurer AXA Art's international collector's online survey.

MATURING Art lovers under the age of 29 made up just three percent. Three-quarters of the surveyed collectors were male, and 73 percent were aged 40-69.

MODERN Eighty-two percent of the people surveyed favoured contemporary art.

SAFETY FIRST Most of them, who tend to collect as investment, usually went for safe value or older works of art. The returns are less than with rising stars, but market crash potential is lower as well.

PREFERRED Only 14 percent of the collectors went for video art. Nine out of ten collected paintings and more than half went for works on paper.

GUT IS GOOD Sixty-five percent of them usually went with gut instinct and would never rely on art consultants.

GOOD-LOOKING Eighty percent of the collectors said they usually bought art because it attracted them and looked beautiful. Very few said they collected to seek knowledge or gain comprehensive insight.

SNAPPED UP Photography, surprisingly, is faring really well with collectors these days. It's usually a collector's fourth choice after paintings, works on paper and sculptures.

PERSONALIZED When buying art, the majority of collectors prefer to go to galleries for the personal service they get, rather than to art fairs or exhibitions.

BEGINNER'S GUIDE TO BUYING

Here are five golden rules for first-time buyers:

1. Don't buy to make money. If it doesn't sell, you'll have to live with it.
2. Research: do your homework before you buy.
3. Never be afraid to ask curators or gallery owners dumb questions.
4. Don't haggle too much over the price.
5. Keep aside a budget for framing. Great art looks even better with a good frame.

SEEK & FIND OUT It's very important that first-time buyers of art or new collectors learn to talk to artists, sit with them and ask questions. The key is to find out about their ambitions, motivations and also their outlooks or influences. This helps in better equipping you as a new buyer with the knowhow as to what to buy.

CHECKOUT As a first-time buyer of art, make it a point to visit commercial galleries and not just online stores. The knowledge you get from the galleries by walking in and even talking to the curators or others you meet at them is unmatched.

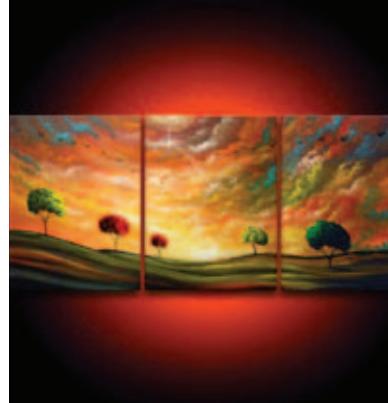
Also for first-time buyers, going local is the best way to start. Your first piece of art doesn't have to be exotically rare or from some famous artist. As long as it appeals to you, it should be good to go.

VALUE-ADDED According to veteran Filipino collector and artist, Carlo Calma, one must make sure artworks are 'close-knit'. This would mean zeroing in on a particular genre and making an informed or cohesive selection. This adds value to both your collection and to what it means to you.



FORMS OF ART

There are many kinds of art, old and new, from two- to multi-dimensional, of differing materials and techniques, an individual vision or the result of team work. At **gallery g**, we deal with many of the ones described here.



PAINTINGS

A two-dimensional art form made up of layers of pigments applied on a surface which varies from canvas to cloth to paper and sometimes even to stone and wood. There are many types of paintings: amongst the well-known are oil, acrylic, pastel, watercolour and spray paintings.

One of the oldest art forms, among the earliest paintings were those discovered in Southwest France in the Lascaux caves around 40,000 years ago from the Upper Palaeolithic age.



PRINTS

A print is a two-dimensional art form created by an impression made from one surface to another. Nowadays, along with relief printing, a range of techniques is used – etching, engraving, mezzotint, aquatint, drypoint – including the intaglio technique where areas in the plate are incised or chemically etched to hold the ink. Other print techniques include lithography, screen-print, monotype and mono print.



DRAWINGS

Also two-dimensional, where an image is depicted on a flat surface with lines and shading. As with paintings, drawings are one of the oldest art forms and can be traced back to prehistoric times. Drawings were, and are, a popular way to create preparatory studies, and to see the artists' initial observations and ideas before they commit to the final markings.



PHOTOGRAPHY

A photograph is an image created by the exposure of light on a light-sensitive material at some stage during its making. It can either be a positive or a negative image made using one of many processes.

Photographic prints include C-types, digital, Ciba chrome, estate, photo etching, photogram, photolithograph, vintage print or silver gelatin print. As with paintings, photographic prints are often produced in limited editions, each print signed and numbered.



CRAFT

Also referred to as applied or decorative arts, craft-making involves manual dexterity and skilled artistry. Applied art means the application of design, aesthetics and objects of everyday use. Decorative art has the same purpose but doesn't include design.

Crafts include ceramic, glassware, woodwork, jewelry, furniture and even metal work.

FORMS OF ART

DESIGN

Part of the applied art comes in many forms: from graphic, fashion, interior and functional to industrial. Design, in the context of displays in galleries, can be found in objects such as furniture and lighting, but also in the photographic and limited edition prints where graphic design has been used.



PERFORMANCE ART

Where art takes the form of actions performed by artists or their chosen performers.

How does one collect performance art? Some say it would just be a memory and only exists in the moment it's being performed. Others collect performance art by collecting a record of it, which may be edited. This could be a video, photograph or even a drawing.



MIXED MEDIA

Mixed media uses a combination of materials in its construction. The choosing and application of various materials with mixed media work is essential in creating quality and integrity in the piece. Mixed media affords a great deal of creative freedom and this can be seen in the works of Pablo Picasso and Georges Braque.



SCULPTURE

Technically, sculptures are three-dimensional artworks created by shaping and molding materials, typically marble, metal, wood, glass and bronze. A two-dimensional form of sculpture exists, where the object is not fully detached from its background, which is known as relief carving. Sculpting is either by carving, modeling, assembling or casting.



INSTALLATIONS

These are site-specific, whether indoors or out. Typically three-dimensional, they can use a variety of materials and media and be permanent or temporary.

It's common for installations to be specifically commissioned for sites; if someone is interested in buying a site-specific installation, the artist may adapt the original for a new setting or create a similar piece.

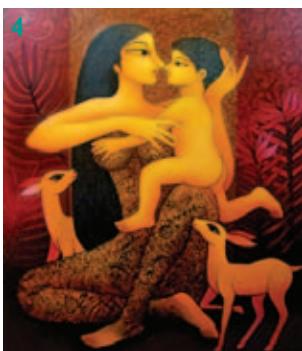
NEW MEDIA

In the 60's, artists began to experiment with digital and electronic technologies to make sound pieces, to capture moving images and to create interactive work- and computer-based art, among other things.

Time-based media is akin to new media and refers to artworks which are dependent on technology and have a time-specific dimension. Traditional art processes like printmaking can also integrate digital technologies.



ON NOW: BANGLA DEKH 2



Our show calendar is as full as ever. Right now our second edition of **Bangla Dekh** is proving extremely popular. Staged in association with sister gallery Janus of Kolkata, it features new work from some of Kolkata's leading painters Rabin Datta (see 1 & 2), Debabrata Sarkar (3&6) and Parbal Ray (4&5).

ON NEXT: NEWBIE & OLD FAVOURITE



Upcoming are two great shows you're bound to enjoy as much. The first **Bulls: An Aesthetic of Anxiety** is by Karnataka painter Sujith Kumar GS Mandya, a collection of paintings and drawings. This is Sujith's first time with us and we're very intrigued to know what you'll think.

Next is an artist who's shown with us very well before: dependably brilliant Nitin Nangare (see left), who can always be relied on to surprise and delight.

FEEDBACK

I enjoyed reading your newsletter. (It) comes at a good time, as we are beginning to consider doing more in India... developing a larger client base and strengthening our presence. I hope we can find a way to work together..

Nathan Raab, V.P.The Raab Collection, USA

Thanks for sending me your magazine. Keep up your good work. We need such e-zines in India.

Khyentse Shree, bodhisarana.org

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EDITOR'S NOTE

Hello to all of you, our readers and subscribers. This is our 4th issue and in six months we've already gotten more subscribers than we ever expected. I want to take this opportunity to thank you all for your immense support and I hope you guys enjoy this issue as much.

Writing this newsletter is a great learning experience for me and bringing the news of the art world to you all is an absolute pleasure.

Have a Great Day and God Bless.

— Aakash Menon

Our Philosophy of Wealth Management at Anand Rathi

- Objective based Advice is critical to get to the specifics of our dreams, our fears and our lifestyle
- Return objective of 12% pa to ensure Real Wealth Creation with Mitigated Risk
- Provide estate planning solutions for Wealth Preservation, Protection and Transfer of Assets

With the generous support of our clients, this craft has earned us "The Best Domestic Private Bank (India)" for five consecutive years — 2013, 2012, 2011, 2010, 2009 — *Asiamoney Private Banking Polls*; Asia's largest survey of high net worth individuals. Their immense faith in us constantly propels us to make our services accessible to the ones who are in pursuit of effective wealth management solutions.

Experience the shades of wealth management from the house of passionate experts. For a personalized wealth review, contact our Wealth Expert:

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