Between the lines







1. Chairman.

2. Artist Jaideep Mehrotra.

3. Silver Screen.

One of India's finest inventive artists, Jaideep Mehrotra has been a significant presence on the art scene for the past four decades. Beginning his artistic career at age 13, Mehrotra works across mediums like oil, acrylic, cast resin sculptures, giclee prints, site-specific installations and video art. A pioneer in India of the digital medium as an art form, the artist has always pushed the boundaries of his visual language to integrate varied elements – the historical with the contemporary, the traditional with the modern.

His paintings combine an aesthetic relationship between the painted canvas and the textual overlay. From this unique fusing of the two layers emerges a culmination that is rich in visual portrayal and intense in intellectual ideology. The composition of the painted with the printed provides a framework within which the juxtaposition of the contrasting media correlate on different levels.

Having participated in many significant group exhibitions and workshops in India and abroad, Mehrotra's powerful works are part of prestigious art collections around the world. Prominent among his 22 solo shows are Shadow Play, Singapore 2005; Alchemy of Play, Dubai 2006; Transmogrification of a City, Mumbai, 2007; and Growing Panes in Solitude, New Delhi 2009.

Metonymical Subtext is a culmination of three years of investigating how perception

and meaning are altered by the shifting of traditional parameters. The result: a set of works that do not conform to orthodox approaches/perceptions. "The current body of work seeks to coalesce the past with the future," explains the artist. "Fusing the painted with the printed or interactivity of the computer with the physical act of painting, I'm attempting to bridge the expression while stating that one can't survive without the other. Mediums may change — but the message always conveys."

By Maria Louis

Note: This solo exhibition of the recent works of Jaideep Mehrotra will be on view at Tao Art Gallery at Worli in Mumbai from December 1 to 15, 2011.