

Jenny Bhatt

Socio-cultural issues find their place in the artist's whimsical and psychedelic canvas

FEATURE SEEMA SREEDHARAN



Called *The Incredible Lightness of Buying*, this painting is a satire on urban consumerism and is part of her exhibition titled *MokshaShots*

One sees a multitude of influences in her art, influences as diverse as Andy Warhol and Albert Einstein. Music, science and philosophy, all find a vibrant space on her canvas. "As a student, I started reading Freud to understand Dali. Later I got interested in theories about the building blocks of matter. I found it fascinating that Einstein's Theory of Relativity talked about the same concepts as Vedanta. I love Pop Art, because it's urban, contemporary and extends into design and fashion." As a learning artist, she drew inspiration from the works of artists like Isamu Noguchi, Andy Warhol and Murakami. "This is because their artistic vision extended much beyond the traditional space of the fine arts and into other media like film, fashion

Jenny Bhatt's earliest memories as an artist are of making caricatures of her friends and teachers in her textbooks. "I was always an artist. I started with working in computer graphics and advertising for a multinational just after college, but soon realised that I was more of an artist by nature and temperament," says Jenny.

Through her satirical works, she critiques not only the Indian consumer

culture but also the psyche of urban India that is, according to her, a bundle of contradictions. For instance, her most recent exhibition titled *MokshaShots* is a satire on urban consumerism. "I've always been intrigued by how the human psyche works—this time, it is about how brands influence the mind through media. Ultimately, every brand or product promises fulfilment or Moksha hence the name *MokshaShots*," explains Jenny.

and product design." Much like Jenny herself, who, over the years, has dabbled in visual arts, communication design, photography, poetry and cartooning.

Currently in Amsterdam, preparing for a solo exhibition, Jenny says she paints because her foremost concern is to express what she wants to. "It's been an eventful and challenging journey, but it's been extremely fulfilling. I guess art is my *MokshaShot*!"