

Colours and canvases of the season

Artist of the fortnight
Jenny Bhatt

RATING: RISING STAR



An applied fine arts graduate of the Sophia Polytechnic, Mumbai, graphic designer turned multimedia artist Jenny Bhatt has been preoccupied with Indian metaphysical thought and how it can be related to the urban context. The term MokshaShots was coined by her to summarise the underlying concept of the suite of works she has been creating since 2007. This series was further developed during a three-month art residency programme in Chelsea, New York, in 2008. Moksha means liberation from the cycle of birth, death and rebirth (salvation). So, a MokshaShot would contain a small taste of salvation. The artist believes that we can make our own MokshaShot out of anything we find fulfilling – be it art, prayer, a salad, sex, a film, a vacation, an island, a



Portrait of MokshaBuy



MokshaTrek

smile or even a tequila shot. Her latest collection, titled Liberation through Consumption, refers to the consumerist myth that fulfillment can be found through the purchase of a product or an experience promised by it. In an age when everything seems to be a consumable, Bhatt satirises the never-ending cycle of consumption through the creation of five major deities which she collectively christens MokshaPets. There's the consumer goddess, MokshaBuy; the thinker, MokshaBum; the necessary evil, Mokshasura; Reverence and Irreverence Kundalini (with the snake symbolising the seeker); and the omnipresent Eyeball (standing for perception). Each deity has a mandala

(4'x4' painting) of his/her own with their individual mantras inscribed. Traditionally, the thangka or mandala was used as an aid during meditation. This process has aptly been likened to the way brands create gods out of products, turning them into objects of contemplation and eventually leading to the consumer's mind space being conquered by them.

Liberation through Consumption opens at Gallery Art & Soul, Mumbai, on December 12 and continues till January 12.

The writer, Maria Louis, is the editor Architect & Interiors India



Portrait of Maya