



Jenny is deeply influenced by spiritual symbols. The mandala is a recurring symbol in all her works.



Titled *Ecommerce Mandala*, this work is Jenny's visual rendition of the E-commerce industry.



MY RAPID FIRE

Colours I love...
Bright, psychedelic colours

My inspiration
Life and its many quirks

My art is...
A satire on the world in general

Jenny Bhatt

Her psychedelic works are an exercise in visual satire

Feature **SEEMA SREEDHARAN** Photographs **BINISHA AJMERA**

Pop surrealism — that's what you'd want to label her works as. In fact, she might also concede with you. But to the onlooker, it's much more than that. Her paintings are like a vortex of ruminations. You could get trapped in the imagery, or you could come away enlightened. She paints the way she thinks, or talks. Every single thought finds itself on her canvas, in bright, psychedelic colours. It's as if she is painting a critical appreciation of life.

Her latest exhibition *Moksha Shots Episode 12: The Conquest of the Mind* is a satirical take on how consumerism enslaves us. "In Hindu philosophy, moksh means salvation. Since most of us won't get to

moksh in this lifetime, we can get a glimpse of it. A *Moksha Shot* is a taste of the sublime. Everyone can make their own *Moksha Shots* out of things they find fulfilling...art, chocolate, a holiday, a smile, a Ferrari or a tequila shot," says the artist.

"Indians like to venerate. We create Gods out of everything. Gods out of Gods — new versions of old Gods! And we create Gods out of people. The advertising industry creates Gods out of products. Digital industries create Gods out of emoticons, game characters. My Moksha series too has its own Gods." ❦



Art Multiples is an extension of her canvases. She also launched the Moksha character series with it.

To know more about the artist, please log on to www.jennybhatt.com

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