

ART Attack

Brace yourself for a brush with the largest ever multi media art fair in the capital, beginning today. Soumya Mukerji gives a lowdown

Manjunath Kamath's creation

INDIA ART SUMMIT

Where: Pragati Maidan, Hall No 8 and 9
When: Today: 2 pm — 8 pm
Tomorrow: 11 am — 8 pm
Sunday: 11 am — 6 pm

Art may have come of age in India even before you were born, but never has it arrived so big. The India Art Summit, a showcase of 400 artworks — paintings, sculptures, photography, mixed media, video, prints, installations and drawings — by over 200 Indian artists is all set to create history with a first of its kind milestone of amalgamating different embodiments of aestheticism under one roof on such a huge scale. We tell you what's in store and more.

Different strokes

Whether you're a buyer, seller, aspiring artist or just a keen gawker, the extravaganza, with its varied themes and events, has something to please everyone. "The exhibition has both modern era art (1910-1950) and contemporary works (post 1950) to reflect on, making it an interesting mix of richness spanning decades," says Vikram Bachhawat, director of Emami Chisel Art, a participating gallery that's platforming upcoming artists and putting up celebrated easel master MF Hussain's creation *Two Horses* for auction. Too bad the veteran won't be a part of the affair himself, though. For scholars, there's the option of attending in-depth discussions on art and the art market by renowned experts from the country and elsewhere.

More than biggie business

If the sudden status of art entrepreneurship has overwhelmed you enough to make up your mind against setting foot here, there's a word of reassurance — "The summit is not just about business; the primary focus is to attract those who are entering the art fray. It is an opportunity for us to put forward the best quality and create greater awareness," says Ashish Anand, director of the eminent Delhi Art Gallery, one of the 35 participating ones.

Ruling the roost

Though our unparalleled heritage of artistry took time to find its place under the sun, Indian art is now a hot favourite among trade circles. "With so much talk about it in the global market, the timing is right for India to offer a fair such as this to the world," feels Renu Modi, director of Gallery Espace, which will conduct the closing ceremony. And who was behind the grand idea? "This has been possible only because of our collaborating supporters and partners who've believed in our dream of creating an industry stage for Indian Art," says India Art Summit MD Sunil Gautum. There goes the art of gratitude on view, too!

