

Religare Arts Initiative Presents “The Major Arcana” by Baba Anand

17th April, 2010 to 17th May, 2010

New Delhi, April 17, 2010: How do two men, artists, born in two different countries, continents and 57 years apart, endeavor to meet? The answer is quite simple, through the mind, through art, and through expression.

The two men or artists in question are Baba Anand and Salvador Dali. Baba self confesses that he has been deeply impacted by the works of Dali since he first opened a Dali book at the tender age of thirteen,

“....I didn’t even understand what surrealism was but the images have always fascinated me. He (Dali) seemed to me a tall personality, larger than life, unreal...”

“The mystery of tarot and the passion for Salvador Dali are at the heart of Baba Anand’s new work and, had we not known him well, it may have surprised us... the passion for Dali and the occult are the other face of the same coin of Baba’s profound and complex personality that loves to look beyond the mere appearance of things.” says, Jerome Nutres, INSERT DESIG

This love for Dali and the images he creates along with Baba’s fascination with the Tarot has culminated in *Baba-Dali Tarot*. With each brush stroke, and each choice Baba has made in creating these works forms a new telling of Dali’s World through Baba’s vision.

Mukesh Panika, Director, Religare Arts Initiative says, “Baba’s lyrical, yet systematic, use of the decorative to create jewel-like surfaces that serve as a portal to contemplate contemporary society, has established him as an artist extraordinaire in the field of contemporary ‘pop’ art. With an impressive showing of solo and group exhibitions internationally, Baba remains one of the country’s best kept secrets. As part of our commitment to showcasing new and contemporary art, we at Religare Arts Initiative are excited to revisit the magical and mystical world of Baba Anand through this seminal body of 22 paintings and many curious and captivating installations, inspired by Salvador Dali’s World Tarot deck.”

Divvy Narula shares her thoughts on Baba’s works, “‘Baba-Dali Tarot’ is more than a creative expression; it is a witness and an extension of how and where ‘Baba meets Dali’. A merging of creative consciousness through artistic expression across time and space, these 22 works of art are a converging point where the spiritual, ephemeral, metaphysical and profound all come together, confronting us with a rich, varied, and new visual lexicon.”

This time around the works are a showcase of large, impressive and mesmerizing canvases, approximately 3’ x 6’, in direct proportion to the cards in Dali’s World Tarot deck. The artist wanted his



Religare Arts Initiative Limited



work to be finer, and thus, was led to this medium and does not hesitate in pointing out that it was a natural progression for him from the world of fashion. Representing the Major Arcana, each canvas is gilded in 24 karat gold. The centre of the canvas is taken up by the image of the Tarot Card. We not only find paint and glitter on these canvases, but stitched sequins, beads, crystals, shells and gold and silver threads.

These canvases have helped Baba achieve a far more enhanced tonality and smoothness that are not evident in his previous works like the Krishna and poster series. The canvas has also allowed Baba to express himself through the weave and embroidery, where the sequins were stuck they are now threaded through.

Not only is the hand of the artist so very involved in his work but its 'trace' is now more visible than ever as Baba revives this tradition of hand embroidery-a craft, a skill which he has not only placed on his opulent canvases, but also uplifted it from pedestrian connotations and expression and given it contemporaneity, beyond the cloth, the loom and the Fashion world.

There is also a new dimensionality to his work as Baba has used clear sequins, stitched onto the canvas where below it the image has been painted on the canvas. This shows a deliberate attempt by Baba to not mute, but highlight our attention to an aspect of the cards that is usually hidden, dark and unknown. With a refined subtlety, Baba's present body of work is as captivating as it is unexpected. Gently nudging us to simultaneously question all that is present on canvas, whilst acknowledging the beauty and lyricism that is washing over us. Baba Anand and Dali meet in the cosmic universe touching one another within the fabric of universal consciousness and experience. In turn allowing us to observe, ingest, assimilate and form.

About Religare Arts Initiative

Today's complex market structures have spun art out of the cocoon of mere aestheticism into a more rooted role as a recognized financial asset, a derivative with immense powers of wealth generation, equal to those of any brick and mortar industry. Given this base, it is now for the greater public-driven organizations concerned with the well being of art, to ensure that all the diverse dimensions of art are nurtured and given the right exposure, so that art permeates completely into the societal fabric and enriches a wider consciousness.

Religare Enterprises Limited ("REL") launched Religare Arts Initiative Limited ("**Religare Arts.i**"), a wholly owned subsidiary in 2007. While most galleries, auction houses and art funds operate art businesses, Religare Arts.i will conversely leverage the business for art.

Religare Arts.i is committed to the business of arts and promoting art as an alternate investment option. The gallery is the first physical manifestation of this initiative.

To nurture talent, Religare Arts.i proposes to establish gallery space(s) for shows and exhibitions of works of artists across the board. These gallery spaces shall double-up as venues for seminars, symposia,



Religare Arts Initiative Limited



workshops and other interactions on art issues. Art – Artist - public interactions in these spaces will be documented to improve public consciousness. The first has been launched in New Delhi.

About Religare Arts.i Gallery, New Delhi

Religare Arts.i is committed to creating holistic arts initiative. In furtherance of this commitment, we shall provide a platform for artists of all ages, genres and statures. The gallery in New Delhi has been created as a platform that will help in promoting young artists as well as the art market in India.

Spread over an expanse of nearly 12,000 sq ft. and housed in the heart of the city of New Delhi - Connaught Place, the art hub seamlessly integrates two Galleries, a Cafeteria, a curio Store, a Resource Center and ancillary transitional spaces that can double up to accommodate seminars, symposia,

workshops and other art activities. Religare Arts.i also aspires to create and rejuvenate a space that enables art-artist-public interactions through a multiplicity of experiences and activities.

Some of the exhibitions that have taken place at the gallery since its opening in October 2008 are: Outer Circle, 16 contemporary and emerging artists; Phaneng: A Journey into Personal Engagement, 12 large scale black and white portrait photographs – Samar Jodha; Tribute Wall - three French graffiti artists - Dezer, Migwel and Keflione; Zip Files (group show, Edited By Ranjit Hoskote), Connaught Place-The Whynot Place, a day residency culminating into an exhibition of 24 artists etc.

For more information, please log on to www.religarearts.com

“Religare Enterprises Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a rights issue of its equity shares to its existing shareholders and has filed a draft letter of offer (“DLOF”) with the Securities and Exchange Board of India (“SEBI”). The DLOF is available on the website of SEBI at www.sebi.gov.in as well as on the websites of the lead manager at www.enam.com. Investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the section titled “Risk Factors” of the DLOF.”

For any further queries kindly contact:



For Religare

Media Relations

T: +91-11-3912-6160 / +91-11-3912-6141

Email: mediarelations@religare.in

F: +91-11-3912-6050

Religare Arts Initiative Limited



For Quotient

Bharat Singh Atwal/ Pritha Sharma

Partner/Senior Manager

Cell: (+91) 98737 – 81035/ 98118 -
56525

Landline: (+91) 11- 49502026

Fax: (+91) 124 - 4377616

Email: bharat@quotientonline.com /

pritha@quotientonline.com

Email: bharatatwal@gmail.com