



Galleria VSB

■ PROFILE ■

# An Artivism Way !!!

## Galleria VSB houses Pardosh Swain's Creations

by Sonam Agrawal



Pardosh Swain

The 'Galleria VSB' has now become a household name in the art fraternity. Launched by renowned internationally-famed jewellery designer Vandana Bhargava at Square One Mall in Saket, the gallery has been organising quality shows with high calibre- just emerging talent since its inception over a decade ago.

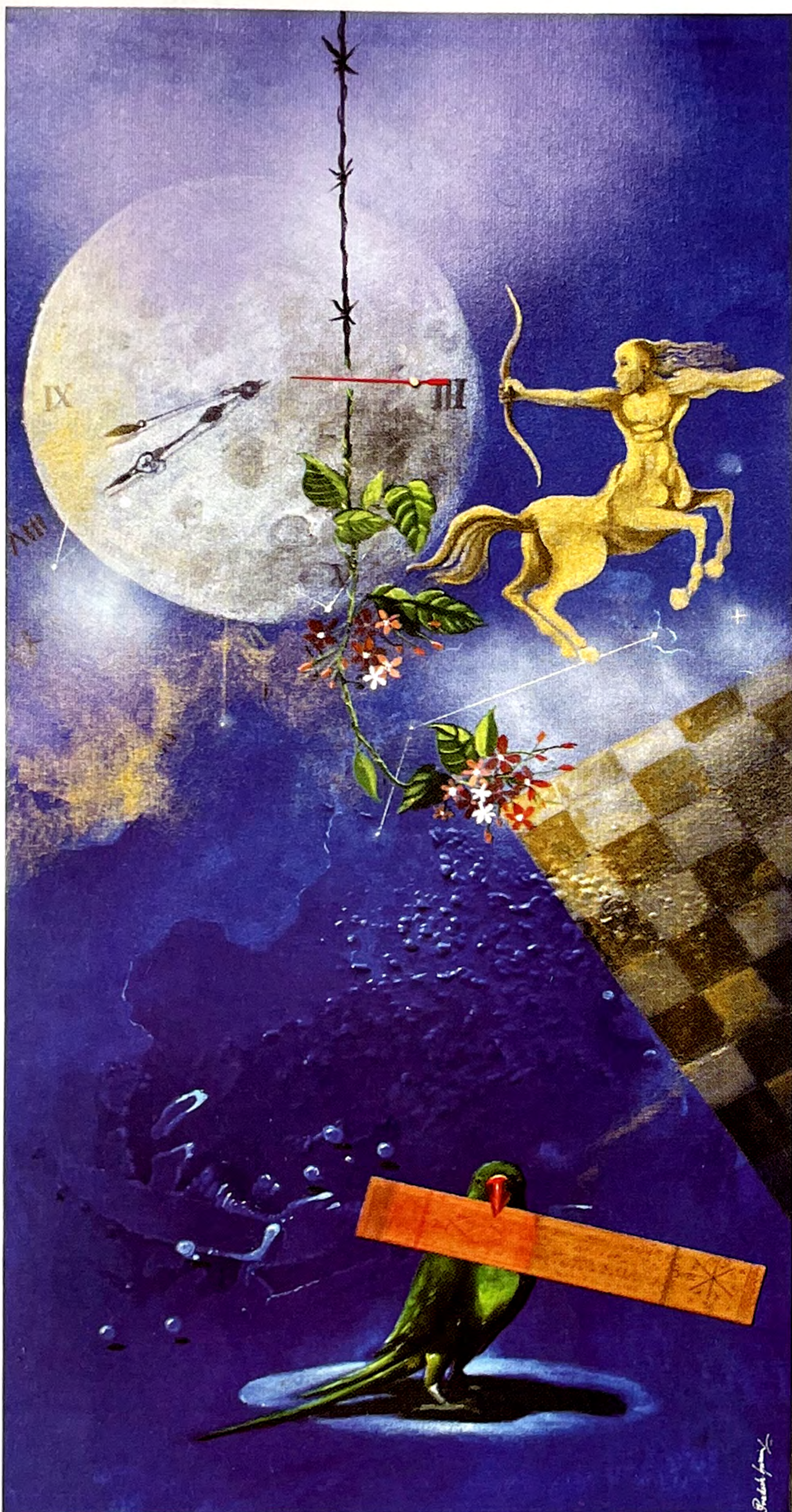
Vandana Bhargava started her career as a jewellery designer and made a big splash in her early





Vandana Bhargava





Sacred, Sagittarius, Acrylic on Canvas, 36"x18"



Valliant Virgo, Acrylic on Canvas, 36"x18"

years. Having exhibited her signature jewels which are known for their delicacy, intricately detailed finish and softness of touch in more than 20 countries, she has now entered in the art world with a pledge to take it to the global level as she achieved with her jewels. She is ably assisted by her family, especially her daughter Swati Bhargava who is a designer from NIFT, Delhi and Varun

Bhargava, also a jewellery designer from the Indian Institute of Gems and Jewellery, Delhi in her commendable pursuit.

What made Vandana to venture into the art world is her deep interest in India's rich culture, tradition, heritage and art. Her collection of the contemporary art is influential to say at least. Her gallery houses some rarest work of art ranging from folk to

modern, bronze castings, handcrafted silver plates and filigree objects, some early lithographs, oleographs to name a few. And one can always find special and unexpected treasures in her gallery. Vandana now counts among trusted art advisors, collectors and art connoisseurs.

Undoubtedly, she also possesses the talent of finding a needle in a





Cavalier Cancer, Acrylic on Canvas, 36"x18"

heystack. This time, she helps another name in the art world Pradosh Swain.

Pradosh Swain makes himself stand in the array of artists who unlike others does not believe in voicing social issues only but paints its viable solutions in that canvas as well. In fact, he draws the need of spreading awareness about these issues and one realizes that whenever and

whoever gets the opportunity to look at his frames.

Besides this, Pradosh Swain feature which attracts numerous eye balls is different elements such as zodiac signs, music, chakras and its raags which in fact shows his influence towards astrology and compiles all his communicative messages into a one.



Amiable Aries Acrylic on Canvas, 18"x36"

Pradosh specifically focuses on problems surrounding the society and its impact on the natural world, human health and public welfare. His artistic venture provides viewers new insights and perspectives about the existing world and the enormity of the dilemma facing the society. Besides he fuses concepts of zodiac signs, music raags with charismatic approach as a catalyst for viewers to consider





Focus to Five Elements

about social-environmental issues.

Swain's social concerns, environmentalism and zodiac elements narrate the impact of these challenges on the current world in a modern aesthetic way while maintaining the sensibilities, skills and stories of

his brushing style. He has created the symbols of 12 sun signs in twisted forms with surreal creatures.

In the zodiac series, a painting titled "Cavalier Cancer" depicts his influence towards astro art. He paints horoscope science books with a bird. On the one

hand, he gives space to environmental issues by drawing a caution sign on the other he has shown his passion for nature.

In another frame "Laconic Leo", he essays the characteristics of people with Leo sun sign besides voicing the role of "Satyamev Jayate" (truth alone triumphs) in the modern society. By taking a good look at his canvas, one can easily recognize that nature is an inevitable part of his frames. His theory towards his characters is outlandish, perplexing and uncanny and compels amateurs to raise the matter at least once. In "Towards Weather Cock", Pradosh paints egg symbolizing a weather cock, which directly reflects the environmental changes. He portrays five elements-air, fire, earth, water and wind-in human forms who are trying to get the weather cock out to its position in order to put the discipline of weather condition in its original place.



Varun Bhargava, jewellery designer and art collector



His painting conveys the message that until we restore the ecology, the human hazard would continue.

Earlier in past also, Pradosh did much of his art with various social issues but giving new paradigms to it. His theory - just because a character has been around forever does not mean that there are not new ways to re-imagine it - produces perfect realm of the art.

“When I start painting, I have decided to paint single-issue approaches and a rising energetic art as well. With the changing scenario, now we painters desire not merely an audience for our work but a public with whom we can correspond about the meaning and the purpose of our art. “For example, we all know air pollution is silent killer. Most of the artists create awareness by only sketching the subject. But they should take the challenge to paint its possible solutions at the same time.”

Pradosh wants to do much of his art with water colours as they are his first love and give much space to play with subject forms. But nowadays his paintings are born as acrylic or basically whatever medium he is in the mood for. His palette is full of vibrant and cool hues. He caresses layers on layers of peaceful shades of to give more space on background. His richful and pulsating coloured subjects illustrate the ongoing manipulation of nature.

Recipient of ‘Ka Sankruti Samman’ award in 2013, Gold Medal by the Association of Indian Universities, New Delhi in 1992, Orissa State Award by



Swati Bhargava, designer and art collector





Oil on Canvas, 36"x60", 2011

the Lalit Kala Akademi in 1996, Orissa State Youth Award by the Department of Sports in 1997 and Best Photographer by the Biscope, Bhubneshwar in 2003, Pradosh has done his graduation in Fine Arts from the Utkal University. He has even taken a diploma in photography from the College of Education and Technology which has given wings to his dream. Among others, Pradosh has exhibited numerous solo

shows and group shows – Bahuda Bramha, a spiritual show; The Art of Silence; Symphony group show; and Replay - organized in India and abroad. At last, Pradosh's paintings coin, a term "artivism" which combines art and activism on a single paper.



Harmony in Life, Acrylic on Canvas, 48"x48"



Sonam Agrawal is a journalist, writer and art critic. She has been writing articles on artists and art exhibitions for past many years. She has previously worked with Woman's Era magazine.



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**K. K. GANDHI**



*Galleria*  
VSB

(Curated by Vandana Bhargava)

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