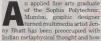
## Hale and Arty

## Colours and canvases of the season

## Artist of the fortnight Jenny Bhatt

RATING: RISING STAR





it can be related to the urban context. The MokshaShots term 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 ing to the consumer's mind space bethe cycle of birth, death and rebirth ing conquered by them. (salvation). So, a MokhaShot would Liberation through Consumption contain a small taste of salvation. The opens at Gallery Art & Soul, Mumbai, artist believes that we can make our on December 12 and continues till Janown MokshaShot out of anything we ugru 12. find fulfilling - be it art, prayer, a sal- The writer, Maria Louis, is the editor ad, sex, a film, a vacation, an island, a



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 neverending 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 lead-

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