

Bad Taste ain't so bad

Fashionista Puja Nayyar pairs off with artist Vibhor Sogani, while Priti Paul meets Bharti Kher: Welcome to Sharan Apparao's latest show that "sparks off a new trend" by combining high art with high fashion and design

SUNSET INDER SINGH

Prachi Bhasin

ART AND Design, Art and Fashion, Art and Life. Can all that amount to "Bad taste?" Naah. Well, in case you guys haven't got what we're saying. Here's the explanation: Sharan Apparao of Apparao Galleries has brought together this exhibition—an amalgamation of art, design and fashion—christened "Bad Taste?"

The exhibition is a "conscious effort to cross Art and Design by arranging combinations of one designer with one artist". The participants? Artists: Sudarshan Shetty, Anita Dube, Bharti Kher, A. Balasubramaniam, Vibhor Sogani and Subodh Gupta. Designers: Anupam Poddar, Nirmala Rudra, Rajiv Saini, Puja Nayyar and Priti Paul. So, what are all of them trying to achieve? "To produce works of art and utility," replies Sharon. The concept is cool. And all the artists and designers say they "had a great time working with each other". And, well, some like Nayyar and Sogani have already got "almost 10 more concepts to work together", as Nayyar tells you.

So how were the teams decided? "We left it open to them," explains Sharon. Interestingly, most of the teams comprise 'contrast' pairings: Take for instance Priti Paul and Bharti Kher: While Paul "has always worked with steel and always does functional stuff", Kher, on the other hand, "does



A HEADY MIX OF ART AND DESIGN: Part of the team behind 'Bad Taste??' take a break at the Apeejay Media Gallery.

everything, but functional pieces". To add to that Bangalore-based Balasubramaniam (he's moved base from Chennai) "got object space to work on instead of the routine gallery space". Bala has worked with Nirmala Rudra.

The works that we caught a glimpse of pre-exhibition seem fairly innovative: ranging from

"(It's an) effort to cross art and design by having a designer and an artist come together"

steel dressing tables to steel saris! But you will have to check more out once they are put up on display. However, the organisers are naturally excited about all the innovations and experimenting. "I have sparked off a new trend," says Sharan, adding, "Art isn't boring but one needs to repackage it." Prices? Well,

don't ask at least for the time being. "No one's talked about the commerce bit as yet", Sharan says. Everyone seems to have enjoyed "the spirit" of it. Bad ain't bad after all! **The exhibition will be inaugurated on Jan 19 and will be on till Jan 27. At Apeejay Media Gallery Call: 2697-2610.**