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THE
NIRULA
FAMILY
ART TRUST



PRESENT

HARINDER SINGH

ARTOONS V

13th TO 23rd DECEMBER 2010



HARINDER SINGH **ARTOONS V**

13th – 23rd DECEMBER 2010 | 11 am – 6 pm

Design: Dev Kabir Malik * Design

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There is a certain lyrical quality to putting text with image that generates rhetoric through the visual medium.

This is most effectively seen in the public domain through cartoons. From our daily newspapers depicting the strife and frustration of the common man- through cartoons- targeting the economy and/or our politicians, to publications such as the Reader's Digest, India Today, Times and other magazines and journals, cartoons have been and continue to be used as a means to project a complex idea in a simple, easily digestible yet powerful and humorous format. That is what we know the modern cartoon as, and it is these very qualities that draw Harinder Singh, making his medium of choice-**the cartoon**.

A choice that was inspired by his association with the late Mickey Patel, who was an illustrator, cartoonist and painter, and in Harinder's own words,

"...whose (Mickey Patel's) love, care and generosity enriched my life and made me see beyond my limitations."

It was Mickey who first suggested to Harinder to delve into the medium of cartoons, as he always thought it to be an intelligent and people friendly medium. One that he felt would fit well with Harinder's natural wit and keen observations. With regret Harinder says,

"...unfortunately I didn't produce anything (cartoons) while he (Mickey Patel) was alive but surely exploded after he was gone."

All the time and mentoring done by Mickey culminated into Harinder's passion for drawing cartoons. Harinder stretches this medium to accommodate his observations about the Art World. The medium has been synonymous with humour and satire since the discovery of the woodcut titled *Le Revers du Jeu des Suysse* (The Other Side of the Swiss Game), produced in 1499, to Hogarth's mass productions of his political satirical works in the 18th century. The cartoon has travelled through the 18th, 19th and 20th centuries from publications and private journals to be embedded in modern and contemporary culture as a tool of relief. The Cartoon forces the public to look at itself or its components in a fresh light that though unveils ugly truths, does it in a palatable fashion for the reader and viewer though perhaps not for its subject(s). The humor lies in the truth of the experience, for Harinder this **believability** by the viewer/ audience of what he depicts on paper through his cartoons is an integral component of his creations.

Harinder takes these innate qualities of the cartoon- **humor and the believable**, and combines it with his insightful observations, shared tales by friends and fellow artists and his personal experiences of being in the art world to generate this body of work ARTOONS V, the fifth in a series, the first of which was showcased in his exhibition in 2003.

For Harinder the importance of 'the Believable' is at the centre of his approach to creating the Artoons. He describes,

"the believable is something that you are familiar with regardless of your education, technical knowledge and/or skill set.....it is as simple, profound and universal as shared experience, for example the rising and setting of the Sun."

Harinder gives us this example as a key to unlock the mystery and import around the visual device of Light and Shade, a tool he has introduced in his new body of work for this series. He believes the flat treatment of his earlier works diluted the ideas he wished to communicate due to the fact that the environment depicted by him was less-believable to his audience. Therefore, he has shifted into a more realistic and we feel richer depiction, where the Gallery is a central character and the light and shade of his water-colour brush give not only depth to his visual language but a 'believability' that strikes true with the viewer.

This idea of the believable germinates in the Classical Arts where visual depiction was not symbolic, flat or conceptual but experience based, taken from nature, real and very much in tradition of the Renaissance painters. It may seem odd that a contemporary cartoonist has such a classicist approach, but understanding Harinder's creative roots, the mystery unfolds.

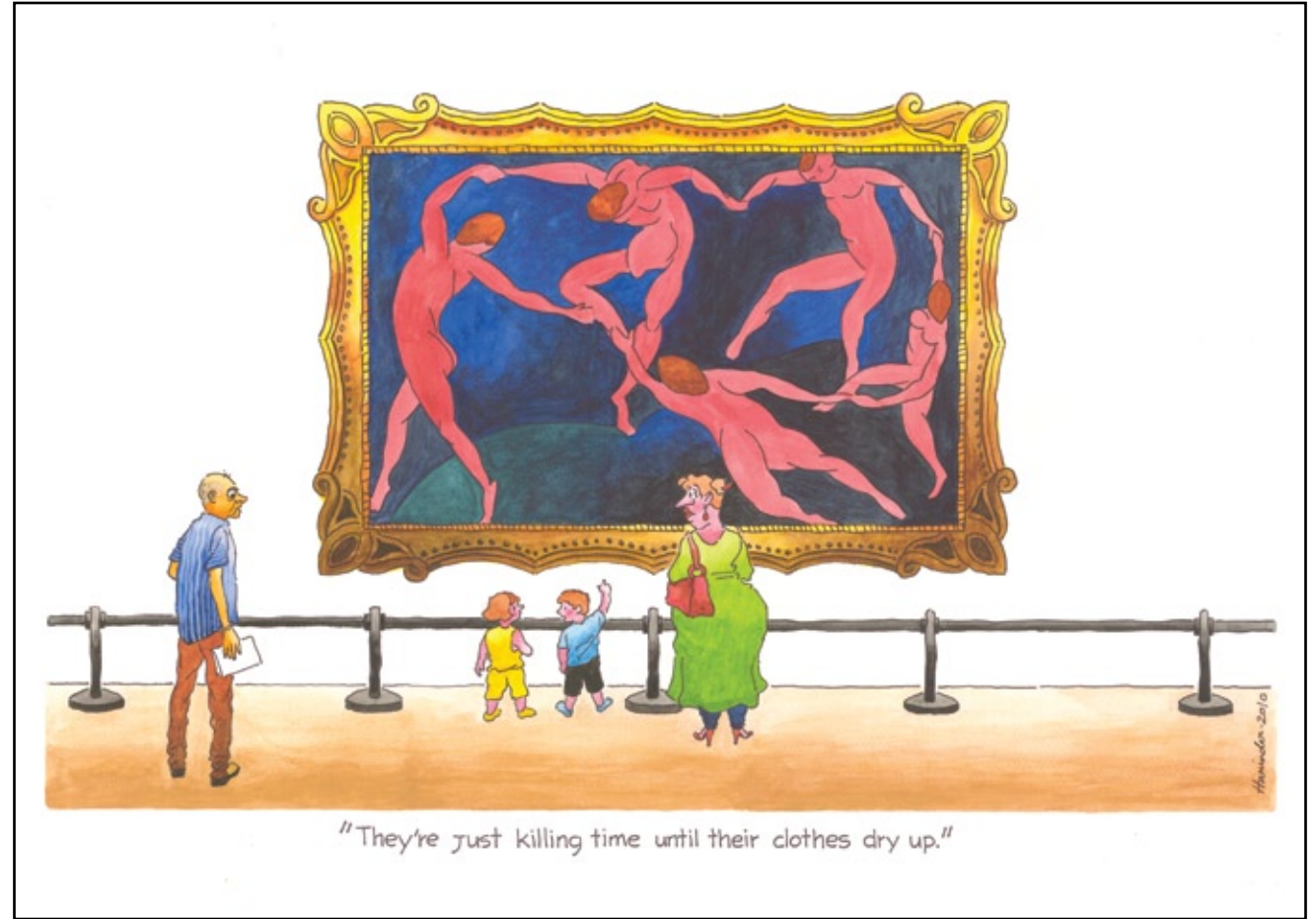
Harinder's initiator into the art world was none other than the surrealist painter Jaswant Singh- his father. Jaswant Singh's passion for the visual arts was seen not only in his artwork but his collection of books on Art, the most prized in his collection being on the Mona Lisa. The pages wearing thin at the edges bear witness to the repeated thoughtful turn and glance not only of Mr. Jaswant Singh but his young and impressionable son Harinder Singh. The works and approach of the Renaissance artists Michelangelo and da Vinci took a hold of Harinder's imagination and to this day inspire and influence him, so much so that we find David and the Mona Lisa propping up in this series of Artoons.

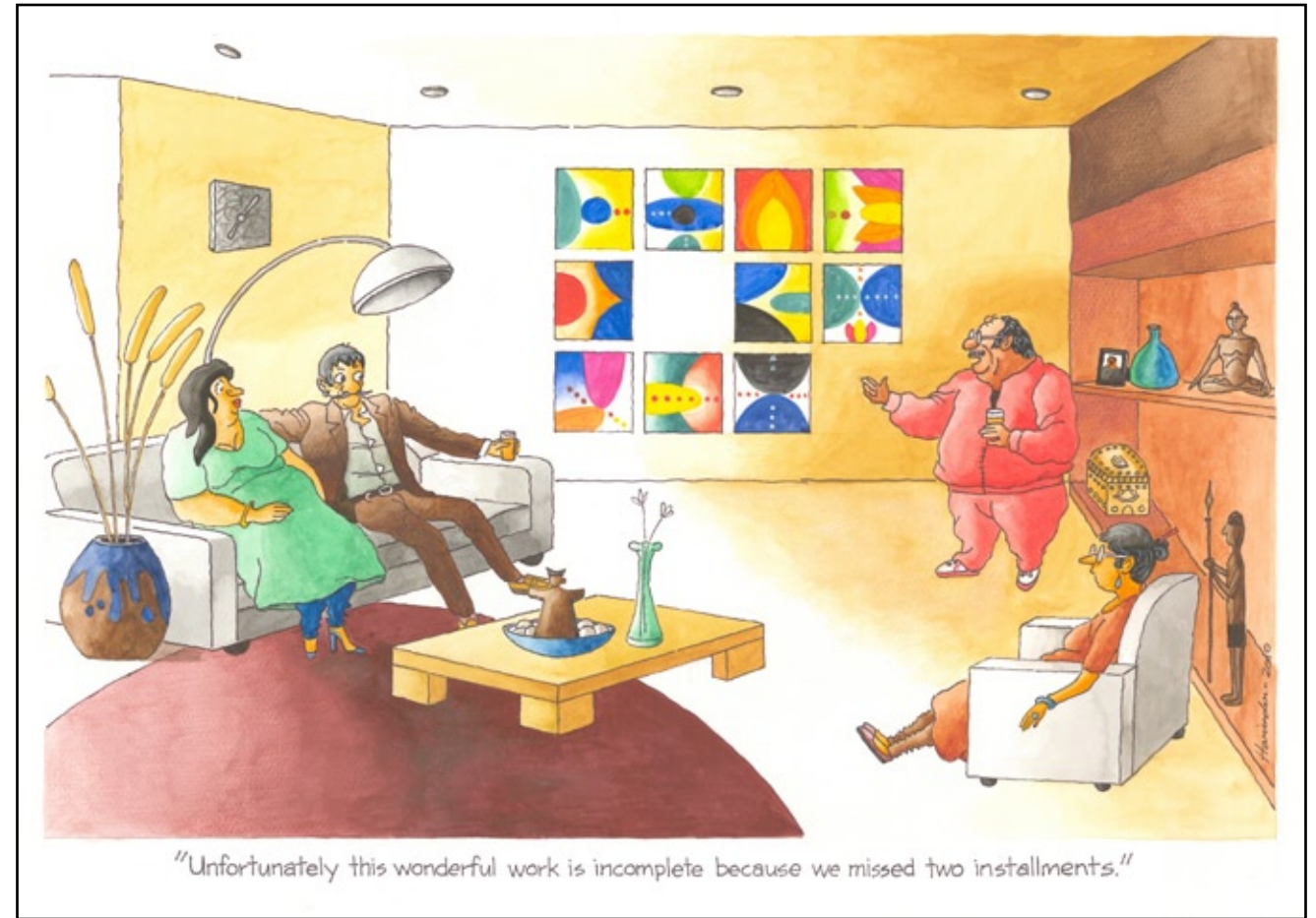
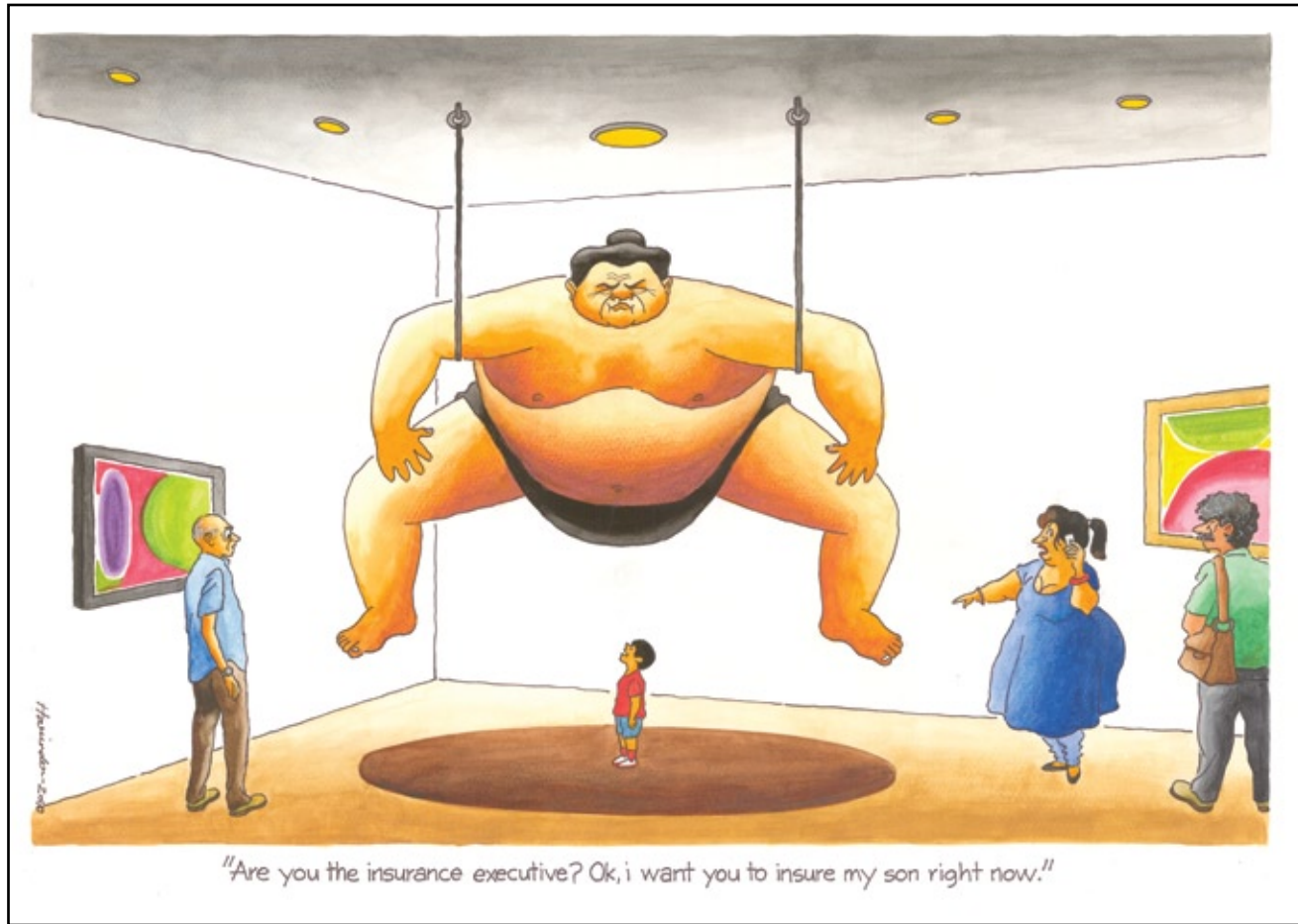
ARTOONS V consist of a body of work created by Harinder Singh generated on impetus by the very Art World he inhabits. Delving into the structure, however fragile of this Art World, Harinder explores its complex and varied inhabitants- the Artist, the Gallery, The Audience, The Buyer/Collector, The Observer, Himself, and The Economy. All of whom come together in Harinder's drawings to provide a window of understanding into a world that to a layman may seem confusing and intimidating. Harinder's ARTOONS V are an attempt to lift this seemingly impenetrable veil that surrounds the Art World. Be it his commentary on the trend of installations or paying for artworks in installments. Harinder's approach shifts from the direct to the subtle, but his art is always honest to his experiences and observations.

An even more striking development in Harinder's work for this series is his placement of self in the works. In this body of works, from time to time we see a recognizable figure, tall and lean with a keen and piercing gaze inhabiting Harinder's depictions, silently watching. It is none other than Harinder himself. This self-effacing aspect of Harinder's work makes it clear that Harinder is taking his laughter and satirical eye to not only the Art World but himself and his role in it. Encouraging us- the viewer, to join in experiencing the Art World he presents us with. Far from being untouchable, alien or so very steeped in jargon that it seems unreal, this Art World *in fact* is very real, filled with humour, very familiar and as he makes us realize very believable.

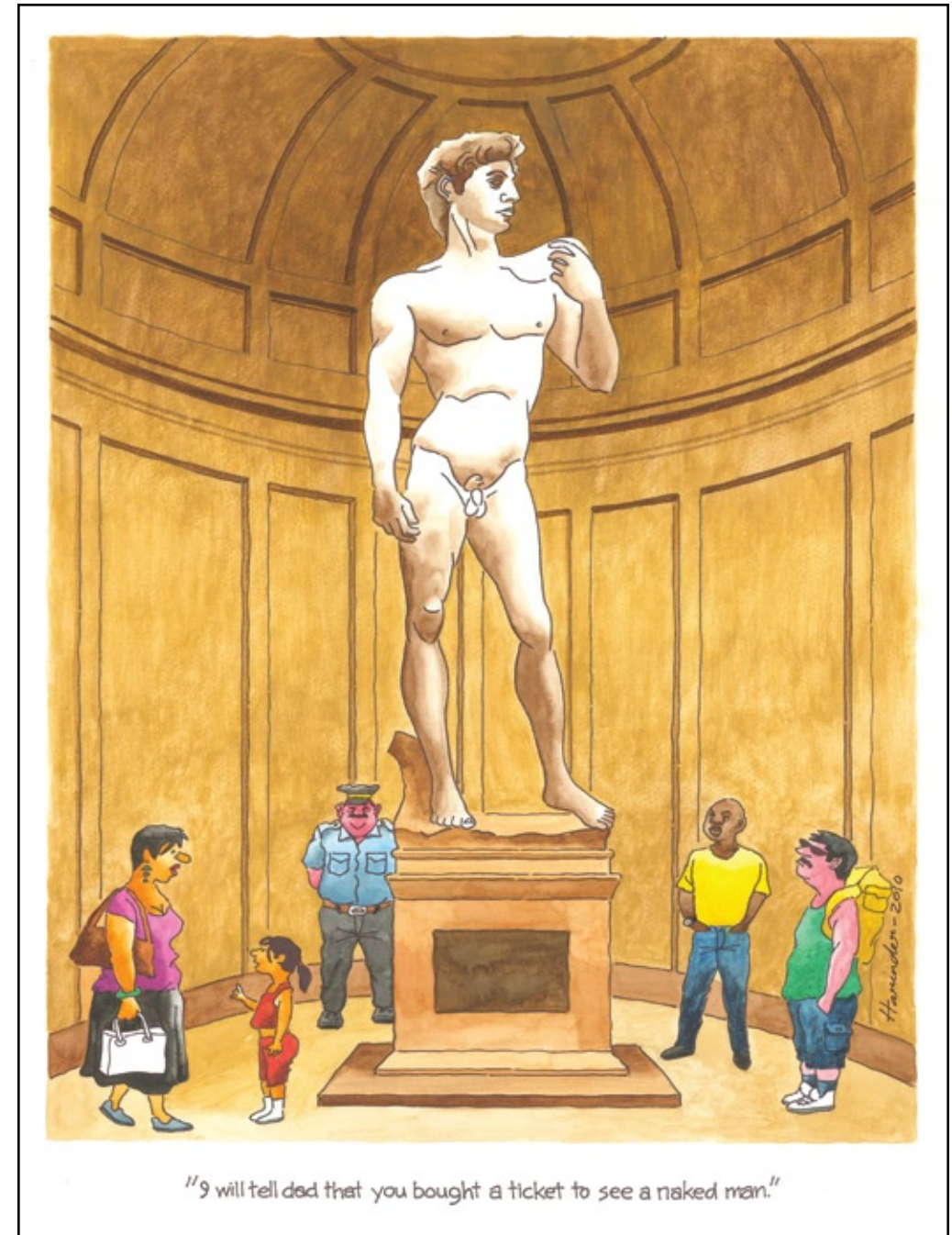
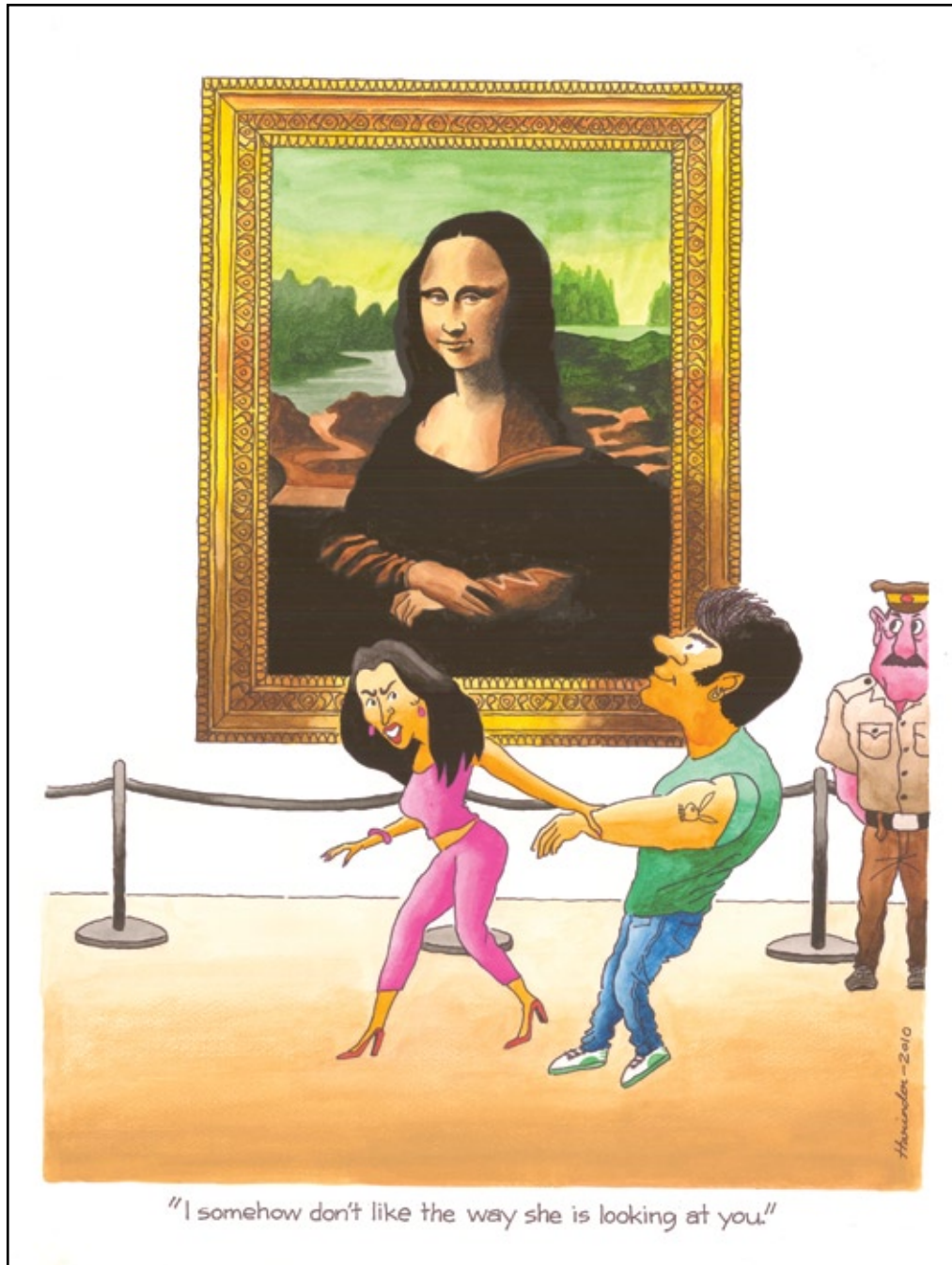

Divya Nirula

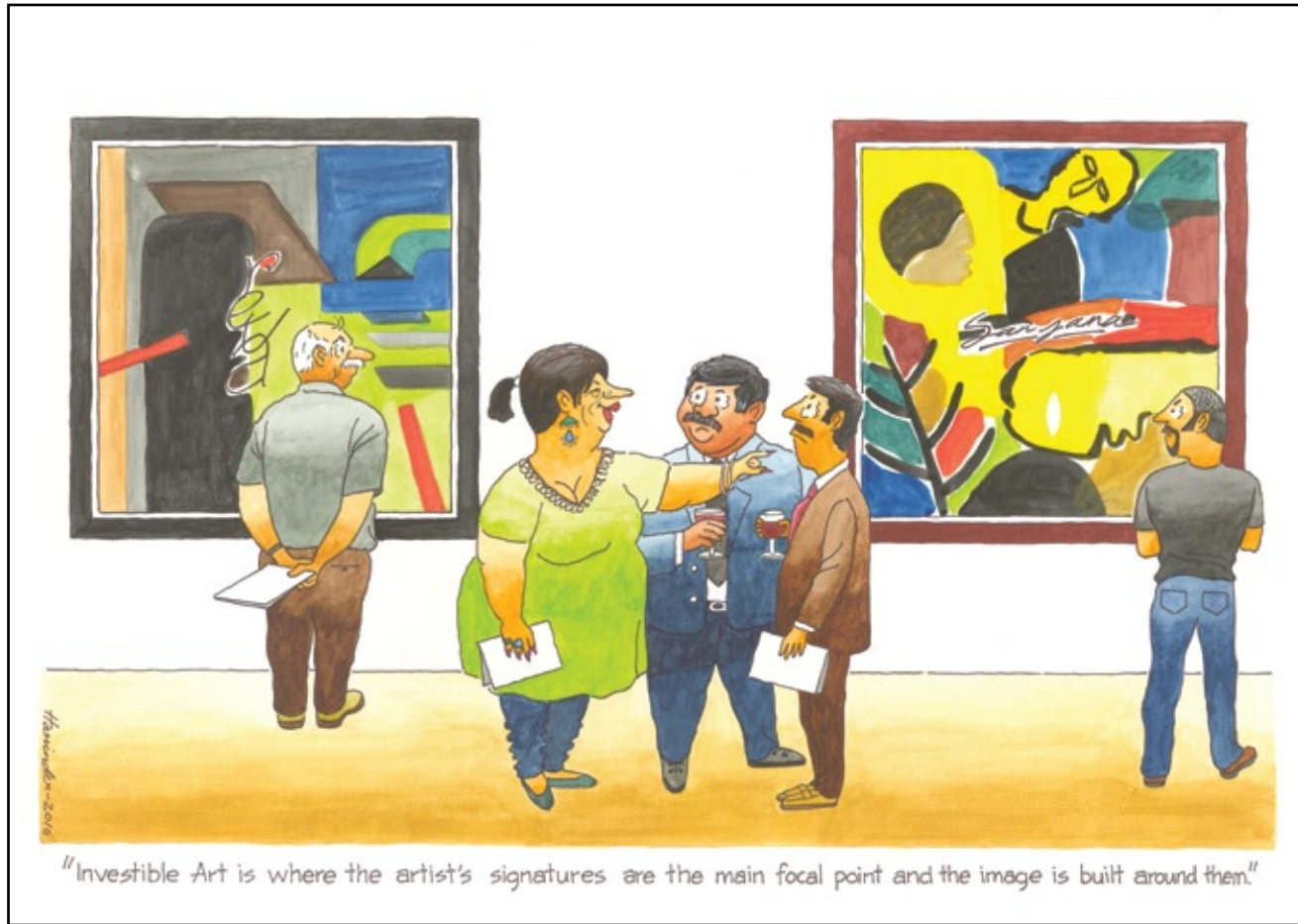

Arjun Raj Nirula













Harinder Singh

Cartoonist /
Graphic Designer



EXHIBITIONS

Held first ever exhibition of Art Cartoons in March 2003 called 'ARTOONS', the first of other solo exhibitions of this series followed, at the Academy of Fine Arts and Literature, New Delhi.

Represented India in the 8th Asian Cartoon exhibition organized by Japan Foundation in October 2003. The exhibition started from Tokyo and travelled to all the participating Asian countries and came to Lalit Kala Academy, Delhi, in October 2005.

Cartoon got selected in Munich for a major exhibition organized by EXILE, a women's organization.

Held the 2nd exhibition of ARTOONS at Tao art gallery, Mumbai, April, 2005.

Held the 3rd exhibition of ARTOONS in Delhi, in December 2006 at the Academy of Fine Arts and Literature.

Held 4th exhibition of ARTOONS at Shrishti Art Gallery, Hyderabad from October 4th through to October 15th, 2007.

BOOKS & CARTOONS

Illustrated several children's books published by the National Book Trust and Children's Book Trust.

Cartoons for the Indian Express, New Delhi.

Business Cartoon strip, Non-Starter for Business Line published by the Hindu.

Business cartoon strip, Non-Starter for Sahara Times, Delhi.

Contributed cartoons to Gateway, magazine published by Business Standard.

AWARDS

Won an award in 2001 in an International Cartoon Contest organized by the Goethe Institute, Munich, Germany.

Cartoon got selected in 29th International Nasreddin Hodja cartoon contest, 2010, Istanbul, Turkey.

TEACHING

Taught communication design in Delhi school of communications as a visiting faculty.

Taught Communication design in Wigan and Leigh College, New Delhi.

Taught communication design in Pearl academy of fashion, Delhi.

Taught communication design in National institute of advertising, Delhi.

Taught communication design in Shanker's Academy of art and book publishing. Taught communication design in IILM, Gurgaon.

IN THE ADVERTISING WORLD HARINDER HAS WORKED WITH

The Taj Group of Hotels as a graphic designer.

Thomson Press, Living Media as a graphic designer.

Clarion McCann, New Delhi (McCann-Erickson), as a visualizer.

Hindustan Thompson Associates, New Delhi (J. Walter Thompson).

Speer Communications New Delhi, as an art director.

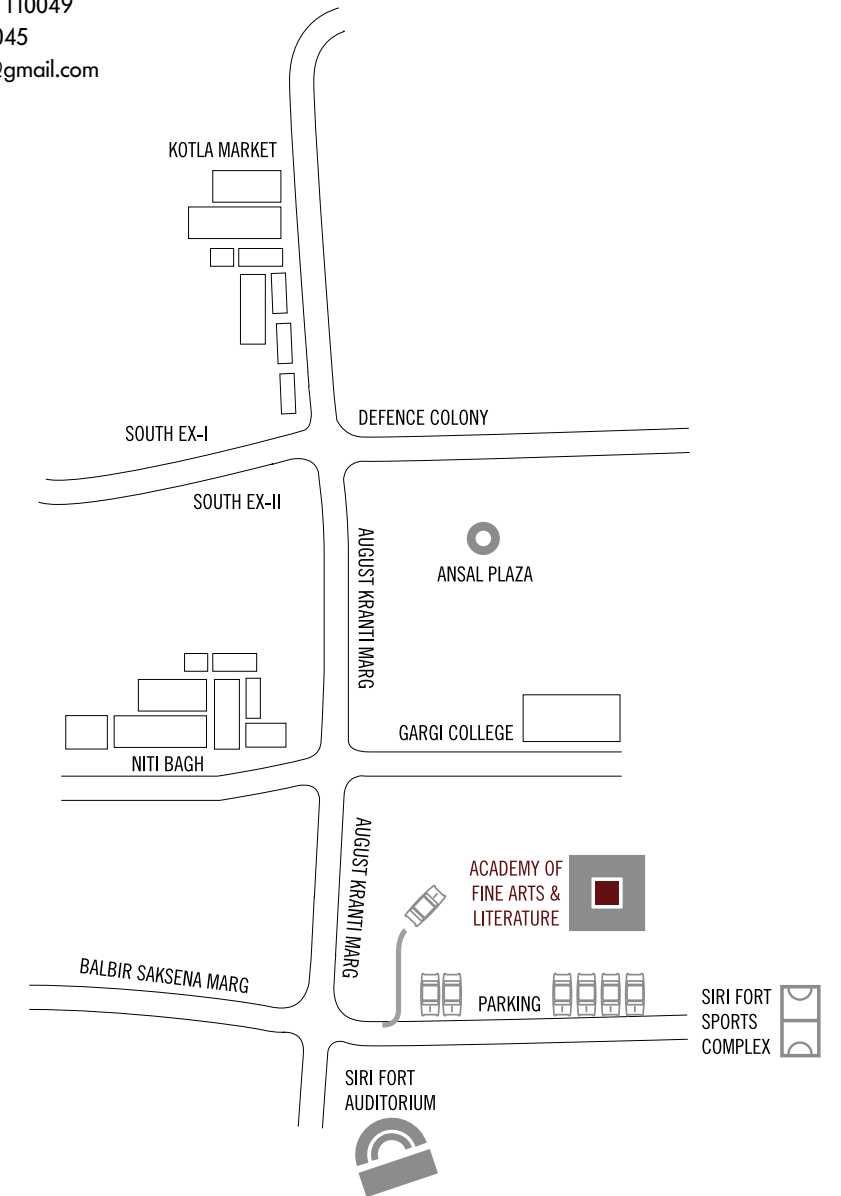
EDUCATION

BFA in Applied Art from Delhi College of Art.

National Scholarship in Illustration and Design by the Govt. of India, under late, Mickey Patel.

CONTACT INFORMATION

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Curated by Divvy Nirula

