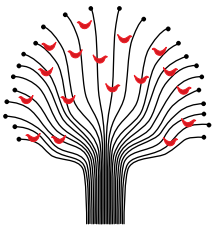


Exhibition at National Gallery Modern Art, Mumbai



NATURE EMBEDDED

- a design technology experience

3rd February to 4th March 2018, NGMA, Mumbai

1. Introduction:

‘Nature Embedded: A Design Technology Experience’ is an exhibition consisting of fifteen different medias that range from the conventional calligraphy, expressive photography, tessellated murals and product installations, to the more unconventional and emerging medias that leverage ethnography, infographics, motion graphics and interactivity(s) to convey life’s myriad messages.

The Exhibition themed on the Human’s everyday and everyman relationship with Nature hopes to bring to attention the fact that cultures such as ours had once consciously built their lives around Nature’s ways by following Nature’s rhythms, tapping into Nature’s resources, and emulating Nature’s designs. In time, this process of following Nature around had come to become tacit, ubiquitous and sub-conscious.

In the process, Humans had also found it imperative to protect and preserve Nature from the deleterious effects of unbridled greed that Humans can be capable of.

In offering this tribute to Nature, the Exhibition finds it opportune to leverage Design and Technology as expressive tools with which to convey the idea of our intersections with Nature. And yet, remaining artistic as a celebration of Art as a mirror of Society,

Finally, the Exhibition also attempts to showcase the fairly systematic process that lies behind the use of a design cycle, deployed here from start to finish. And in sharing this with our audience, we hope to make the process of design and technology a more transparent affair than it usually is.

ABOUT THE NATIONAL GALLERY OF MODERN ART, MUMBAI

The genesis for the starting of the National Gallery of Modern Art (NGMA) was mooted immediately post the Indian Independence and the first NGMA was opened in the National Capital New Delhi at the historic Jaipur House, one of the premier architectural edifices of Lutyens' Delhi, by the Vice-president, Dr S. Radhakrishnan, in the presence of Prime Minister Jawaharlal Nehru and artists and art lovers of the city on March 29, 1954. The NGMA is a repository of the cultural ethos of the country and showcases the changing art forms through the passage of the last 160 years starting from about 1857 in the field of Visual and Plastic arts. This is run and administered as a subordinate office to the Ministry of Culture, Government of India which has two branches one at Mumbai and the other in Bengaluru.

The National Gallery of Modern Art, Mumbai was opened to the public in the year 1996. It is located in the precinct of the former auditorium the Sir Cowasji Jehangir Public Hall and the Institute of Science. This architecturally marvellous building was designed and built by the famous British architect George Wittet which has been completely redesigned keeping only the facade edifice that was the Public Hall. It hosts various national and international exhibitions and also has its own art collections comprising paintings, sculptures and graphics with a focus on Indian and International artists mainly from the progressive art group like K.H. Ara, F. N. Souza, V.S. Gaitonde, S.H. Raza and M.F. Hussain. NGMA, Mumbai has a great history and has also been able to host several spectacular exhibitions in the past, which we are continuing today. Some of the recent exhibitions include the highly successful the Bombay Art Society exhibition, which covered the landscape of the historic Bombay Art Society's existence over 125 years. NGMA, Mumbai has also hosted other notable exhibitions which among others, include Rabindranath Tagore, Amrita Sher-Gil and Jamini Roy, Nicholas Roerich, the Parsi exhibition and a major exhibition on A. A. Almelkar from the collection of NGMA Mumbai.

Contact Details:

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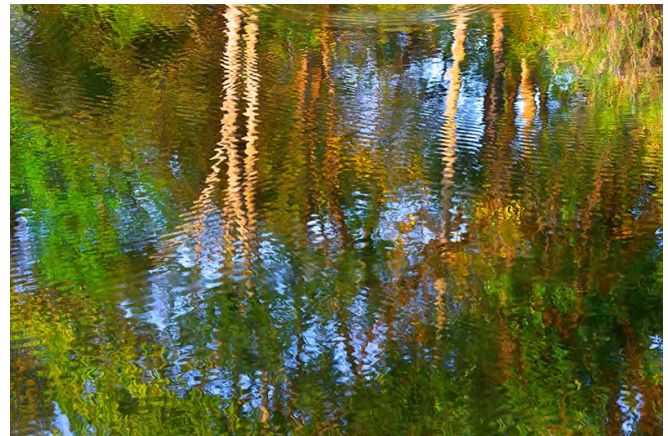
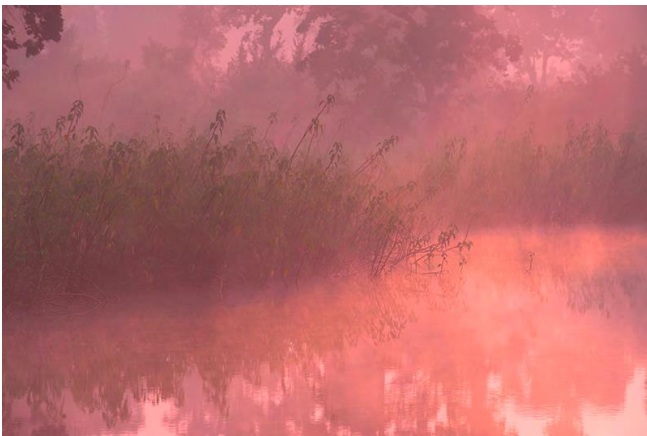
2. Exhibits:

1. **Memories of Nature**
 - . Visualizing Art and Design as inspired by Nature
 - . in the form of Infographics and Installations
2. **Nature Restored**
 - . a Walkthrough of the Human's Journey through Nature
 - . in the form of Floor Graphics and Mural
3. **Elements of Nature**
 - . a View of the Facets of Nature
 - . in the form of Animated Digital Wall
4. **Narratives on Nature**
 - . through the Eyes of the Lens capturing Nature in all its Glory
 - . in the form of Expressive Still Photography + Virtual Reality (VR)
5. **'So Tweet the Earth'**
 - . a Parody on the Lack of Sustainability
 - . in the form of Cartoons
6. **Kumbh Mela - Ganga (Rishikesh), Godavari (Nashik) and Kshipra (Ujjain)**
 - . an Ethnographic (Human) View of Life and Nature
 - . in the form of an Interactive Book(s)
7. **Points of View - Water, Land and Sky**
 - . a non-Human (Fish's, Dog's and Bird's) View of Nature
 - . through Interactive Digital Walkthroughs
8. **Day and Night**
 - . understanding the Daily Cycle of Time
 - . through an Interactive Hologram
9. **Origins of Life**
 - . a Tessellated View of Underwater Lifeforms
 - . through Interactive Digital Floor Tiles
10. **A Bird's Eye-view**
 - . a giant Kaleidoscope Capturing Live Movements of Viewers
 - . in the form of a 360 degree Responsive Projection with Robotic Camera
11. **Messages on Nature**
 - . through Typography-Calligraphy Explorations
 - . in the form of Scrolls
12. **The Diverse World of H2O (Water)**
 - . Ideas on Sustainability from around the World
 - . in the form of Graphical Posters
13. **The Sacred Forest**
 - . Self-discovery through Inter-connections
 - . assembling Tetrahedron-shaped Graffiti Puzzles
14. **Nature Stories**
 - . Experiencing Stories Tangibly
 - . in the form of Building Blocks
15. **Wind Chime**
 - . a Physical Tangible presentation of the 5 Elements of Nature
 - . in the form of Kinetic Sculpture

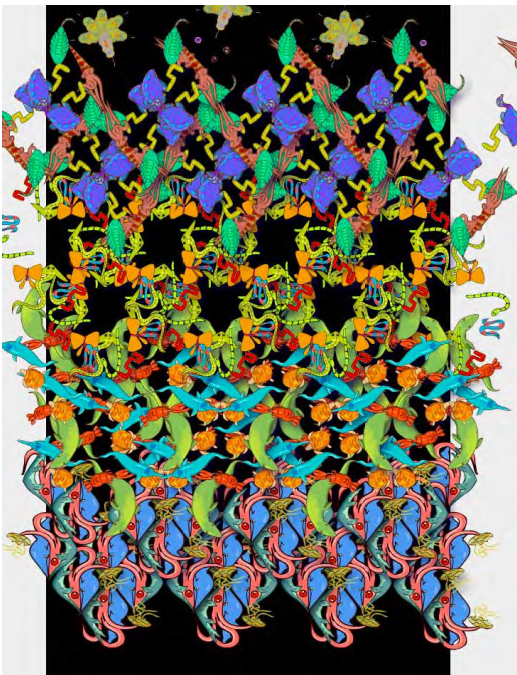
3. Images of Exhibits:



'Messages on Nature' as Typographic/Calligraphic Scrolls



'Narratives on Nature' as still photography and Augmented Reality (AR)



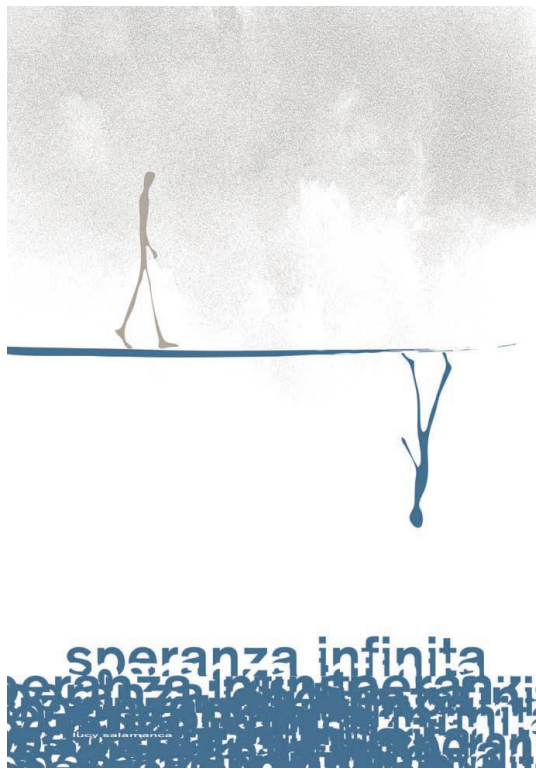
'Origins of Life' as interactive Tiles



'Nature Restored' as Tessellated Floor Graphics



'Point of View' - the fish's view of water as Digital Walkthrough



'The Diverse World of H2O (Water)' as Graphical Posters



'So Tweet the Earth' as Cartoons parodying the dwindling world of Sustainability

4. Schedule:

2nd February 2018 (Friday)

Inauguration at 6.30pm

Chief Guest: Paola Antonelli, Curator for Design and Architecture at MOMA, USA

3rd February 2018 (Saturday) to 4th March 2018 (Sunday)

Exhibition from 11.00am till 6.00pm all days except Mondays on 'Nature Embedded - a Design Technology Experience'

3rd February 2018 (Saturday)

Panel Discussion at 7.00pm on 'The Role of played by the Museum in connecting with the world outside'

Panelists: Paola Antonelli, MOMA; Sabyasachi Mukherjee, CSMVS; Shivaprasad Khened, NGMA

17th February 2018 (Saturday)

Design Workshop for Children from 10.00am to 1.00pm on Character Animation

by Faculty/Design Associates from IDC School of Design, IIT Bombay

23rd February 2018 (Friday)

Conversation with Artist at 7.00pm

with photographer Debal Sen

24th February 2018 (Saturday)

Design Workshop for Children from 10.00am to 1.00pm on Puppet Animation

by Faculty/Design Associates from IDC School of Design, IIT Bombay

2nd March 2018 (Friday)

Talk and presentation at 7.00pm on 'Museum

with Professor Arthur Englebert

3rd March 2018 (Saturday)

Design Workshop for Children from 10.00am to 1.00pm on Storytelling

by Faculty/Design Associates from IDC School of Design, IIT Bombay