

THE COLLECTOR TRIBUNE

the daily for art collectors

ArtC new media program 2014

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Takeshi Murata
“Shiboogi” (2012)

ArtC is a non-profit initiative by Mumbai-based collector **Vijay Choraria** that endeavors to promote Contemporary Art in India by supporting the development of artistic practices and expanding the audiences that engage with art. At **Phoenix Market City, Chennai**, ArtC is unveiling its vibrant new media exhibition program for 2014. These works will compliment the existing program of sculptures, installation, photography, and design that can be found throughout the mall.

The ArtC **new media program**, 2014 will open on February 13 and includes a curated exhibition of animated videoart works, *Still Moves*, showing works by **William Kentridge, Shahzia Sikander, Jennifer Steinkamp, Takeshi Murata, Pae White**, and **Nathalie Djurberg** and **Hans Berg**. In the lifts, seminal sound art works by **Yoko Ono, Scanner (Robin Rimbaud)**, and **Mehreen Murtaza** will transform an everyday elevator experience. The ArtC program introduced by Vijay Choraria in Phoenix Market City, Chennai is curated by **Diana Campbell Betancourt** and produced by **Eve Lemesle**.

In the past, ArtC has exhibited video works by artists such as **Leslie Thornton, Alyson Shotz, Takashi Ishida, Cheng Ran, Gigi Scaria**, and **Rohini Devasher**. The internationally acclaimed video art can be experienced on the outdoor LED screen of the mall, as well inside the mall, projected in the lift banks on all four floors.

Additional works by **Aakash Nihalani, Anjum Singh, Arunkumar HG, Gigi Scaria, L.N. Tallur, Ravinder Reddy, Rooshad Shroff, Samir Parker, Sunil Gawde, Thukral & Tagra, Vishal Dar**, and **Manish Nai** are also on view. ArtC is also thrilled to announce its inaugural photography exhibition by the internationally acclaimed Indian photographer **Pablo Bartholomew**.

The space also includes animated LED sign systems on the escalators where the public can share their reactions to the art via an interactive SMS technology platform. ArtC invites artists to submit proposals for this platform—please contact info@artcindia.org for more information.

www.artcindia.org



Pae White "Wild Raspberry Bush (Ballerina)" (2009)
Digital animation, 1 minute
Courtesy of the artist and 1301 PE, Los Angeles