

e-flux

ArtC



Takeshi Murata, *Shiboogi*, 2012. Pro Res digital video, silent, 8:18 minutes. Courtesy of the artist, Salon 94, New York, Ratio 3, San Francisco and Loyal, Sweden.

ArtC new media program 2014

Opening: February 13, 2014


Phoenix Market City, Chennai

142, Velachery Main Road

Velachery, Chennai

Tamil Nadu 600042, India

www.artcindia.org

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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 video art 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.

Venue profile

Phoenix Market City, Chennai a joint development by Sharyans Resources and Phoenix Mills, is a convergence of shopping, dining, entertainment, art, architecture and design. It's about presenting a destination to the city; it's where a day can be well spent. Across the 1.1 million square feet of the mall, ArtC uses alternative spaces and presents Contemporary Art to the public, exhibiting works from a wide variety of media that push the definition of what art can be. In the mall, ArtC organizes rotating exhibitions of international standards with art from India and around the world. In order to enable greater understanding, ArtC offers information about the works, in both English and Tamil, next to the works. ArtC's visual signage and maps have been designed by **Shreyas Karle** and **Cona**, and the logo designed by **Shilpa Gupta**.