

BALLOON HARPER'S BAZAAR INDIA

MAY 2014, ₹150

SHOE SPECIAL
*SEXY HEELS
& FLATS
TO LOVE*

BEST SWIMSUITS
*UNDER
THE SUN*

HOT SPOT
*DARE TO
BARE YOUR
MIDRIFF*

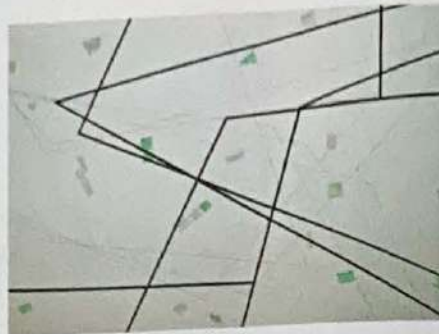
KALKI KOEHLIN
NEW ROLE
NEW LOOK
NEW LIFE

TOMAS MAIER
EXCLUSIVE
THE RECLUSIVE
DESIGNER
OPENS UP

SPORTS LUXE

TENNIS DRESSES, METALLIC TRACK
PANTS, FLATTERING SHORTS
+101 WINNING BUYS





ART

TOASTING THE NEW

Promoting young talent, Bestcollegeart.com and Glenfiddich's Emerging Artist of the Year Award is fostering the future of art in India



Clockwise from top left: *Finestre*; *Finestre*; *Journeys of a Straight Line II*; *On Parallel Grounds*; (from left) Swapan Seth, Vir Munshi, Kapil Chopra, Peter Nagy, and Nitin Bhayana; Vir Munshi (sitting), Andy Fairgrieve, Rajiv Bhatia, and Sunil Vysyapra; Chetnaa Verma; *Crossways of Diagonals*.

THE EMERGING ARTIST OF THE YEAR AWARD is one of the biggest in the country. Now in its third year, it is brought together by Bestcollegeart.com, the reputed online art gallery, and Glenfiddich. The award, as the name suggests, is to recognise and promote talent among young artists, and the winner gets a ₹10,00,000 cash prize, a three-month residency in Scotland with Glenfiddich's globally acclaimed Artists in Residence (AiR), and a solo exhibition at New Delhi's Nature Morte art gallery.

Bestcollegeart.com invites entries (five works of their choosing to be uploaded online) from across the country. The process starts in January, and over two months, the jury—a panel of luminaries like Andy Fairgrieve, Kapil Chopra, Peter Nagy, Rajiv Bhatia, Sunil Vysyapra, Veer Munshi, Rajshree Pathy, Thukral & Tagra, Swapan Seth, and Nitin Bhayana—debate, vote, and bring down the applications (655 young artists applied this year) to just five.

For Peter Nagy of Nature Morte, art is subjective and choosing a winner is based on many factors. "Art is not like sport where somebody runs faster than somebody else. You cannot say that this painting is really better than that painting; beauty is in the eye of the beholder. The important thing about this is that through a selection process, we are trying to see how the artist will use the residency for their own development, how they articulate their work and interact socially, because they will be representing India (at AiR)."

Last month, Delhi College of Art graduate Chetnaa Verma was named the winner for her linear, minimalist works *Crossword of Diagonals* and *On Parallel Ground*. The second runner-up was Baroda-based Shrimanti Saha, and first runner-up, Tauseef Khan of Delhi. As Rajiv Bhatia, director of William Grant & Sons, India, says, "In India, there are budding artists everywhere. And this gives them the platform to express themselves. Even the four who don't make first place still get massive exposure from this; it puts them on the map." ■

Ami Unnikrishnan

AMISH MANDGIAR

