

## PRESS RELEASE

For Immediate Release

### Kiran Nadar Museum of Art and Sharjah Art Foundation presents *POP SOUTH ASIA: Artistic Explorations in the Popular*

**New Delhi, 6th February 2023:** The Kiran Nadar Museum of Art in collaboration with the Sharjah Art Foundation is delighted to announce the opening of the new exhibition, *Pop South Asia: Artistic Explorations in the Popular*, presenting the **works of around 50 artists** from different parts of the world.

Organised by Kiran Nadar Museum of Art and Sharjah Art Foundation, *Pop South Asia* is curated by **Iftikhar Dadi, artist and John H. Burris Professor at Cornell University, and Roobina Karode, Director and Chief Curator of KNMA**. Initiated and displayed first at the Sharjah Art Foundation, the exhibition is now presented at KNMA with additional works and parallel projects located in both the Saket and Noida spaces of the museum.



Weaving an intergenerational dialogue through more than **100 artworks by artists from Afghanistan, Bangladesh, India, Nepal, Pakistan, Sri Lanka and the diaspora**, *Pop South Asia: Artistic Explorations in the Popular* is one of the first major exhibitions to provide a substantial representation of modern and contemporary art from South Asia inflected through the vibrant prism of popular culture. Spanning works mainly from the mid-twentieth century to the present, the exhibition showcases artists addressing complex issues facing the self and society and the politics of the everyday through irony, play and humour.

*Pop South Asia* navigates multiple and diverse themes, highlighting their intersectional crossings. The exhibition spotlights artists who intervene in the aesthetics of print, and advertising, cinematic and digital media, comic books alongside those engaging with devotional and traditional practices, crafts and folk culture. It also presents artists addressing modes of local capitalism, from large-scale industries to vernacular 'bazaars', co-opting objects or castaways of mass production in conjunction with those commenting on identity, politics and borders.

Expanding as well as subverting the conventional canons of Pop Art, understood primarily in the Western context as art that addresses consumer culture and mass media, the exhibition foregrounds multiple layers of artistic practices and ideas embedded within the 'popular' in



South Asia, and how they temper and texture the present. Alluding to the fluid spirit and shifting definition of the Pop, the exhibition does not intend to be a complete account, but presents many parallel and intersecting routes coalescing from different vantage points.

**Image captions:**

Image no 1: Vivan Sundaram, *Indeterminacy*, 1967, Oil on canvas, Courtesy: The Artist

Image no 2: Pushpamala N, *Lady in Moonlight* (after 1889 Raja Ravi Varma oil painting), 2004, Series: Native Women of India - Manners and Customs, Colour photograph, Courtesy: The Artist, Collection: Kiran Nadar Museum of Art, New Delhi

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**Ongoing exhibitions at the museum:**

**At KNMA, Noida**

***Sitaare Zameen Par***

Photographs of Bombay Cinestars from the Golden Era

By JH Thakker

On view from 7th February 2023

Free entry

10:30 A.M - 6:30 P.M

The museum is closed on Monday and all public holidays

**Note to Editors:**

**About Kiran Nadar Museum of Art:**

Kiran Nadar Museum of Art (KNMA) opened its doors to the public in January 2010. It is a pioneering private museum of Modern and Contemporary art in South Asia, with two spaces located in New Delhi and Noida. It is a not-for-profit institution with an extensive and creative engagement with exhibition-making, educational and public-focused programs, and publications. Through its rigorous and multiple programs, KNMA emphasises its commitment to institutional collaborations and support-networks for artists and creative communities, while extending its reach to diverse audiences. The Museum houses a growing collection of more than 10,000 artworks from South Asia, with a focus on the historical trajectories of 20th century Indian art, alongside the experimental practices of young contemporaries. KNMA was established through the initiative of art collector and philanthropist Kiran Nadar and is supported by the Shiv Nadar Foundation.

KNMA is geared to open its new stand alone museum building designed by Sir David Adjaye in the NCR in 2025.

[www.knma.in](http://www.knma.in)

## **About Sharjah Art Foundation**

Sharjah Art Foundation is an advocate, catalyst and producer of contemporary art within the Emirate of Sharjah and the surrounding region, in dialogue with the international arts community. The Foundation advances an experimental and wide-ranging programmatic model that supports the production and presentation of contemporary art, preserves and celebrates the distinct culture of the region and encourages a shared understanding of the transformational role of art. The Foundation's core initiatives include the long-running Sharjah Biennial, featuring contemporary artists from around the world; the annual March Meeting, a convening of international arts professionals and artists; grants and residencies for artists, curators and cultural producers; ambitious and experimental commissions and a range of travelling exhibitions and scholarly publications.

Established in 2009 to expand programmes beyond the Sharjah Biennial, which launched in 1993, the Foundation is a critical resource for artists and cultural organisations in the Gulf and a conduit for local, regional and international developments in contemporary art. The Foundation's deep commitment to developing and sustaining the cultural life and heritage of Sharjah is reflected through year-round exhibitions, performances, screenings and educational programmes in the city of Sharjah and across the Emirate, often hosted in historic buildings that have been repurposed as cultural and community centres. A growing collection reflects the Foundation's support of contemporary artists in the realisation of new work and its recognition of the contributions made by pioneering modern artists from the region and around the world.

Sharjah Art Foundation is a legally independent public body established by Emiri Decree and supported by government funding, grants from national and international nonprofits and cultural organisations, corporate sponsors and individual patrons. Hoor Al Qasimi serves as President and Director. All exhibitions are free and open to the public.

[www.sharjahart.org](http://www.sharjahart.org)