

**A STUDY ON THE CONTEMPORARY ART AND MARKET INFLUENCING THE  
NATURE OF INDIAN ART**

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**ABSTRACT:**

Art is a vital component of human life and a high point in humanity's exploration of the unknown. Human emotions are expressed in the creative expression known as art, which is encouraged by humanity at all ages, in all locations and in all eras. Even in the days of barbaric human, sentiments of awe for an unfathomable spiritual power, ecstasy, joy, wonderment, success, and there were some incredible emotions on the cave walls created by various spirit.

The artistic remnants of numerous civilizations that once flourished and then disappeared throughout the world were eventually identified as Mesopotamia, Egypt, the Indus Valley Civilization, and so on. Art developed over time as civilization did, keeping up with the ebb and flow of history. If we are talking about Indian art scenario, we saw so many changes and a very long journey of our Indian art, till from prehistoric to contemporary art. In light of the fact that art adorns our walls, represents our aesthetics, satisfies our brain and pampered our soul, we can readily assess the significance of art to our life.

**Key Words:** Contemporary Art, Indian Art, Civilization, Prehistoric, Installation Art, Multimedia, Changing Dimension

**INTRODUCTION:**

Contemporary art has taken a vital part in changing the dimensions of India art, from the traditional forms of painting and sculpture to cutting-edge installation and multimedia works. Contemporary art has been able to push the boundaries of traditional forms of art by exploring new materials and concept that were not available in the past. This has allowed artists to create works that are unique and reflect the changing times.

Contemporary art has also opened up a new market, allowing artists to make a living off of their art. This has encouraged more people to pursue art as a profession, as well as allowing galleries and museums to acquire more contemporary works. This, in turn, has led to a greater appreciation and understanding of Indian art.

**Aim of Research:** The aim of this paper is to explore the role of contemporary art and its market. And how it changes with time and what's the changing dimension? What's the difference in between present and past scenario?

**RESEARCH METHODOLOGY: DATA COLLECTION:**

The method used in the collection of data for paper Role of Contemporary Art & Market in changing dimensions of Indian Art is a combination of field observation, interviews, and documentation. In the field of art market and contemporary art, there are so many ways of collecting data: by physically interacting with the artistic object and its surrounding environment, or by observing it through indirect means such as a second-hand description. And interacting with direct Artists and galleries is also a way to collecting data.

**DISCUSSION:**

As society developed over time, so did art, evolving along with it. If we are talking about Indian art scenario, we saw so many changes and a very long journey of our Indian art, till from prehistoric to contemporary art(Sagar). That implies that everyday actions constitute a form of artistic engagement. In his Kamasutra, Vatsyayana supports the same opinion(E'd. Sir Richard & EE Arbutnot Burton). Painting is the best art form, according to Vishnudharmottara, as it promotes spirituality, gratification,

prosperity, or liberation. These artistic approaches provide us the extreme gratification, when decorated on a wall of a home (Vatsyayan).

It's easy to understand the importance of artistic thoughts in our daily life which hang on our walls, reflect our aesthetics, fill our intellect and satisfy our soul. It pleases our spirits in the same way that good food does to a hungry person. The same opinions are defined very smartly in a Chinese proverb – “If you have two coins to use up, buy a piece of the loaf with one, and creative art with the other. The loaf is the meaning to live; and the art for the soul reason” (Proverb).



**Pic-1 Historic Art Market**

All of this comes from a creative instinct, which ends with something new that not only pleases the maker but also to the perceiver. As per theory of Indian aesthetic, the piece of art takes very important place in our Chitta (heart). When the mind (intellect) is dominated by heart, every opinion, all observations are managed by our profound feelings, then only inventive pursuits can take the position and produce beauty, which is called Saundarya - and the saundarya originates 'Ananda' - ecstasy, joy, the divine realization. This trust fairly changes in the mind of every individual person, which is based on an environment of the localized area along with the passing of time. The world's socioeconomic situation, political upheaval, and passage of time all affect how people think. The sense of beauty is influenced by each of these factors. The English phrase, “beauty lies in the eyes of the beholder” (Dictionary) seem like to fit in modern and contemporary world very well right now.

Bengali revivalism led to liberation from traditions, and modernists fully seized this opportunity. It has reached its pinnacle in contemporary art.

However, as Indian art evolves, the contemporary art market does as well as it may be expected to alter in numerous ways. Few people outside of the art world, and even too many people within it, are aware of how artists create their work in their workrooms and how it ends up in the homes of collectors or the halls of galleries. Many reports on the contemporary art market are little more than a ticker strip indicating what was bought for how much.



**Pic-2 Contemporary Art & Market**

A famous artist's painting cannot be purchased easily or anywhere in the art market, unlike most other markets. Many purchasers and collectors struggle to judge the calibre of art on their own, which contributes significantly to its originality(Churning). Even the most knowledgeable collector of contemporary art frequently struggles with confusion. They are uncertain about the art work's concept, theme, originality, and relationship to otherpieces of art. Does the cost seem fair? Before purchasing any art piece using such commodities, clients frequently require a great deal of assurance, and many of the institutional practises of the art market concentrate around supplying such assurance.

In a variety of contexts, buyers utilise brand names as a sign of quality. For instance, we have faith in APPLE to produce high-quality phone. In the art market, the gallery and the artist are the tow natural brands. Brand names for galleries come from a carefully thought-out hierarchical structure where the place in the hierarchy draws collectors.

Particularly when they are well known, artists can also be brands. This has two peculiarrepercussions. The value of an item that people purchase today for modern art, where artists are brands in the eyes of collectors, is significantly influenced by what they do in the future (and, in fact, the past). The second peculiarcharacteristic of brands in the contemporary art market is a "Winner Take All" feature, in which a significant portion of art expenditures are centred on a limited number of artists. Collectors connect quality with an artist's authorship;therefore, purchases are concentrated on specific artists (and galleries), which has always been a structural aspect of the market.

There are several obstacles in the way of people who want to collect modern art, such as not knowing where to look, how to judge what they see, and how much to pay. And if they make a mistake, they will probably still have to do the work. Other markets have created elaborate and useful sets of crutches for customers who have these issues since the internet's inception.

If we looked at the other side of the market, we would see that there are a lot of false and copied works created by well-known artists that are also sold in the art market at low prices, but are actually created by individuals who are not well-known artistsbecause of the financial crisis.Most certainly, it would be a mistake to underestimate the financial crisis impact in this situation. Since there are so many artists in India, many of them follow current trends in the market. For instance, some artists may be more qualified to perform other type of work, but they may choose to create this type of work due to the popularity of the particular type of abstract painting. Because of this, it's possible that collectors won't be able to evaluate new work very well, and there's concern that this could have an impact on the art that is produced.In addition, the art market is impacted by this.

## **CONCLUSION:**

A wide variety of human actions comprise art. The pursuit of the unknown and the disclosure of human search are both fundamental aspects of human life and a high level in art. Human emotions are expressed through the artistic expression of imagination, which is fostered by humankindateveryeon, at everyplace and everyera.

Different civilizations flourished and perished throughout history, leaving behind the artistic remnants that were eventually identified as Mesopotamia, Egypt, The Indus valley civilization and other places.

As civilization developed over time, so did the state of art and art market. When it comes to the Indian art scene, there have been a lot of changes and a very long journey from prehistoric to contemporary art. There are a lot of well-known and little-known problems we saw, yet the Indian art market and contemporary art sceneare nothing without oneanother. We must alter our working method if we wish to make positive changes tothe art market, and circumstance.

Many significant facets of the art industry and artists are left unchanged even though it makes an effort to address a number of issues. Concerns about this type of prejudice in the art market have existed for a long time.

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