CHAPTER - I

1.1 Introduction

Visual art is one of the creative domains in the field of fine arts and it has developed and functioned with the support of creativity. Artists have always tried various types of approaches to share their expression to provide visual delight to their audience with alternative mediums and methods in their representations. Many artists have contributed to the visual arts field with their innovations and creations. The visual art is a feast for the eyes to celebrate its forms, colours and compositions.

Rabindranath Tagore the illustrious Indian thinker expresses that “Art is an abstract sensational creative act to celebrate the nature’s manifestations. It is constantly changing and evolving to newer dimensions. It is also a spirit and energy with special kind of skill and sensation the human beings have. Art represents the inexhaustible magnificence of creative spirit (Tagore1969:19). Thus, it is clear that art gives a sensual pleasure with pure aesthetic experience. It is a divine sensibility and can be called as god’s gift to humanity. Man from early stages of life has learned and inspired from nature and developed the imagination and expression. In the process of living we especially the human beings have developed this extraordinary attitude to celebrate and appreciate the manifestations of creation. Initially proper skill to express the thoughts and feelings through medium and language might not be of ease. But by trial and error artists have developed the vocabulary of aesthetic language. Art can be seen in many forms and mediums. Through artistic skill the artist has learned many other attitudes like observing, thinking, imitating, analyzing, expressing, reacting, creating and reconstructing. Art is used as the tool of communication and applied for many areas of life. Throughout history of mankind art has evolved and developed flowed with greater changes in its approaches and materials, through symbols, structures, and metaphors.

Art is also defined in many ways by experts and scholars based on the context of expression. Lazzari defines that art is a primary visual medium which can be used to express the artist ideas about human experience and the world around us (Lazzari, Schlesie 2012: 4). It served and still serving many of the purposes in human existence. This abstract element is applied in every aspect of life by using its flexibilities. Art is
applied in decoration, religious and ritual purposes, social inquiry and healing, propaganda, artifacts, accessories, functional objects, learning devises, entertainment canons with experimental and innovative drive. Varied themes are used in art such as food, life and death, reproduction and sexuality, salvation, worship, mortality and immortality, dream, power and politics, war, social protest, mind and body, environment, race, gender, class, nature, knowledge, technology, women, mythology and modern and contemporary issues. As Reed mentions that art is most simply and most usually defined as an attempt to create pleasing forms (Reed 1956:16). Art has many dimensions and endless possibilities with new technologies and innovations to construct world creations for better living and enjoyment also.

![Figure: 1.1. M.S. Amaranth, 2010, Untitled, Oil on canvas, 60” x 48”](image)

The illustration for various issues in art

The proposed research focuses on how visual art practice is changing through the time, the way the artists have applied various alternative methods in their creation of artworks and the consequences that are involved in the process where thinking strategies, materials and medium are employed in the context of creation an art work because, is a complex system of relations between creator and addressee which takes place within the context of culture (Borev1981:309). This has resulted to realize that the notion of art is constantly changing and it is observed that the artists too are
breaking from conventional approaches to reexamining the fundamental methodology in which they work. As one is not looking for the best approach but for as many as different as possible. Edward De Bono in his Lateral Thinking book he says that artists are trying to produce as many as alternatives as possible and in the lateral search for alternatives one is trying to produce as many alternatives as possible (Bono1990:58). In this sense it is true that artists are moving towards discover new pathways and look for entrepreneurial and forward thinking to prosper in their field. Along with that the artist’s roles are being reinterpreted and reinvented and redefined to embrace new challenges with socially conscious approaches. We can observe a rich amalgamation of media available to artists today, offering a wide range of possibilities for exploration and experimentation (Cyr 2009:7). As Cyr mentions the artists around the world trying out to combine various mediums to bring out the different kind of works with the help of new technologies.

The Artist experiments individualism by exploring his identity, his thirst and the desire to create by applying his skill, and also explores in the field of aesthetics resulting to higher perception and expression which becomes one of the primary concerns of art making. It is through this opportunity the artist gets the social appreciation where he chooses other mediums and also some artists change the mediums daringly and that too very often. It is observed that artists try innumerable techniques in the field of art both within the conventional medium and outside the conventional medium through alternative approaches. An art work is the most authentic and tangible reality in the relation of creative expression.

A work of art is an integrated system of images, material and spiritual, individual and social, which blends ideas and plastic images, it’s a blend of ideal and the real and it is a unity of meaning and value. A work of art is a form of the existence of art itself. As Borev says a work of art comprises moral, political, philosophical, religious, and scientific ideas, notions and problems. A work of art changes historically as it enters into a relationship with the new experience of life and art, and acquires new features in the process. Each generation sees it with “a fresh and contemporary eye”. A work of art is rooted in life interpreted in the light of culture as a whole: philosophy, politics, morals, and science (Borev 1981:144). Art making has changed time to time with the needs of the particular society and its dynamics.
The visual art practice is in a great revolutionary situation today. History has not witnessed such situation earlier. Artists are breaking the conventional norms, approaches and methodologies thereby they are reexamining. Artists are always discovered the new pathways for their work (Cyr 2009: 07). Thus the art is produced in many ways and many approaches like religious, ritualistic, decoration, innovation, revolution, scientific, experimental, communicative, corporeal and technological reasons.

Art practice is a unique process which involves creativity and imagination. Creativity is an essential aspect in this process (Tagore 1983: 3). Artist tries to create work of by using various methods and materials according to his need or idea. He looks for an identity in his work. With a great intention and expectation he starts a new work. He looks for different subject matter, content, medium, composition symbolism in a new way in context. Art represents the inexhaustible magnificence of creative spirit.

While comparing earlier times, the present day art practice is techno centric no doubt, but the aesthetic perception is sidelined. Early art was the product of culture, where as technology was rather an extended application. Due to this the artist sometimes treated as inferior when looked from the perception of other disciplines like Science and technology, hence he tries to hybridize his process by shifting to new approaches when he finds a limitation in conventional process. Technology helps to edit the image as required, which was not possible earlier. ‘Shock’ or sudden outburst or surprise has become alchemy now. In other words, artist wants to communicate by giving shock to the spectator within the art community and outside the art community.
Sometimes the artist gets isolated in the social process by avoiding local participation. Artists intend to go online to gain immediate experience and fresh view through online browsing. The artists of modern period looked for continuity through historical antecedents in art. The contemporary artists of present times negate history and respond to new technological adaptation which creates an excitement. Now it is more of using available resources than creating new ones. Borev explains that Pop art has a number of sub trends: Op art - artistically organized optical effects, geometric combinations of lines and patches, el art - electronic-driven objects and structures, and environmental art compositions surrounding the viewer, etc. op art shifts the emphasis from the world of objects to the environment and the atmosphere surrounding man. A special aesthetic environment is created with the help of light and colour optical devices using lenses, mirrors, stroboscopes, vibrating metal plates and wires. That helps the artist to achieve a higher degree of abstraction from concreteness (Borev 1981:221). Modernism has introduced diverse mediums in art along with new perceptions.

Urbanization is another factor which drives the artists to the experimentation process. But in rural areas also artists work with alternative materials but with a different perspective, such as working with unexplored resources. Thus the process is always insecure till the attaining of success. Good work or bad work is not important, what is important is the exploration of the medium and amalgamating with the other
disciplines. Bono mentions that Lateral thinking is concerned with the generation of ideas. New ideas are the stuff of change and progress in every field from science to art, from politics to personal happiness (Bono1990: 9). Notion of perfection is relative to material changes from time to time which lead to the breaking of boundaries in the age of information. It is surprising and unconventional to see an artist practicing the medicine, where as doctor practicing the art. Because artist always questions what he explores.

![Illustration for new ideas in sculpture](image-url)

**Figure: 1.3. Illustration for new ideas in sculpture**

### 1.2 Key Concepts

‘Alternative’ means finding something new or searching for fresh and also being away from the mainstream, pushing the limits, to be there, a space to do something, outside, unconventional, just be there, independent, step out from mainstream, individuality, personal vision, it is not comodified product, opening doors for something new and matter of choice. Using different materials, different ideas, questioning oneself, questioning ones existence, social relation, cultural relation, one’s own conscious, are part of the thinking process. Once a problem is represented (whether it’s through words, static images, or mental models), we try out possible solutions and test to see if they work.
In present context the alternatives are so important to find better solutions for the existing problems in art practice and also we can find alternatives in many other areas those are low culture, subculture, counterculture, low modernism, youth culture, style wars, individuality, originality, category, underground, banned, avant-gardes etc. Alternative is reasoning and also finding solutions to solve certain problems to overcome the crisis and looking for sustainability and fulfilling desire and comfort. Alternative is more of creative side and it starts when one system doesn’t work. People find the other system to carry on. Every approach is time related. Alternative evolves in transition. We can observe this alternative attitude in all the fields throughout the centuries, example- economics, living, food, education, arts, entertainment, communication, trade, power, administration, marketing, agriculture etc. We have alternative philosophies, alternative medicines, alternative religions, alternative worships, gods and rituals etc.

Identity crisis, ideology and belief can be some of the causes for alternatives. Artists create their masterpieces in a new or non-traditional way. Sometimes this refers to their technique, sometimes to their subject matter. Today, alternative art appeals to various sections of society because it can be manifested in traditional mediums like painting or sculpture, or new media, like Photoshop etc. These days hundreds of alternative books are being written, drawn, painted and doodled by different artist. And the trend will never stop because as long as there is a traditional or mainstream way to do things, there will always be people who want to do them differently.

Artists look for an alternative for creation of work of art with various reasons- cultural change and exchange, socio-political conditions, human relations, deeds and needs, global awareness, environmental changes, change of taste in the audience, educational systems, inter disciplinary conditions, availability of new materials, changing trends, variety of options, freedom of expression, new opportunities and avenues, shifts in thinking process, new sociological developments, technological changes, new media exposure, international and local politics, groups in art circles, politics in the domain, market, working conditions, new tools and techniques, crisis of representation, blurring boundaries of disciplines, etc. are the suggested options.
Alternative means something fresh view, organizing thoughts differently, shifting the format, different permutations, breaking the spectator is various, changing the perception, it’s like crispy, people using same thing always, boring, new possibilities, see something new, become more aware, so simple, organizing differently, shifting the focus, breaking the dialogue. Alternative is an option to look for an existence. It is very much related to thinking process. It is a need to fulfill the requirements to reach the goal. Man applies the alternative in every action. It is also related to reasoning and sometimes for physical needs sometimes psychological needs the man looks for alternatives. We also find the alternatives in every aspect of life may be philosophy, communication, education, trade, agriculture, entertainment, healthcare or fine arts. Even animals also apply the alternative for sustenance. When man conducted experiments to find solutions for problems there he looked for alternatives. Searching for alternatives seems to be a very organic process.

In fine arts we have many alternatives to express human emotions. This is how we have many branches in fine arts- music, dance, literature, visual arts and magic. In the visual arts there are many branches- painting, mural, sculpture, graphic arts, and photography. Based on this requirement the individual or an artist looks for alternatives through the aesthetic elements- medium, surface, form, content, structure, composition, representation, and symbolism, narration, to delight the spectator in this process of communication using culture, technology and sociological changes. The choice is a debate between the audience and creator. Sometimes the kind of audience is important to creator. Sometimes the personal choice becomes important to create the work of art. When something becomes mundane and popular it will move to mainstream. Then the individual look for an alternative to bring the new attention. It is a continuous process.
“The above discussion shows that the ‘Alternate’ or ‘Alternative’ as a term in general has several meanings and connotations. It has received a wider level of acceptance in different disciplines. It has emerged in present times as a method of solving or viewing a situation in an altogether a different way. It is gaining popularity in the art world as a positive approach. A review of the sources like dictionaries gives the origin and history of the term ‘Alternative’.

1.3 Word Origin & History

Alternative approaches are very common and important in any sector of life. The people around the world every time they look for alternatives based on their socio-political and economic conditions. Alternative is reasoning and also finding solutions to solve certain problems to overcome the crisis and looking for sustainability and fulfilling desire and comfort. Alternative is more of Psychological and it starts when one system doesn't work. People find the other system to carry on. Every approach is time related. Alternative evolves in transition. Throughout the centuries we can observe this alternative attitude in all the fields. Example- Economics, living, food,
education, arts, entertainment, communication, trade, power, administration, marketing, agriculture etc. We have alternative philosophies, alternative medicines, alternative religions, alternative worships, gods and rituals etc.

In the Bantam Roget’s Thesaurus online dictionary the term alternative is defined as choice, option, preference, solution, replacement (Bantam Roget’s Thesaurus, 1990, New York).

In Answers.com it mentions Alternative as a noun means something that is available or usable instead of something else. The traditional view that an Alternative must be one of two possibilities, because the source word, Latin alters, means ‘other of two’ is not sustainable, and alternative has been regularly used since the mid-19th century with reference to any number of possibilities. Alternate is also a verb (pronounced -NEIT in the final syllable), meaning '(of two or more things) to succeed one another in turns'.

Alternate

In Online Etymology Dictionary mentioned 1510s, from L. alternates “one after the other”, pp. of alternate” to do first one thing, then the other “from alternus” every other, “from alter” the other” The verb is recorded from c.1600; the noun meaning “a substitute” is first attested in 1848. Alternate means “by turns”, and alternative means “offering a choice”. Both imply two kinds of things (online Etymology Dictionary, 2010 Doglas Harper).

In Oxforddictionaries.com mentioned mid 16th C. (in the sense ‘alternating, alternate’): from French alternatif,-ive or Medieval Latin alternativus, from Latin alternare’ interchange’. Some traditionalists maintain that you can only have a maximum of two alternatives, because the word alternative comes from Latin alter ‘other (of two)’ and that uses where there are more than two alternatives are wrong. Such uses are, however, normal in modern Standard English.

In American Heritage Dictionary mentioned **Alternative** - The choice between two mutually exclusive possibilities, a situation presenting such a choice. Allowing or necessitating a choice between two or more things, existing outside traditional or established institutions or systems. Espousing or reflecting values that are different from those of the establishment or mainstream. (The American Heritage, Dictionary of the English Language. 2009).

There can be alternative perceptions or ways of looking at something, there can lead to different judgments or actions. There can be alternative sets of values determined by experience, culture and personality. A possibility of choice, especially between two things, courses of action. Presenting a choice, especially between two possibilities only (Collins English Dictionary. 2003. Harper Collins Publishers).

In the freedictionary.com mentioned that some traditionalists hold that **alternative** should be used only in situations where the number of choices involved is exactly two, because of the word’s historical relation to Latin *alter*, "the other of two." Despite the word’s longstanding use to mean "one of a number of things from which only one can be chosen" and the acceptance of this usage by many language critics, a substantial portion of the Usage Panel adheres to the traditional view, with only 49 percent accepting the sentence of *the three alternatives, the first is the least distasteful.* · **Alternative** is also sometimes used to refer to a variant or substitute in cases where there is no element of choice involved, as in *we will do our best to secure alternative employment for employees displaced by the closing of the factory.* This sentence is unacceptable to 60 percent of the Usage Panel. · **Alternative** should not be confused with **alternate.**

We can find alternatives in many fields like mathematics, finance, education, culture, comics, agriculture, media, cinema, medicine and fashion. Subculture is another form of alternative to mainstream culture. Sometimes the alternative approaches evolve due to dispute resolution and protest. Variety of subcultures like pop, punk, hip-hop and Gothic. As Kamen mentions in Ansewers.com that within the cultural norm, **Alternative**, media practices falling outside the mainstreams of corporate

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communication, Alternative medicine, healing practice that does not fall within the realm of conventional medicine, Alternative (Kamen Rider).  

Alternative indicates it is not a mainstream, when we say alternative art practices, it is not legitimate, not mainstream, and it is not principle practice, mainstream art is painting sculpture, photography.  

As Papo Colo mentions that extraordinary evolves before the ordinary, life with science alter the status of life and work by building something new which can be positive or negative. Without alternatives culture has no break from its actions, no perspective, no mirror to see its shortsightedness, no future. Alternative spaces are alternative societies, constructing parallel histories. Alternative has been associated with the young, new or unusual, but as the concept has grown older they have become also wise and prophetic.  

Edward de Bono, a thinker of our times carried out an in depth research on Alternative or lateral thinking and its application in many fields including creative domains. According to him ‘Alternative’ means finding something new or searching for fresh and also away from the mainstream. It is a freedom of expression. It is something different than existing. In every action there are several alternatives. Looking for alternatives is a very important activity of a beautiful mind. Without alternatives we have rigidity and complacency. There is a willingness to look for alternatives to be chosen a new way of doing something must show clear benefits over the existing way (Bono 2004: 136). Trying out alternatives in creative field provides new possibilities in creation of art works.  

Realizing the significance of alternative thinking the practicing artists have applied alternative approaches in constructing their art works. These specific efforts in contemporary times have pushed the boundaries of visual arts and its aesthetics. This approach has opened up flood gates of imagination and creative capabilities of the artists particularly during the last decade.

5. Prof. Deepak Khanhal, Professor and art historian. Baroda—in an interview with the researcher.  
Alternative approaches account to presentations of process through which artist discovers and translates the ideas, feelings, and concerns into images and objects and also wider different efforts and methods, from traditional to technological, for the promotion of visual expression.

1.4 General introduction - art, visual arts

Art-n skill, craft, knowledge, know how, artistry, workmanship, knack, talent, dexterity, fineness, invention, virtuosity, trade, profession, science, cunning, artfulness, trickery, deceit, guile, contrivance, artifice, duplicity, deception. (Bantam Roget’s Thesaurus, 1990, NewYork). Art is the expression of any ideal which the artist can realize in plastic form (Read.1956:19). Art helps to share and understand the different cultures with different perspectives. Nandagopal mentions that human beings have varied kinds of needs. They may be practical, symbolic or aesthetic, and these activities yield the greatest range of different satisfaction (Nandagopal.2006:35). Art is an extension of culture and by developing new skills the visual language has widened with its symbolism and meanings.

Visual Arts

Visual art is something related to seeing and experiencing, it is an important component in every culture. It has rooted in every part of society and its functions. Generally visual arts are mentioned as painting, sculpture, drawing, mural latter printmaking and photography added as main stream art. With the expansion and development it has broken the boundaries and rules with freedom of expression. The visual arts can be seen in many dimensions like styles, genres, figurative, decorative, abstract and stylized, modern and post modern. In post modern situation it branched like installations, graffiti, assemblages, video art, environmental art, performance art and new media art.
Figure: 1.5. Gopura details of Madurai meenakshi temple
Illustration as reference to traditional art

Figure: 1.6. Avinash Veeraraghavan, No Title (I am my past) digital c-prints, imported sticker glue
Variable dimensions, 2011 (courtesy: Gallery Ske)
Illustration as reference to contemporary art

The visual artists in early times

In the beginning there were cave paintings, and then they worked with tempera and oil paintings latter they worked with photographs and printing, now it's all digital and done with computers. Modern art is more about "concept" than the finished piece. Art used to be made as a craft, and more for decoration. Art theory changed over time- as people started asking "why are we doing this and what is important about it? What do we want to communicate", styles and theories changed and so did the visual product.
A long time ago they only did like fine arts or sculptures but today we have modern art where they use anything that looks like art kind of hard to explain like old art they used oil and brushes but today they mix all of them.

**Approach**- This term has several meanings and used in context such as advance, near, gain on, convergent, reach, bear down upon, meet, verge, approximate, match, resemblance, compare, meet, parallel, method, means, procedure, system, measure, way, modus operandi (Bantam Roget’s Thesaurus, 1990, New York). every artist develops his own different approach to create his or her work to build their identity even sometimes the themes are similar.

![Image](image.png)

**Figure**: 1.7. Sakshi Gupta, Dissolve, Artist working, 2010 (courtesy: Gallery Ske)

**Practice**- Art making and creating the works of art and exhibiting and related activities called practice. Similarly the term practice used in this research has general meaning as well as contextual meaning like the following exercise, employ, act, perform, do, discharge, observe, ply, follow, pursue, carry on, undertake, engage in, specialize, train, drill, rehearse, prepare, discipline, study, perfect, sharpen, workout, polish. Noun- habit, routine, custom, observance, usage, procedure, policy, praxis, method, way, course, fashion, modus operandi, execution, performance, application, discharge, accomplishment, commission, realization, activity, career, profession,
trade, pursuit, study, business, vocation, discipline, exercise, rehearsal, training, preparation, workout (Bantam Roget’s Thesaurus, 1990, New York). Practice in art is very important and it keeps the continuity in thought and process.

Creativity – Creativity is very important in creation of art work because lots of thinking process happens while creating or making a work of art. Many artists and designers have developed many types of strategies to materialize their ideas in to pictorial language. Picture making is a unique process and it has symbolism, character, meaning and purpose. Artist has to process their ideas by experimenting, testing and by risk taking. It is a challenge for the artist to develop his own style to prove his identity. Artists also work with interdisciplinary approach by relating with other fields and other styles. Many artists believe that creative ability is very important component in the creation of art. There are many creative methods evolved in every period and stages all around the world with adaptations, influences and permutations.

Creative applications in visual arts have shaped the artist expression and provided better scope to communicate their complex ideas with many alternative ways.

![Artist working with different medium in her sculpture](image)

**Figure: 1.8.** Artist working with different medium in her sculpture

Evaluation—this phase is review to look back on the work progress. The creator examines the work for strengths and weaknesses. Many creative people had revised their efforts in this stage. Incubation—this is the stage to detach sometimes from the work for generating new ideas. Concept and form both remain at the level of the mind.
and what remains only at the level of mind cannot be included in the category of ‘art’. On the other hand, when ‘concept’ and ‘form’ are translated into a visual medium, it reaches the realms of art. All art is, therefore, visual: some like painting is two dimensional while sculpture is three dimensional. In the ultimate analysis, the roots of art lie both in the thought process of man, i.e., in man’s own perception of things, and the visual form which he gives to his perception. ‘Perception’ and ‘creation’ turns out to be of equal importance in all studies of art (Nandagopal.2006:38). This process can be found extensively in visual arts.

1.5 Work done in the area of Research


The author and thinker Edward De Bono has experimented first time the lateral thinking and found many methods and approaches to the problem solving in creative fields. It is a wonderful method which he introduced that the new ideas can generate and encourage the habit of lateral thinking. It helps to restructure the patterns with available information. As Bon mentions in Lateral thinking the mind creates patterns out of the environment and then recognizes and uses such patterns. With logical thinking one makes immediate judgments, with lateral thinking one may delay judgments in order to allow information to interact and generate new ideas. Lateral thinking is directly concerned with insight and with creativity. Edward De Bono has developed many techniques to practice in creative field. In his book the author has provided lots of information on innovation, fractionation, design, brainstorming, analogies, random simulation and many techniques. So this book is very important as primary source as methodology to analyze the art works.

**Cyr, L, Lisa.2009. Art Revolution. Ohio: North Light Books.** The author has written on alternative techniques and methods used by different artists how they conceptualize and create their works and also provide some insights into historical influences behind contemporary thinking and approaches with some investigation. This book will be one of my primary sources. It also reveals many techniques how artists can experiment by using alternative mediums and methods in the art works which is very beneficial to the contemporary artists.
In Ault, Julie. 2002. *Alternative Art New York*. London: University of Minnesota Press is another primary source author excavates the context and issues in New York art establishment. Talked about the diversity in alternative spaces and artist’s practices and activities of art, exhibitions and artists challenges are narrated. Along with this art practice the way it takes the turns and twists as per the context and its socio political and economical conditions, based on that the artists try alternative approaches in their presentations.

In The Khoj Book of Contemporary Indian art by Pooja Sood, published by Harper Collins. This book opens view of contemporary art practice in India during particular dynamic decade1997-2007. Essays and interviews by artists and thinkers this book is also one of my primary source. This opens for generational shift in Indian art, alternative art practices turning into mainstream. The essays mapping Khoj, idea, place, network by the author, the interviews of the artists. This book covers many types of contemporary art forms produced by the artists.

Allen, Gwen. 2011. *Artists’ Magazines, an Alternative Space for Art*, MIT Press, in this book the author explains how the artists used the art magazine as an alternative space for new ideas employed by wide range of artists, and also taking out an ad space in existing magazine using it to publish art projects. The book become platform to share and exhibit the new ideas of artists and it works as alternative format for artists.

Alternative art practices define Bangalore by Nalini S Malaviya, an article published in art etc. news & views is India’s first monthly art magazine. In this article the author describes the art scene in Bangalore and how the artists are practicing the contemporary art and its trends. Market, commercial elements, urban changes, institutional facilitation on creation, galleries, commercial spaces and how artists are promoted, and economic impact on cultural scenario. The way the city is different than other cities in art practice, and some alternative art spaces around the city.
- Gordillo, Nicole. 2010. *Alternative Art Incubators*, USA: VDM Velag Dr. Muller Aktiengesellschaft & Co. KG. This book examines the creation and production of public art with collaboration and experimentation in Los Angeles might be cultivated through the concept of an "Alternative Arts Incubator". The research methodology includes an analysis of three Los Angeles-based non-profit arts organizations: LACE, 18th street Arts Center, and Los Angeles. This is also one of the primary sources for the thesis.

- **Outsider Art**: Spontaneous Alternatives, by Colin Rhodes, the author describes how art is produced outside the main stream by self taught, untrained visionaries, spiritualists, folk artists, criminals, and others beyond impositions by market. How the artist’s passion and obsession pursued the pictorial expression of their vision.

These are some of the sources which have been identified through the survey of literature. Some of these books have provided research material to channelize the thought process and proved as the reliable reference material.

### 1.6 Scope of this study

This research area has potential for new explorations in the field of visual arts. This kind of research being a maiden attempt in the field and the researcher being an artist has taken to a deeper understanding of the concept of alternative art practice. This research leads to identifying the direction of art practice and to build better communication between the artist’s works and the spectators. Alternative approaches are applied in every field as naturally as in visual arts. To observe the drastic changes in the field of visual one has to know the mechanism, patronization, new curatorial practices, changing formats, the politics of art, market, construction and process of art making. It also become a tool to analyze the art process, art works, artist’s psychology, strategies, dynamics of the art practices, artists struggle and his thought process in the trans-cultural context.

This research is very significant to the present time, because present art practice is happening with dynamic and vigorous and variety of permutations. This also accounts to the most crucial thing are that communicate the art works which is quite difficult to get proper responses. So this research has a greater scope in that sense.
The study also focuses on questions such as why an artist thinks alternatively. What are the factors that are associated with his thinking pattern? Some of these issues are addressed in this research. In that sense the present research is a first attempt in Indian context to study the alternative approaches in art practice. Since not finding in the earlier published literature in this subject, it is challenging to identify the specific sources.

From Indian context the research that the researcher has taken by itself it is an alternative to his art practice.

1.7 Research questions

- While creating the work of art what is the struggle that the artists undergo?
- How alternative approaches help and support in art practice? (The way it enriches the creative process of an artist)
- Why Alternative approach has been discovered and rediscovered after every period of art?
- Whether the Alternative experimentation makes the change during the period.
- Is the Alternative approach very important in terms of creativity.
- Why the artist looks forward for alternative approaches in his own art practice?

1.8 Hypothesis

Alternative approach plays an important role in creative process. Alternative thinking is the source of creativity. Alternative methods have contributed to enrich the field of visual art. Impact of alternative approach on visual language is significant because the alternative methods are contributing to the field of art by opening the doors to creativity. In consideration of the time frame work of the study undertaken of a decade from 2000-2010, Alternative Method is rather a deliberate effort of an artist to prove his metal in the Art world, which turns out compulsive and challenging sometimes. An artist is driven by alternative approaches to establish his own identity in the field through his art practices.
1.9 Methodology

In this Research the researcher will be using Qualitative method by collecting data, analyzing data, and comparing the collected data. Along with data collection it will be interviewed the artists, observed the art works and its references and documented related visuals and artworks as primary in this research.

**Historical method** is another important technique will be using to find resources and its information from concerned persons, documents, catalogues and original art works. The art works are created in the past so the historical method is very essential to conduct the research, in looking the art practices of either time.

**Experimental method** will be using to understand the psychology of the artists, the way they use the medium, pigments, images and symbols. Required areas the researcher will conduct some experiments in art works using alternative methods.

**Study of Original Sources**- Original Art works by the selected artists for the purpose of this research will be studied and analyzed in the light of alternative approaches they have experienced in their art practices.

**Interview method** will be adopted to find the necessary facts and information from the artists and experts to achieve the research aims and its needs with relevant questions. The researcher has conducted the interviews with the artists and gathered the information and data for the study.
Theoretical interpretative methods - One of the methods more suitable to this research is exploring the established Modern and Post-Modern art theories as to interpret the potential of alternative approach in the light of these theories. The major and path-breaking theories chosen here to support the argument are- Modernism - modern thought, character, or practice.

The present research has adopted a special technique for a study of this kind a distinct, comprehended and suitable methodology is where the researcher felt useful in the entire research process.

Five artists of different genres are selected with their works interviewing with questions. Collecting the information from galleries, museums and art collectors, studying the context of socio-political conditions, how and why the artist has produced such works which has an alternative values in it. Study and observe the medium used, the methods used, the way the artist constructed the works, the way the artist strategized and presented the work.

This will enable to analyze the artworks with its content, form, method, material and structure. Further followed with observation and related notation and use of symbols, concept making, mind-mapping, brainstorming, lateral thinking, sketch book, art works, experimentation with materials and art process.
1.10 Limitations of the study

This research during its course of enquiry found certain limitations too. Researcher has chosen particularly artist based model. This involves abstract level of thinking and creativity cannot be measured with tools, thus difficult to establish standardized tools to measure the art works. It is also difficult to know the specific reasons for thinking alternatively and it is not easy to measure the quantum of the creativity behind thinking alternatively as far as works of art of particular phase is concerned. This has accounted pose certain limitations to set up a standardized measures and tools in analyzing the need, purpose and direction for alternative approaches in art practices.

1.11 Data Analysis

The data analysis will be done by sorting out the data without bias, but with objectivity and holistic view without manipulating it.

Selected Art works will be analyzed in detail by keeping various aspects based on content, imagery, medium, subject, context, artist history, personal experiences, Culture, traditional background, influences etc., this will be processed under various stages.

1.12 Justification of choosing a decade of Art practice for this study 2000 to 2010 A.D.

Alternative approach is so active in visual arts field, we can see the new discoveries, only through alternative media- the internet, art residencies, art institutions, art collectives, new gallery system, MNC culture, International art fairs, new cultural habits, thus everyone is exposed to art and technology. Art is taking new media seriously leading to the departure of conventional methods in art practices. Perception of audience, viewers have changed tremendously. Market scene and publishing become main motto because media exposure, are the encouraging factor for the artists to create new trends.

It is quite obvious that deconstruction seized or compressed the thoughts, creativity, and freedom of expression; in contrast to this the alternative approach has opened a new vista to all categories of artists to practice their art. Shock has been over
stated, which shifted, changed cultural inheritance, resulting to hybridization to local to global.

1.13 Outcome / findings

Structural basis and in-depth study has rarely taken place in the visual arts field research is upcoming approach in this field. The experiments the artists undertaken and exploration on the issues and methods have gone into theory through the present research.

The findings of this research can be one of the landmarks in knowing the temperament of an artist to find alternatives in the course of journey as an artist in this sense. Alternative art through theory is established and this becomes one of the methods to analyze the works of art.

In the field of aesthetics this research will become a method in the study of art practices.

In contemporary art the experimentation and exploration is so frequent and unpredictable, hence this research will become a technique for evaluating the alternative approaches in art practices.

It is the approach that the artists take toward his work and emerges in the context of individual identity striving for continuous search for alternative approaches in the art practice.

1.14 Review of Literature

The literature review has multiple angles; it bridges some gaps, uplifts some pieces of knowledge, looking for the latest reviews published to avoid the duplication, finding the significant researchers in the chosen field in scholarly reviews, and finally find the areas of consensus and debate. The literature review helps to expand the idea and generating process by finding credible journals in this area particularly emphasizing on research journals. Selecting the right methodologies for the research based on what others have used in context similar to the research topic in relation to other scholars support the view point of the research conducted. Finally this literature review avoids
the ambiguity hence logical connections will be taken care (extracted from the class notes of research methodology and Cultural studies).

This research will explore original art works, gallery catalogues, art journals, newspaper reviews, art publications and art and aesthetic books will be referred for the proposed research.

1.15 Sources for Research

Primary sources

- **Art works**- created by the artists including that of the works of the researcher.

- **Talks and interviews by artists**- Interviews of artists from Baroda and Delhi such as Prof. Vasudevan Akkitham, Dr. Deepak Kanhal, artist Nataraj Sharma, Vasudha Tazore, Bharti Kher and others artists in Bangalore and Mumbai relevant to the study was conducted during the process of data collection.

- **Letters** – reflecting the sharing of experiences by artists

- **Catalogues**- Exhibition catalogues, Gallery catalogues, Khoj Catalogues, Art shows catalogues etc.

- **Videos**- videos are collected from internet and artists personally.

- **Data from galleries**- interviews from Gallery organizers and audiences, Bangalore- Gallery Ske, Time and Space, Apparao Gallery, Kinkini Art Gallery, NGMA, Baroda- Fine Art Faculty gallery, Delhi- Vadhera, Gallery Alternative, Khoj Gallery, Gallery Beyond, Pondole, etc.

- **Photographs**- personally photographed the art works and collected from various sources

- **Material from Teachers and scholars**- focused talks, discussions and other relevant materials collected from teachers and Scholars.
Secondary sources

- **Books** – Relevant art books from various sources
- **Journals** – Art papers, Art forum, Art news, Art India, Artifacts, American Art, Art Asia Pacific, Nandan, Aesthetic, Art Nexus, Art and Deal, art Journal
- **Art reviews/Articles** – collection from various journals and papers
- **Internet sources** – online internet source as secondary sources for the viewing and getting some fresh information on art shows to view galleries, museums, artists blogs, online art news, etc.
- **News papers** – published materials on art exhibitions and art events
- **Dissertations** – From various art institutions (unpublished)

The entire thesis has been planned into six major chapters where the importance of alternative approaches in art practice with relevant discussions arguments and study of some of the artists who have consciously applied Alternative approaches through their journey of life as artists were explored and analyzed.

1.16 CHAPTER: 1

1.16.1 Introduction

Chapter one is the introduction to the thesis which deals with the terminology of Alternative approaches which has greater relevance and significance to this research. This chapter also deals with a general introduction on art and in particular the visual arts and reviewing various possibilities of Alternative approaches adopted by mainstream artists in their process of experimentation. This serves as a general background for the thesis. Further a serious attempt is made to understand the work and research carried out earlier by various scholars and artists. This chapter also includes the research question, the hypothesis built for the purpose of research and the methodology adopted such as firstly qualitative- aesthetics and artistic analysis of the artworks chosen for the study.
Secondly quantitative—a systematic planned analysis and the enquiry into the meaning of the art work in relation to alternative media. Thirdly historical method will be taken up which will help to understand the origin of the concepts and changes occurred in alternative thinking and also the growth of Alternative method the study of western and Indian art. The time bracket chosen for the study is almost one decade during which period the maximum phase of experimentations took place in art field due to technology and digital applications and this will be dealt in detail to substantiate or justify the concept of Alternative approaches in Art practice.

1.17 Chapter: 2

1.17.1 Culture and identity

Culture plays a greater role in individual performance and it shapes the individual, as the artist is also an individual and part of the in the culture. When it comes to art works cultural influence become very important. Naturally artist will be taking the content and forms from the cultural background and exploring or changing further. Culture is very dynamic and constant changing phenomena. It absorbs new cultures and process and adopts. Art is the byproduct of the culture. In this context the culture is very crucial in the field of art.

Figure: 1.10. Illustration for the cultural production and consumption
In this second chapter, mainly the discussion will be on the culture, cross cultural aspects and multicultural issues influencing on the artists art practice of an artist. Here it will be defining about the artist’s identity in the particular cultural conditions and creation of works of art. In this chapter it will be discussed the art practices in other cultures and artist struggles.

1.17.2 Alternative and identity

Artists achieve or gain their identity through finding alternative methods and approaches in their creation. Many times identity will be lost and found with great struggle. In every culture they have a set of customs and rituals which reflects the special identity of their own. Similarly the individual artists also seek their identity in their community and society based on their temperament and behavior.

Artist retains his identity by exploring new approaches in the process and look for the fresh views. Unless the artist tries the alternatives in his process he cannot sustain in the field. So deliberately the artist looks for the alternatives and as time changes occur in his symbolism, metaphors, associations, and personal and public issues with global and local fragrance he presents to retain his identity.

Figure: 1.11. Artist created by using alternative material
1.17.3 Alternative approach a historical review from 1900 to 2000 A.D- 100 years
The transition in art through Alternative Approaches.

At the same time it will be discussed with the examples from history of art from 1900 to 2000 A.D. about 100 years. The phase of transition through alternative approaches in Modernism, Dadaism, Pop Art, Conceptual Art, Deconstruction and Postmodernism Art practices. Along with the artists from west – Picasso, Henri Matisse, Andy Warhol, Duchamp, Joseph Boys and David Hockney works and their identity in their context will be discussed. In India the generation of art in transitional movements- Colonial, post colonial, pre independence, post independence, Bengal School, Progressive group, Baroda School, Madras School, Cholamandal art village and other Art Schools. Some artists like K.G. Subramanyan, Vivan Sundaram, S.G. Vasudev, M. F. Hussain and relevant artist’s works will be analyzed and discussed.

1.18 Chapter: 3

1.18.1 Contemporary period - the trends in contemporary period, the way trend changed in 21st C. art.

This chapter contains the main essence of the thesis. It is devoted to the analysis of the subject/ content, medium and representation through one decade. Contemporary art practice is very dynamic and drastic changes are happening in the art works, by absorbing cross cultural influences along with technology. The role of galleries plays a greater role and internet usage also influences on the artist thinking. Today’s artists are travelling a lot and participating in artist residencies and they get experience of the other culture and other artists due to interaction with other artists. The art institutions also play an important role in making of new artists by adopting new methods and pedagogy in art education. Art fairs and biennale, art summits gives a new exposure to the practicing artists to change their approaches to meet new challenges in their process and thinking. New art Publications, journals, catalogues, art magazines, art reviews, art news papers, and online publications provides a greater awareness in artists. Artist’s initiatives, alternative art spaces, art interventions, art collaborations provide a freedom and opportunity to practice art. This allows the artists to explore new perspectives where unexplored is explored to push boundaries. Online exhibitions give the artist the kind of information by finger touch to enhance their
practice. The artists receive grants, scholarships, art funds from the museums and art organizations and thus encourages the artists to look for new alternatives in their art making. This entire mechanism, dynamics and process are dealt in this chapter.

![Figure: 1.12. View of India Art Fair](image)

1.19 Chapter: 4

1.19.1 Process and techniques in art making

This chapter is also very important to deal with essential aspects of techniques methods, tools, materials and structural process of the art works. Also the way the artist thinks, visualizes, and composes the imagery and visuals in perceptual realm. Artists always experiment with different mediums, materials and approaches. Art is an experimental medium allows exploring with freedom. When artist get saturated with conventional approaches he seeks different and new mediums. Artists look for fresh perspectives based on the context. The issues and needs changes time to time. As culture changes along with that the artist also changes his views and methods in processing their art. Artists think, fragment, hybridize, symbolize, transfer, repeat, Distort, fantasize, analyze and construct the works of art. Through the process the artistic expression can be refined and reach new destinations.
Artists apply the alternative approaches in conventional medium (within) - painting, sculpture, murals, graphics and changes in format and materials (outside the conventional methods). Ready-mades, collaborations, installations, new media art, digital art, collages, assemblages, performance art, artists initiatives, open studio exhibitions, public art, site-specific art, video art, artist blogs, cutting edge art, interactive art. And also it will be discussed the strategies where and how the artist applies the alternative approaches in medium, materials, execution and presentation in this contemporary context.

1.20 Chapter: 5

In this Chapter the selected five artists will be discussed in detail from conventional to alternative approach as to, why and what changes, impact before and after in their expression.

Selected Artists are **K.G. Subramanyam, Vivan Sundaram, S. G. Vasudev, Subodh Gupta, Tallur LN, and Researcher's** own art process and transition.

The researcher will be preparing and presenting a structure- stages, technical, media, context, the shifts and changes in process.
1.21 Chapter: 6

1.21.1 Outcome / findings

The collected data in the form of art theories, information about art movements, the reviews and opinions on the original art works are analyzed on the basis of visual analysis and thus justified the importance of alternative approaches in art practices with a proper understanding of the media, techniques, materials, visual contents and personal aesthetics of the artist.

1.22 Conclusion

The sixth chapter presents the results of the analysis of the art works, artists’ process, and application of alternative approaches in their art practice by reviewing through research questions and hypothesis. It is stated here that the alternative approach in art making is deliberate and compulsive due to drastic changes in the technological environment. The result of the analysis leads to the reflection of the aims proposed in the thesis.

Through this researcher, it will be discussed and explored the relationship of culture and the art practice, artists and their participation, the way the artists participate in their cultural environment and share their skills and ideas through alternative practices in visual arts. The different aspects of art like galleries, art institutions, art market, exhibitions and other promotional aspects how it influence and encourage the alternative possibilities in the continuity of the art practice to find fresh solutions. Also deals with the exposure to outside world and art residencies can boost the diverse methods of art practice. The strategies the artists apply to find identity and recognition through alternative approaches in their vocabulary.

It is covered here that the meaning of art and its associated issues and terminology and related aspects of art and process along with the artists. Key concepts of art process, ideas, methods, perceptions, creative process and artists approaches, explored the writings of the authors who worked on the similar issues, and process of research is explored. In second chapter the identity and culture its relationship and influences on artists and their process by exploring alternative possibilities in materials, methods, and presentations.