CHAPTER - IV

4.1 Process and techniques in art making

All these chapters it is discussed on creativity has evolved and developed through the different centuries and different countries both in western as well as Indian domains of art and culture. Now, this chapter is treated as very special and specific which explores the techniques and methods of art making from the perspective of alternative approaches.

![Figure: 4.1. Illustration of art work process (Cyr.2009: 102)](image)

This chapter also very important to deal with essential aspects of techniques methods, tools, materials and creative process of the art works. Also the way the artist thinks, visualize, and compose the imagery and visuals in perceptual realm. Artists always experiment with different mediums, materials and approaches. Art is an experimental medium which allows exploring with freedom. When artist get saturated with
conventional approaches he seeks different and new mediums. Artists look for fresh perspectives based on 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. While making art artists fragment, hybridize, symbolize, transfer, repeat, Distort, fantasize, analyze and construct the works of art. Contemporary art has increased the difficulty of looking at, understanding, and enjoying art. Unexpected materials, unusual subject matter, and unpredictable formats have challenged familiar values and norms and in the process have puzzled even alienated spectators (Costache2012:18). Through the alternative process and different techniques have changed and transformed the works of art. Artists have developed their own methods to produce their works it may be material usage or concept and presentation of overall the work.

Figure: 4.2. Cholamandal artist Paramasivam in his studio (James 2004: 253)
Many 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. Also it will be discussed the strategies where and how the artist applies the alternative approaches in medium, materials, execution and presentation in contemporary art practices.

4.2 Perception/idea

There are many ways in which we experience, create and interpret the art. The artists have perceived the world around and expressed their emotions and feelings in many ways through the centuries; in visual art the visual perception is very important. Borev explains that artistic perception is the relationship between a work of art and a recipient which depends on the subjective traits of the latter and the objective features of the artistic text, on artistic tradition and on author and recipient (Borev1981:169). Perception builds the language of art and the vocabulary through the visuals, symbols, images and materials.

![Figure: 4.3. Ravikumar Kashi, Gandhi image wrapped in different materials](image)

Figure: 4.3. Ravikumar Kashi, Gandhi image wrapped in different materials
An Artist begins with an idea that will eventually develop into the concept of the finished artwork. The idea may be the result of aimless doodling, a thought that struck the artist, or a notion that has been growing in the mind of an artist for a long time. The idea becomes tangible, and develops in a medium selected by the artist—clay, oil paint, water colour, and any other medium. While developing the artwork, the artist will be concerned with composition, or formal structure, as he explores the idea as work evolves with the process. In the process, the elements will be adding and eliminating based on the need of the artist's thought.

![Figure: 4.4. An example for the optical illusion](image)

### 4.3 Technique

Technique plays an important role in art practice and sometimes it is an identity for an artist. Today's artists are experimenting with a vast array of unorthodox surfaces, both flexible and rigid. From metal, wood, plastic, clay board and tile to handmade and custom paper, as woven and synthetic fabrics of every kind, alternative painting grounds are being explored (Cyr 2009:40). We can find many techniques are used in the creation of art works. Technique and method makes a great difference in process. Techniques in 2D and 3D are different. Techniques evolve through process and sometimes with accidents. But artists always will be trying for new techniques and methods in their works. Conventional mediums are oil, tempera, water colors, and gouache, in painting. In 3D art or sculptures uses stone, metal, wood, clay and plaster.
Dempsey mentions that sculptors work is liberated by using new techniques and new subject matter (Dempsey 2002:87). Through technique the imagery can be transformed or changed completely. Techniques are more applications like painting, chiseling, cutting, welding, pasting, casting and molding. In modern and contemporary art practice artists have experiment many alternative methods in their works. Many artists have achieved identity through the individual techniques. Techniques produce the tactile and visual effects in the works of art. Painting process has influenced by the photography and cinema which is continued to influence. New paints and the methods also have affected the result of the paintings (Borev1981:236). Paintings have drastically changed with the adaptation of new methods like photography, printing and collage methods.
4.4 Method in creating work of art

Art is created by humans using technique to transform materials into objects that have the capacity to stir the emotions and challenge the intellect (Ward, 2008:7). The method of creating an art work demands the search for an alternative in material, forms, and presentation. By changing method the artist can produce entirely different work.

4.5 Unconventional methods

The unconventional methods evolved through experimentation and processed but combining the unrelated materials and forms, different permutations, by using non art materials, adopting new devices. Using unusual methods also results the different aesthetics in the works of art. Using non art material like sand, Sawdust, sandpaper surface and iron fillings were new alternatives the cubists tried in their work as materials. Hughes mentions that Picasso has introduced the collage technique by original thought process in easel painting (Hughes 2000:32). Many unconventional methods tried by artist have shown the path for the alternative directions.

Figure: 4.6. Illustration of different Materials for making an art work
Artists use different tools to handle and apply materials they use appropriate tools and methods to produce their work. In the modern period artist have developed many new tools which are non art tools like Cutters, computers, Industrial tools which are alternative to existing art tools. Artist needs specific tools for specific work, sometimes the tools determine the work based on its need, some of them, such as brushes, palettes, and easels, are familiar to the general public. Others, such as burins and fine chisels, are highly specialized instruments, used in printmaking and sculpture, respectively. Some of the tools, such as hammers and nails, are common household items. Costache says power tools and industrial materials are among the many non-traditional supplies contemporary artists use. Nowadays artists are more likely to shop at home-improvement rather than art-supply stores (Costache 2012:34).

There are many types of alternative art forms have found by the artists such as Sand art, Spin art, Tattooing, Performance painting, Action painting, Kinetic art and many new.

4.6 Materials, Tools, and Technology

Figure: 4.8. The art works taking shape with different materials
Art is created with an expression through materials and themes. While using the material artists tend to experiment their method of using paints or objects. Experiment can involve in application of paints or composing other materials. Experimentation is very much related to thinking process. We can find many examples in the field of art. Some artists have experimented with colours, some are with materials, some are with elements of art, and some are with visuals. Artists have used and using palette knives to apply colors, some artists use splash method, some are sprayer and some uses dripping. Post impressionist Georges Seurat and Paul Signac developed with scientific acumen and great patient a style called pointillism (Ruhrberh 200:10). There are many possibilities to use conventional medium in innovative way and many are proved in their works in modern period and contemporary times also.

![Figure: 4.9. Artist’s tools and materials](image)

Traditional painting media have been expanded by the addition of acrylics, enamels, lacquers, pre-liquefied watercolors and other plastics. Drawing media include new forms of chalk, pastels, crayons, and drawing pens. In sculptures uses welding, plastics, composition board, aluminum, stainless steel, and other materials and
techniques. The unique, or nontraditional, media include video, holography, computer generated imagery, and performances that mix dance, sound, light, even the audience. Sometimes traditional and nontraditional are mixed (Ocvirk 1994:31). Understanding of properties of materials and tools enhances the production of the work and its effects.

Prehistoric artists painted in candlelight, and they used shells as paint containers, they painted with their fingers, they made brushes from animal hairs or vegetable fibers. Some images are painted with single colour, usually charcoal black or red ochre. For the sculptures they used stones like quartzite, sand stone, serpentine and lime stone, as well as ivory, animal bones and rain deer antlers. Prehistoric artist have used various types of natural tools made by them using animal hairs. To make sculptures used hard materials and shells and bones.

As Vasudevan Akkitam talks in my interview that Materials become insignificant. Ideas which can be communicate without the object, away from materials. In Art Povera materials associated with time, Industrial revolution, labour force. They associated with the material readily available, got named poor art associated with certain meaning. The culture can come back in different ways the potential tool to deal the contemporary time. It’s a complicated situation. Thai artist cooking in the gallery he makes Thai food in the gallery. Film become part of material adds meaning. Artists get things done by others. There are no borders, all this broken down today. Materials become unimportant and many things happening in art practice. Every movement happened because it was needed. Try to question; artist has to do that because he needs to push the boundary, to find the new meaning. Duchamp was questioning the veneration of the artist, the questioning becomes the way to make art and it become one of the tool. Time becomes a great leveler; history can come back in fresh way. Basic emotions are same it won’t change, but making of art changes. One has look at in open-ended way. Artist change the materials because based on what one want to say. ¹

¹. Interview- Vasudevan Akkitam, Faculty of fine arts, M.S.U, Baroda interview 18/3/2013.
4.7 Materials and Medium

Art is created with materials and their character; it defines the larger part of the work and its style. Artists select the materials based on their temperament and interest. Sometimes the content drives to choose the materials; sometimes the material drives the work process. Material also called as medium by the experts in many texts. There is conventional medium and unconventional medium. Conventional medium are the traditionally used ones. Unconventional mediums are completely new to the art practice which may be industrial or natural. An art work has many dimensions and sides to it, and it should be contacted form different sides using various approaches. An art work is always unique and original and it reflects the personality of its creator. Borev put it that Creative–genetic approach is to understand the structure of a work one has to know how it was produced. The creative-genetic approach is primarily concerned with the story of the creation of a work of art. An art work is a complex system of relations between creator and addressee which takes place within the context of culture (Borev1981:309). Medium and materials have broken their boundaries by the artists in their liberal studio process. Lot of non art and new kind of materials has entered into the field of visual arts. Fragrance and soups also used to make sculptures and artistic forms.

Figure: 4.10. Soap used as an alternative medium to create miniature size artworks
4.8 Medium

Artistic medium taken many changes based on the development of Industrial and technological developments. Artists are continuously exploring different alternative mediums to build their work. Levinson put it that medium is a means of transmitting some matter or content from a source to a site of reception (Levinson, 2005:181). In mediums there are conventional and unconventional mediums used by the artists.

Conventional medium in art is water colours, tempera colors made out of natural minerals. Through the centuries artists have used many alternative mediums to create his art. Cave men were using animal blood and organic colours on stone walls. Egyptians used the stones and natural pigments as medium. Early Christians used the wax as medium (encaustic) to make portraits. Renaissance artists used the tempera colours on walls. High Renaissance artists started using oil paint as an alternative medium to paint on canvas. Later it became conventional medium. In the time of modern period the artists started using much diversified mediums as alternative to create their works. The impressionists started using acrylic and oils. Late modernists started using mixed medium on canvas and paper and on clothe.
Medium is a substance generally used by the artists to get the better effect in their expression. Examples are watercolor, oil on canvas, egg tempera, charcoal and other mixed media are some of the mediums of expression. Watercolor is provides transparent effect, poster colours give opaque effect and sometimes it can be mixed with binder. The medium in which an artist works—the plural, mediums or media—refers to the physical components of art. We usually speak of two-dimensional mediums such as drawing and painting and three-dimensional mediums such as sculpture and architecture. Artists have also sought ways to suggest the fourth dimension—time—in their works, or they have done so literally by creating compositions that change before the viewer’s eyes as time passes (Rathus 2012:17). A medium is the actual material substance used to make a work of art. Media can be natural materials, such as stone, shell, straw, or clay. Synthetic art media includes acrylics, fiberglass, neon, photography; films, recording, videos, and digital imaging have provided new media for artists. Some artworks are made from clay, bronze, natural fibers, found objects, wood, oil paint, acrylic paint, tempera, fresco, ink, charcoal, silverpoint, colored pencils, pastels, cloth, glass, gems, embroidery, photographs, neon lights, jade, steel and many more (Lazza, Schlesier 2012:55). Every medium has potentiality to blend with other and take new shape in the hands of the artist.

The Modern and Postmodern and contemporary artists used many alternative mediums in their work. Pablo Picasso and Braque adopted collage technique in their works. Marcel Duchamp brought Ready-mades in to his works as medium for installations and sculptures. Jackson Pollock applied industrial paints and building paints like aluminum paints, and enamel paints to paint his pictures. Robert Rauschenberg transformed some 3D elements like tires, boxes, photographs and discarded materials used in his assemblages. Many of artists used Television sets, comic books, metal sheets, drums, comic books, wax, ropes and many industrial and non industrial materials as medium in their work to symbolize or represent their expressions. Dadaists have used almost every material to construct their works for example bus tickets, newspapers, metal pipes, picture frames, everyday objects and personal objects to deal with their issues. Many performance artists have used their body as medium in their work to communicate new language of visual arts which is also an alternative medium.
Many sculptors also used many alternative mediums other than conventional mediums. Stone, wood, metals and cement was early conventional mediums. Plaster of Paris became an alternative medium. Latter fiber glass, plastic, wire, metal sheets, ropes, fabric used as another alternative by modernists. Postmodern artists started using various alternative mediums to express their creativity. For the postmodern artists there is an unlimited possibility in materials to create their work. For example water, chemicals, wax, light, cow dung, hair, paper pulp, scrap, trash, natural materials, animal flesh, oils, gases, smell, information technology, digital medium, new medium, sound, environment and many materials used as alternatives. With this the art world has found completely new directions in aesthetics. Scale, presentation, representation, concepts, ideas, place also became an alternative. This change of materials created new identity to the artists. Buskirk mentions that artist selection of material can transform the work and generate different associations to trigger new meanings through alternatives (Buskirk, 2005:14). Even present contemporary artists are continuously exploring their art with the various new mediums by experimenting with new combinations and permutations.

4.9 Mixed Media in Context

In visual art practice the mixed media is more than one medium has been employed, it is combination of various mediums those can be traditional or new. In two dimensional surfaces it can be layered in many sequences or in 3dimensional sculptures or installations using different kind of materials in scale or position with different adhesive or binding through tying, pasting, welding and joining the different components. This mixed media approach has evolved as an alternative method to execute the artworks.
In the turn of the century artists have explored and innovated range of artistic media, range of colours such as acrylic media, dry pastels, oil pastels, waterproof inks, synthetic paints, automotive paints and industrial paints. Artists have started using mixed media as an alternative medium in their works to create textures and different effects.

![Image](image_url)

**Figure: 4.12.** An alternative media and space as surface is used to create a mural on the wall with mixed medium

In sculpture the sculptors use wide range of materials like wire, FRP, fabric and recyclable materials found in public places or in the industries. Kinetic sculptors used hard materials, metal and electricity, wind as part of the medium. Some are used concrete, found objects, and ceramic, bronze, lime stone, wood, glass, steel and skin. Some are used sound, light, smell, water in their Installations.
Figure: 4.13. Shilpa Gupta, There is no explosive in this, 2007, digital photographs printed on archival paper, 106.68cms x 71.12 cms (art India 2008: 40)

Figure: 4.14. Kausik Mukhopadhay, infrared cannot be seen by eyes, Pvc pipes, electric motors, lights battery operated toy car. Mechanisms of motion, (Catalogue Mechanisms of Motion, Anant Art Gallery, 2008)
Art Povera artists used non-art materials in their installations, assemblages and performances. They used wax, gilded bronze, copper, granite, lead, terracotta, cloth, neon, steel, plastic, vegetables and even live animals many materials employed are not inexpensive and have a rich tradition in other disciplines. Dempsey mentions that Art Povera works are characterized by unexpected juxtapositions of objects or images, by the use of contrasting materials and by the fusion of past and present, nature and culture, art and life (Dempsey 2002:268). The art works which are produced in contemporary time has blurred the boundaries if materials, the freedom of the artist become very important.

Figure: 4.15. Mixed media assemblage created by the students of visual arts at College of fine arts, Bangalore

In this particular art work the students of art has created the assemblage by using mixed medium like fabric, metal frame, discarded tins, plastic cans, electronic components which are discarded, ropes, wires, all these elements assembled in a spherical form to create an attention to reflect an idea of excess consumerism. This work can be one of the examples for how the upcoming artists look for alternative medium for their expression.
Table 4.1. Two dimensional medium (Costache 2012:215 and 217)
Table.4.2 Three Dimensional medium (Costache 2012:215 and 217)

For the canvas artists are using the alternative surfaces like wooden panels, it provide different surface for oil, acrylics, collages, and watercolors and pastels. Linen is another surface generally used for clothing and bed sheets. It made from flax which is an eco-friendly and renewable resource. It is woven in a way that makes durable than canvas. Another is Graffiti Paper with spray paint, markers, and acrylic can be used. Acrylic paper is water resistant and completely cotton, it is available in smooth and textured with acid free. Cardboard, massonite, glass and metal sheets like aluminum, steel, copper also alternative surfaces to canvas.
Many alternative mediums are used by the artists to create different tactile textures on canvas surfaces or wooden surfaces. Some are industrially manufactured, some are artist prepare themselves by using non art materials, some are pasted and created rough textures, some are pop, gesso, resin materials used in abstract paintings.

4.10 The Artist’s Studio

The artists’ studios are very interesting space to look at and one can find many experiments and many processing mediums and yet to use for the creation can be found. Studio is the space the artists perform their ultimate freedom in their art making. The size and set-up of an artist’s studio reflect the specificity of art-making processes and the materials and tools used. A painter would likely need an easel, a storage system for the works, and a convenient way to access paints and brushes. A ceramic studio must include storage areas for glazes and clay and a safe placement of the kiln. Sculptors require an elaborate set-up for their studio because they use a variety of tools and materials. Practical elements such as the width of doors and height of ceilings are important when planning large projects. To avoid the restrictions imposed by the space of their studios, artists have come up with ingenious solutions, such as making independent components that are later assembled into one large work. Artists must also consider issues related to safety, noise, insurance, ventilation, fire hazards, and other regulations which may impact on and limit their
activities. Art studios may give some indications about artists’ personality and their creative process. Some are orderly and meticulously arranged. Others lack a systematic layout. A sculptor’s studio may look like a factory, with heavy machinery and power tools. When artists have many assistants, their studio may look like an art school. Artists are usually very protective of their workplace; few allow the public to visit their studios. Even fewer would make art in front of visitors. Some contemporary artists have, however, opened up their studios to organized periodic tours (Costache 2012:34). Studio culture has become like a laboratory for the artists to explore varied alternative approaches in their production.

Figure: 4.17. Sculptor Venkatachalapathi studio, Bangalore view (catalogue, 2008:1)
### 4.11. Structure: Art (Visual Arts)

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| New Material, Ready Made, Neon Lights, Cad Cam, Folk, Tribal | Folk, Tribal |
The term form is used in various ways in art practice, the totality of the physical artwork. It involves all of the visual devices available to the artist in the material of his choice. Some artists arrange more intuitively than others, some more logically. Form is so important to the creation and understanding of art and every work is different and has its own unique problems (Ocvirk 1994:18). Form in space differs based on the arrangement and the way it is used to present the art work. When artist chooses to display his work in an alternative way the work can respond differently to the spectator.

Artists have experiment the art work with many ways, those are lines, shapes, colours, textures, space, content and form. Physical characteristic of line are explored and experimented in many ways in the works of art with various mediums. Its character, direction, location, properties, value, special character with representation has been explored by the artists. Similar to lines the shapes also explore in many ways like geometrical, textural, painted, broken, biomorphic, and non representational and surrealistc. Curvilinear shapes, those planar shapes made up of circles, ovals, or irregular organic attributes, can also create shallow effects, of space or, through their curving nature, suggest movements into depth.
Texture in painting can be impasto, rough or by using other materials in the surface also can create textures. In three dimensional works assemblages with real objects, mixed medium works reflects the textures. Texture can provoke psychological or emotional response in us that may be either pleasant or unpleasant. The textures are usually associated with environments, experiences, objects, or persons, from our experience. The artists use the textures to stimulate our curiosity, shock us, or make us reevaluate our perceptions. Sculptors manipulate the textures in clay, wood, metal and other mediums.

Colour is another expressive complement to form. It works as medium, material and symbolism. Artists may also take advantage of the power of colour to symbolize ideas, thus making their work stronger in content or meaning. Abstract qualities as virtue, loyalty, honesty, evil, and cowardice are symbolized by the colours that have come to be traditionally associated with them. Colour also can express the artist’s personal emotions, the emotional aspect has used by the expressionistic painters who used it to create an entirely subjective treatment having nothing to do with objective reality.

Many times the space is explored in 2D and 3D works. Modern artist, equipped with new scientific and industrial materials and technology, have extended the search into nature initiated by the Renaissance. They have probed nature’s inner and outer structure with microscope, camera, video, and telescope. The automobile, airplane, and spacecraft have given them the opportunity to see more of the world than their early predecessors knew existed. The radically changed environment of the artists has brought about a new awareness of space. Paul Cezanne, the nineteenth-century Post-Impressionist, was an early pioneer in the attempt to express the new dimension. The cubists explored the pictorial space with an illusion; objects were rendered in a type of orthographic views. Modern artists have attempted to fuse the different positions of the figure by filling out the pathway of its movement. Futurists included not only the shapes of figures and objects and their pathways of movement, but also their background (Ocvirk 1994:203). The alternative efforts turned into a style or movement in the period of modern art.
4.13 Different types of art forms

In the field of art, artists have explored many types of art forms to define their expression through the invention of new structures in presenting the works of art. For that, artists have tried many alternative ways. We can find diverse forms of art in Modern and contemporary art practice. Collage is the first effort artists made, then assemblages, photographed and modified the images with chemical processes, using mixed media approaches like combining print, painting, materials on the two-dimensional surfaces and three-dimensional spaces. Latter artists have used ready-mades and found objects to create assemblages and installations to protest or revolt against the existing trends in art practice. As development in new technologies in printing and digital formats, the artist has adopted these techniques and methods and produced their works to give a new touch and appearance in the visual language. Motion pictures, animation, video art, still photography, and many combinations are evolving in the recent decades. Objects and materials use become popular from the Art Povera period, where materials become the symbolic representations with its history. There are many such art forms, but we can discuss some of them in this context. After development of internet, artists started using internet as a medium of expression with the social networks, mail art which consists of text, images, visuals, digital interactions, and discourses as an alternative way to pump the art expression. In Social Network, artists share many varied ways to create and appreciate different art forms and also discuss and share ideas and thoughts on the history of art the various genres, exchange information on art. This is also called partially as New Media art.

New media art is created by the artists by using recent technologies like computer software, sound, light, information, animation, digital art, and interactive methods. As Dempsey mentions “Art often involves interaction between artist and observer” (Dempsey 2002:258). The other formats are video and performance.
Installation art is an alternative art form which is evolved in the Post Modern art where the artists use space as an explorative element the audience can enter into art work. The Installations are created with various materials it can be ready-mades or junk materials, everyday and natural materials. The installations can be executed in interior space or exterior space. Some are site-specific, land art, or environmental art. Installation defines a three-dimensional work that occupies a significant amount of space. Installations are often site-specific, meaning they are created for a particular space and for a limited time. Their impermanency, and the impossibility of being identically re-created, makes dating these works more complicated. The ambiguous chronology and fluid format could also be perceived as an artist’s rebellion against rigid art categories (Costache 2012:135). Installations also evolved into many types with different artistic intentions some may be space related, some are material related, some are issue oriented.
It requires an active participation than the traditional art forms. Spectator can experience may engage his senses with touch, smell and sound rather than just the visual or optical senses. Moran explains that while the site is a central component of Installation Art, in some instances it may not be particular to the artwork; therefore the artwork can be reconfigured or reassembled in other similar sites or spaces in its existing state or in a reconfigured state, subject to the conditions of the artist (Moran1979:5). Installation art provides the artists to experiment with various materials to use space in a conventional way and also changed the perception of the audience. In recent times it has become more interactive and automated with new alternative methods.
Assemblages are an alternative method to create and consist of making three dimensional or two dimensional artistic compositions by putting together found objects. These objects can be anything organic or man-made. Assemblage took collage into three dimensional. Dempsey says that the Assemblages are predominantly assembled rather than painted drawn modeled or carved. Entirely or in part, Constituent elements are performed natural or manufactured materials, objects, or fragments not intended as art materials (Dempsey 2002:216). Assemblages provide pleasure to compose and give freedom to the younger artists to create.
Found objects are the medium found by an artist, which with minimal modifications often presented as work of art. Found objects include natural materials like sand, earth, stone, shells, shaped pieces of wood, manmade items, newspaper cuttings, photographs, pieces of glass, fragments of scrap metal, pieces of textiles fabric and many other materials. These found objects are used in many types of art works. Marcel Duchamp has used found objects in his works as “ready-mades”, Bicycle wheel in Bottle-Rack, urinal in fountain. Man Ray produced number of found objects-a domestic iron in his work Giff. Picasso used bicycle saddle and handle bars used in head of a Bull. Joseph Beuys used a host of common place objects and sometimes modified in his installations and other works by using blackboards, various industrial materials, metal objects. Damien Hrist modified the skull and inserted the diamonds on it in love of god.

Figure: 4.22. H G. Arun kumar, 2010’ varaha’ polythene shopping bags and steel, 152 x 117 x 127 cms (courtesy: artist)

Junk art created to address the ecological issues, environmental and pollution, recycling and reuse issues. Robert Rauschenberg promoted his “combines”, David Smith used welded steel Pieces in Hudson River Landscape. Joseph Beuys worked in many alternative mediums like felt, wax, wood, stuffed animals and even his own body. Damien Hrist used decomposing cow’s head, maggots, and flies in A Thousand
Years many present contemporary artists are also using junk objects in their paintings, sculptures and installations.

Figure: 4.23. The sculpture made out of found metal objects

Figure: 4.24. Prashanth Pandey, Untitled, 2010 (Catalogue, gallery Maskara, 2010:114)
Pop artists used various materials in their works. Pop is entirely a western cultural phenomenon, born under capitalistic, technological conditions in an industrial society (Oster wold 2003:6). Earth Art Artists have created art works using alternative materials like earth, rocks, soil and other natural materials with a view to increasing the sensibility towards the environment. Land art was also a protest by a number of contemporary artists against the commercially imposed by the art galleries and dealers. Many artists in India practicing the earth art for example Umesh Madanahalli from Bangalore has created an art work in this format.
Alternative thinking and its applications in art are very important for the artists in their practice to contribute fresh ideas and works. In that sense creativity plays an important role to produce art works.

4.14. Creativity

Creativity is very important in the field of visual arts and it has many dimensions one can look and apply in his process. Every artwork demands something new with reasoning and thinking differently. Creativity boosts the artistic process and shapes the artworks entirely different ways. Because of the creative approaches we can find many types of art works in material, scale, appearance, and artist have explored. Creativity involves generation of new ideas; creative thinking and creative efforts have opened many ways to execute the art works. Making art is a form of thinking that we access through empathy (Fineberg 2000:14). The creative process in art includes several links: reality-artist-artwork-recipient (reader, spectator, and listener) reality. Art is the source of one of the most sublime spiritual experiences, aesthetic delight (Borev1981:295). With the help of creativity artists painted many ways on canvases. In general the transition in art from abstract expressionism to pop art, paralleled in theory by a switch from existentialism to structuralism at the beginning of the sixties, expressed a broad cultural shift from a concern with alienation and other spiritual matters to consumerism and a material reading of art (Fineberg2000:18). Art works are produced in many mediums in different sizes and themes. The flood of art produced in the nineteenth century included many history paintings, hollow performances often, as well as paintings of other categories, portraits, genre paintings, landscapes, still-life that in one way or another borrowed elements of history painting in order to share in its exalted status (Lynton 1989:5). Earlier art was depicted with religious themes and use of materials was limited, many artists were exploring painted images and symbols. After the Industrialization many other materials entered into art practice. Choices of themes also expanded. Development of science also contributed to the field of art.

Artists have imbibed ideas and methods from other fields by thinking like scientists with wider aesthetic perception. Artists have developed various techniques by juxtaposing different elements. Much conceptual art takes the form of documents, written proposals, films, videos, performances, photographs, installations, maps or
mathematical formulas. Artists consciously used formats that are often visually uninteresting in order to focus attention on the central idea or message. The activities or thoughts presented could have taken place elsewhere spatially or temporally or even simply in the viewers head (Dempsey 2002:242). Various formats have evolved by alternative approaches tried by the artist.

Expressionism was concerned with moving the spectator emotionally and spiritually through a markedly personal vision of the world, communicated through anti-naturalistic forms and colours (Lynton 1989:25). In different cultures and different places artists have contributed to art in many ways. Artists have often combined media and materials with challenges. Anatomy, perspective got developed by Renaissance artists.

Creativity builds an ability to think laterally, look for new solutions for the problems by implementing different methods in creation of an art work.

Art has reached a saturation level where everything has become art and everyone is an artist as said by Andy Warhol and Joseph Beuys. Art making and field of art has explored many ways by many artists with lots of efforts. Creative process in art practice is very important and it has contributed a lot. Reasoning has played greater role in creation, artists look for new ideas and visions while creating art works. They have to visualize the visual aspects in their compositions. Artistic creation begins with a particular sensitive attitude to surrounding phenomena and purposes “rare impressions” and an ability to keep them in memory is not a mirror, it is selective and creative(Borev1981:162). Adoption of photography and technology also enhanced the field of visual arts.

Art and its aesthetics has developed and changed through the centuries with the effort of the artist. It has absorbed many qualities in to it. In art works the symbolism, imagery, compositional qualities, appearance and visual vocabulary. Artists have responded to their socio political conditions and sometimes reacted with their emotions. It was also necessary for them to adopt new ideas and methods to enhance their expression. As artist develops his creative abilities the art works also took new shapes and new dimensions. We can find many examples throughout history from early civilizations. Wollheim puts it “Imagination, thought process, curiosity, thinking
outside the box and experimentations lead the art expression and representation in to newer heights.

Wollheim expresses that the expression theory says that a work of art is an expression of the artist’s knowledge of feeling, that this knowledge is projected in the work of art, and that the work of art is a symbol of this feeling, or the feeling is its import” (Wollheim 1977:179). The difficulties in art vary in specifics and complexity and take various forms. Independent painters and sculptures usually create their own problems or avenues they wish to explore (Lauer, Pentak2000:5). Taking challenges and trying unexplored areas in visual field with creativity opens for alternatives.

4.15. Alternative Approaches with materials, techniques, and process

There are many alternative approaches and alternative materials are using by the contemporary artist with fresh vision. Some are experimenting with curiosity and innovativeness. The alternative way using material or medium generates fresh outlook to art works and it changes entirely the character of art work. By changing to different materials it demands new compositional requirements. Artists are using non art materials, fluids, gases, light, smell and natural materials in to their works.

Figure: 4.27. Non- Art materials as an alternative material in a composition
4.16 Types of alternative tools in art making

Artists always were using various types of tools to create their any form of art. Depend on the condition the artists changes their tools alter their works. This will result the fresh output. Some tools are hand made some is machine made. Painters use palette knife to produce thick strokes impasto effect on the canvas. Behind every great or small work of art is an endless trail of research and innumerable “alchemical” experiments (Fuga2004:9). Initially artists were using various size handmade brushes to paint. The modern artists changed the painting tools. They started using squeezers, boards, rubber pieces, hand na unconventional tools. The painting knife can be a valuable instrument to secure various textures and effects that cannot easily be duplicated by the brush (Mayer, 1975:184). Artists want to change the idea of the image. Dickerman mentions that roughly one hundred years ago, a series of precipitous shifts took place in the cultural sphere that in the end amounted to as great a rewriting of the rules of artistisic production as had been seen since Renaissance (Dickerman, 2013:13). The treatment in artworks became identity of the artists, the identity crisis driven the artists to find an alternative tools. Some of the modern artists used the spray guns to create their works. Similarly new drawing tools also found by the artists. The artists used various types of drawing tools like led, chalk, pens, crayons, charcoal, wax, needles, quills, and dry pastels. Painting was rarely an object but a record of the existential struggle with freedom, responsibility and self-definition. It was his radical innovation in the 19505; to lay his canvases on the floor, dripping paint onto them straight from the can or with a stick or trowel, creative labyrinthine images he described as ‘energy and motion made visible’ (Dempsey 2002:190).

The drawing was born from the desire to gain some mastery over the mystery over the mysterious and overwhelming forces of nature. This was the first step in that continued attempt to identify, then analyze, classify, systematize, and hypothesize about natural phenomena, that finally gave man his present control over his environment.(Mendelowitz 1980:34). Some artists used pastels on canvas. Some are used blade on canvas to draw. Some artists use blades and knives to create drawings.

20th century naive painters are often motivated by their interest in a subject. Frequently there is a nostalgic preoccupation with the past. The common stylistic elements come from their lake. The composition for example is simple and
instinctive, sometimes to the point of being widely unstructured. This unsophisticated quality is intensified by a lack of scientific perspective naïve painter also frequently crowded with details especially awkwardly drawn figures and contrasting with flat areas of paint. They combined with a tendency to use bright un-naturalistic colors, this gives naïve art vitality and childlike innocence. Henri Rousseau is one of the naïve artists (King 2008:454). Naivety is one of the ways to work in alternative method.

The unconventional way of using paint or pigment on the surfaces can build new imagery. Even application method like splashing, throwing, dripping, sprinkling generates the new visuals. The artists are using entirely different functional materials in to their works. Pasting, tying, joining, stitching, connects the various materials in the compositions. There are many forms has evolved in the visual arts with alternative approaches. Those are collage, assemblages, montages and many forms.

**4.17 Different types of alternative art forms**

Graffiti Art is an alternative form where artists use public spaces and wall to paint and share their ideas and messages with random images and texts.

![Graffiti on the wall](image)
Body artists used their body as medium of art. It is one of the most controversial forms of art. It is also an extension of conceptual arts minimalism. Yves Klein used female bodies as ‘living brushes’ in Anthropometries. Piero Manzoni signed his name on the bodies of several people to create a series of living sculptures. The fusion of art and life central to body art has been taken to humorous extremes by the British artists Gilbert and George (Dempsey 2002:244). Happenings are a new format of art and it has great potential in contemporary art with alternative approaches. Today many young and upcoming artists are practicing and it is giving good popularity and identity to them.
Sound art works with mixture of audio devices and electronic elements in the installations which can be extra sensory perception is used in the work of art. The artists always look to combine something different and challenging.

Figure: 4.31. Narendra Yadav, Celestial Bodies in Conversation, 2009, Fiberglass, wood and mixed media (Gallery mascara 2009, Catalogue, vol.1, 95)

Interactive art is where the spectator involvement becomes very important and the work of art completes by the spectator. In the interactive art many issues are dealt with it, may be personal, or social. Commonly it will be in a form of installation combined with technology. The observer sometimes has to enter into the work of art to experience and interact with it. Some are blended with computer and motions.
Software art is another alternative art form and it is created or experienced through computer and coding methods. Many artists who are fascinated with technology they will be practicing this alternative form in contemporary art.

Animation is technique is one of the new digital medium using by the artists in recent times. Altered art is created by altering everyday objects and materials. Computer art, electronic art, digital art, algorithm art, new media art, net art, interface art and many alternative art forms can be found in the contemporary art practice by the new generation artists.
Altered art is created by altering everyday objects and materials. Computer art, electronic art, digital art, algorithm art, generative art, new media art, net art, interface art and many alternative art forms can be found in the contemporary art practice by the new generation artists.
It is one of the emerging new trends in the field of visual arts. Some consider new media a term that refers solely to be created with digital and electronic technology. Others also include performances, environmental art, earthworks, and process art. New-media art is incompatible with many existing artistic standards, practices, norms, and values (Costache 2012:135). Artist’s books as an alternative medium of
expression are a genre of art where works of art are realized by an artist in the form of a book. Baroda based Artist Rekha Rodwittiya has used book format to express her ideas similar to scrap book.

Figure: 4.36. Rekha Rodwittiya, 1995, Book of Journeys’ water Colour, double page, 14’ x 9.5’ (Catalogue, ‘In shades of red’ 1995-96)

Many upcoming and established artists are continuously trying out to find diverse forms in visual arts by combining new concepts, ideas, materials and issues in their works. Many artists try to set new trends in art practice by amalgamating and merging different fields like biotechnology, telecommunications, nanotechnology, and informatics into art making with the alternative and lateral thinking process.
There are many types of art practices are practicing in visual arts around the world in present time, and everyone can access the art from anywhere and anytime. In this context for a deeper analysis in alternative approaches in art practice it was felt that five artists are selected to understand their body of works. Each artist might have taken a journey to explore him or herself in realm of creativity. This analysis includes looking at the art works created by the artists 5 stages in their practice and life. That will help us to understand the validity in studying one artist from the perspective of alternative approaches in art practice in their life as an artist. Critical analysis of the artists name by K.G. Subramanyan, Vivan Sundaram, S. G. Vasudev, Subodh Gupta, Tallur and Researcher himself is undertaken in the following chapter that will justify in choosing the subject alternative approaches in art practice.
Here it is explored about the techniques and mediums how they changed the notion of art, how the artists have opted the non art or unconventional mediums to make their art and how it resulted in their work. Through the new techniques many types of art forms have evolved like collage, assemblages, performances, non gallery art, techno art, environmental art, temporary art, public art and many new possibilities have manifested in the domain of art. The new permutations and combinations also have changed the aesthetics of art works in unconventional methods. Combination of unrelated elements, texts, images, collaborations, formats have drastically changed the idea of art and art practice. The alternative thinking and lateral thinking has made artists to adventure and penetrate in to unknown areas of life even human body, other sensory perceptions also become the medium for the art practice.