

**COLOURS UNLIMITED: THE BUS ART OF TAMIL NADU**  
**A Photo Exhibition by Vijay S. Jodha**

1800-B Beverly Park-2, M G Road, Gurgaon 122002  
Cel.: 9810068930 Email: vijayjodha@gmail.com www.jodha.net

1<sup>st</sup> of November is Tamil Nadu Day and the year 2021 marks the sapphire jubilee of the formation of the state. To celebrate this historic occasion and pay tribute to one of the culturally richest states of India, India International Centre presents a photography exhibition by Vijay S. Jodha.

This on-line show focuses on a contemporary but less noticed facet of public life in Tamil Nadu in the form of art that can be found on the sides of buses crisscrossing the state. Widespread availability of affordable, high-quality printing technology has enabled reproduction of a variety of imagery in the most attractive manner. Thus everything from classical dancers and architectural heritage to parrots, tigers and droids find space on what are akin to art galleries on wheels. Not to be missed in such colourful and apolitical graphics is the occasional political statement such as the prominent appearance of Jallikattu bulls in the period when the Indian courts briefly banned this 2400 year-old Tamil tradition.

The advent of digital printed billboards had spelt the death knell to careers of Tamil Nadu's famed hoarding painters. Thankfully their creativity has found a new avenue lately in the form of murals and public art that has brought to life many old, drab or poorly maintained buildings. One can only hope that their creative oeuvre soon extends from architecture to the world of automobiles as the canvases offered by the cross-town buses are without a parallel. Moreover what could be more satisfying for an artist than having his work travel to the furthest corners of the state and beyond?

**About the Artist**

Vijay is a writer, filmmaker and a self-taught photographer based in Gurgaon. He has produced five books and his projects have been showcased in galleries, museums and festivals worldwide. They have received over 80 honours in 25 countries including 18 best film/director awards. His films have been shown on 75 broadcast channels worldwide including on BBC, CNN and Discovery. In 2021 his photo project on farmer suicides received *Decade of Change – Best Series Prize* from *British Journal of Photography*, and was shown at world's biggest climate event in New York as well as for three months at Climate Museum Hong Kong. In 2018 he had the honour of addressing delegates from 193 countries at UNESCO headquarters in Paris.

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