

10 Chancery Lane Gallery
Katie de Tilly Contemporary Artists

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ATTENTION ART EDITORS

For Immediate Release



Nandan Ghiya *Photoshop V 1 & 2*

10 Chancery Lane Gallery, Central, Hong Kong
1 to 17 November, 2012

Opening Reception with the artist: November 1st, 2012 (Thur) 6:30pm to 8:30pm

[12 Oct 2012, Hong Kong] - 10 Chancery Lane Gallery is proud to present the first solo exhibition of emerging Indian artist Nandan Ghiya, *Photoshop V 1 & 2*.

This exhibition is an on-going interactive installation art project aiming to bring out the "Indroid", a coined word merging "Indian" and "Android". "Android" in Greek means "man" plus "similar to". The artist describes "Indroid" as "the next-generation Indian who 1. May not bear any particular economic, geographical or cultural attributes, 2. Has variable age, gender, profession, etc., 3. Is a multi-identity organism that can be accessible at numerous locations simultaneously, 4. Is usually a 32 Bit pixel composite, 5. Is a by-product of globalisation, capitalism, technology and other agents of the system."

Inspired by the nearly bygone tradition of studio photography, Ghiya invites participants to pose against a constructed space, which has been created using pixelated vinyl-print cut-outs of photography studio objects like a chair, a flower bouquet on a stool, a backdrop or a carpet. Photo documentation is taken, then manipulated on a computer and printed with an instant photo-printer.

Being Hindu, the artist believes in deep-rooted ancient values and philosophies that consider reality as merely individual perception and projection. Any arrangement of form and space defines individual, cultural, geographic or economic identities. Physicality is free from the five senses of humans. The interaction of the participants within the constructed space is an interpretation of the artist as he weaves the ever-expanding sensory world he experiences as an artist into reality. By manipulating these associations, Ghiya tries to surface the Indroid from within the modern-day Indian generation.

Nandan Ghiya (b. 1980 in Jaipur, Rajasthan, India) is a young and emerging artist from India. His experimental art practice challenges our perception of the status-quo and thus presents a new perspective of the young generation from a country with long-standing histories and cultures within a fast globalizing world.

Ghiya graduated from Diploma in Fashion Design, National Institute of Fashion Technology (NIFT), New Delhi, India and has won two major awards in Fashionova 2002, National Institute of Fashion Technology, New Delhi in 2002. Since 2001, he has exhibited extensively in India, USA and UK.

The artist will be in Hong Kong for the exhibition opening. For press enquiries and to arrange interviews, please contact Géraldine Cosnau on geraldine@10chancerylanegallery.com or +852 2810 0065.

Photoshop V 1 & 2 is co-presented by 10 Chancery Lane Gallery and Exhibit 320, New Delhi.

About 10 Chancery Lane Gallery

Since 2001, **10 Chancery Lane Gallery** explores both emerging and historically important movements in art in the Asia Pacific. Working with curators and having a strong curatorial team in house, the gallery aims to bring exhibitions that take time, research and have impact on the arts in the region with an international approach to travel exhibitions. **10 Chancery Lane Gallery** is committed to play a major role in documenting the development of art within the Asia-Pacific region by holding more survey exhibitions by country or theme of both emerging and mid-career artists, talks, forums and publishing books that bring together the individual historical context with the arts development within Asia. The gallery focuses on Asia however keeps its eye on international opportunities from the world bringing the need for international cultural appreciation to Hong Kong.

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Nandan Ghiya

Photoshop V 1 & 2

In collaboration with Exhibit 320, New Delhi

1 – 17 November 2012

10 Chancery Lane Gallery, Central, Hong Kong
G/F, 10 Chancery Lane, SoHo, Central, Hong Kong
Opening hours: Tuesday to Saturday, 10am to 6pm
Enquiry: +852 2810 0065