

Saffronart to Hold an Exhibition of Book Art This September

New York: India's leading auction house, Saffronart, is holding an exhibition themed on the myriad ways of reinterpreting books as works of art. *Reading Room*, in collaboration with Blueprint.12, opens this September at the Saffronart gallery in New York, coinciding with Asia Week. Attempting to reposition the book within a larger cultural and political context, it showcases the works of 19 artists from India and around the world. These artists invite the viewer to engage with their altered book art through their mesmerising creations.

Reading Room has seen previously successful editions at the Colombo Art Biennale in 2014, in New Delhi and Mumbai in the same year, as a partner event at the Kochi Biennale in 2014–15, and at The School of Art, University of Winchester, England, in 2015.

Amit Kumar Jain, Associate Vice President: Client Relations, and curator of the exhibition said, "The book in art has positioned and established itself as a collectible genre with growing collections in museums and private hands. *Reading Room* presents the lesser known book art from South Asia, where the book has always been an important agent of political and social commentary."

The exhibition opens on 13 September, and is on view till 14 October. Works from the show can be viewed online on saffronart.com once the catalogue is live.

Artists featured include:

- **Banoo Batliboi:** *"I work with old, abandoned books which have served for many years in their conventional form as a vehicle for narrative ideas. Now, by shifting focus to the tactile and visual qualities of the book, I imagine an alternative experience."*
- **Samit Das:** *"To engage with the book is a form of performance."*
- **Liz Fernando:** *"My own biography and research into the role of the photograph in South Asia highlights the different role that photography, memory and the personal archive occupy within non-western cultures."*
- **Jagath Weerasinghe:** *"I strive to examine and critique Sri Lankan anxieties, responding to collective attitudes and take themes such as nationhood, religion, identity and confrontation for commentary."*

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- **Kingsley Gunatilake:** *“My books are like the cartridges where ammunition is kept. Instead of letters, words and ideas that can be read, they have rather become an arsenal containing empty ammunition that had been used at war or for killing.”*
- **Samanta Batra Mehta:** *“I’m an avid collector of antiquarian and vintage books, maps and objects which often find their way into my art. My practice is drawing, photo and installation based, and I often use these diverse media interchangeably.”*
- **Sathyanand Mohan:** *“In my photographs... I was trying to explore how language structures the way we perceive and grasp the world, whereas these works were born out of some anxieties regarding the fate of languages under globalization.”*
- **Tanmoy Samanta:** *“I buy old keys that open no locks, locks that are no longer capable of securing anything, watches that keep no time, old books that have spent the knowledge contained in them, in flea markets and street shops in lost alleyways. I transform these objects into motifs, attempting to evict ritualised meaning from them.”*

- Ravikumar Kashi
- Youdhisthir Maharjan
- Pala Pothupitiye
- Amritah Sen
- Vishwa Shroff and Katsushi Goto
- Madiha Sikander
- Preksha Tater
- Saubiya Chasmawala
- Mansha Chhatwal
- Mahula Ghosh

Viewings:

13 September – 14 October 2016
11 am – 7 pm, Monday to Saturday
Sunday by appointment

Venue:

Saffronart
The Fuller Building
595 Madison Avenue, Suite 900
New York, NY 10022

About Saffronart

A global company with deep Indian roots, Saffronart was founded in 2000 on the strength of a private passion. Remaining committed to this passion and personal values, today Saffronart is a strong and successful international auction house that both embraces and drives change.

A platform for fine art and collectibles with over fourteen years of experience in auctions, Saffronart is committed to serving the growing community of Indian collectors, while also creating a cultural bridge to India for both the global Indian diaspora and the international community at large. Saffronart has set several global benchmarks for online auctions and is the subject of a case study at Harvard Business School.

In its 15 year journey, Saffronart has established itself as one of the leading auction houses in the world and has held several highly successful online and live auctions and preview events in cities like Mumbai, New Delhi, New York, London, Singapore and Hong Kong. In July 2015, Saffronart appointed Hugo Weihe, former International Director of Asian Art at Christie's, as its new Chief Executive Officer. Weihe oversees Saffronart's presence in Mumbai, New Delhi, New York and London in building a market for Indian art and antiquities globally.

Responding to the needs of today's collectors, Saffronart offers a range of services including art advisory, private sales, appraisals and valuations, and specialised art storage. Through these personalised services, our dedicated team of professionals provides collectors with a comprehensive set of options to evolve and care for their collections over time. In April 2010, Saffronart leveraged its online presence and global reach to introduce a new service – Prime Properties in India. In 2013 Saffronart launched StoryLTD, an online auction and e-commerce platform to serve a broader base of art and collectibles buyers. Since 2014, StoryLTD has been holding a number of no-reserve online auctions which been enthusiastically received. StoryLTD recently launched its new programme of weekly auctions catering to the growing affordable art market.

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