

The background is a deep blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and arcs in a lighter blue color. Some of these arcs have degree markings, such as 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. There are also small white arrows pointing in various directions, suggesting a sense of rotation or movement. The overall aesthetic is technical and artistic.

# IB VISUAL ARTS (HL) COMPARATIVE STUDY

# HOLI BACKGROUND

- Holi is a spring festival in India that is also referred to as the festival of colors. It celebrates the triumph of good over evil as well as the connectivity of people. It is an ancient Hindu festival but is celebrated by non-Hindus as well.
- The celebration starts with a bonfire that is lit the night before the festival. People rub colored powder on each others faces and throw it in the air, covering everyone and everything in vibrant tones.
- Celebrations of color similar to the Holi festival have sprouted up internationally. These include events such as color runs, where after participants in a marathon finish they celebrate with the throwing of colored powder and unity of people.

# RAJASTHAN, INDIA

## PHOTOGRAPH BY STEVE MCCURRY



- Steve McCurry is best known for his use of vibrant color in his photography. He is also known for capturing the human condition.
- His photography consists largely of Indian culture and the every day life.
- The style focuses on people whether it be portraits or the emphasis of specific body parts.

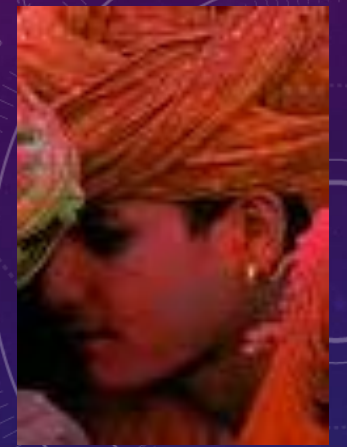




This subject's gaze is towards the center, which draws the viewer's eyes to that direction. His jewelry and head wrap emphasizes cultural aspects.



This subject has his head towards the camera, but eyes looking in an alternate direction. This makes the photo more natural. This model is the only one with colors other than red.



The angle and position of this man adds strong shadows. Due to this and the amount of color on his skin it gives a dehumanizing effect and gives attention to the center subject.



Again, jewelry is present through the necklaces and rings. Five hands are present in this photo, all relaxed and giving a sense of connectivity towards the man in the center of the frame.

## Audience's World

The audience is primarily Westerners in the twenty first century. This is a much more privileged lifestyle than that of those seen in McCurry's photographs.

## Audience

Audience's would appreciate the rich culture and the ways it differs from their own. It gives them a chance to compare to their own way of life. It doesn't give audience a view of the poverty but instead the beauty and individuality.

## Artwork



Rajasthan, India

## Artist

After going to India one time for a trip to take photos, he became inspired. Acknowledging the privilege associated with growing up in America, he chose to photograph images that exposed the surroundings, daily life, and culture in India and other countries.

## Artist's World

Born in the United States in Pennsylvania. He studied film at Pennsylvania State University then went on to work at a newspaper. Despite not having Indian heritage he travelled frequently to India and other parts of Asia and the Middle East.



# HOLI

## PAINTING BY ABDUR RAHMAN CHUGHTAI



- Chughtai was regarded as one of Pakistan's best artists following the creation of Pakistan.
- He produced thousands of watercolors, as well as prints, etches, short stories, and articles on art. He designed stamps and coins and published books of his own work as well.



Both of the main women in this painting aren't looking towards the viewer, but rather towards each other. There is stark difference in the coloration of the skin as a result of the celebratory powder, as well as to add contrast between the women.

The women celebrating Holi in the background of the painting are less visible and under a layer of color in order to promote the illusion of a thick smoke screen of color and a group of people celebrating. All of the people present in this picture appear to be women. There are also notable small details of texture from the tree, the branches, and the painting method.

Attention to detail is also notable especially on the front most women. The lipstick and compliment the colors of the piece. The jewelry and hair accessories and wraps such as the flowers all catch the viewer's attention subtly. The fabric of their clothes creates the illusion of motion.





## Audience's World

Twentieth century people living primarily in the middle east. During this time their economy's and life was adapting due to war, the creation of new countries such as Pakistan, and the effect of western societies.

## Audience

The audience would be able to recognize and appreciate the cultural tradition and the style of art. The Islamic and Mughal influences would show an appreciation for the society and their actions that are celebrated even with the changing of the world.

## Artwork



Holi

## Artist

Chughtai was inspired by Mughal art, miniature painting, Art Nouveau and Islamic art traditions. As a individual who had been born into British India and experienced the creation of Pakistan, he grasped the rich Indian and Pakistani culture which he in return tried to capture.

## Artist's World

Pakistani painter born in British India who then lived primarily in Pakistan. He was a photographer and drawing teacher. He was awarded Pakistan's Hilal-i-Imtiaz in 1960 and the presidential medal for Pride of Performance in 1968. He died in Pakistan in 1975.



# THE THREE CHARMERS, HOLI, INDIA

## PHOTOGRAPH BY PORAS CHAUDHARY



- Chaudhary has received much recognition for his use color. His photos often reveal the motion and action of his subjects.
- Chaudhary grew up in India and never formally attended school for his photography.
- Much like Steve McCurry, his work captures human emotion and essence.



The three main subjects of the photo appear almost superior to the other people in the photograph because of their level above the others. In this case their elevated stance and framing of the photo makes it appear as though “The three charmers” are watching over the other festival participants.

The small details such as the embellishments on the head wraps, the varying colors, and features such as glasses add to the superior stance of the three center subjects.

The large amount of people in the background hidden behind the clouds of colored powder reveal the connectivity of the Holi festival and those who participate in it. Rather than each person appearing as an individual, they appear as a unit.





## Audience's World

Twenty first century people from cultures other than that of Hinduism or who are not of Indian descent. These people have grown in an industrialized society that is ever growing and very independent on the technological aspects of our world.

## Audience

The audience would be able to appreciate the color and tradition seen in this photo especially due to how visually appealing it is. They would recognize the connectivity of this event and the people involved.

## Artwork



The Three Charmers,  
Holi, India

## Artist

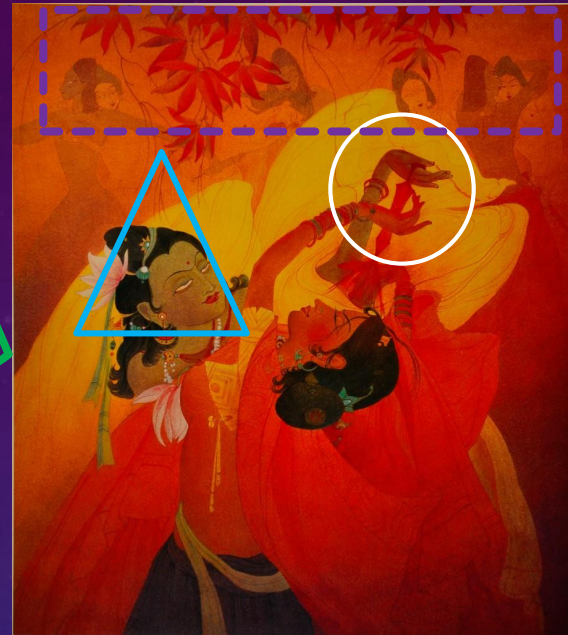
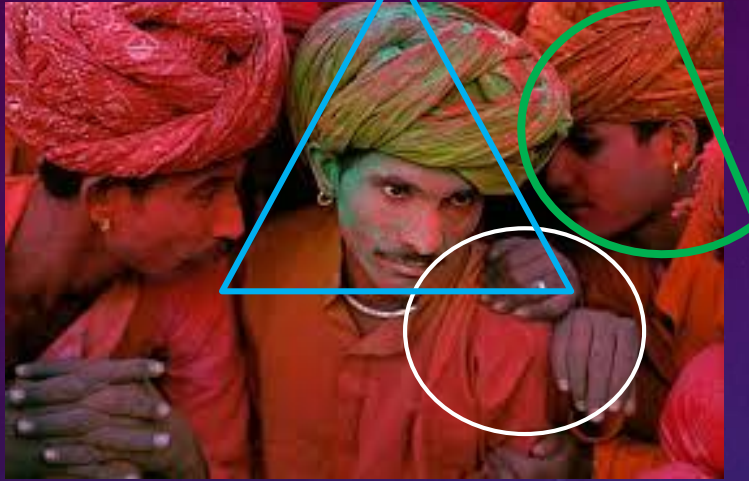
As a child Chaudhary was attracted to colors, composition, and capturing brief moments in time. He has an in depth understanding of India and the culture having grown up there, and utilizes his work to capture the color and beauty rather than the poverty.

## Artist's World

Born in Kurukshetra, India. In 2005 he came across the work of Magnum photographers. Chaudhary is a self taught photographer. He's a freelance photojournalist and documentary photography. He's won a number of awards that are internationally recognized.



# MCCURRY, CHUGHTAI & CHAUDHARY



- In each of the pieces there is an obvious attention to detail seen through accessories such as hair pieces, jewelries, and head wraps, as well as through the position of the hands. In McCurry's photograph the hands are placed in relaxed positions surrounding the male in the center. In Chughtai's painting the main subject's have their arms thrown up in the air in a look of celebration and almost ecstasy. Their hands are flexed back to add to the movement. In Chaudhary's photograph a hand in the motion of adjusting glasses is the center of the focus. The pushing of the glasses emphasizes the amount of powder flowing around the people.
- In Chughtai and Chaudhary's works of art, the people barely seen in the background under the clouds of color add a sense of mystery while also showing the complexity of Holi. All three of my selected artists focus in on only a small cluster of people by carefully framing the shot, as well as by using aspects of the surroundings such as the color and depth of field to draw attention to a select few.
- By not having subject's look explicitly at the viewer it contributes to the emotion. This is prevalent in McCurry and Chughtai's pieces. They both have one subject whose face is more visible, yet still not making eye contact. All of the pictures also have people whose features are seen less due to shadows, angle, or positioning. This once again draws attention to certain aspects of the piece while giving it visual interest and a more mysterious effect.



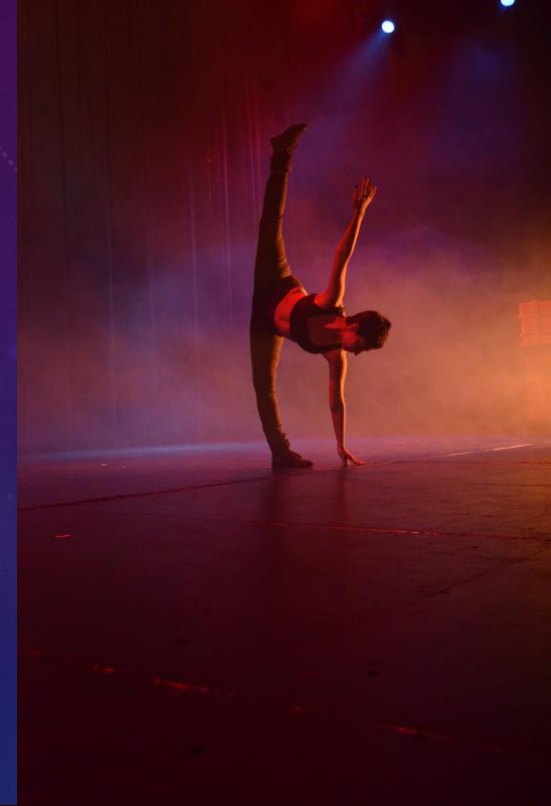
# CHAUDHARY, CHUGHTAI, & MCCURRY'S EFFECT ON MY ART MAKING

- Chaudhary, McCurry, and Chughtai utilize vibrant colors that give a mystical effect and pay careful attention to detail. All of these artists have a focus on the vibrant culture of India, and I found myself inspired by the way they captured various emotions complimented by the color and movement of the Holi festival. Their pieces reveal aspects of the human condition and the search for happiness and connections with people around us as well as spiritually.

# MY OWN WORK: UP IN SMOKE

(DIGITAL PHOTOGRAPHY,  
LIGHTING AND FOG)

- I was inspired by the way that the artists I studied illuminated so much emotion through the use of color. The bursts of color complimented not only the rich culture and celebration prevalent in India, but also a simplistic beauty.
- Initially, I utilized large amounts of fog and colored lights rather than powder in order to create defined color on my model.
- By doing this I meant to recreate the beauty of the pools of color and the movement that they create in photos like Chaudhary's work. The lighting also tinted the model's skin and added more intense shadows and contrast like Chughtai's piece.





# UP IN SMOKE

(DIGITAL PHOTOGRAPHY,  
COLORED POWDER & WATER)

- After using light and fog to compliment color and movement on my subjects, I decided to go deeper and pay a more literal homage to the Holi festival. I made colored powder and water to be thrown onto my model and attempted to capture slight details such as hand position, posture, and patterns in the photos.



# REFERENCES

Chaudhary, Poras. *The Three Charmers, Holi, India*.

Chughtai, Abdur Rahman. *Holi*.

McCurry, Steve. *Rajasthan, India*. 2012-2014.