

The background of the entire page is a detailed embroidery of wings. The upper portion of the wings is rendered in a vibrant yellow thread, while the lower and outer portions are in a rich brown thread. The stitching is intricate, capturing the texture and layering of feathers.

Savya Jain

artexpo
NEW YORK

Booth S609

Artiste Culture

ABOUT US

The art industry has been competitive and challenging for art professionals worldwide, leading to several obstacles in an art professional's path and opportunities behind closed doors. Art is an ever-evolving industry with new pathways and trends which can prove to be an onerous experience that demotivates them. Artists, collectors, and gallerists have always been found to require additional support and guidance in the industry. The turning point was when multiple artists reached out for assistance to find better opportunities.

In order to address these issues, in September 2020, Artiste Culture was founded as a virtual research-driven project with a remotely established team of professionals from all around the world that aims to provide artists and gallerists with the tools and opportunities they need to successfully negotiate the art industry.

Over time, artists irrespective of their backgrounds and stages in their careers were able to navigate the industry, overcome obstacles and found keys to open the doors to new opportunities that shaped their careers for continued success. Artiste Culture currently represents over 9 artists from UK, USA, Germany, India, Italy and Malta.

Artiste Culture works behind the scenes and helps with not only outreach but documentation and publication while the artists can focus on their art. The project offers tailored strategies for each artist, connects them with gallerists and collectors for collaborations, and exhibits their works in museums and galleries internationally. Additionally, Artiste Culture offers quality services on cost-effective terms to turn this dream into a reality for many of them.

SAVYA JAIN

Savya Jain is a New Delhi-based artist from India. She first dabbled with paint when she was a year old, which intrigued her and sparked her increasing passion for art.

With a bachelor's in interior architecture and design, she obtained her degree. She participated in a number of seminars and short courses all around the world to hone her artistic abilities. She realized that she really wanted to pursue a profession in the art after taking over the design division of a corporation.



She developed her dynamic artistic style during the course of her practice, which is significantly visible in her works. Savya draws inspiration from her travels and the natural world, which enables her to capture her current emotions in relation to the scenic views and situations on a canvas using a symbolic colour scheme. She draws inspiration from her experiences and concentrates on recollection as well as the hues, fragrances, climate, and feelings that become the focal point of her painting.

She takes pleasure in discovering and praising nature and its works of art while accentuating sentimental details and everyday pleasures that uplift her audience.

Website

<https://www.savyajain.com>

VIVAAH

CONCEPT NOTE

"Vivaah" transcends the mere celebration of marriage; it encapsulates a profound journey of love, cultural tradition, and artistic evolution. Rooted in the Hindi word for "marriage," this series delves into the rich tapestry of Indian society where matrimony is not just an event but a festival, replete with rituals, ceremonies, and vibrant festivities.

On the auspicious date of 24th December 2023, the artist embarked on a new chapter of her life, marked by her union in marriage. In Indian tradition, marriage symbolises the merging of two souls, families, and homes. For the artist, this transition brought forth a blend of emotions – excitement, apprehension, and a profound sense of belonging.

"Vivaah" is not merely a collection of artworks; it is a testament to the artist's journey of self-discovery and artistic expression. Each piece is imbued with the essence of love, tradition, and personal narrative, reflecting the myriad emotions that accompany the union of two souls. While traditions may vary across variant cultures, the emotions remain the same, from tearful waves of laughter and anxiety surrounding an instant change in lifestyles to the radiant aesthetics and music celebrating a matrimonial union.

Drawing upon historical influences and modern sensibilities, the series evokes a sense of nostalgia for traditional rituals while embracing contemporary themes of change and adaptation. Through a fusion of vibrant colours, intricate patterns, and symbolic imagery, the artist invites viewers to partake in the joyous celebration of love and togetherness

TEL BAAN

The artwork "Tel Baan" intricately captures the essence of a significant Indian wedding ritual. The canvas is adorned with rich brown and yellow hues, symbolising the turmeric and oil used in the Tel Baan ceremony. This sacred ritual involves tying a thread soaked in turmeric and oil around the groom's wrist, symbolising blessings for a prosperous and harmonious marriage. The artwork beautifully portrays the cultural richness and spiritual significance embedded in Hindu wedding traditions, offering a visual journey into this auspicious moment of union and blessings.





Tel Baan I
Acrylic on Canvas
36 x 24"
USD 2700



Tel Baan II
Acrylic on Canvas
36 x 24"
USD 2700

GAUR

The artwork titled "Gaur" beautifully captures the essence of a traditional Hindu wedding ritual. The event embodies the sacred Indian wedding ceremony where the bride transforms into a goddess, adored and showered with love and gifts by her family. The artwork's fusion of yellow and brown hues symbolises joy, tradition, and prosperity, encapsulating the celebratory atmosphere and cultural significance of this auspicious event.





Gaur I
Acrylic on Canvas
36 x 24"
USD 2700



Gaur II
Acrylic on Canvas
36 x 24"
USD 2700



Baraat
Acrylic on Canvas
24 x 36"
USD 3600

This is a captivating artwork that embodies the cultural tradition of the groom's procession, often accompanied by a horse, to wed the bride. The artist's wedding day is vividly portrayed against a backdrop of beautifully serene blue, signifying the ideal weather for such a significant event. The use of red resonates deeply with the essence of marriage in India. This artwork encapsulates the most beautiful and life-changing moment of the artist's journey, capturing the joy and transformation that come with union and celebration.

MANGNI

These works explore the theme of engagement, depicted through a harmonious blend of light blue and grey hues. These colours represent the moments of excitement and anticipation of embarking on a new journey together. The series captures the essence of Indian engagements, which often take place amidst a range of emotions as couples prepare for their upcoming wedding.





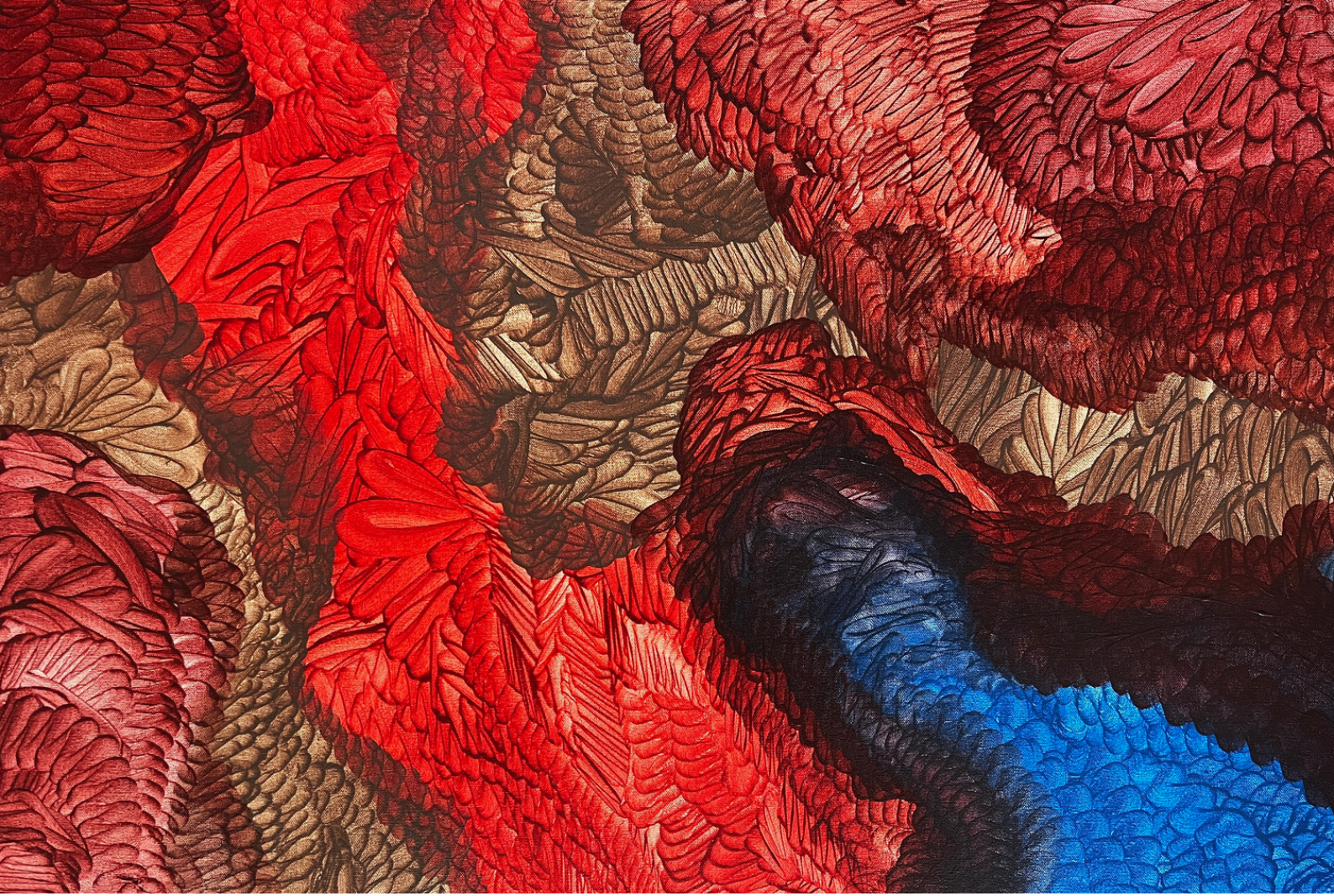
Mangni I
Acrylic on Canvas
24 x 18"
USD 1890



Mangni II
Acrylic on Canvas
24 x 18"
USD 1890



Mangni III
Acrylic on Canvas
24 x 18
USD 1890



Bandhan
Acrylic on Canvas
24 x 36"
USD 3600

This is a captivating artwork that intertwines hues of blue and red to convey a profound narrative. The artist depicts the moment of union with her fiancé, capturing the positive emotions that enveloped her during this significant event. The use of red symbolises the festive occasion of weddings, while the soothing blue hues represent the optimistic and joyful feelings associated with new beginnings and partnerships.

SINDOOR

"Sindoor" delves deep into the cultural and spiritual concept of vermillion in Indian weddings. Through bold strokes of red, this series symbolically portrays the profound significance of the sindoor as a sacred marker of marriage among women, resonating with the timeless traditions and beliefs cherished by Indians.





Sindoor I
Acrylic on Canvas
24 x 36"
USD 1890



Sindoor II
Acrylic on Canvas
24 x 18"
USD 1890



Sindoor III
Acrylic on Canvas
24 x 18"
USD 1890



Artiste Culture

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To book a consultation please click [here](#).

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