

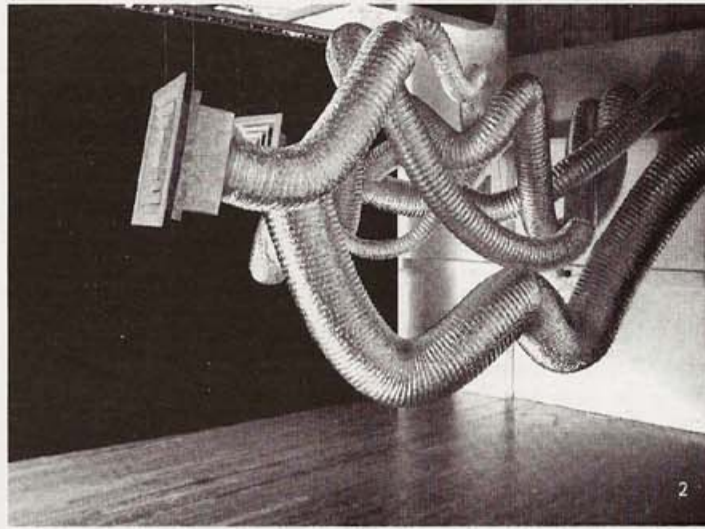
# “WHY NOT”

BAPTIST COELHO



It has always been the driving force of New Media Art to expand intellectual thought, social developments and technical innovations into an up-to-date interpretation of reality. The concept of visualizing current trends and future perspectives is the underlying foundation of this art and has found a voice through film, video, installations and performances. This construction of a human-shaped media-landscape to portray concepts, ideas and artistic reflections is a crucial part to the emerging order of New Media Art.

Unlike other art movements, there is no one style of New Media Art that unites the work of all artists. Yet one common



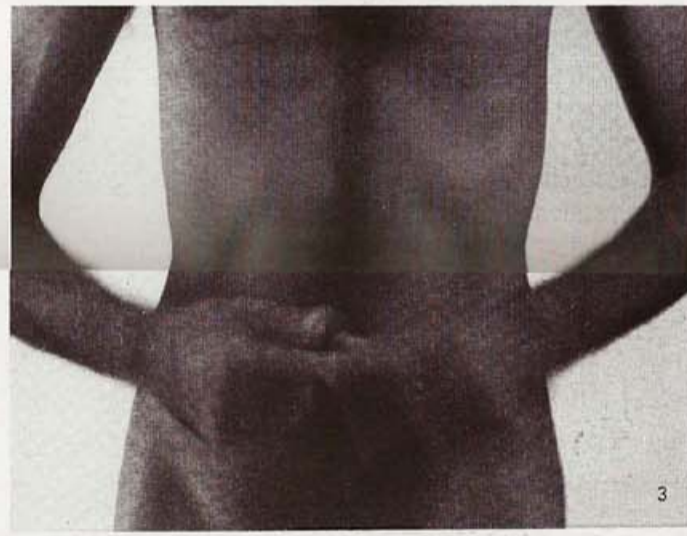
myself. It became a natural progression for me to explore the sensual and passionate element of Klimt's painting beyond its two dimensional surface into a spatial one. In, 'THE JUNGFRAU 3D', I transformed this painting into an experiential one where the viewer plays an active role to create the story by evolving in the space.

By viewing, 'THE JUNGFRAU 3D', we find ourselves immersed into the sheer twirling and twisting of industrial forms and natural sound, which give a contemporary voice to the thoughts of the Klimt women in "Die Jungfrau". This natural sound of the "wind", which echoes a woman's breath, was created by asking female friends to interpret prints of Klimt's "Die Jungfrau", vocally and by recording and mixing their voices on a soundtrack. I then projected this sound through the sensuous form of the aluminium duct work. By infusing these industrial materials with human attributes, I



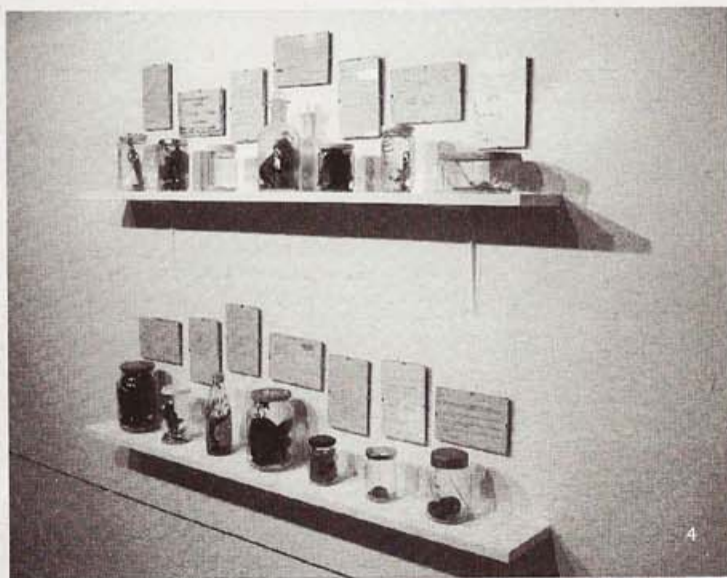
thread for artists, like myself, is the concern, above all else, with exploring the possibilities of art outside the confines of academic tradition. In the process of embedding diffusers with green grass, installing floating gardens, documenting nine different ways of air released from the human body, collecting bottled air and leaves from around the world and video performing with my fingers after consuming alcohol, I have created my own communication and aesthetics of this New Media Art. This form of artistic expression reflects the times in which we live. As a reflection of my own work, its meaning is not a constant and will continue to evolve.

In 'THE JUNGFRAU 3D', (2006), was inspired by the Austrian painter, Gustav Klimt and his famous painting of the same name, "Die Jungfrau", (1912-1913). In this painting, Klimt has visualized a group of women in motion; yawning, stretching and sleeping in silent ecstasy. This high-keyed eroticism and eclecticism of Klimt's elegant and decorative paintings have always captivated me and I wanted to create a tribute to this master by translating this sensuality into my own three-dimensional form.



sensitized the participant to rethink the typical visual interpretation of these resources.

Although this work evolved out of my personal experience with Gustav Klimt's paintings, I was able to experiment with forms and space in a new way, in order to communicate the essential experience of a painter. This experience to me reflects the values and notions of new media. New Media Art will always want to question and provoke new thought.



Artists, like myself, live with the belief of "why not" challenge what ever is before us. Today, what is new will soon be old thought and, as an artist, we must discover refreshing ways of questioning our perceptions. As Gustav Klimt questioned early 20<sup>th</sup> century audiences with his unorthodox, provocative paintings, I feel he would have been very comfortable with this style of New Media Art. He would also agree that walking on the sharp edge of traditional thinking is not an easy task; yet it is this very experience that nourishes us.

1. Gustav Klimt, Die Jungfrau, 1912-1913
2. THE JUNGFRAU 3D, (2006). Mixed media installation with audio.
3. CORPORAL DIS(CONNECT) #2, Standard Mode & Intoxicated Mode, 2007. Twin Channel Video
4. AIR(TRAVEL), 2006. Mixed media

All Picture Courtesy, Baptist Coelho

Baptist Coelho, Visual Artist, completed his Masters in Visual Communication from the Birmingham Institute of Art and Design, UK, 2006. His art practice is mainly research-based and he operates within a range of mediums that include Video, Sound and Architectural Installations, Photography, Sculpture, Public-Art, Performance and Site-specific works. He is the recipient of Promising Artist Award, 2007, by ART India and the India Habitat Centre, India. He lives and works in Mumbai. Email baptistc27@rediffmail.com

## Director's Epistle

We aim to be at least contemporary, if not ultra modern. In any case being ultra makes one carry its onus without moderation and places you on one side of the fence. And contemporary indeed is the evolution of the New Media Art which is finding its presence in all niches of creativity and getting acknowledged.

This edition of 'I' is about the developments being seen in the New Media Art, including the technologically empowered digital art. In a remarkably aesthetic mould, we are witnessing the confluence of the 'art' and the 'artisan', the latter being considered only a rudimentary medium user until now. This proximity of the author and his media has widened the community of creative men and women. And our 'I' this time, is a recognition of this welcome development.

The rapid proliferation of art windows, art forms, art sales, art trades and art fairs as well as opportunities to learn is symbolic of the enthusiasm and yearning to build aesthetic environments. Even though the focus is of individuals and on personal spaces, it will not be long, before it transcends the personal and finds its way into the public space. And maybe, that is the time when our urban spaces will truly reflect the depth of our civilization. If this be so and hope it is so, we should then push hard to get to such crossroads even faster.

Raj Liberhan

Director

VISUAL ARTS GALLERY  
INDIA HABITAT CENTRE  
LODHI ROAD, NEW DELHI 110003

For feedback and contribution

email : visualartsgallery1@gmail.com; ihc@vsnl.com

Editor: Dr. Alka Pande  
Guest Editor: Baptist Coelho  
Deputy Editor: Dr. Mona Mehta  
Editorial Assistant: Kartik Viswanath

Design: Bimlesh Srivastava  
Printed at: Geetika Art Printers

Printed and published by Raj Liberhan on behalf of The India Habitat Centre, Lodhi Road, New Delhi 110 003  
Disclaimer: Views and ideas expressed in the articles are solely of the writers and do not reflect the policy of the Visual Arts Gallery, India Habitat Centre.