



# Art Alive

GEORGINA MADDOX

**Webcasting and podcasting reach the Indian art mart**

LISTEN in on S.H. Raza holding forth on Indian modernism, with some questions coming from Subodh Gupta. Watch Ram Kumar banter with G.R. Iranna. Check out how the artist you have invested in is doing in the market. All on your laptop. Ready-to-consume capsules of art *gyan* are coming your way as podcasts and webcasts.

Saffronart, which spearheaded online bidding on art, has already podcasted two talks, while the four-year-old Copal Art Fund based in Delhi intends to webcast lectures by artists. Dinesh Vazirani, CEO of Saffronart, says,

"New technology, like podcasting, seems to be catching on. We are also planning to launch live streaming and webcasting." They have already podcasted artist Krishen Khanna

reminiscing about his days with the Progressive Artists Group and a discussion between art consultant Amrita Jhaveri and critic Girish Sahani on modern and contemporary art.

Christie's Auction House has been a pioneer of sorts in this field, allowing its members to watch auction proceedings online for a pretty penny.

Ajay Seth, chief mentor of Copal Art Fund, says their webcasts will be launched by February-end. "After ex-



tensive market research and meetings with international partners, we have decided to launch a programme called Global Art Movement and one of its prime features will be the webcast that will give facts and figures on art." Seth's argument is that the Indian art market is but a small segment of a huge luxury sector waiting to be exploited. "Not enough people are interested in art because of a lack of a connection to something as esoteric as art," says Seth, who wants Gen-X, the corporate world and even politicians to get involved in art. The webcast, which will be free initially, is just one strategy.

Peter Nagy, owner of the gallery Nature Morte at Niti Bagh, is of the opinion that a new medium in the dissemination of knowledge about art is always welcome. "However, I would want to see the content of the webcasts before singing hallelujahs. Currently, there is too much discussion on pricing and there is much confusion there. If these technologies manage to take the interest to the next level, then it will be a great achievement," says Nagy.

Copal's focus is on bringing to light the forgotten glory of the age of the Tagores and showcasing the Moderns, and technology is one sure-shot way to reach out to a new audience. Are virtual tours of museums the next destination?



**(Top) Seth of Copal Art Fund (in white) with Raza and Lalit Ashok Vajpeyi at a book launch that will be webcasted; works by the Tagores are a highlight of Copal**