ABSTRACT
The aim of my dissertation is to find out
the reasons for the surge of international
interest in Pakistani art and the work of Pakistani artists. I am
also
looking at it
's effects
on the work of artists and our current art market culture and how this int
ernational
intervention
has
changed the artistic mindset of Pakistani artists.
The
rapid interest in
the art from south asia is mainly because of the tremendous
shift
of interest in
the geopolitical and cultural
situation
of this part of the world.
The
major reasons that grasps the international interest of buyers are the
appeal of ethnicity,
culture shock,
embrace of
islamic tradition with combination of western aesthetics of
art,
the use of extremism,
terrorism or the social concerns
as subjec
t matter,
the
meticulous technique of contemporarized miniature, the exploration in new media and
video art, the value of art work int
erms of its prices and
the violence
and terrorism
induced in the visual imagery of these works.
The sudden shift of this international interest towards our local market is vibrant;
a certain type of work is promoted, projected and accepted by the west. It seems that
recent Asian art is
very much inspired by th
e western notions of art making
It is progressing at an amazing speed but keeping track of the western vocabulary of art it has also preserved its original ethnic roots, which is what makes it more demanding.