

Tribal Images in Contemporary Design and Modern Communication

Abstract

The form of tribal art was practised by primitive people which defines as material culture and visual art practice in their daily life. But still it is the practice by tribal community in various parts in India as well World. The tribal communities are often practices due to their religious nature and activities of daily life. Basically we would find this art practice in rural areas. There are many collections in different museums in India and the tribal art has divided into various categories. Many scholars and anthropologists have different opinions about tribal art from time to time.

Keywords : Tribal art, tribal motif, modern, contemporary design and advertisement.

Introduction

Different people have their different opinions about Tribal Art from time to time.

Tribal art in India takes on different manifestations through varied medium such as Pottery, Painting, Metalwork, Dhokara art, Paper-art, weaving and designing of objects such as jewellery and toys.

Often accent gods and legends are transformed into contemporary forms and familiar images. Fairs, festivals, and local deities play a vital role in these arts.

It is in art where life and creativity are inseparable. The tribal arts have a unique sensitivity, as the tribal people possess an intense awareness very different from the urbanized people. Their minds are supple and intense with myth, legends, snippets from epic, multitudinous gods born out of dream and fantasy. Their art is an expression of their life and holds their passion and mystery.

Tribal art also includes the visual expressions of the wandering nomads. This is the art of people who are exposed to changing landscapes as they travel over the valleys and highlands of India. They carry with them the experiences and memories of different spaces and their art consists of the transient and dynamic pattern of life. The rural and tribal arts of the nomads constitute the matrix of tribal expression.

In my opinion "I belong to an old Odishan tribal community (Saura) and of course its culture. I was born and brought up in the forest village, (At- Ankarada, District: Gajapati) looking around the tribal art. Fortunately after finishing my school, I was able to study in a very reputed Art College in Odisha and did my Master's Degree in College of Art (University of Delhi). Then I got a UGC Grant of National Fellowship for 5 years to do research for a Ph.D (2005 to 2010) in Faculty of Music & Fine Arts, University of Delhi.

After 10 years of research, I am slowly deciphering the deeper meanings of tribal art. When humans came into existence and started to construct their own civilization, it was built upon the tribal life style which in turn was expressed in various art forms. These tribal arts and art forms are very significant in studying the ancient civilizations in today's world. But these days, even tribal life and art are impacted by globalization. In the current generation, advertisement is a very effective medium to showcase the tribal art. My thesis is more relevant in the current 3-G era. The tribal art can connect past, present and future seamlessly through advertisements."

The tribal people created works of art where they lived and worked. Though they were living in remote villages, they have their own instinctual response to nature that was expressed in the works of art with a direct, deep and yet simple interpretation possibilities.

Impression of tribal arts can be varied in our present art and cultural scenario. The tribal art can transgress limitations and be relevant even in the most modern approaches and styles of advertisement. Now the present advertisements are full of Tribal motifs, logo, newspaper ads, magazine ads, poster ads, hoardings ads, mobile van ads, book illustrations etc.



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Simplicity is the main motto or purpose of the Tribal people. Truth prevails in their art each and every time. We can see it as in Sanskrit statement **“Satyam, Shivam, Sundaram.”**

Lalit Kala and Tribal Art have their reciprocal relationship. In present art scenario the difference between these two is fast diminishing. Towards the end of life, famous artist Picasso was searching for Tribal Art and created different forms of Tribal Art.

Present contemporary design and advertisement always covers the motif of Tribal Art to express their views. For example Coca-Cola ads and Ge ads have taken the form of human beings which were used in tribal art.

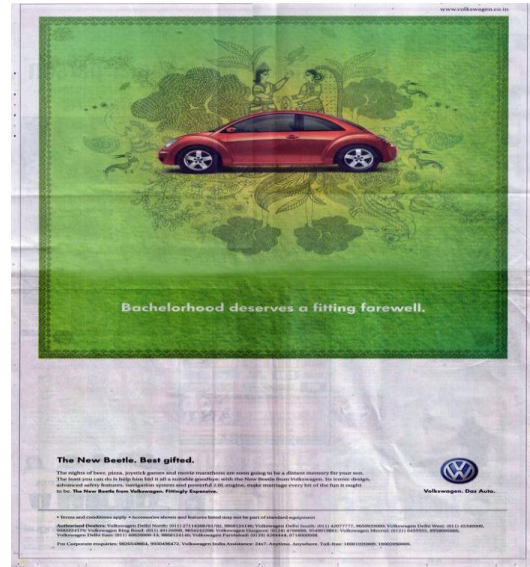
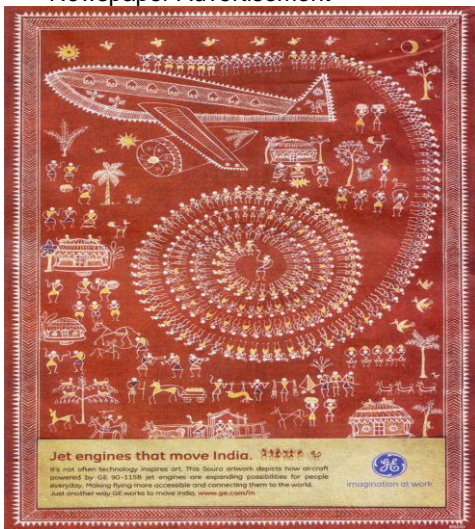
Tribal people express their views through different types of motifs when the alphabets were not discovered. Art is essentially a self expression.

Art always gives an interpretation to the highest level of society as in the contemporary design and advertisement.

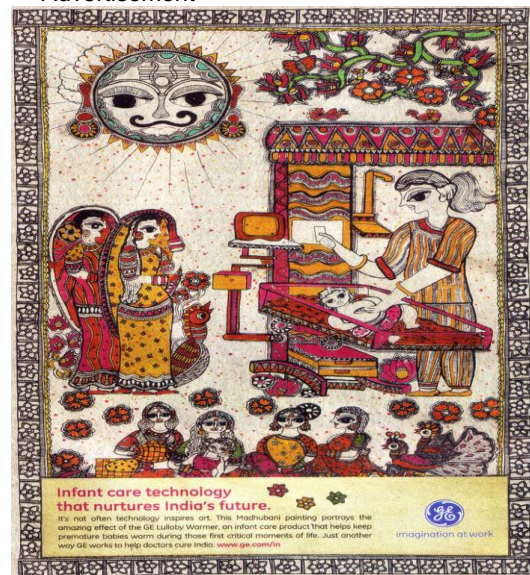
At present situation, art always covers the Tribal Art and the Tribal Images / Forms too in advertising field.

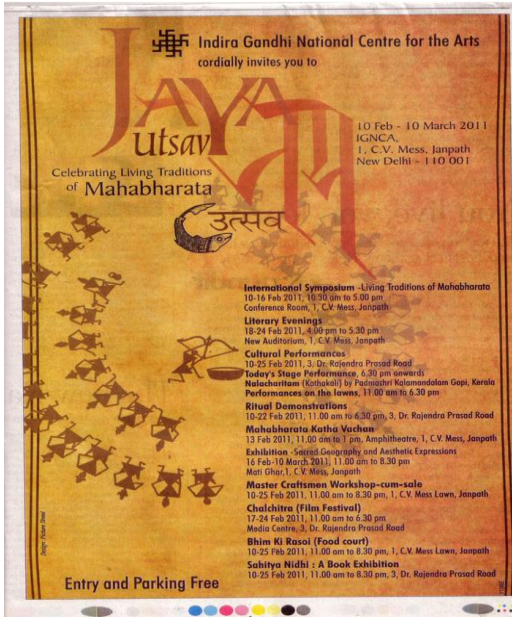
For Example,

1. GE Adv and Saura Art in Newspaper Advertisement
2. Volkswagen Das Auto Adv and Madhubani Art in Newspaper Advertisement

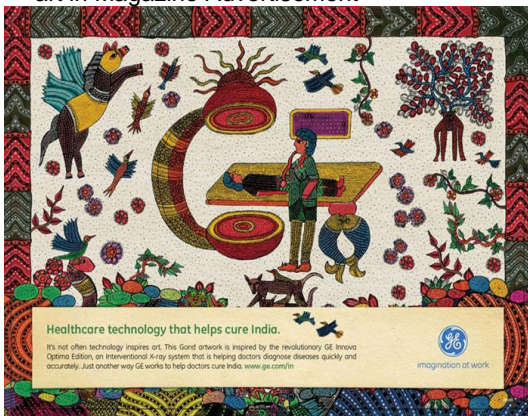


3. GE Adv and Madhubani Art in Newspaper Advertisement
4. Jaya Utsav Adv and Warli Art in Newspaper Advertisement

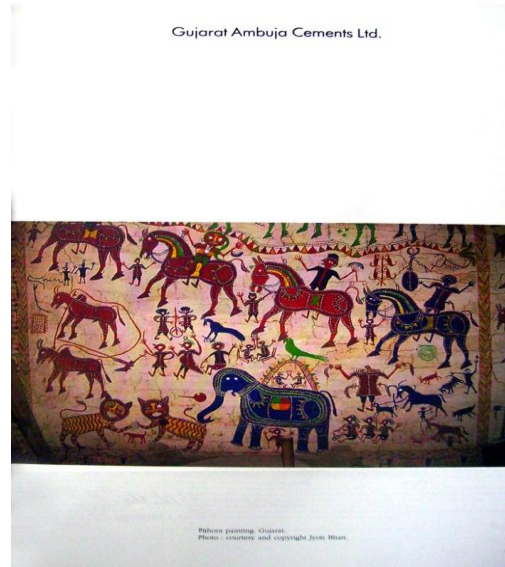




5. EG Adv and Gond tribal art in Magazine Advertisement
6. Tata Sons limited Adv and Mina Tribal art in Magazine Advertisement
7. Gujarat Ambuja cements Ltd and Pithora Tribal art in Magazine Advertisement



8. National Rural health mission Adv and Warli tribal art in Poster Advertisement



9. Coca cola Adv and Warli tribal art in Holding Advertisement
10. Coca cola Adv and Warli tribal art in Mobile Van Advertisement.





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I have chapterised my research into the following categories

1. Evolution of Tribal Art and contemporary design and advertising.
2. A brief history of Tribal Art.
3. How Tribal Art was used in advertisement
4. Lalit Kala and Tribal Art going forward to hold each other's hand.
5. Fifth chapter reflects the aesthetic beauty of the two.
6. How different field's development came into the contemporary visual Art
7. Scenario (Contemporary Design).
8. Tribal Arts implications in the modern advertisement and the relationship
9. With the consumer.

Conclusion

With the advertisement of the technology Tribal Art also improves their achievement in the same level or parallel. Tribal people always show their creativity in their works as they are going forward.

Like the western countries Tribal Art, Indian Tribal Art also has to reach the same level so that our cultural scenario can boast for that.

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