

Tribal Art in Modern Context: A Design & Advertisement perspective

Abstract

Different types of material used in tribal art changes its nature according to time, place and country. So, the material causes a major change in the tribal art. Due to changes of material, there is huge difference between the ancient tribal art and modern tribal art. So, from the point of view of material, it is not convenient to study tribal art.

Keywords: Different Types' Tribal Art, Tribal Motif, Major Change in the Tribal Art Convenient To Study Tribal Art.

Introduction

In the present period sources of advertisement tribal art has been used in a very attractive manner. Before studying it in detail, we will study about different tribal arts and some facts related to them like, their subject, types of paintings and formation of colours etc.

Different types of material used in tribal art changes its nature according to time, place and country. So, the material causes a major change in the tribal art. Due to changes of material, there is huge difference between the ancient tribal art and modern tribal art. So, from the point of view of material, it is not convenient to study tribal art.

Most of the tribals reside in the north, south, east, west and north-east regions in India like- Uttarakhand, Bihar, Madhya Pradesh, Rajasthan, Chhattisgarh, Odisha, Bengal, Andhra Pradesh, Goa, Daman, Lakshadweep, Assam, Arunachal Pradesh, Mizoram, Manipur, Meghalaya, Nagaland and Tripura etc. Availability of different types of materials in different regions, tribes are having their own ample diversity traditions through the materials. This diversity is based on the use of colours, form and shape, whereby they are identified differently. Along with this they are identical in many ways. This is the reason, why tribal art is used in paintings, pictures, ornaments, tattoos, utensils as well as classified in the form of other instruments.

Paintings and Sculptures

Tribal paintings are basically made in two mediums, one with the colours and second with the clay, cow dung, paper and other mediums. There are four basic derivations of paintings made with colours. Wall paintings or murals are one of them. Such as, Kohobar, Jirotti, Snake and Sanzhi are tribal paintings. Second is which are made on floor, called as floor embellishments or Maandla, Rangoli and Alpana etc. Third the paintings are which done on paper, cloth and leaves. Panel Pictures, Pagalya, Kuldevi and Sati etc. are the fourth category. This is basically body painting. There are different types of body painting through permanent and temporary decoration, such as, tattoo, mehendi and mahawar etc.

The stone axe is the great example of sculpture in tribal art. From the ancient time, the human has learnt to stand on his feet and hold things through his fingers. Since then human has learnt hunt, ignite fire, cultivate and build houses etc. This was the way of development through the craftsmanship's by tribals. Coming out of crypt when human had started to make homes by wood, straw and mud, then he wouldn't have known that he is laying foundation of an art and incepting it on a worldwide level. Prehistoric art had born in crypts itself. The primary levels of these two arts can be counted in craftsmanship. Walls of homes and houses were made and then they were decorated with colours and mud. Clay utensils and sculptures were made. Clothes were made and development of art took place in life. The creator of all these art is by a woman. In all the centers of craft women plays the main role.

Toys

Toy is the ancient form of tribal art. This tribal art is in force since the time period of Mohenjo-Daro and Harappa when there was no difference between art and tribal art. Tribal art are formulates different regional and religious God related idols. On propaganda they are sold in the form of toys, for e.g. Bankura of Bengal which is sold in the form



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of a horse. Likewise from Bengal, the Kali mask which is an inspirational source for great painter Gemini Roy. Many toys in the form of birds and animals are made different materials. Rajasthan's Elephant and Camel which are made in wood, stone, ivory, terracotta are tribal toys. Dhokra style is also another form of tribal toys.

Tattoo and Ornaments

When did body tattoo come into existence? It is a difficult question to get answer. We come to know it is from the tribal myths. The folk myth tale of Gond tribe answers the appropriate question. There is story behind the tribal tattoo. Once *Mahadev* are invited all the *Devata's* for a banquet. *Gond* God also went there. All the God's wives accompanied them. All the *Devata* wives had gathered around Parvati. After the banquet *Gond* God wanted to leave. By mistake he placed his palm on Parvati's shoulder and asked her to come along with him thinking her to be his wife. Parvati became rampaged. *Mahadev* was also smiling; he knew *Gond* had done it unintentionally. At last Parvati thought of a plan, she asked everyone to get tattooed for recognition with a meaningful tattoo. Since then tattoo came into existence in all the castes and creeds.

Ornaments are playing a important role in a woman's life among tribal community. This has been used by both male and female. The ornaments made from different types of minerals, bones, lac, feathers, terracotta, pearl, shells and stones etc. Also ornaments are made using different types of coins as well as shells and bells, which are great examples of tribal form of art.

Traditional Metal Sculpture and Other Instruments

The technique of making metal sculpture started in the early periods and it is still in practice. The base for making traditional sculpture is through the idols of Gods and Goddesses in temple. Basically, the traditional sculptures were made in metal. Tribes may possess any type of art, but are never isolated from caste pulsate. Personal beautification view of tribes has been observed since ancient times. Ancient artist does not consider the outer beauty of an object but views the internal beauty with the help of Gods and Goddess eye. According to Nandlal Bose, "a sculptor views anything with the qualities."

All the traditional metal sculpture has one motive. In the metal sculpture we would able to found spectacular beauty which is present in living and non-living as well. In Bastar metal sculptures is one of the most ancient arts, which is called as Gharwa art. Metal sculptors have been moulding the tribal ancient forms, motives and embellishments into house hold items. The characteristic of Gharwa art of Bastar is depicted as an ancient tribal mythical form of art.

Weapons, equipments, musical instruments, vehicles etc. are some of the objects on which are decorated by tribal people. Tribal people also embellish the equipments which are mostly used by them like grip of swords and daggers. Solo instruments like- guitar, harmonium, moth organ, flute, harp, clarinet, tabor, tom-tom etc are well decorated. Sword sheaths are also decorated in different ways.

Swastika (Satia) and Absolute Vase

'Swastika' plays an important role in the Hindu religion. Satia is an imitation of Swastika. From

birth to death Satia is used in a tribal life in different forms. Satia is considered as Cosmos. At some places it is used as symbol for Lord Ganesha. A tribal folk tale is considered related to Ganesha's mythology. *Swastika* is a symbol of welfare. Use of Satia is done according to place, time and availability of things and made from different types of materials. Like turmeric, roli, rice, marl, flour and cow dung etc. Standing lines are considered a symbol of *Jyotirling*.

Pitcher, urn, bowl full of water is a sign of sacred happening. It holds a special place in Ishan corner. Ishan means God and it is a particular place to pray God. It is a symbol of setting foot by God and bringing him with all due respect. From ancient times, it is considered that if you are going out of your house for some particular work and you see a woman carrying a water pitcher, it is considered a good sign. These types of pots are made especially on specific places, whether, it is rangoli or mural painting.

Triangle, Plants, Trees Birds and Animals

Triangle depicts the junction of three *devtas* and also the wheel of our life. Brahma is considered as birth giver, Vishnu is the keeper and Mahesh is the savior respectively. Its recognition is with three characteristics Rajogunn, Tamogunn and Satogunn. These are the conduct of life Rajogunn for easement, Tamogunn for effort, Satogunn for accepting the truth. These are symbols of three ages as well as past, future and present. In every sacred place formation of triangle is mandatorily done. Slanting line is considered the symbol of imbalance and speed, intersecting lines are considered symbol of discord and war, and straight lines are considered the symbol of attentiveness.

Plants and trees have an important role in the tribal art. The plants and trees include peepal, mango, banyan, tulsi, lotus flower and bela etc. In Hindu religion leaf of a peepal tree forms a Bandanwar during marriage rituals. As the bridegroom enters the house neem leaves are used to sprinkle water on him or he is welcomed. Neem leaves are antiseptic as well. Lotus flower is drawn on every rite occasion, which is a symbol of serenity and sanctity.

Birds and animals are juxtaposed in tribal art as a major section. Without this, there are no values for any tribal painting. Birds and animals in daily life are either friends or enemies of Human being. They are looked upon with fear and they are caressed too. Symbolically the public tries to respect the animals. Chief animals among them are fish, tortoise, rat, sparrow, peacock, monkey, deer, cow and their hoofs, parrot, elephant, horse, buffalo, dog, snake etc.

Art of Saura Tribe

Art are looks like very simple and easy, but it is more symbolic. It is affected not only by beauty elements but also by social elements. Saura is the tribal art of Odisha which is very colourful and beautiful. It is induced and affected by meditation and prayers like other tribal arts of India. It is directly related to Gods and Goddesses. According to the Saura tribe beliefs, "there are thousands of Gods, Goddesses and revenants." Along with it natural powers are symbolic in their art of living, daily routine, nature etc. They show trees and plants, animals etc in their pictures. They believe completely in Voodoos.

They use the walls of their houses and papers to make the background of their paintings and for the gain of colours are completely dependent on nature. They use more symbols in their paintings. Their paintings are depicted form of story. Their paintings are well delineated with festivals and celebrations. The artists are learning this art from their ancestors which continues from generation to generation. The main colours in their paintings are red, yellow, blue and white. They make colours using rice, stones, plants and trees, ash and chalk.

They are used in advertisements. Because their paintings are looks very easy and simple. The advertisement viewers can easily understand what is meant in the advertisements. That's why they are been used in the advertisements.

Leather Puppets

Some south Indian tribes are famous for this art. These tribes are usually resided in some part of Andhra Pradesh, Tamil Nadu and Kerala etc. Puppets are made out by cutting leathers. These leather puppets are practice since the time of *Satyawan*. In ancient times it was viewed as the means of entertainment and people watched it for the sake of time pass and enjoyment. The puppet was played on a soft muslin cloth from the back along with singing and dancing.

puppets are made through the goat skin and later it is cleaned. After cleaned the figures, they are drawn different images by natural colours. Their subjects are also very religious. Mahabharata and Ramayana is the primary subject for the subject. In the leather puppet advertisement tribal art has been used since a long time and this art is used by many popular companies and firms in their advertisements.

Art of Meena Tribe

tribe is one of the oldest tribe of India in the state of Rajasthan. Meena tribe possesses a history from 11th century A.D. like other tribes of India. They express their emotions by singing a song, painting and embroidering on a cloth. They decorate their house like a bride on the occasion of Diwali, Holi, Teej and other festivals. The mural paintings of Meena tribe are done by women and they are known by the name of Mandana Mural paintings. The subject of paintings is Gods and Goddesses and also on natural subjects in which plants and trees and animals.

Wood art of Naga Tribe

Naga tribes are found in Nagaland and Manipur, which are divided into 50 small parts. Like other tribes of India Naga tribe is famous for its wood art, cloth art, paintings etc. Religious story are the primary subjects of Naga tribe. Initially they draw with charcoal on the wood and then they are carving the wood. Their sculptures are basically focused on expressions not on minuteness of craftsmanship. They are usually made Gods, Goddesses, birds and animals etc. While making the sculptures they make use of feathers of birds. They decorate their weapons beautifully. Time to time the use of Naga tribal art is been done in advertisements. Naga tribal art is so easily and simply incorporated in advertisements. That's why; Naga wood art has got separate recognition.

Art of Warli Tribe

Warli tribe is found in Thane district which comes in the state of Maharashtra. This tribe is also famous for its paintings. Primarily they made paintings on the walls of their houses for decorating. But as the passage of time they have started to paint on the paper as well.

The looks of their paintings is very simple and native. There is incorporation of elements of design in their paintings and shows an impact. Their paintings are rich in triangles and circles. Their paintings are based more on lines rather than colours. Their lines depict full emotions. Subjects exceed in social, natural and religious subjects.

Paintings of Tribes of Hazari Bagh

Hazari bagh is an important part of state of Jharkhand. Tribe named Kurni is found in this state which is very famous for its paintings. They use white, red and yellow colours in their paintings.

In this tribe mostly the women are make the paintings. They also include birds and animals more in number. Their painting is depicted more decorative than emotional. They mostly paint sparrows, duck, peacock, cock, and in animals lion, monkey, dog, and deer.

Art of Bastar Tribe

Present Chhattisgarh is an important place for tribal art and culture. Basically all the tribal artists of Bastar make artifacts using metal, iron, stone and bamboo in a traditional way. The sculptors of Bastar are making useful aesthetic ceremonial artifacts according to regional and beautification in a simple manner. Iron and metal sculptures gave a separate recognition to Bastar. Bastar tribal art also attracts the advertisers very much therefore they are using their paintings and symbols in galore. We will study this in detail in the forthcoming lessons.

Pattachitra Kala of Santhal Tribe

Santhal tribe is the biggest tribe of India. Santhal live in many states of India like Odisha, West Bengal, Chhattisgarh, Jharkhand etc. Santhal artist make painting on cloth and leather which are kept folded and are sometimes hung on the wall and they are also called Pattachitra.

Kaalighat Pattachitra

Kaalighat Pattachitra located in West Bengal. The paintings are based on Ramayana, Mahabharata and Puran. Basically the paintings are made on cloth. The eminent Patachitrakar's of Bengal are Neelmani Das, Balram Das and Gopal Das. In 19th century Patua's (people who make Pattachitra's) resided near the Kali temple. Therefore this style is termed as Kalighat style. In Bengal Patta style on a single cloth or septal continuous paintings are made and for the description of the story the Kalighat artists make small pictures of it on different papers. Kalighat Patua's are an expert at Pattachitra compositions. We can see the use of Santhal art and Pattachitra art in advertisements every now and then which makes them beautiful, simple and clear.

Tribal Art of Madhubani

Tribal Art is an important part of our life. They are interlocked with our day today life with all the products that we use in our home on the occasion of festivals and celebrations in our traditions and rites.

In the Mithila region of Bihar Kohbar painting work starts from early days of marriage. During the time of marriage one form of art is done and that is known by the name of Madubani art. Madhubani painting has gained a separate identity in the tribal art all over the world. The Madhubani paintings are different in process of making. Primarily the sketch of the picture is drawn in two line format, and then a stich is filled in these lines. When the line is ready it is filled with colours. The painting is based on cloth and the colours are red, yellow, green, purple etc. Basically Madubani art subjects are depicts Hindu religious story. Birds and animals are also the subjects of Madhubani painting.

Madhubani paintings are used in plenty in advertisements and are found attracting the consumer. The advertisements of Madhubani art is incorporated so beautifully and simply.

Gond Paintings

Tribes and tribal are attached deeply with the traditional roots of their society. Their stories, dance, music, paintings and sculptures represent through their beliefs and traditions. From generation to generation they have an oral tradition to tell their children about their history. Mainly the artists of this tribe are associated with Madhya Pradesh and Chhattisgarh states. This tribe is also famous all over India for its art. Their painting subjects are birds and animals, trees and plants. Jangarh Shyam is one of the eminent artist of this tribe. Gond art plays an important role in the world of advertisement. There are many examples available due to which they slip from our memory.

Pitthaura Tribal Art

This tribe is basically found in Madhya Pradesh and Gujarat. Their living style is similar to other tribes of India and they also make paintings on the walls of their houses called as "Pitthaura" art. Their paintings are completely dedicated to their God Pitthaura or Babu Pitthaura. Babu Pitthaura is like their village God. They present it in the symbolic form of Bach or Horse. These paintings are made on different festivals and celebrations. Because of their attractive and soothing colours and shapes they are used in plenty for the advertisements and make them very attractive and colorful.

Traditional Mass Communication Means

Traditional mediums have earned a special place in the life of tribes. They have become the medium of happiness and sorrow, mirth and grief, religion and deeds etc. Tribal life expresses through these mediums not only establishes group communication but also achieves intersociety communication and social co-education.

Ancientness of Mass Communication Means

The ancient tradition means which is represents the prehistoric background of Indian culture. In a way the arrival of traditional mediums became the attendant of humans' spirituality. According to the date fixed by the Astronomical science of Malenkov, 'nearly twelve years before, whereas human form similar to today has been found, all round progress is seen in this direction.' For them in the place of technique or use behavior of culturally can be used. Famous philosopher D.H Garden has rightly quoted that we cannot adequately treat the

word Culture, until the scenes of painting, decoration or carvings don't point towards the sculpture elements, arrangements and expression of thoughts which tell about the practices of people and their living strategies.

Importance of Tribal Means

Traditional tribal means played an important role in tribal life. Whatever, their form of art, study and coloration always have been their important? Every medium has its own importance in its segment but in the wide panel along with tribal contact medium puppet, tribal songs, dances have been such mediums which are always important. Their presentation or expressions are makes easy to understand the meaning.

Through these mediums society's dictions, strategy, tradition, character can be recognized. For leading a happy life, it is necessary, that traditions and dictions and strategies should be known to the common people. From this point of view these mediums play the role main base to understand our culture.

One main importance of tribal mediums is that they act as the symbol of unity. Today trial literature is looked upon as the medium for establishing worldwide unity. Even today, these mediums have proved beyond the borders of country and era with religious coordination.

Traditional Medium: Isopulverizability and era Propotional Importance

By becoming familiar to modern mediums if we cast a look at traditional mediums we come to know that there is queue of eras at our back in which from speechless human to their language development, origin of gestures, writing, paintings and some remedies exchange of messages comes to reminiscence, whereas there is current century present, in which regular revolutions of dispatch and communication has its possibility.

Communication has a widespread meaning now. Until now being dumb was considered the curse of God and travesty and for the dumb to become a speaker God's Grace was essential-

These mediums are ancient forms of transmission. Transmission of Information, thoughts and expressions from one person to other is the art of transmission. Traditional mediums in their artistic form have played the role of transmission. These mediums have left an impact on humans. Changed the behavior and for information, education and coloration have attained a position.

The tribal society has received various information and group transmission from traditional medium. In the age of transmission revolution the transmission understanding, development of the strategy thought to be active the meaning of it has already been understood by tribal artist and then only for the sake of saving the tribal values, for preserving the tribal values and for the existence of their inheritance had started to take necessary actions. With the tribal labour they sprouted. In a way these mediums have become a support to the tribes and tribes through their support have attained many goals. The line diagram explains the process.

Communicator Message Recipient Feedback

quality of these mediums is that instant reaction of the readers, audience and viewers is received which is not easily possible through any modern medium.

One more facility is that all the mediums are in the hands of the artist but they are slaves to tribal groups. On one hand artists are the main anchors but the main anchor is the tribal group.

Tribal community is trust bearing. So with the felicitation of the artist tries to buck up the mediums and also does allocation. These mediums make realize the present but tribal human learns the past from the present. Attains the values of the past and tries to develop a relation with the past incidents and navigate the future possibilities. These mediums with the help of words, silence, music and sound effects have developed a relationship with the tribal community. New mediums play an important role from the presentation of emotions point of view. Intelligence, tunes, imagination are three elements of emotional sides.

Through this medium in child like old people physical, mental, moral and emotional development happens itself. Story is one of the psychological means of education and along with it, it is interesting and entertaining, in which dialogue, language style and aim intermingle to instigate the tribal community to say a story, tell a story and write a story.

In this way in tribal dramas the artist with the help of acting and music fill the hearts of the public with emotions and provide them with tribal education and mental satisfaction.

To an extent the need of these mediums in tribal community is to accumulate knowledge, meanings and reputation etc. They help in social welfare as well as meditation. Through these mediums right and wrong are explained to the people and are instigated to follow the right path and are advised not to do anything wrong. These mediums play the role of change psychologically.

So not only in India but worldwide in society in the form of academic, cultural traditional mediums have established their richness. Sanity reasons or arguments, background of empathy, activeness etc that are considered the characters of modernism, appear to be far off from these tribal mediums and take the society from extension to psychism.

Base for the Development of Tribal Art

With the passage of time as the mediums for transmission and advertisement developed thereafter major changes appeared in all the fields of society whether it is education, politics, medicine, art or music. Due to these changes, there were changes in the life style of the tribes and therefore their art has been flourished. As the art developed, thereafter their paintings and mediums became modern.

On the basis of the following facts tribal art has flourished to an enormous extent and because of these reasons advertisements and the world of transmission are successful in attracting their attention and therefore their usage is seen in the world today.

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