

## "POST EVENT

For Immediate Release

The Times of India Literature Festival 2016 got a dose of art this weekend, with Shilpa Gupta's Someone Else presented by Avid Learning.

Mehboob Studios got an art-start this weekend with the display of a cutting edge art installation by one of India's leading contemporary artists. Avid Learning in association with Times of India Literature Festival 2016, and Kiran Nadar Museum of Art (KNMA) proudly presented Shilpa Gupta's Someone Else, 2011, a library of 100 etched books written anonymously or under pseudonyms.

The stand-alone installation in the heart of the festival was buzzing with curious guests and social media activity prompted by our hashtag campaign #someoneelse prominent on the front of the booth and on nifty little bookmark giveaways.

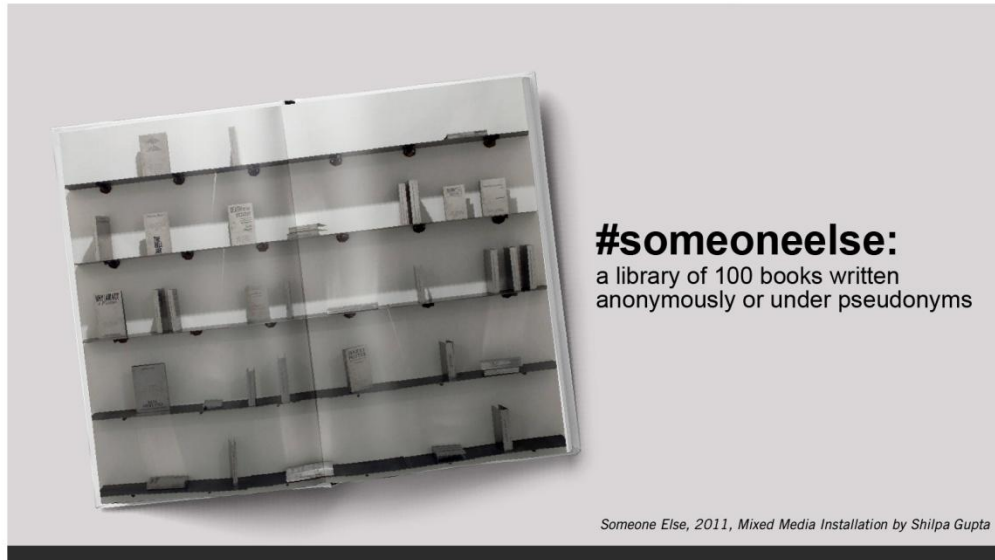
Festival-goers were busy tagging, posting selfies and tweeting outside the installation which featured 100 inscribed steel books written through the ages anonymously or under pseudonyms.

This installation appealed to visitors interested in exploring the relationship between literature and the visual arts. Audiences were intrigued with the idea of a library made with the outer 'shells' of books which served as suggestive signifiers for larger questions. Shilpa's metal covers without the books or pages but engraved with the reason why each author chose to remain anonymous or use a different name fascinated many who walked away pondering issues of identity, agency, censorship and free speech, apt topics to probe into at a literary festival.

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Social Media Handles: [www.facebook.com/Avidlearning](http://www.facebook.com/Avidlearning), [www.twitter.com/Avidlearning](http://www.twitter.com/Avidlearning), Instagram: @avidlearning

Event Link: <https://www.facebook.com/events/161603377644317/>



**#someoneelse:**  
a library of 100 books written  
anonymously or under pseudonyms

*Someone Else, 2011, Mixed Media Installation by Shilpa Gupta*

## A Literary Art Installation by Shilpa Gupta @ TimesLitFest 2016

Make your way to **Mehboob Studios** this December to experience a cutting edge art installation by one of India's leading contemporary artists! **Avid Learning** in association with **Times of India Literature Festival 2016**, and **Kiran Nadar Museum of Art (KNMA)** proudly present **Shilpa Gupta's *Someone Else, 2011***, a library of 100 etched books written anonymously or under pseudonyms. Shilpa's work is a register of impositions, vulnerabilities and fears associated by the very first introduction of the self – a name. Throughout history writers have sought freedom in being someone else - be it to conceal one's gender, avoid personal or political persecution, write in another language, express multiple selves, or publish a rejected work. Contribute books by anonymous authors or authors who write under pseudonyms to be used by the artist in a future project. Visit our social media platforms to find out more!

**Date:** Friday, 2<sup>nd</sup> December to Sunday, 4<sup>th</sup> December 2016

**Time:** 11.00 AM to 9.00 PM

**Venue:** Mehboob Studios, Hill Road, Bandra West, Mumbai 50

