

# From packaging genius to artist

FC BUREAU

**RENOWNED** Franco Indian artist Shombit Sengupta who signs as Sen is known to be the packaging genius behind the new Britannia and Lakme logos.

He has participated in shows at the Louvre in Paris, Venice, Milan, and Tokyo and also had a solo show recently in Mumbai with more than just his paintings and installations — including an art car the Renault Kwid.

Sen's spontaneity of imagination and expression from living is his own movement of art called 'Gesturism.' Overcoming our indispensable slavery to digital technology's virtual unreality especially in art, 'Gesturism' is irregular deliberate strokes signifying unprompted, vibrant breathing, dynamic, unique ideology, endless purity, psychedelic waves, and shock of difference, fearlessness.

Inspired by his French environs, Sen's artistic sensitivity swirled him into osmosis of the mind's eye, his fingers domineering over colours and brushes, the friction of which comes together to generate a painting on canvas.

He challenged the idea that thinking exists; to him the stimulus for action is gesticulation. Sen explains



Sengupta's *Apsara*

that a human being's birth is the most valuable instant happening in the universe, but the exact time and date of conception is mysterious.

It's not thought that

starts life, nor can anybody predict life's end. So life's start and termination is within a boundary that is beyond control and thought. Instant actions in everyday

living may result in some corporal substance that people call thinking, so the more actions we perform, we create stimuli for others.

Our gestures, and not



Franco Indian artist Shombit Sengupta

hazy intangible vapour, form the basis of Sen's Gesturism art movement. His painting philosophy is, "don't think, push the act and let imagination take over."