



Anupam Tomer is a Delhi-based artist who engages in a multitude of genres of art and design. His mixed works showcase urban contemporary, pop art and graphic collages.

# Urban Arrest

Every image around us is an intermittent frame of a story that is playing between eternities. Digital Artist Anupam Tomer arrests this frame through his art and tells the whole story through it.



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**There is a bit of us in everything around.**

It started as a realization of the taste and appreciation for certain elements in the surrounding that evolved into a conscious emotional interaction. All of us relate to these mundane, everyday images at some level or the other. Be it a regular movie poster, or an advertisement or even a traffic signage. Each one of them induces a reaction in us that usually go unnoticed. They come with a vibrant colour palette that evokes an emotion in us and amplifies our imagination. That's how my art is born.

**Perceptions merge to create perspectives.**

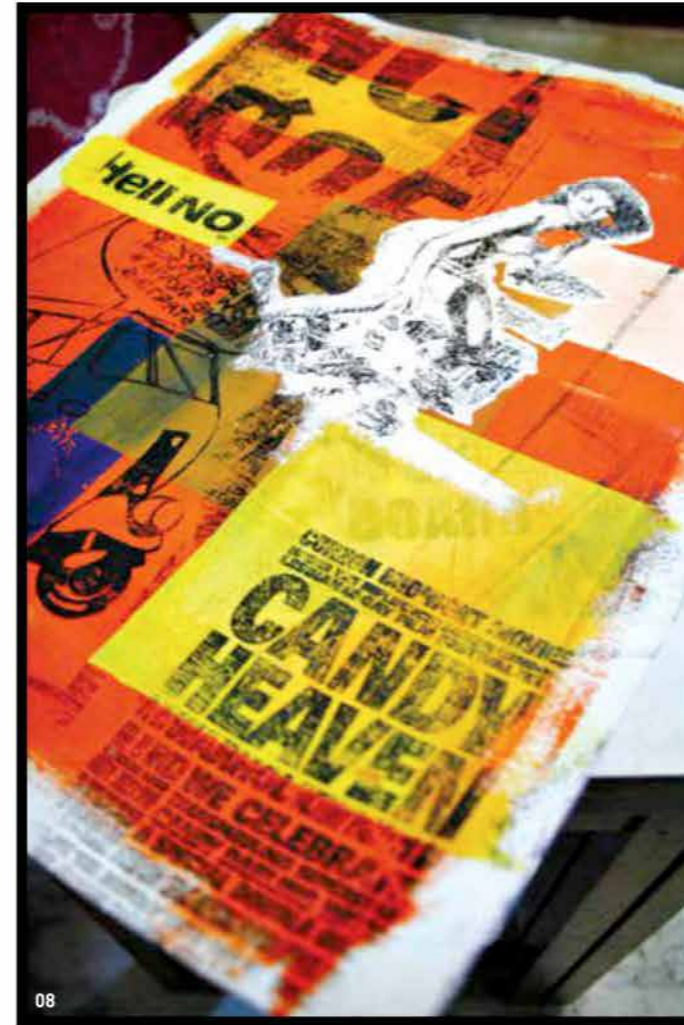
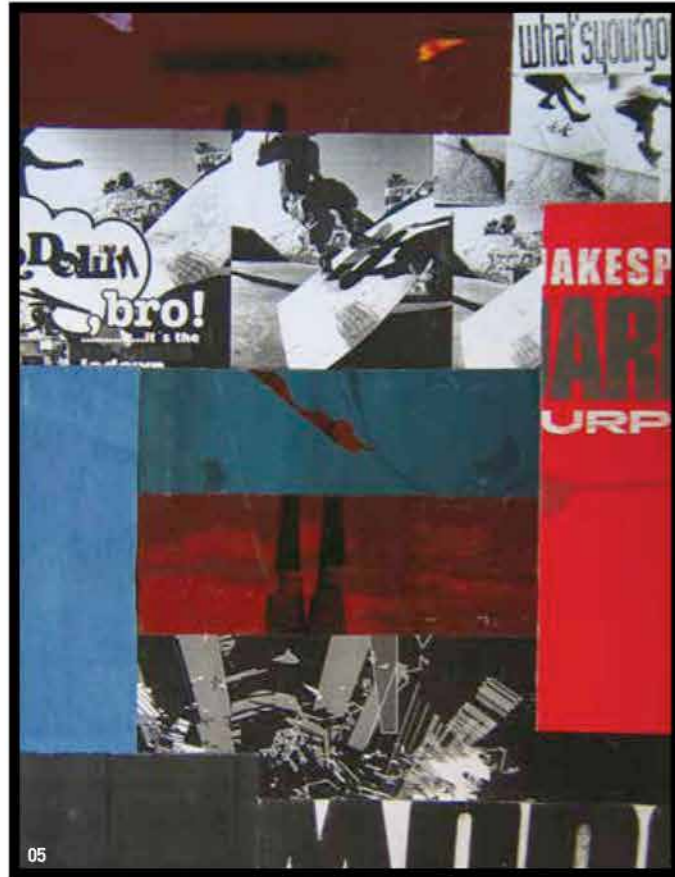
Everyone of us maintain individual perceptions of the same image. But that's only at the superficial level. As one delves within the image and explores different perceptions, one encounters a perspective that divulges an inherent story in the image. Layering them up with your own experiences and interactions can actually evolve the image into something that you've never noticed. It's interesting how the use of vibrant colours can add a positive vibe to the otherwise mundane visual.

**Opinions don't go with universality.**

It's good to start with your own background. But to achieve a universal context, one needs to let the artwork evolve freely. It's restrictive to put across a message in your creation. Or even pull in influences from your own culture. The more you let in different perspectives to interact with each other, the more progressive it becomes. It's good to have a restrained use of the motifs of one's own culture. Lest it limits the art and confines the perceptions to certain cultures →

01 02 04 **Vermilion.** A fashion lifestyle fantasy inspired by vibrant colour palettes.

03 **Casablanca.** A mixed media artwork that comments on the sentiments of love and hate.



**No process is the best process.** Every creation starts with a random spark. To allow the spark evolve and take its own free course is to open up an array of possibilities for the final outcome. I tend to stop occasionally and look back at the progression of the artwork. Asking unrelated questions usually results in multiple openings for the evolution. Gradually, the perspectives narrow down to one final idea.

**Research is a routine.** For a designer it is important to interact with the inspirations and influences on a daily basis. Instead of looking for ideas, I prefer looking for ways to make its arrival smooth and easy. Going out, meeting real people, being part of real incidents are the best ways to condition the mind. It's a lot more facilitating than just browsing books. Another good way is to challenge your mind to do new things. Scan pages from your favourite book or magazine and try building on them. Or play with different printing techniques. You never know which experiment is going to yield what. You just have to be ready.

**Decay brings new life with it.** Regeneration is everywhere around us. From the crumbled walls of an old building to urban waste, every ending is a possibility of a new beginning. As a designer we can capture the transitional frame and narrate the story that never ends ←

05 **MOD.** A juxtapose of the urban settings and underground sub-culture.

08 09 **HEY.** A pop art work inspired by comic art and iconic movie posters.

06 **Urbionika.** A pen and ink illustration depicting mankind's effort to move up in search of more resources.

10 11 **Zephyr.** Reflects the aesthetics in urban mass culture and commercialism.

07 **GAS.** Urban grunge artwork.