

Art Ecstasy

Call it an achievement, a consequence or simply good luck that Creative Gaga had the fortune of inviting Android Jones to India and host the country's first ever live digital art workshop. Here is a recount of the journey, from conceptualization to completion.

Bringing dreams and reality together.
Discovering the works of Android Jones was an inspiration enough to take up the job of organizing these workshops. He is at the forefront of the visionary art movement, leading a bunch of artists who emphasize creativity as the foundation of consciousness and agent of social change. The objective was to bring this knowledge to our country through the famed live digital experience that is credited to Android. Moreover, the March 2013 issue would have the theme of digital art, targeted to promote that

culture in India. Therefore, the occasion and reason seemed to fit perfectly to it the go button.

Learning by experiencing.
Creative Gaga conceptualized Design Calling, an interactive platform to bring experts and aspirants together. It saw considerable success in its first year. For the second edition, the workshop with Android Jones was just perfect. On the agenda was introduction to history and tools, discussion on the business of creativity, followed by live portrait demo →





and an open house. The same format was followed across the 2-day workshop, at Delhi (February 17 & 18, 2013), Bengaluru (February 21 & 22, 2013) and Mumbai (February 26 & 27, 2013). While the workshop was designed to be an interactive session with the master, thankfully, the three sessions turned out exactly as desired – a spontaneous and enthusiastic collaboration of the mentor and the attendees.

Getting the basics right.

The first day of the workshop was intended to be a warm up session, where the trainer introduced all to the theory and practice of digital art. The highlight was a live portrait demo by Android, which doubled up as a tutorial on understanding form, basic anatomy, using light, choosing a palette etc. The day ended with a Q&A with Android.

Ending as if a new beginning.

The second day started with a short session on technical know-how and moved on to discussing the business of creativity. Android explained how important it was to package an idea and sell it to the client. This was quite an exciting thing to learn and it pepped up the audience to ask for more. The day ended with a Q&A and a short portfolio review session. In Mumbai though, the day ended with a spell binding show called Phadroid. Featuring a live sketch incorporated into a dance performance, the show was a visual extravaganza that enriched the senses to take the art experience to an ecstatic high ←

