

Arts Design Fashion Words Music **Film**

# platform

CREATIVE LIFESTYLE

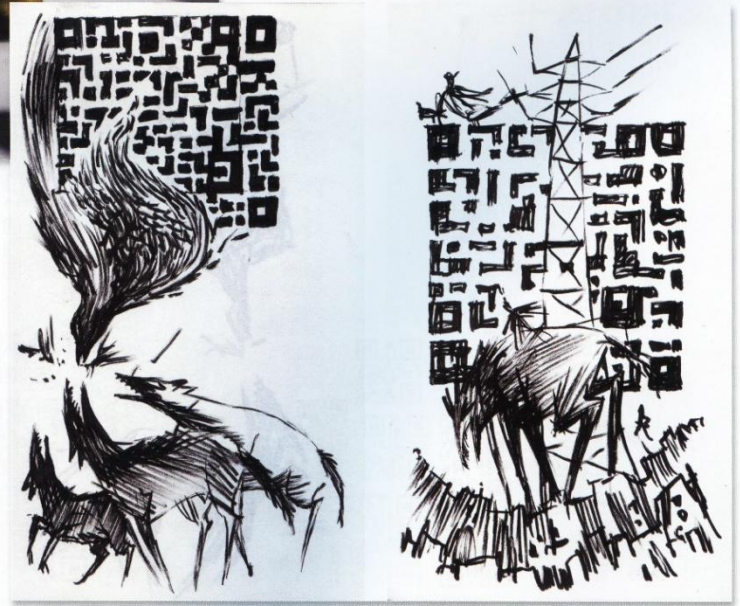
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STEVE MCCURRY

film



# QR CODES

Artist **SANJAY SUNDRAM**

**QR Codes/ Technology Interventions in Art** With my studies at SPA, Delhi and IIT, Mumbai, I've acquired a reasonable comfort with both design and technology. For part of my week, I head the R&D team for a multinational, concocting a mix of animation and technology to enhance education in rural schools. It was during my work in educational R&D that I came upon QR codes. What first caught my attention was their ability to act as a link between the physical and digital world. As I researched further over four months, I was excited with the potential I discovered for artistic interventions within the structure of QR codes. On studying the coding logic, I found it possible to challenge the basic visual aspects of the code and move away from the crispy clean, straight-lined, black-

white appearance, as is the norm currently. I was able to render them in opaque and transparent media and even as a sculpture while still retaining the parallel level of digital communication. To me it is interesting to take something that's this cutting edge and render it in traditional media and form. Such a contrast also serves as an excellent medium for reflecting the contrasts I strive for in my art: between the natural and manmade, between the existing and the emerging etc. Looking ahead, my next set of works in this series will incorporate multiple QR codes instead of one or two. These multiples create diverse visual possibilities. They also clearly increase the layers of communication, through visual words or wired connections.









Born in Delhi, Sanjay Sundram lives and works in Gurgaon. He received his Masters in Design with a specialization in visual communication from *Industrial Design Centre, IIT, Mumbai* in 1998 after completing a Bachelor in Architecture from *School of Planning and Architecture, New Delhi*. He was commissioned by *UNDP* for a series of 12 paintings and also a series of 20 watercolours as part of the *Orphan Elephants* series for the *David Sheldrick Wildlife Trust* in UK. He also created fiberglass sculptures, 30 foot glass etching called *If You're Happy in a Dream, Does it Count* for *Magic Software, New Delhi*. Sanjay has exhibited as part of group shows for over a decade. Some of his shows in the past couple of years include *India Art Summit, 2010*; *Invisible Cities* at *AICON Gallery, New York, 2010*; *Nanhi Chhaan* and *Mezz Residency* both at *Religare Arts, New Delhi* earlier this year.