



MANIFESTO

Art is an ever-evolving domain that requires constant learning and adaptation to the changing landscape of the industry, and it is therefore vital for any artistic creators to observe and learn from the world around them. My main focus is on creating art for purpose and expression which emphasizes on evoking the right emotion and creating that connection to what the audience is seeing or experiencing. I consider that art isn't just about the looks and the design that went into creating it but also the feel of it or the mood it tries to transpire through its core messaging and objectives.

CORE PRINCIPLES :

I believe in 'Art for a purpose and expression' rather than creating 'Art of art's sake'

This approach requires a form of artistic research, in which I need to use the right artistic format and media that allow alternative voices and interpretations to be made. I use my artistic work as the driving force behind wider processes, rather than simply creating a preconceived artistic product.

Committed to Collaborations

I believe in working on projects that accommodate multiple viewpoints and create artworks that encompass the best possible outcome through collaborations.

Process-driven Artwork

A process-driven artwork is certainly no 'better' or 'worse' than any other art-forms and it possesses all the characteristics of art: craftsmanship, aesthetics, imagination, and innovation.

Structured Documentation

A process-driven work emphasizing on documentation adds value to any artistic project giving it a solid legitimization and authenticity.

Sustainable Approach

Environmental and social commitments are an integral part of my work ethics and values. I focus on finding the balance between creating an environment-friendly and socially responsible work and solutions at every step of my artistic process.

Learning and working ahead in the future, I would like to focus my artistic approach on Creative research, strategy, activism, and the relevancy of art in the fast-paced world where there is a systemic change in social perception patterns as well as change in the metrics of how art is perceived and judged.

- PIYUSH PATIL

Art Director | Design Research & Strategy