

**INDIAN**

NEW DELHI, VOLUME-IX, ISSUE-IV, MAY-JUNE, 2024 ₹ 500

# **CREATIVE MINDS**

**THE MAGAZINE ON ART & CULTURE**

**Vandana Bhargava**

| Nihar Das | Prof. Dr. B. N. Goswamy | Gulzar | Ashok Bhowmick | A Ramachandran |  
Mahinder Puri | Ranjan Kaul | Reena Bhatnagar | Neeraja Divate | Subhendu K. Das |  
India Art Fair 2024 | 40th Busan Short Film Festival | Prayag Shukla | F. N. Souza |  
Sangeeta Singh | Sajal K. Mitra | Ravi Krishnan |



White and Yellow - Flagship Jewellery store of Vandana Bhargava at Square One Mall, Saket

## ■ COVER STORY ■

# Trailblazing Through Art and Heritage: MS. VANDANA BHARGAVA'S REMARKABLE JOURNEY

ICM NETWORK

In the realm of art and heritage preservation, few names shine as brightly as that of Ms. Vandana Bhargava, the founder and chairperson of House of VSB. A visionary entrepreneur, celebrated jewellery designer, and passionate curator, Ms. Bhargava's illustrious career spans over four decades, marked by numerous milestones and accolades. Her unwavering dedication to reviving and preserving India's diverse artistic traditions has earned her global acclaim and recognition.

Driven by her passion for colourful gems and jewels, she ventured into designing jewellery on a small scale, creating pieces for her family and friends while raising her children. As time passed,

Ms. Bhargava's work gained recognition, prompting her to expand her designs with a professional touch. Her commitment to design and the preservation of Indian heritage fueled her growth. Along the way, she gratefully acknowledged the steadfast support of her husband, who served as a distinguished officer in the Indian Administrative Service (IAS), and her children, Swati and Varun Bhargava, now Director and CEO of 'House of VSB', respectively, who also pursued careers in design. The four together stand firmly as the four pillars of the House of VSB.

The next generation joined Ms. Vandana Bhargava in this artistic endeavour in 2011. Since





VSB Family and its Four pillars. Vandana Bhargava, sitting in the Centre,  
Standing from left to right : Varun Bhargava, Dr. Sunil Bhargava and Swati Bhargava





The Crucifixion Of Our Lord Saviour Jesus Christ, Francis Newton Souza, Oil On Canvas, 39"x30", 1988

Mixed Media On Sheet, 15"x11" Late 16<sup>th</sup> Century,  
Pahari School, Shiv Pujan



their involvement, with their interest in contemporary art, they expanded the collection to include master works by progressive Indian artists. Their focus on thematic art works by eminent contemporary artists has enriched the gallery and provided the platform for expression ranging from figurative works and landscapes to wildlife and abstract art.

Ms. Bhargava's professional journey began in 1981 when she first stepped into the world of jewellery design. With an innate talent and a deep-seated love for India's rich cultural heritage, she quickly made a name for herself, captivating audiences with her exquisite creations. Under the brand name 'White & Yellow - Signature jewels by Vandana & Varun Bhargava,' Ms. Bhargava's jewellery designs became synonymous with elegance, craftsmanship, and timeless beauty.

Ms. Bhargava finds great inspiration in precious ancient jewels from India, China, Egypt, and Rome. In her designs for signature jewels, she





Vasudeo Santu Gaitonde,  
Oil On Canvas Pasted On Board, 23"x20"



Satish Gujral, Acrylic On Canvas, 54"x37"



M F Husain, Marker On Paper, 18.5"x24.9"



Unknown artist, Tempera On Silk, 20<sup>th</sup> Century, 43"x75.5"

strives to promote India's rich heritage while incorporating contemporary perspectives. Her signature jewels exude a sense of romance — drawing inspiration from ethnic roots yet possessing a modern appeal. Each design tells a story, weaving narratives of different regions, historical periods, and cultural celebrations. This storytelling approach adds depth and character to her signature jewels.

Ms. Vandana Bhargava's extraordinary talents, passion, and dedication to both jewellery design and India's rich culture have left a lasting impact on the worlds of design, art, and heritage. As her legacy continues to shine, she remains an inspiration to countless individuals, preserving

India's cultural treasures for generations to come.

However, Ms. Bhargava's passion extended beyond jewellery design. Driven by a desire to champion art conservation and promote traditional Indian art forms, she embarked on a new venture in 2004 with the founding of Galleria VSB. Positioned at the core of South Delhi's vibrant art scene, Galleria VSB quickly established itself as a hub for art enthusiasts and collectors alike.

As Galleria VSB celebrated its 20th-anniversary milestone in January 2024, Ms. Bhargava's vision and leadership have been instrumental in shaping its success. The gallery's curated assortment of traditional and contemporary





Ram Kumar, Oil On Canvas  
1955, 55.5"x20.2"



Francis Newton Souza, Oil On Canvas  
1951, 36.5"x25.5"

art forms, including heritage textiles, folk art, and sculptures, reflects Ms. Bhargava's commitment to preserving India's cultural heritage.

One of the highlights of Galleria VSB's anniversary celebration was the "TIMELESS STROKES" Masters Exhibition, curated by Ms. Bhargava herself. This prestigious showcase paid homage to exceptional 20th-century master artists whose works have left an indelible mark on Indian art. From the iconic strokes of M.F. Hussain to the evocative paintings of Jamini Roy, the exhibition offered visitors a captivating journey through the cultural richness and artistic legacy of these visionary artists.

Ms. Bhargava's joy and passion for the exhibition are palpable as she described it as more than just an art display; "It is a profound exploration of the minds and souls of these artistic visionaries. Their distinct styles and fearless exploration of themes convey deeper narratives, emotions, and cultural significance, inspiring future generations and contributing significantly to the global appreciation of Indian art".

Beyond her role as a curator and jewellery designer, Ms. Vandana Bhargava is a prominent personality in the world of art and entrepreneurship. As the chairperson and founder of House of VSB, which includes esteemed brands





Bhupen Khakhar, Oil On Canvas, 1980, 38"x38"



Vasudeo Santu Gaitonde, Oil On Canvas, 1962, Untitled, 30"x26"



Miniature Painting (Kaamsutra) Rajasthan 1800 AD, Tempera On Sheet



Shamsad Husain, Acrylic On Sheet

like White & Yellow, Galleria VSB, SKNZ, Luna Jewels, and Cafe VSB, Ms. Bhargava's influence extends far beyond the boundaries of traditional craftsmanship.

Incepted in 2004 by Ms. Vandana Bhargava, Galleria VSB has promoted traditional, contemporary, and dying art forms through exhibitions, art camps, workshops, publications, documentation, and outreach programs. The gallery's efforts to help traditional craftspeople survive and find a market for their products reflect Ms. Bhargava's commitment to supporting India's

artistic heritage.

Ms. Bhargava harbors an immense passion for India's temple architecture, stone carvings, bronze castings, silver filigree, murals, and miniature and calendar paintings. At Galleria VSB, the commitment to delivering a unique experience is evident in the rich collection of art and craft. Spanning two decades, the gallery showcases the opulence of India's cultural heritage through an extensive collection of miniature paintings, spanning from the 13th century to the late 19th century. Additionally, it houses stone sculptures by



Maqbool Fida Husain, Terracotta, 14 Diametere

the late Raghunath Mohapatra, a world-renowned artist who received the Padma Shri in 1975, Padma Bhushan in 2001, and Padma Vibhushan in 2013.

Their collection encompasses works from renowned schools such as Rajasthan, Mughal, and Pahari, including their sub-schools like Nathdwara, Bundi, Kota, Bikaner, Basholi, Kangra, and more. These paintings feature beautiful rhythmic lines that reflect the craftsmanship passed down through generations. Their deep appreciation for heritage art enables them to showcase the diversity of India's cultural legacy through meaningful storytelling. Additionally, they take pride in their remarkable collection of calendar art, which serves as a



Raghunath Mahapatra, High Relief Work In Wood, Lord Ganesha, 4'x2'4"x1'2"

testament to an era when cameras were not prevalent. During this time, artists dedicated their efforts to creating calendar art, offering ordinary people the opportunity to adorn their homes with depictions of their gods, beliefs, and heroes.

Galleria VSB is acclaimed for its diverse collections, including heritage textiles, folk art, early lithography, oleographs/serigraph, old Nathdwara paintings, Pattachitra from East India, Tanjore paintings from the South, and portraits of women and freedom fighters. The unique Logo of the Gallery represents the underlying guiding force of Lord Jagannath, revered as the Lord of the Universe.





Maqbool Fida Husain, Acrylic On Canvas, 40"x60"

**Here are the excerpts from the interview held with Ms. Bhargava about her journey, inspiration and experiences.**



B.S. Kapoor, Tempera On Paper, Bhim Couldn't Lift Anjaneya's Tail, 1990

*1. How did your background in jewellery design and entrepreneurship influence the establishment of Galleria VSB?*

Answer: My journey in jewellery design and entrepreneurship provided the foundation for establishing Galleria VSB. Inspired by ancient jewels from India, China, Egypt, and Rome, I aimed to promote India's heritage while incorporating contemporary elements into my signature jewellery designs. Each piece carries a unique narrative, reflecting the cultural richness and historical significance of different regions and periods.

*2. How do your collaborations with craftsmen and your appreciation for heritage art contribute to the collection at Galleria VSB?*

Answer: Our collaborations with skilled craftsmen and my deep appreciation for heritage art play integral roles in shaping the collection at Galleria VSB. With a profound love for India's temple architecture, stone carvings, and various art forms, we curate a diverse range of artworks and





Chameli Ramchandran, Watercolor On Paper, 2002, 10"x13.5"



B. Prabha, Acrylic On Canvas  
1970, 36"x 60"



Krishnaji Howlaji Ara,  
Charcoal On Paper, 19"x24"

crafts at Galleria VSB. From miniature paintings dating back to the 13th century to stone sculptures by renowned artists like Raghunath Mohapatra, our collection showcases the richness and cultural legacy of India across different periods and regions. In our collection, you'll find artworks from renowned schools such as Rajasthan, Mughal, and Pahari, as well as their sub-schools

like Nathdwara, Bundi, Kota, Bikaner, Basholi, Kangra, and more. These paintings feature mesmerizing rhythmic lines that convey the expertise passed down through generations. Our deep appreciation for heritage art enables us to display the richness of India's cultural legacy through compelling storytelling. Moreover, we take pride in our outstanding collection of calendar





Galleria VSB, 3rd floor, Square One Mall, Saket

art, which serves as a tribute to a time when cameras were not widely available. Artists dedicated themselves to creating calendar art, offering a way for ordinary people to embellish



S H Raza, Acrylic On Canvas, 2000, Kundalini, 99 x 99 Cms

their homes with depictions of their gods, beliefs, and heroes.

3. *Why did Galleria VSB choose to mark its 20th anniversary with a collective exhibition focusing on modern and contemporary masters?*

Answer: Galleria VSB commemorates its 20th anniversary by curating a collective exhibition that shines a spotlight on modern and contemporary masters. This significant milestone underscores our dedication to tracing the artistic evolution and paying homage to the myriad talents that have graced our gallery. We have selected these masters for their worldwide acclaim and profound impact on the art world, as they eloquently express raw emotions through abstraction. This exhibition inaugurates our annual showcase, setting the tone for future explorations. In the upcoming months and years, we envision delving into diverse themes and representations, including explorations of divinity such as the 'Shakti Series' by various contemporary artists and the 'Divine Series' by Yusuf.

4. *Could you provide insights into the artistic contributions of the 24 master artists featured in the exhibition?*

Answer: While our collection boasts a





Jagdish Swaminathan, Oil On Canvas, 33"x43"

myriad of pioneering artists, we have chosen to present 24 for now, with plans to introduce more in the future. Among them stand iconic figures like M.F. Husain, F.N. Souza, S.H. Raza, V.S. Gaitonde, and Ram Kumar, revered as pioneers of abstract art in India. Each artist is celebrated for their distinct approach, with standout works including Ram Kumar's abstract interpretations of the Banaras Ghat series, Raza's abstract landscapes reflecting various epochs, Husain's poignant Farmer series, and Souza's revealing self-portraits, demonstrating his visionary brush strokes.

*5. In what ways does the exhibition aim to illuminate the artistic styles and thematic explorations of the featured artists?*

Answer: The exhibition is structured along a chronological time line, enabling visitors to discern and appreciate the evolutionary trajectory of artistry over the years. Hemen Mazumdar's realistic depiction captures a tender moment as a young girl awaits her beloved, emphasizing the emotive nuances of her facial expressions. Jamini Roy's mythological compositions, characterized by fish-eyed figures and folk motifs of Bengal,

offer a striking contrast. M.F. Husain's 'Farmer' series presents Indian agrarian life with obscured faces, yet resonates deeply within the socio-political context of its era. S.H. Raza's landscapes, like the 1956 'Banaras Ghat', evoke a nocturnal ambiance that envelops viewers in its ethereal aura. Another masterpiece by Raza, the 1992 'Bindu', portrayed within an abstract landscape, reflects shifting paradigms. F.N. Souza's landscapes and portraits, distinguished by bold and stark patches, unveil his unique artistic perspective. These examples underscore how artists adapt their techniques and explore varied themes over time, thereby showcasing the evolution of their artistic journey — a pivotal aspect of our exhibition.



Step into the world of

# ETERNAL VISIONARIES

Grand Old Masters

Immerse yourself in the captivating artworks of artists **Raja Ravi Varma, Rabindranath Tagore, Nandlal Bose, Hemandranath Mazumdar, Nicolas konstantinovitch Roerich, Jamini Prokash Gangooli, Jamini Roy, Amrita Shergill, Abdur Rehman Chughtai, Mahadev Vishwanath Dhurandhar** whose brilliance transcends time and inspires generations.



Royal Lady , Raja Ravi Varma



*White & Yellow*  
Signature jewels by  
Vandana Bhargava



**HOUSE OF VSB**