

Revitalizing Traditional Indian Art Forms through Modern Wall Painting Techniques

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ABSTRACT

Our cultural heritage would be severely lacking without Indian art and Paintings. Historians and archaeologists provide crucial data, shedding light on how people's daily lives varied depending on where they were located and when they lived. Art has always fascinated mankind since ancient times. In India many unique pieces of art are produced by various artists and civilized people of different regions. This paper aims to examine the various styles of Indian art and painting from various eras, using examples from well-known temples, monuments, caves, etc., which are popular tourist destinations thanks to their artistic and cultural significance. Along the way, we will learn to appreciate the time-tested methods used to create these works of art while exploring the shared and unique themes they all explore.

Keywords: Indo Western Art, Tribal Art, Ajanta Ellora Art, Traditional Art, Folk Art

INTRODUCTION

India is engrossed with mine of various arts such as Ritual art, Mural art, Mughal art, Pahari paintings, Kalighat paintings, Folk art and Tribal art, etc. Due to the country's climate, only a small number of the country's earliest paintings have survived to the present day. However, petroglyphs and other rock paintings from India's prehistoric era can be seen in places like the Bhimbetka rock shelters (Barkeshli, 2008). The Bhimbetka rock shelters house approximately 10,000-year-old rock paintings from the Stone Age.

Ancient Hindu and Buddhist texts from India mention various palaces and other buildings with elaborate mural paintings (Chitra) (Garg *et al.*, 1994, 128). Of the few paintings that have survived, those at Ajanta are the most important. Although the earliest surviving examples of miniature painting in manuscripts dating back to the Middle Ages, the practice was likely widespread during this time. In the Mughal period, a new aesthetic

was born out of the collision of the Persian miniature with established Indian practices (Lavanya, 2022). Murals, miniatures, and paintings on fabric are the three most common forms of Indian art. Murals, like those in the Ajanta Caves and the Kailashnath temple, are monumental works of art (Phillips, 1976). Miniature paintings are typically painted on delicate materials like paper or fabric and displayed in books or albums: several locations with Indian rock-cut architecture date back at least 2,000 years and feature fresco-like murals (Sharma, *et al.*, 2021). However, the 1st and 5th century remain at the Ajanta Caves are by far the most significant.

They can be found on the walls of our nation's most prominent buildings, temples, caves, and other sites of historical significance. Each painting is unique and has stories to share with the world. By referencing paintings in a variety of styles, this paper aims to highlight some recurring motifs employed by our forebears (Wilkinson *et al.*, 1935). In doing so, we will also discuss the skill and technique of creating these masterpieces. We will

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examine prehistoric paintings, cave art, temple art, Mughal art, and paintings influenced by Indian regions throughout this paper.

Objectives :

1. To design wall paintings based on different themes of Indian art.
2. To assess the consumer's acceptability and marketability of designed wall paintings or prototype.

METHODOLOGY

The methodology for the study comprises of the following phase:

Phase 1:

Consumer and Market Survey:

Market was explored to see the variety and range of wall decoration pieces available in market.

Locale of the Study:

Banaras, Lucknow, Jaipur

Collection of Motifs of Indian Arts:

Folk Art, Tribal Art, Indo Western and Modern art Motifs, Ajanta and Ellora Motifs, Traditional Art Motifs

Scrutiny of Design:

After a survey of different art motifs were selected after preference of consumers.

Phase 2 :

Preparation of Design Sheets for Wall Paintings:

Sheets for wall painting were designed with those selected motifs from various Indian art.

Assessment of Design Sheets:

The investigator selected 18 - 22 years of age consumers to select motifs from each painting for the study. Five-point rating scale were used as a tool for visual analysis.

Grades	Ranks
Excellent	5
Very good	4
Good	3
Average	2
Poor	1

Construction of Wall Paintings:

Based on statistical analysis, the best and the most preferred designs were given a real touch on fabric.

Phase 3:

Pricing and Costing:

Pricing was done by calculating the total cost, that is of material cost, and adding a 20% margin into that cost and 10 per cent was added labor cost.

Evaluation of Wall Paintings:

It depends upon selection of sample, display and demonstration.

Data Collection:

Questionnaire was prepared by the investigator to collect information about the acceptability and to access the market potential of wall painting.

Data Analysis:

Statistical analysis of data was done. A five-point rating scale was used as a tool.

RESULTS AND DISCUSSION

Wall painting is the earliest known form of Indian art. Stylistically paintings may be found on the walls of the houses. To produce unique and ethic wall the designers and research revitalize the different Indian art motifs on textile materials to preserve the identity of Indian art.

To design wall paintings based on different theme of Indian art. To assess the consumer's acceptability and marketability of designed wall paintings or prototypes.

Result of Consumer and Market Survey:

Preference for Home Decoration:

After the survey it was found that every respondent preferred to decorate their home in a different style (Fig. 1).

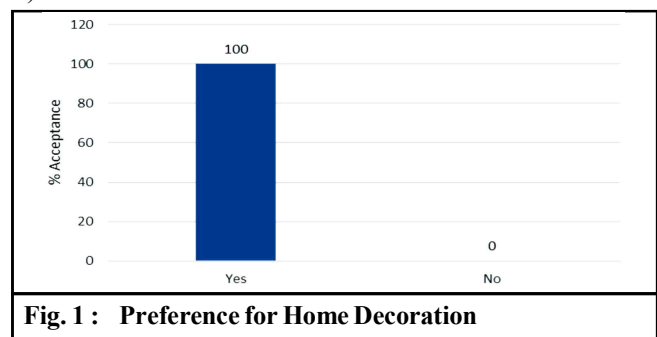
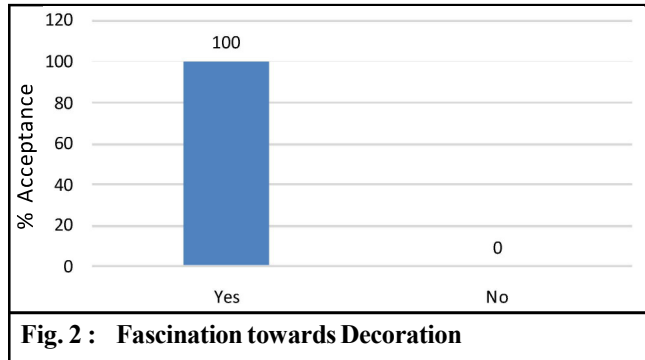


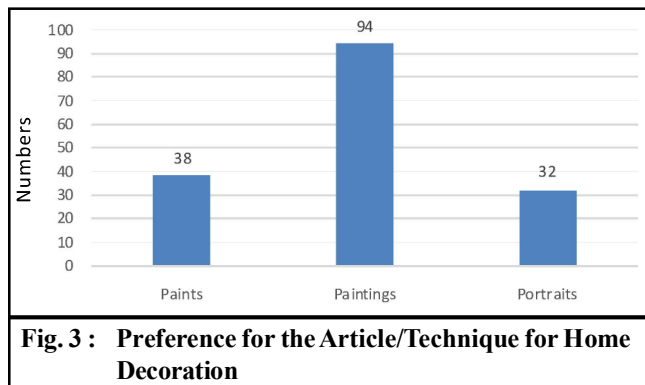
Fig. 1 : Preference for Home Decoration

Fascination towards Decoration:

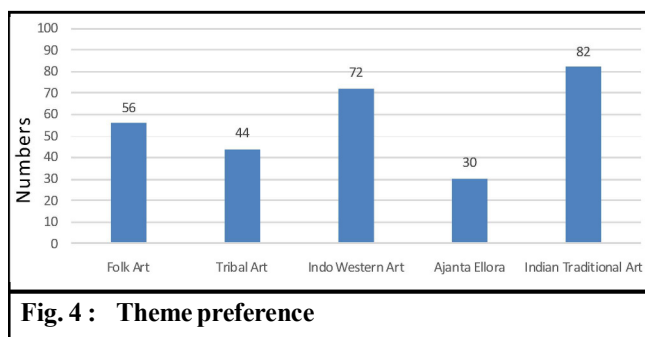
After the survey it was found that every respondent preferred to Fascination towards decoration their home in a different style (Fig. 2).

***Preference for the Article/Technique for Home Decoration:***

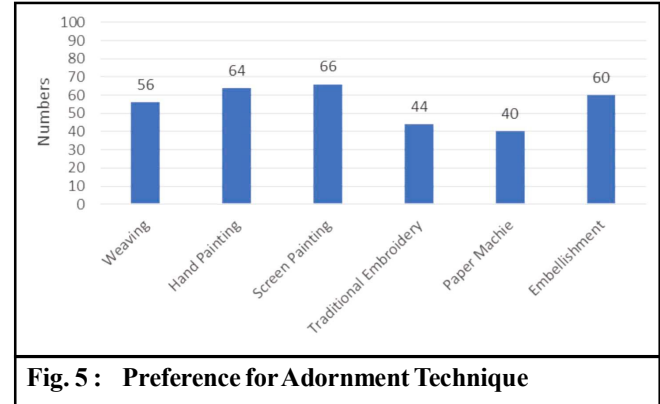
Various diversified articles are used for home decoration in which paints, paintings and portraits are renowned. In the graph was shown that paintings preferred most for their home decoration (Fig. 3).

***Theme Preference:***

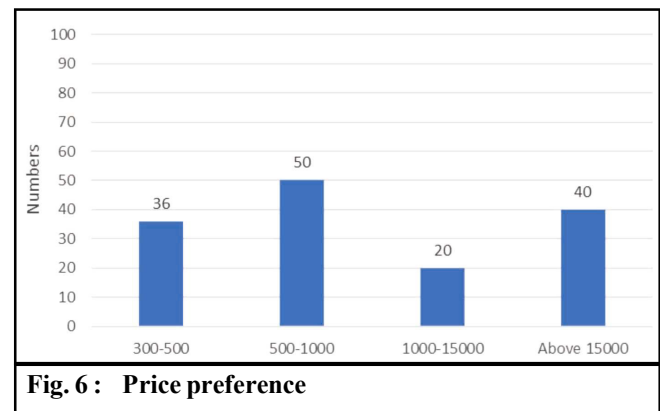
According to the survey Indian Traditional art theme was more preferred as compared to Ajanta and Ellora theme (Fig. 4).

***Preference for Adornment Technique:***

An adornment is something which can change the outlook of a product. The consumer preferred screen-printing technique for painting and hand painting more than others (Fig. 5).

***Price Preference:***

According to the survey price preferred range was between 500-1000 (Fig. 6).

***Consumer Acceptability for Wall Paintings:***

Based on design sheets of each art were selected by the respondent based on a five-point rating scale for the construction of wall painting. Rating scale was designed in such a way that the highest means suggested the best or most preferred design sheet.

The various criteria of consumer acceptability for wall paintings suggested by researchers were evaluated.

Based on consumer preference 11 sheets were designed. All paintings were evaluated by fifty potent consumers based on six criteria that is motif, color combination, texture, uniqueness, surface enrichment and overall appearance (Table 1).



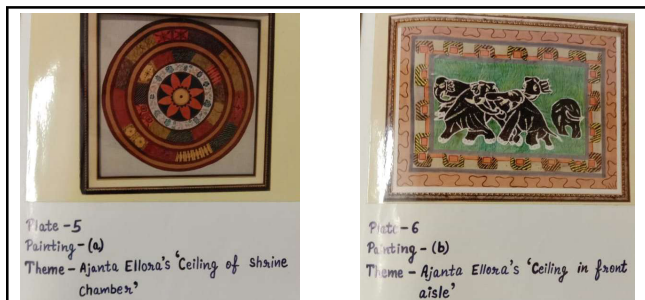
Indo Western Theme



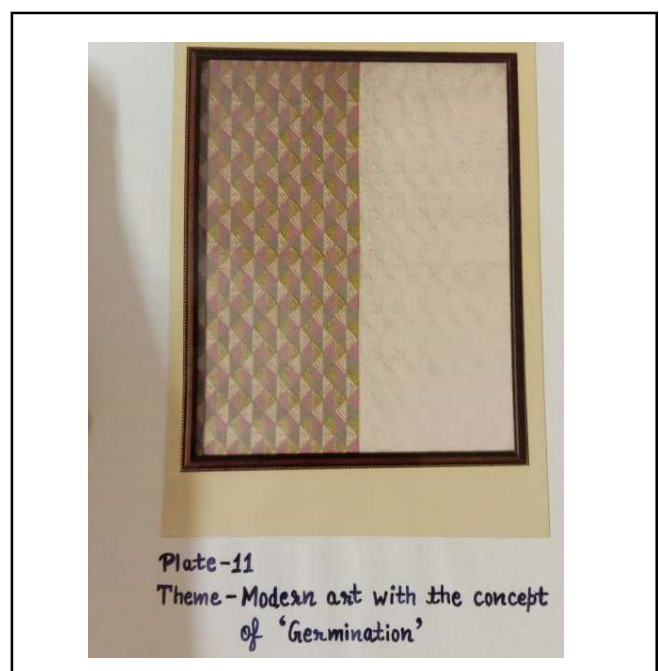
Folk Art Theme



Tribal Art Theme



Ajanta Ellora Theme



Modern Art Theme

Table 1 : Consumer Acceptability for Wall Painting

Theme	Painting N.	Criteria						
		Motif	Colour Combination	Texture	Uniqueness	Surface Ornamentation	Overall Appearance	Acceptability Index
Indo Western	a)	4.54	4.26	4.48	4.62	4.34	4.66	.89
	b)	4.42	4.46	4.3	4.42	4.2	4.6	.88
Tribal Art	a)	4.46	4.56	4.2	4.22	4.4	4.92	.89
	b)	4.64	4.56	4.3	4.28	4.28	4.72	.89
Ajanta Ellora	a)	4.6	4.73	4.4	4.5	4.58	4.74	.91
	b)	4.24	4.02	4.3	4.22	4.22	4.4	.84
Traditional Art	a)	4.7	4.82	4.56	4.5	4.6	4.68	.92
	b)	4.72	4.56	4.54	4.6	4.48	4.68	.91
Folk Art	a)	4.62	4.54	4.56	4.62	4.42	4.68	.91
	b)	4.5	4.42	4.48	4.4	4.48	4.44	.89
Modern Art		4.64	4.66	4.7	4.68	4.46	4.68	.92

Conclusion:

These paintings have adorned the walls and ceilings of famous historically relevant tourist sites. However, they have also truly beaten the test of time, thanks to historical artists and their innovative techniques. In studying various types of paintings, we also saw that though these paintings vary across time and space and, thus, make one type apart from the other, there are themes that integrate them and intertwine them in a thread of time and space. Thus, we can easily say that paintings mirror the past and retell the story of our ancestors' lives and beliefs.

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