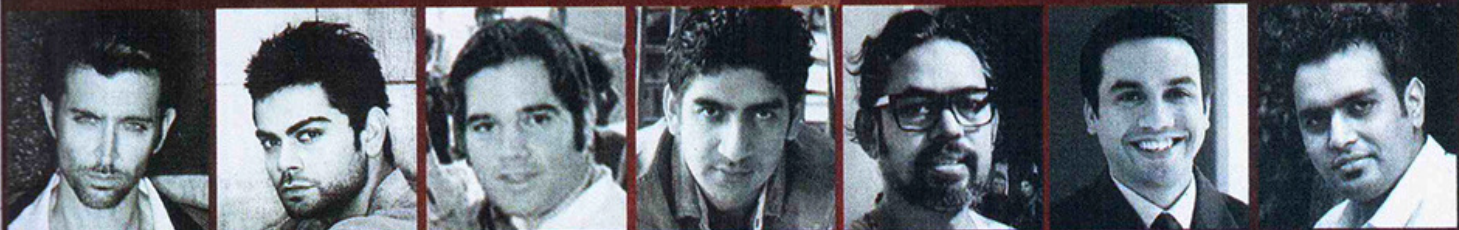


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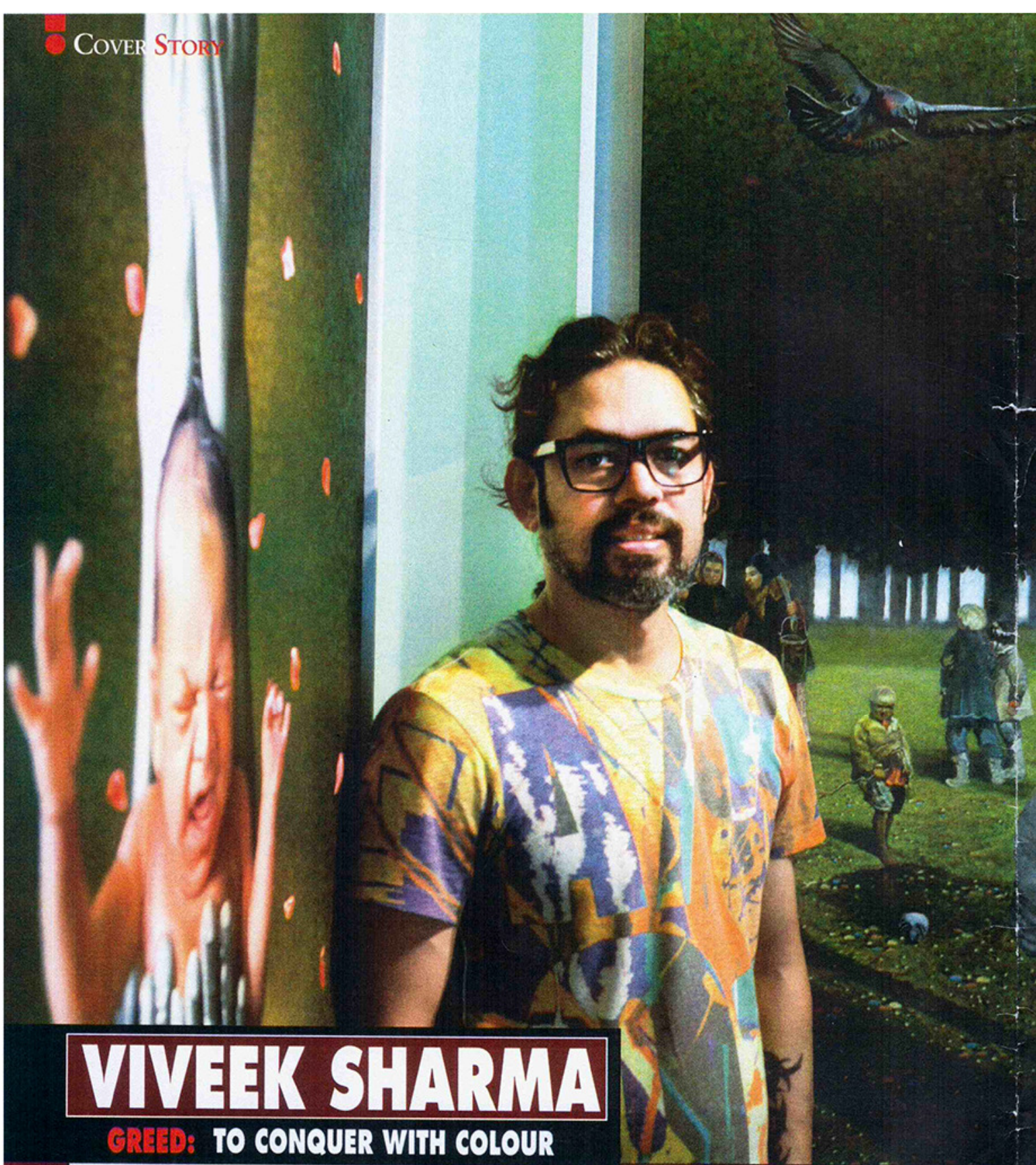
DEADLY SINS...



SHOBHAA DE SPOTLIGHTS

SEVEN RED HOT MEN WHO BLUR THE LINE BETWEEN SINNERS AND WINNERS

Ask any woman — Ms Goody Two Shoes included — Bad Boys will always but always score over the Good Guys. Paradoxically enough, Bad is the New Good. And we love our men wild and wicked (so long as we aren't married to a hopeless case, nor seriously dating a Naughty at Forty character). For, no matter what our mommies tell us, it's the bad ass fellows who get us drooling. It's all about loving the fantasy.



VIVEEK SHARMA

GREED: TO CONQUER WITH COLOUR

Viveek Sharma's early work had an entirely different narrative. His paintings were a reflection of his 'in love with love' phase, and he managed to acquire a clutch of faithful collectors who appreciated his all-consuming investment in his art. His infectious energy and exuberance, which had dominated his canvases till that point, were soon replaced by more thought-provoking,

moodier works that reflected his social concerns. The narrative became darker, the images, more stark. This was when Viveek's prodigious and cerebral work was noticed by international galleries, which led to his finding prestigious representation overseas. Today, Viveek spends more than half the year abroad, preparing for his next solo show. Despite straddling continents, his concerns

remain as emotionally charged as ever, and as rooted in the Indian ethos as when he began his career as a struggling artist more than a decade ago. His work defiantly explores new forms of multimedia expression as he experiments boldly with new themes and subjects. It is this very defiance that marks Viveek as a young expressionist worth tracking in a 'jostling-to-be-noticed' art mart.