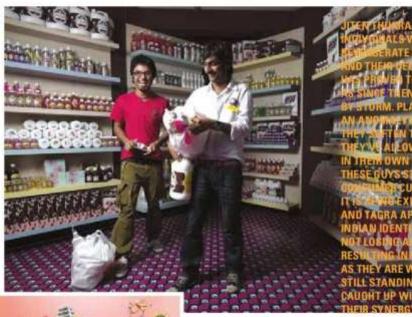
Thukral & Tagra

DOUBLE TROUBLE

Text Ain Aziz Images Art Plural Gallery



AND SUMIR TAGRA ARE TWO HOSE CREATIVE ENERGY VITH CONTEMPORARY NUANCES, SION TO JOIN FORCES 12 YEARS AGO BE AN INCREDIBLY CLEVER ONE THEY'VE BEEN TAKING THE WORLD YING THE AUDACIOUS CARD IS NOT THE ART SCENE, BUT BECAUSE HE BRASHNESS WITH FINE ART, **ED THEMSELVES TO BE CREATORS** EAGUE, THE MAIN GAMEPLAN FOR EM FROM THE GLOBALISATION OF TURE AND ITS REPERCUSSIONS AS ERIENCED IN INDIA TODAY, THUKRAL TAGRA AFPROACH THIS SUBJECT OF THE An identity playfully, but at the same time PROACH THIS SUBJECT OF THE L SERIOUSNESS AND CREDIBILITY. VORKS THAT ARE AS INTRIGUING HIMSICAL WITH THEIR SHOWCASE G STRONG ON OUR SHORES, WE CAUGHT UP WITH THEM TO HAVE A LITTLE CHAT ON THEIR SYNERGY TO UNCOVER WHAT THESE TWO ARE

ACTUALLY MADE OF.



It has been a long time since you guys have started working together. How has the synergy been like?

It is great to work together; we easily switch places and pull in a lot of work as a team. We like working on large pieces and solving complicated projects because we're able to understand each other. Everything comes out as a result of our brainstorming sessions – somebow we have a clear picture of what the end result should be. We know exactly our strengths, mediums and failures by now.

You explore the current trends in the Punjabl community, and in most of your works, you describe it as surrently being in an age of "disspors". What triggers this usage of the theme in your works?

Doing these projects come very naturally to us. We have seen our friends and families migrating, and have thus been working on these issues. Having witnessed the desires and heard the stories of our friends, we realised how one idea changes and dictates one's life. This is an ongoing project which we have been cultivating mainly by talking about the values and despairs of young Indians. We have also set up a foundation which is responsible for the educative part of the project, it also gets us into places where we can create projects which are out of white cube spaces.

So we heard you have your own brand that you invented called "BosaDK". Tell us a little bit more about it.

BoseDK is a fake label which we conceived back in 2003. It is actually a bad word used as a local slang (laughs). We used it as a performance piece by printing the word on T-shirts and making it look like a real labes. The idea was a hit, and everybody loved the limited edition pieces. We presented the BoseDK products in an installation in our exhibition at Nature Morte in 2007, which recreated the interior of a supermarket. Our use of BoseDK for the branding of our artworks also indicated our recognition that all artists and art in general are now trapped within a spiral of marketing, commodification and consumption. We are both innocent and

guilty within this system and the only moral position is to acknowledge this hypocrisy and complicity.

Apart from India, is there any place class that inspired your work? Japan! Its religion, culture, and aesthetics!

You've also created a cause called the Foundation of Thukraf & Tagra three years ago to spread awareness about HIV and to dispel misinformation about AIDS. How's it

We wanted to set up something ambitious, but it is a massive responsibility to run and keep up! It is going smoothly and slowly, as we are getting busier in our travels and projects. We're currently in the process of building our studios so we would have more dedicated helps monitoring this front.

Sening how your work is so whimsical, is there any equally unconventional artist you'd like to work with, deathor alive? Quentin Tarantinol J

Thukral & Tagra: Windows of Opportunity will be showcased until 25 May 2013 at Art Plural Gallery

www.thukralandtages.com

