



THE INVISIBLE HAND GUIDES US ALL TO OUR GAINFUL END

A Solo Exhibition by Vandana Jain

September 6th – October 14th, 2012

LAKEEREN
The Contemporary Art Gallery

6/18, Grants Bldg., 2nd Floor, Opposite Basilico Restaurant,
Arthur Bunder Road, Colaba, Mumbai - 400005.

THE INVISIBLE HAND GUIDES US ALL TO OUR GAINFUL END

BY VANDANA JAIN
SEPTEMBER 6TH – OCTOBER 14TH, 2012

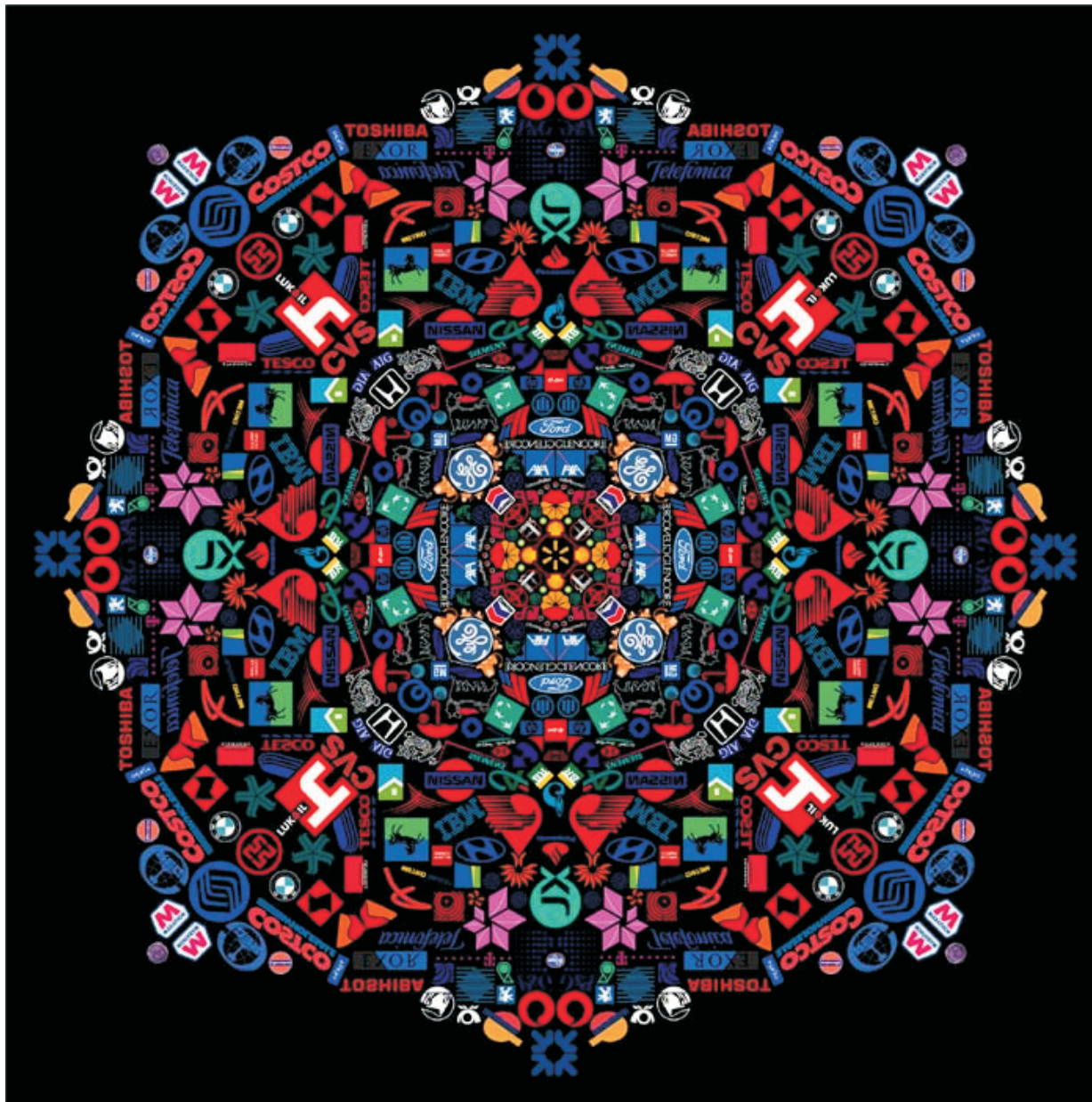
In her 1st monographic exhibition in India, *The Invisible Hand Guides Us All to Our Gainful End*, Vandana Jain undertakes nothing less than a critique of global capitalism. Located in New York, the headquarters of world commerce, she draws on her immediate environment of multinationals that consume and thrive in an environment of excess and self-indulgence. Taking for granted the new empire of capitalism, she questions the legitimacy of laissez-faire as an inherently self-correcting and perpetuating mechanism, one that allows monopolies and 1st world nations to thrive and control the market dynamics.

The corporate logo recurs often in Jain's work. In *Logo Alphabet*, 2003-2011, a series of 26 hand-embroidered panels depict a logo for each letter in the English alphabet. By this undertaking she asserts the global semiotic language as a defining force, one that through its form dictates the content of what can be said and how. By using traditional or labor-intensive image making methods, she offsets the ubiquitous mass-production of global industry, thereby creating a counter-narrative that comments on the exploitation of labor as well as the environment. Similarly, her series of small cross-stitch embroideries represent various international political and economic groupings, such as the G20. She is

interested in examining how these abstracted national symbols come together to visualize larger political and economic bodies, which dominate the international platform. Her digital work, *Invisible Hand*, 2012, an anagram of corporate logos, acts as a hieroglyphic wherein the de-codification of the logos themselves reveals the reality of their intent. Through these explorations, Jain seeks to unravel the power structures that dictate our present society, and therefore present an opportunity for change and intervention value of work.

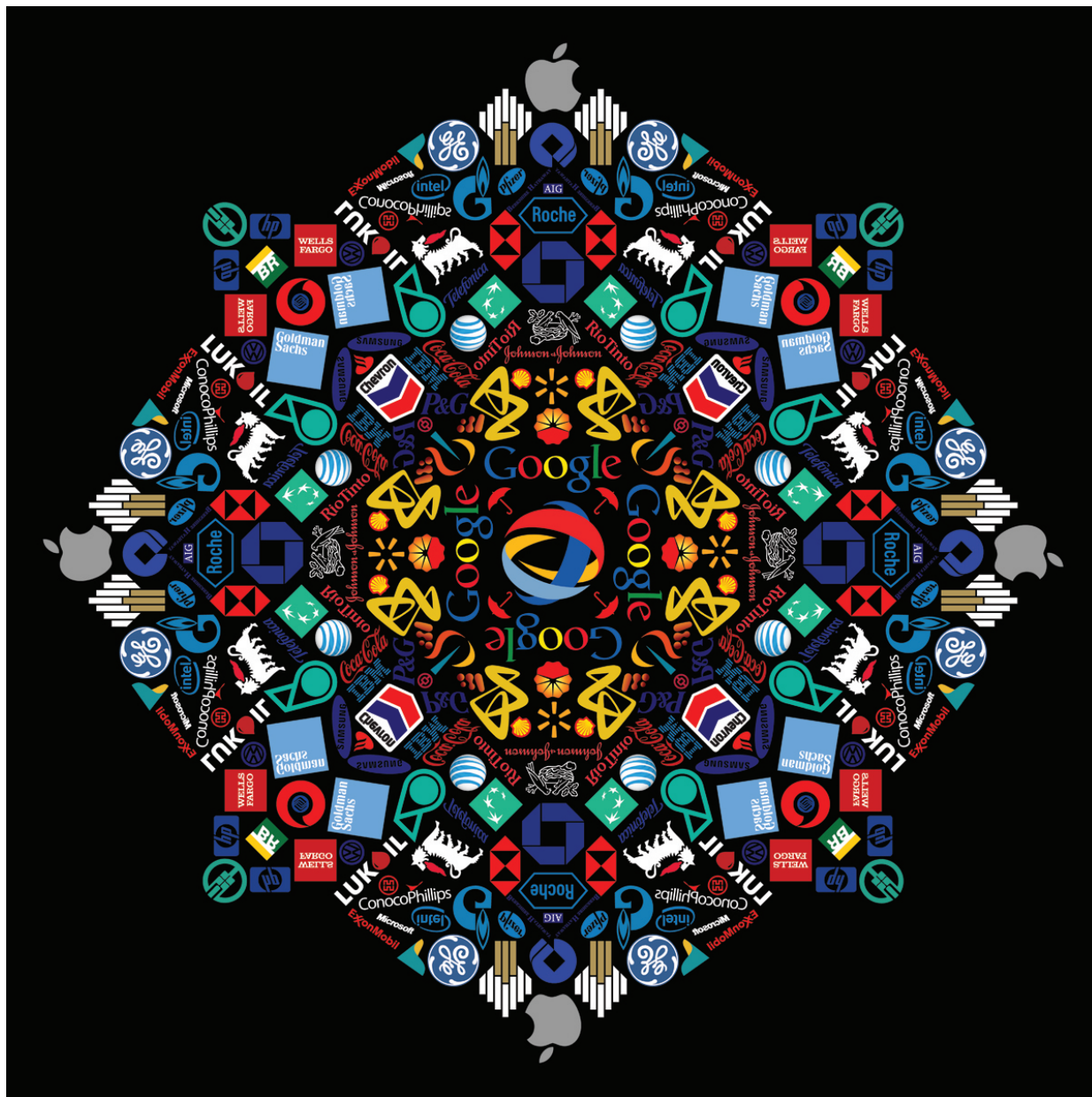
Artist Bio - Data :

Vandana Jain is an artist based in Brooklyn, NY. She studied Art at New York University, and Textiles at the Fashion Institute of Technology. She has exhibited widely at such venues as Momena, NY; The Queens Museum, Flushing, NY; The Soap Factory, Minneapolis, MN; Koffler Center, Toronto; Grey Noise Gallery, Lahore, Pakistan; and With Space, Beijing, China. Her awards include the Emerging Artist's Fellowship at Socrates Sculpture Park in 2007, the Lower Manhattan Cultural Council Workspace Residency in 2008-9, and most recently, the Joan Mitchell Painters and Sculptors Grant in 2010.

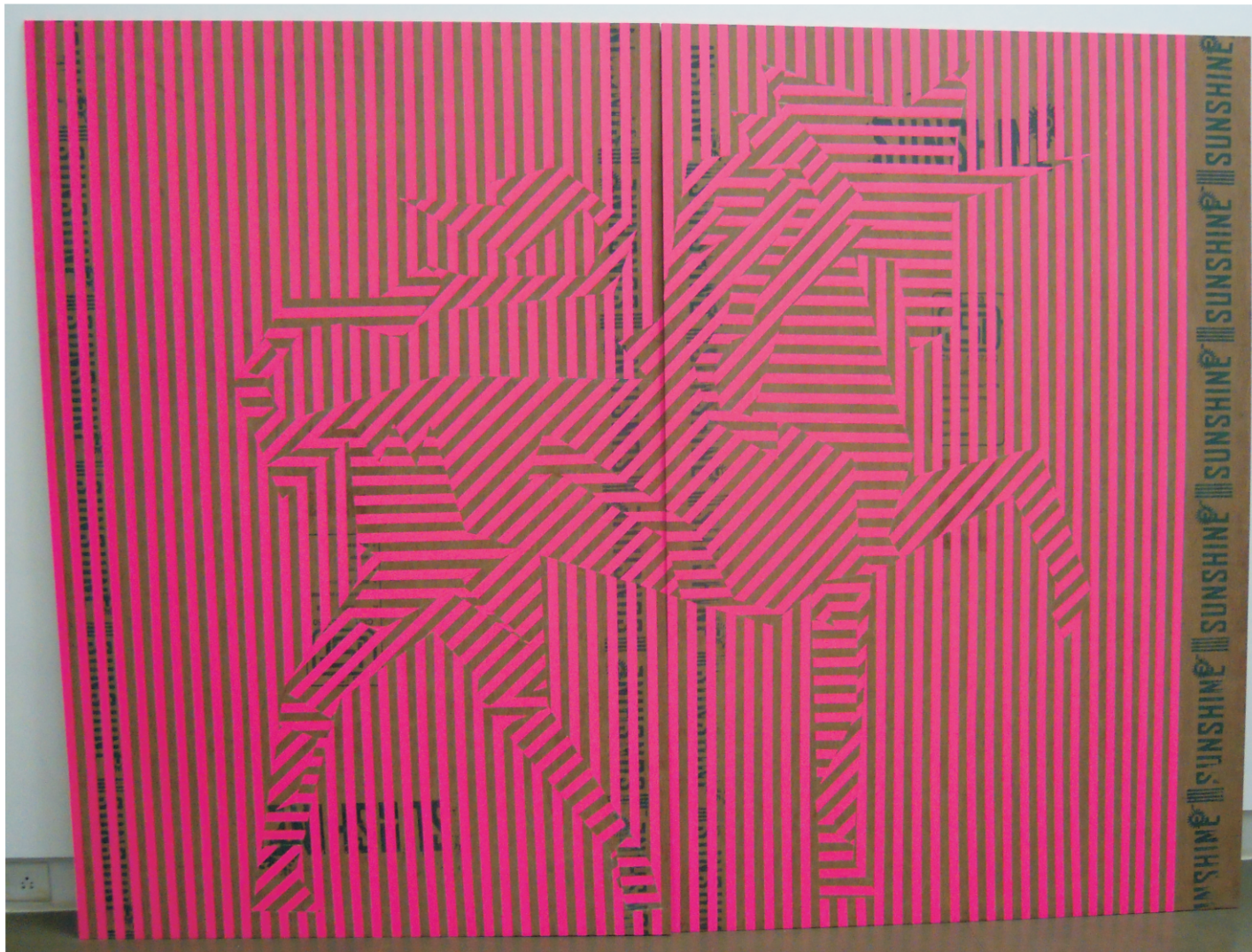


The 100 Highest Grossing Corporations Of The World Of The Fiscal Year Ending In March 2011, According To Fortune Magazine, 3:34, animation.

This animation depicts the top 100 companies from the Global 500, an annual list compiled by Fortune magazine. The ranking is based on revenues from the fiscal year ending in March 2011.



**The 50 Most Profitable
Companies of 2010,**
Digital print,
20 x 20 inches, 2012.

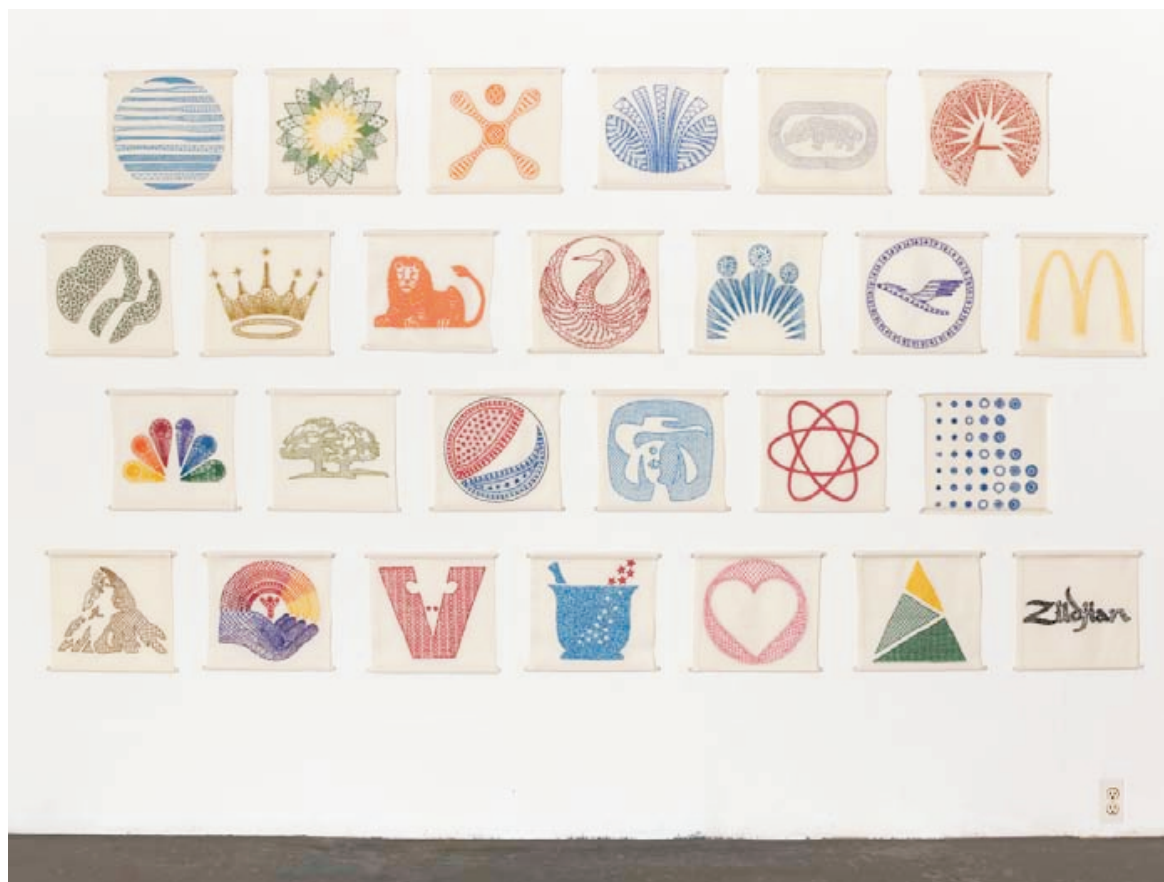


Dazzle Unicorn 2010
pink tape on wall
8 X 6 feet

This work employs a form of camouflage (dazzle) used in World War I to make it difficult to gauge the speed, direction or size of the painted ships. In this work, I use this technique to "hide" a corporate trademark drawn in the tradition of heraldic unicorns.



Seed Fast Food Credit, 2011,
Linoleum, Artificial Turf, Foam,
Basswood, Paint, Plastic
6.5" x 8.5"



Logo Alphabet

(A-Z), 76" x 136",
wool on linen,
16 x 16 inches each, 2003-11.

'Alphabet' is a series of 26 hand-embroidered panels depicting a logo for each letter in the English alphabet. The process of making this work draws on the early American tradition of embroidery samplers. In the 18th century, the embroidered alphabet sampler was a way for young women to display their hardworking nature as well as their familiarity with the written word. Although trademarks such as McDonald's and Apple occupy a primary place in the symbolic language of our times, ordinary citizens have no right to use or modify them. My work subverts this situation by creating new and multiple meanings for these symbols through the use of handiwork, rearrangement and ornament.

With the rise of globalization, outsourcing and internet culture, many foreign workers are increasingly familiar with the English language. With this work, I take this one step further, substituting brands and marks of multinational corporations for the letters of the English alphabet. The finished work serves as a textbook for this new hieroglyphic language, which is in turn a product of our globalized era.

Drink Coca-Cola. The wonderful nerve and brain tonic and remarkable therapeutic agent. Delightful summer and winter drink. The ideal brain tonic. Cures headache, Relieves exhaustion. The best brain and nerve drink. Deliciously refreshing. Drink carbonated Coca-Cola in bottles. Delicious and refreshing. Coca-Cola satisfies. Coca-Cola revives and sustains. Wherever you go you will find Coca-Cola. The great national temperance drink. The drink of quality. It is the ideal beverage. Coca-Cola lightens worries. Coca-Cola is full of vim, vigor and go - is a snappy drink. Get the genuine. Ask for a bottle... sold everywhere. Drink delicious Coca-Cola. Relieves fatigue, quenches thirst. Right off the ice, Coca-Cola. Enjoy a glass of liquid laughter. It's time to drink Coca-Cola. Demand the genuine...refuse substitutes. The best beverage under the sun. The ballplayers' one best beverage. The standard beverage. Heart's desire. Three million a day. There's a delicious freshness to the flavor of Coca-Cola. Any time, everywhere, the favorite beverage. It satisfies thirst. Drink Coca-Cola with soda, the hit that saves the day. Drink Coca-Cola with soda. The year round drink. Thirst knows no season. The answer to thirst. Delicious and refreshing all the year round.

Enjoy thirst. Pause and refresh yourself. Enjoy the sociable drink. It had to be good to get where it is. It has the charm of purity. Six million a day. Coca-Cola is the shortest distance between thirst and refreshment. Around the corner from anywhere. Pure as sunlight. At the little red sign. Purity and flavor sealed in a bottle. Coca-Cola, along the highway to anywhere. A pure drink of natural flavors. The best served drink in the world. The pause that refreshes. Old Santa says: "Me too". Meet me at the soda fountain. Get it here ice cold. Served all over the world. Ice-cold sunshine. Thirst come, thirst served. The drink that makes the pause refreshing. Drink Coca-Cola, anywhere, anytime. Bounce back to normal. Don't wear a tired, thirsty face. Take home a few bottles. When it's hard to get started, start with Coca-Cola. Taste is the lure in ice cold Coca-Cola. Through 50 years, The pause that refreshes. Every day is election day for Coca-Cola. Coca-Cola invites you to lunch. America's favorite moment. Served here Ice Cold. The best friend thirst ever had. Thirst asks nothing more. It's part of the game to take "time out". That taste good feeling.

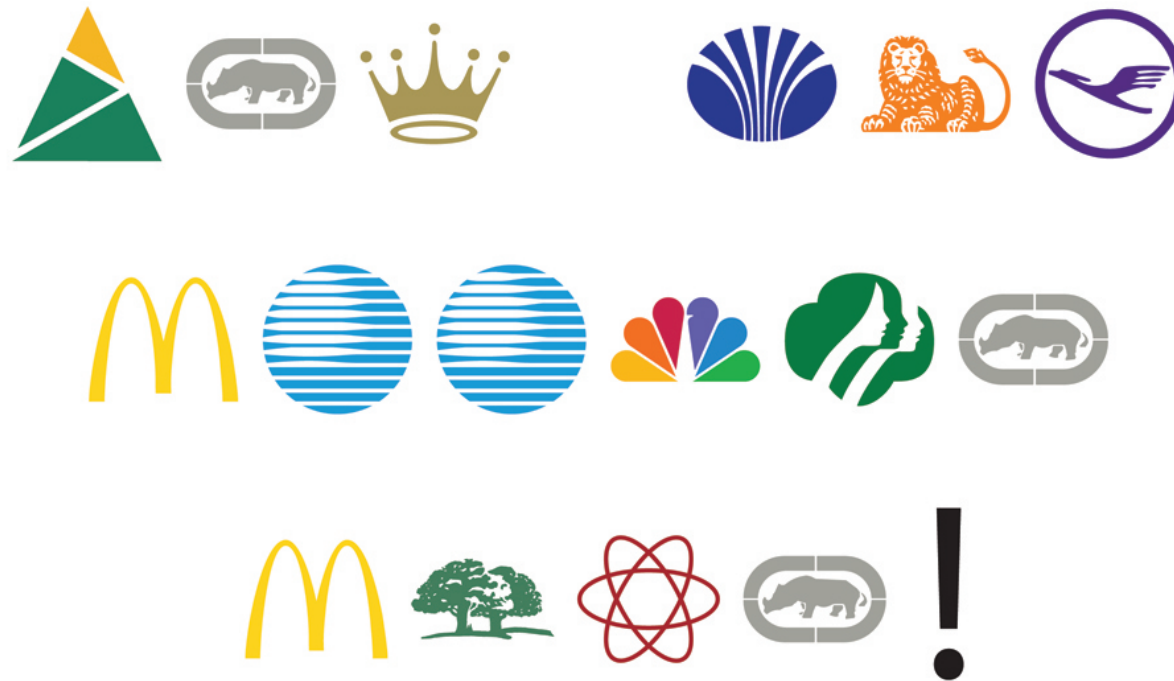
Coca-Cola has the taste thirst goes for. Your thirst takes wings when you treat it to an ice cold Coca-Cola. The greatest pause on earth. Make mine a Coke. Work refreshed. The only thing like Coca-Cola is Coca-Cola itself. Coca-Cola has that extra something. With a taste all it's own, It is the Real Thing. The drink everybody remembers. Universal symbol of the American way of life ... Coca-Cola. Coca-Cola is good. Hello Coke. High sign of friendship. Got enough Coke on Ice? Whenever you hear "Have a Coke" you hear the voice of America. The happy symbol of a friendly way of life. Why grow thirsty? Greeting from Coca-Cola. Coca-Cola gives a touch of hospitality to sociable moments. The world's friendliest club... admission 5¢. Yes. Relax with the pause that refreshes. The quality of Coca-Cola is a friendly quality you can always trust. Where there's Coca-Cola there's hospitality. Coca-Cola along the highway to anywhere. Thirst, too, seeks quality. You taste its quality. What you want is a Coke. Coke follows thirst everywhere. Dependable as sunrise. Drive safely Drive refreshed. Midsummer magic. America's preferred taste. Bright and bracing as sunshine.

Coca-Cola makes good things taste better. The friendliest drink on earth. Gives a bright little life. Coca-Cola puts you at your sparkling best. Sign of good taste. The cold, crisp taste of Coke. Cheerful life of Coke. Relax refreshed with ice-cold Coca-Cola. Be really refreshed. The cold, crisp taste that so deeply satisfies. Coca-Cola refreshed you best. The big bold taste that's always just right. Things go better with Coke. Go better refreshed. Coca-Cola gives that special zing refreshed best. Enjoy Coca-Cola. For extra fun - take more than one! Take an extra carton of Coke! Coca-Cola has the taste you never get tired of. Coke...after Coke...after Coke. Tells your thirsty to go fly a kite. Wave after wave drink after drink. For twice the convenience, bring home two cartons of Coke. It's twice time. It's the real thing. I'd like to buy the world a Coke. Coke goes with the good times. Look up America, see what we've got. Coke adds life. Have a Coke and a smile. Coke is it. America's real choice. Red, white and you. Can't beat the feeling. Can't beat the real thing. Always. Coca-Cola. Taste it all. Play Red Hot Summer. Play Red Hot Summer again. Enjoy. Life is Good.

Coke Adds Life 2005
computer generated sound
15:22 min
edition: 1/10

The Invisible Hand... 2012
Digital print
16 x 12 inches





Yeh Dil... 2012
digital print
7 x 10.5 inches.



Menagerie 2008
Tea And Gold Paint And
Metallic Leaf On Paper
76" x 156"

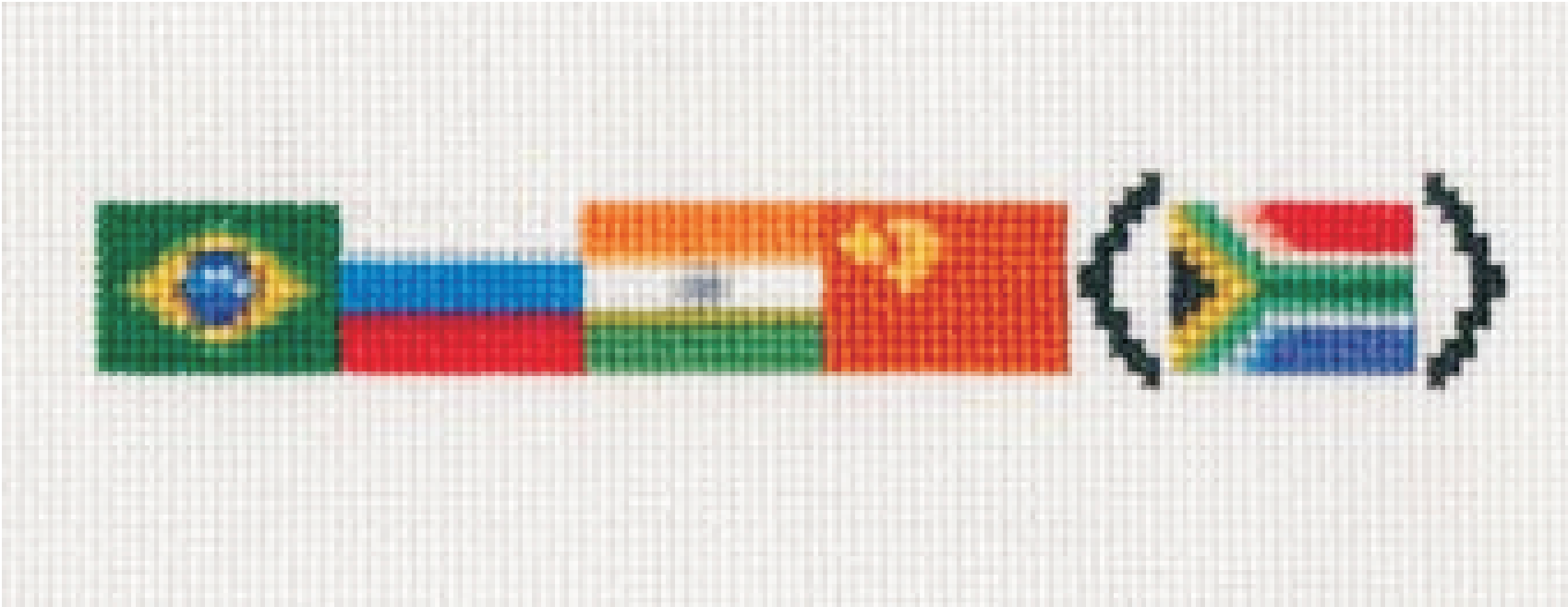
Eagle, tea and gold paint on paper, 30" x 22", 2008. Bat, tea and gold paint on paper, 30" x 22", 2008. Pegasus, tea and gold paint on paper, 22" x 30", 2007. Alligator, tea on paper, 22" x 30", 2007. Lion, tea and gold paint on paper, 22" x 30", 2006. Rampant Lion, tea and gold paint on paper, 30" x 22", 2006. Owl, tea, gold leaf and gold paint on paper, 22" x 30", 2006. Dancing Elephant, tea on paper, 30" x 22", 2006. Spider, tea, gold leaf and gold paint on paper, 30" x 22", 2006. Rhinoceros, tea and gold paint on paper, 22" x 30", 2006. Six Legged Fire Breathing Dog, tea and gold paint on paper, 22" x 30", 2006. Dragon, tea and gold paint on paper, 30" x 22", 2006.



Group of Twenty 2012
Cotton Floss On Aida Cloth
4 x 4.5 inches.

This series of cross stitch embroideries bring together the flags of existing groups of countries that meets to discuss political, financial, economic and social concerns on an international level, as well as terms that economists use to group together countries with similar economic characteristics, often composed of developing or newly industrialized countries.

In the former category are organizations such as the Group of Twenty, the OECD, the G23, the UN Security council and ASEAN. In the latter are terms such as CIVETS and the Next Eleven. BRIC bridges the two, as it started as an economic term used to describe the four big countries who were all seen as being at the same stage of advanced economic development. Those four countries then met and decided to form an organization with the same acronym, eventually expanding to include South Africa in 2010 and becoming BRICS.



BRIC(S) 2012
Cotton floss
on Aida cloth
1 x 6.5".



Group of Twenty 2012
Cotton floss on Aida cloth,
9 x 11 inches framed
(4 x 4.5 inches emb.)



N11 2012
Cotton floss on Aida cloth,
3" X 3.5".