

# ITERARTE



Nidhi Khurana, 'Benaras', 280 x 204 cm 2012, Cloth and stitching, Courtesy of Nidhi Khurana

## **NOMADIC GALLERY ITERARTE KICKS OFF WITH AN INAUGURAL EXHIBITION BY INDIAN ARTIST NIDHI KHURANA**

*Celebrating artistic talent from the Mediterranean Sea to the Indian subcontinent, the gallery launches with an ethos that prioritises diversity, inclusion, and cultural exchange*

### **'Traces of Existence; *Place Between Places*'**

by Nidhi Khurana

14 -26 March 2024

**Private View** | 6-8 pm | 14 March

34 Bourdon Street, London W1K 3PR

March 2024 will see the launch of ITERARTE, an itinerant gallery focused on facilitating connections between artists, artisans, and collectors through its physical and online cultural program. The launch will be celebrated with the inaugural exhibition 'Traces of Existence: *Place Between Places*' by New Delhi-based artist Nidhi Khurana in Mayfair.

<https://iterarte.com/> | [@iter.arte](https://www.instagram.com/iter.arte)



# ITERARTE

Newly co-founded by Tamara Chalabi and Shilpa Sharma, ITERARTE is the result of a shared creative vision, to celebrate and showcase artistic talent from the Mediterranean Sea to the Indian Subcontinent through curated exhibitions, artist spotlights, and collaborative projects.

“This region reflects an involuntary complicity of origins. Even if it is spread across three continents, there is an interconnectedness in a narrative of shared history and culture that has shaped the artistic, spiritual, and intellectual landscapes of these lands over millennia.” There is underexposed talent that is a reflection of many global factors. The current international art market is highly exclusive and doesn’t allow for the fair exposure of artists from this geography (among others). ITERARTE’S aim is to facilitate wider market access through creative content”, says Tamara Chalabi.

This geographical focus is the framework of ITERARTE, with an ethos that prioritises diversity, inclusion, and cultural exchange. By working alongside the artist, ITERARTE offers a unique perspective, becoming not just another avenue to buy artwork but subtly transforming how we interact with and invest in it. Through detailed editorial content, each artist becomes their own spokesperson, illuminating their artistic process and culture. This enriched discourse between creator and collector is further amplified through interactive website features, virtual exhibitions, and innovative educational experiences.

“There is so much talent out there that isn’t being tapped and existing art that hasn’t seen the light of day because of market dynamics. Whether it’s people who are interested in art and want to collect or brilliant undiscovered artists, ITERARTE offers a carefully curated and technologically integrated experience that is inclusive and authentic” says Shilpa Sharma, Co-Founder



Nidhi Khurana, 'Seaface', 198 x 116 cm 2012, Cloth and stitching, Courtesy of Nidhi Khurana

# ITERARTE

The launch exhibition marks the gallery's first of a broader cultural programme, taking an expansive look at the multidisciplinary works of New Delhi-based artist and educator Nidhi Khurana. Set in a Victorian coach house in Mayfair, far from the conformity of the typical white cube, 'Traces of Existence; Place Between Places' invites visitors to question their current relationship with art, from the exhibition's themes to the wider setting, emphasising what ITERARTE is about.

There is an autobiographical thread throughout the artworks, mapping Khurana's personal experiences as cyclical graphs of time, inspired by the diversity in cognitive approaches such as the Australian aboriginal dreamtime, the *Mappaemundi*, the *yatra* (pilgrimage) maps, representations from Islamic cosmological diagrams and illuminated manuscripts. Khurana's work explores boundaries, cultures, nations and identities in a way which mirrors the broader mission of ITERARTE.

'I was intrigued by the idea of the geographic location that ITERARTE proposes to cover in terms of the artists and art they are showing. It is a sort of middle ground, neither Eurocentric nor purely from the global south. Bringing together cultural influences from a similar yet diverse visual spectrum. It is an international platform and yet it feels close to home in some way.' - Nidhi Khurana



*Kolkata Black, natural dyes and stitching, 71 x 57 cm, 2017, Courtesy of Nidhi Khurana*

In a portfolio which spans drawings, textiles, carpets, prints, artist books, and sculptures, Khurana has developed a process wherein the artistic idea determines the material and medium of her work. The exhibition encompasses natural dyes, 24-carat gold and silver, handmade paper, slate and silk. Much of the material used in the larger quilted works is recycled cloth scraps collected from tailors and larger pieces of fabric from the numerous second-hand cloth markets.

'Traces of Existence; Place Between Places' is on view from 14 to 26 March in Mayfair with a full artist catalogue to follow.

# ITERARTE

*-End-*

**Press Information | Interviews | Images**

Nigel Rubenstein | Nico Robson

[nigel@stjames-arts.com](mailto:nigel@stjames-arts.com) | [nicolouiserobson@gmail.com](mailto:nicolouiserobson@gmail.com)