

**About the Artform:**

Phad painting, originating from Rajasthan, India, is a vibrant and traditional form of scroll painting renowned for its intricate storytelling. Rooted in the region's cultural heritage, Phad paintings vividly depict the heroic tales of deities like Pabuji and Devnarayan. Executed on long pieces of cloth known as Phad, these artworks are characterized by bold lines, rich colors, and detailed compositions that narrate episodes from mythology with cultural nuance and artistic finesse. Phad painting stands as a testament to Rajasthan's artistic legacy, captivating enthusiasts with its blend of visual artistry and narrative tradition.

**About the Artwork:**

The Pichwai painting showcased in this collection originates from Nathdwara, Rajasthan, and is a quintessential example of devotional artistry. Depicting Lord Krishna's divine association with cows, the painting intricately portrays these sacred animals adorned with bells and peacock feathers, symbolizing their elevated status under Krishna's care. The Yamuna River flows gracefully in the background, rendered in traditional stylized form, complemented by skillfully depicted lotus flowers that enhance the artwork's aesthetic appeal. Pichwai paintings from Nathdwara are esteemed for their detailed craftsmanship, vibrant colors, and profound spiritual symbolism, making them prized possessions for collectors and devotees alike.

**About the Artist:**

Mahesh Kumar Vishnoi, a resident of Bhilwara, Rajasthan, has dedicated the past 25 years to the creation of exquisite Pichhwai paintings. His artistic journey began under the guidance of revered gurus, and his dedication has been recognized not only through exhibitions across India but also with a prestigious State award bestowed by the Rajasthan Government.

**Location:** Bharat Mandapam, New Delhi

**Team Member:** Dev Soni

