

Frequently asked questions

About Chitrapata

Question: What does the name "Chitrapata" mean?

Answer: Chitrapata is an anagram of Patachitra. Patachitra is a unique folk tradition of visual storytelling accompanied by songs with origins in Odissa (now Odisha) and West Bengal, India. Patachitra, meaning 'cloth-picture/painting' in Sanskrit, is a generalised term used to describe a style and format of painting. The word "chitra" means "picture" or "painting" and "pata" means "cloth" or "canvas". In Patachitra, stories are painted as frames on long scrolls and the Chitrakars or Patuas gradually unfurl them while presenting the story through their songs during festivals such as Durga Puja. Interestingly, Patuas are mostly Muslim engravers who paint and model Hindu idols based on the themes from the Indian epics Ramayana and Mahabharata.

In a nutshell, Chitrapata refers to a painting scroll.

Q: What is the significance of Chitrapata's logo?

A: Chaos and order.

The realisation that order of the universe emerges because it is spontaneously self-organising, and not because it was created with predetermined order, is the most significant shift in our understanding of the world. The fact that order arises from chaos means that the future is open and that chaos presents new possibilities that were previously unimaginable. Perhaps, chaos is cosmic intelligence with a reason, a rationale, and a rhyme.

In the machine learning and artificial intelligence based tech universe, [neural networks](#) can learn (almost) everything. Networks of infinite size are turing complete by applying universal function approximation. Our logo is a representation of identifying order in cosmic chaos by 'curve fitting' using non-linear regression.

Significance of the colours: Gold (#B3892C) symbolises something that's valuable, exclusive and premium. Dark and deep blue (#061735) symbolises sophistication and trustworthiness.

Q: Describe your dream project

A: Use [quantum computing](#) (qubit entanglement) to communicate with extraterrestrial civilisations, study and artistically represent their history and way of life.

Q: What is your vision?

A: Chitrapata is a visual art atelier from India. Our aim is to foster discussions and debates among various groups through art. Visit the "[Vision](#)" page for full details.

Q: Who are the founders?

A: Sushmita Vobbilisetty and Ganesh Rajendran. We are a wife-husband artist duo. Visit the "Bio" page for further details.

Q: Who are the artists?

A: Sushmita is the concept creator and Ganesh is the visual artist. Visit the "Process" page for further details.

Q: Are you hiring? If so, which roles are open?

A: We are a bootstrapped (self-funded) visual art atelier built around our in-house deep tech art generation platform. We are currently crowdsourcing talent across the art domain, technology, operations, marketing, sales, strategy, technology, management and advisory board. Follow our social media profiles by checking the links at the footer for regular updates about our future hiring positions. Also, subscribe to "Chitter Chatter Art Matter", our bimonthly newsletter which covers art interpretation for beginners, art elements and composition, art market news, creative coding, generative art technology and other useful information. You can find the subscription form at the bottom of our website homepage.

Q: What is the significance of the platform name "Chittu 13.14"?

A: The literal meanings of Chittu in Tamil (a south Indian language) are sparrow or small. It is sometimes used to call someone affectionately.

It is also a reference to "Chitti: The robot" from Indian superstar Rajinikanth starrer Endhiran movie franchise which is directed, produced and written by S Shankar . This fictional robot was loosely built around Isaac Asimov's four (no, not three!) laws of artificial robotic intelligence. During his lifetime, Asimov was considered one of the "Big three" science fiction writers along with Robert A. Heinlein and Arthur C. Clarke.

The digit "13" is a prime number and signifies uniqueness.

The overlapping segment "3.14" is a reverential reference to the omnipresent "PI" which is an irrational number as well as a constant ratio of the circumference of any circle to its diameter.

Q: Explain your art creation process?

A: Chittu 13.14 is our in-house purpose-built procedural generative art technology platform. Our platform is primarily built using the Oracle Open Java Standard Edition Development Kit, with additional classes and aliased mathematical functions & operations for simplification. Visit the "[Process](#)" page for further details.

General artist questions

Question: Where are you from and how does that affect your work?

Answer: Sushmita was born and brought up in Odisha which has immensely influenced the heritage and values of Kolkata, cultural capital of India.

Odisha has a long history of craftsmanship, with traditional art forms such as patachitra, silver filigree work, applique, and stone carving which are still being practised there. Indigenous dance forms like Odissi and Goti pua transform images, ideas, thoughts and feelings into movement sequences that are personally and socially significant. The Konark Dance Festival is held in the "Salamander" (dance hall) of the Sun Temple which is an architectural marvel with walls covered in ancient artistic designs of musicians drums, cymbals, and other musical instruments adorn the sculptures in Odissi dance poses.

Additionally, Odisha has a strong spiritual and religious culture, with many temples and shrines like Puri Jaganath temple, Konark Sun Temple, Lingaraj temple, Rajarani temple and Kataka Chandi Mandir. These religious sites are aesthetically built with intricate carvings and sculptures. These traditional arts and crafts have served as a source of inspiration and you will notice that some artworks incorporate elements of traditional design and techniques.

Ganesh was brought up in Pondicherry which is known as the French Riviera of the East. Pondicherry is known for its beaches, views, picture perfect coastlines, backwaters and as a playground for bourgeoisie. It also has a charming photogenic townscape and a highly regarded art and culture scene.

The unique blend of Indian and French cultures present in Pondicherry influences the styles and themes of many of our artworks. The town's colonial architecture and streetscapes, as well as its vibrant local markets, temples and churches, provide a rich visual landscape for any artist to draw from.

In the precolonial era, Pondicherry had a shared history with Tamil Nadu which was ruled by dynasties of Pallavas, Pandyas, Cholas and Cherans. He loves disappearing inside heritage sites in and around nearby cities like Thanjavur, Kanchipuram, Mahabalipuram and Madurai. The natural beauty, historic significance, and cultural richness of these heritage sites inspire artworks that reflect the essence of such places.

Overall, our creations serve as a subtle tribute to our way of living, culture and heritage sites, as well as a means for patrons to appreciate and understand its significance.

Q: Who are your biggest artistic influences?

A: Our first exposure to art was our mothers creating kolam (Tamil) or muggu (Telugu) or rangoli (Kannada), a decorative design created on the floor using coloured rice flour or other materials.

Kolams are mostly geometric line drawings composed of straight lines, curves and loops, drawn around a grid pattern of dots. This traditional art form is widely practised in South India, particularly in the states of Tamil Nadu, Karnataka, and Andhra Pradesh.

We draw regular inspiration from thespians like Jamini Roy, Andy Warhol, Jeff Koons, Takashi Murakami, Tyler Hobbs and Refik Anadol.

Q: Tell me about your favourite medium.

A: Digital art is our preferred medium for several reasons:

Accessibility: Digital tools and software are widely available, making digital art accessible to a larger audience, regardless of their location or financial status.

Versatility: Digital art can be created in a variety of styles and techniques, ranging from traditional drawing and painting to more complex 3D modeling and animation.

Flexibility: Digital art can be easily edited, manipulated, and adjusted, allowing for a greater degree of creative freedom and experimentation.

Cost-effectiveness: Digital art eliminates the need for expensive physical materials, making it a more cost-effective option for artists.

Collaboration: Digital art can be easily shared and collaborated on, making it a popular medium for teams of artists and designers working on a project.

Ease of distribution: Digital art can be easily shared and distributed via the internet, reaching a global audience and expanding the potential market for artists.

Environmental sustainability: Digital art eliminates the need for physical materials and storage space, reducing its environmental impact compared to traditional art forms.

Q: Where do you find inspiration?

A: As artists, we find our influences in a variety of sources. We often look to the past for inspiration, studying the works of master artists and historical movements. Our cultural heritage and traditions also play a role in our art, and we find inspiration in the natural world, including landscapes and wildlife. Our personal experiences and emotions are also a key source of inspiration, as we strive to reflect our feelings and perspectives in our work.

In addition to these personal sources, we are also inspired by the works of our peers, other art forms such as music, literature, and film, and new technologies and innovations. We are passionate about engaging with economic, social, cultural and political issues through our art. Visit the "[Vision](#)" page for further details.

It is important to note that our artistic influences are unique to us, and are a combination of several sources that have shaped our perspective and style as artists.

Q: When is your favourite time of day to create?

A: We find that the best time to create art is when we feel most inspired and motivated. We prefer to work late into the night, when the quiet and stillness of the night provides a sense of focus and clarity. It is important that our minds are fresh and free from distractions.

Q: Describe how art is important to society.

A: Currently, we find that artists and cultural practitioners, rather than politicians, are driving some of the crucial discussions about the current state of the world. Contemporary artists challenge us to reinterpret social, economic, and political events and question firmly held beliefs and dominant narratives promoted by those in power. Visit the "[Philosophy](#)" page for further details.

Q: What motivates you to create?

A: We are motivated by a combination of passion, self-expression, the process of bringing imagination to life, personal growth, and the desire to connect with others.

Q: How do you define success as an artist?

A: We define success as artistic recognition, sustained primary and secondary market sales, connection with audience and personal fulfilment.

Q: Does art help you in other areas of your life?

A: Art has a profound impact on various aspects of our life, beyond just its aesthetic value. By fostering creativity, self-expression, and personal growth, art helps us lead happier, healthier, and more fulfilling lives. Art has a positive therapeutic impact by allowing us to express thoughts, feelings, and experiences in a creative and cathartic way.

Q: How do you develop your art skills?

A: We regularly practise, study, critique, experiment and reflect. Visit the "Resources" section for further details.

Q: How have you developed your art career so far?

Developing our art career is time consuming and involves a lot of hard work. But with persistence and determination, we continue to achieve our goals and succeed as artists with these activities: portfolio development, regular participation in exhibitions and shows, physical and online networking, community involvement and marketing.

Q: Why do you want to make and sell art?

A: We create and sell art for these reasons: creative fulfilment, financial stability, professional recognition and legacy building.

Q: How do you intend to collaborate with other artists?

A: Collaboration is a great way for us to grow and learn from one another, as well as to reach new audiences and create unique and dynamic works of art. We will collaborate with other artists in a variety of ways like joint projects, group exhibitions, mentorship, studio sharing, commissioned projects and cross disciplinary works.

In depth questions

Question: What factors influence the price of artworks?

Answer: The price of art is not only determined by the intrinsic characteristics of the work, but also by the external factors of the market and the general economy. These are some of the factors that influence the price of an artwork.

- *The artist's reputation and market demand:* The more famous and established an artist is, the more valuable their work is likely to be. If an artist has a strong reputation and their work is in high demand, their prices will generally be higher.
- *The medium and size of the work:* The medium used to create the artwork and the size of the work can also affect the price. For example, a painting on canvas is likely to be more expensive than a drawing on paper, and a larger piece will generally be more valuable than a smaller one.
- *Rarity and uniqueness:* An artwork that is unique or rare can also command a higher price. For example, a one-of-a-kind sculpture or an edition of limited prints will be more valuable than a mass-produced work.
- *Condition of the work:* The condition of the artwork is also a factor in determining its value. An artwork that is in good condition, with no damage or signs of wear and tear, will be more valuable than one that is in poor condition. There are many exceptions to this rule though.
- *Provenance:* The history of an artwork, including where and when it was created, and who has owned it, can also affect its value. Artworks with a well-documented history, such as those that have been exhibited in galleries or museums, can be more valuable than those without a known provenance.
- *Popularity:* A work that is popular, or that is associated with a trend that is popular, can be more valuable than other works.
- *Authenticity:* An artwork that is considered authentic, or that has been verified as being created by the artist, can be more valuable than one that is not considered authentic.
- *Economic conditions:* The overall economic conditions can also affect the value and price of art. When the economy is strong and people have more disposable income, they may be more willing to spend money on art, which can drive up prices. Conversely, when the economy is weaker, people may be less willing to spend money on art, which can cause prices to decrease.

Q: What are your ultimate career goals?

A: Be recognised as one of the top 15 international art ateliers by brand recall and be among the top 50 studios by market value by 2030. Visit the "[Vision](#)" page for further details.

Q: How do you manage a work-life balance as an artist?

A: Managing a work-life balance as an artist couple can be challenging, as the demands of creating art often take up a lot of our time and energy. Here are some tips that we use to help manage a work-life balance:

- We set realistic goals for art, and make sure we have a clear plan for how we will achieve them. We prioritise tasks and focus on the most important ones first, being realistic about how much time we can devote to art.
- We establish a schedule that includes time for art, as well as time for other important aspects of our life, such as family, friends, and self-care. We try to be consistent and stick to our schedule as much as possible.
- We take regular breaks and engage in other activities that we enjoy. This gives us a chance to recharge and come back to art with renewed energy and creativity.
- We learn to say no to tasks and projects that are not essential to our art or that do not align with our goals and values. This helps us to focus on the most important things and avoid becoming overwhelmed.
- We find a support system, surrounding ourselves with people who understand and support our art, and who can offer us encouragement and practical help. This includes friends, family, and mentors.
- We take care of ourselves, making sure to take care of our physical, emotional and mental well-being. Eating well, exercising, and getting enough sleep help to improve our energy levels and overall well-being.
- We embrace flexibility, being an artist means having the flexibility to adapt to different circumstances and to explore different projects. We embrace that flexibility and make the most of it, try new things, and be open to change.
- We find inspiration in everyday life. Inspiration can come from anywhere, so we take advantage of opportunities to observe the world around us and to be open to new ideas.
- We remember that a work-life balance is different for everyone and what works for us may not work for others. We are mindful of our own needs, open to making changes, and don't be too hard on ourselves if we slip up. With practice and perseverance, we find a balance that works for us.

Q: Describe your ideal working environment.

A: As digital artists, our ideal working environment would be a quiet and comfortable space with a large computer monitor, multiple smaller reference monitors, a powerful computer with a high-performance graphics card, and a drawing tablet for concept creation.

We would also like to have comfortable chairs and an ergonomic keyboard and mouse that we can adjust to our needs. We prefer to have natural light coming in but we would also have a balance of ambient lighting and task lighting, and a music system to listen to while working.

Additionally, we would like to have a separate area for displaying our finished pieces and keep our work organised and easy to access. We would also like to have a fast and stable internet connection, and access to software and resources that we need to create our art.

Overall, our ideal working environment would be a place where we can focus on our art and feel comfortable and inspired.

Q: Do you plan to sell your work?

A: Yes

Q: Are you currently employed elsewhere?

A: No

Q: Describe how we can encourage your career growth.

A: There are several ways you can encourage us to advance our career:

- Opportunities for professional development: We welcome the opportunity to attend workshops, classes, or mentorship programs to help us improve our skills and learn new techniques.
- Connections with industry professionals: We would be grateful if we could be introduced to curators, gallery owners, and other art professionals who can provide advice and opportunities for exhibitions and representation.
- Opportunities for networking: We would like to meet and connect with other artists, curators, and art professionals, such as through artist residencies, art fairs, and exhibitions.
- Financial assistance: We would appreciate help with funding for infrastructure, materials, equipment, and other expenses related to our art practice. Another option is to sponsor our art shows, competitions, facilitate grants and residencies.
- Help in developing a sustainable career: We would appreciate assistance in understanding the business side of being an artist, such as how to create a budget, set prices for our work, and effectively market ourselves better.
- Promotion of our work: We would appreciate it if our artworks were tagged (and credited duly) with our handles and shared on social media, websites, and other platforms to help us gain visibility and reach a larger audience.
- Access to opportunities: We would like to be able to participate in various competitions, grants, residencies, and other opportunities that will allow us to showcase our work and advance our career.
- Encouragement of experimentation and innovation: We would like to be encouraged to take risks and try new things without being afraid of failure.

Tips for other artists

Question: What are 5 things an artist needs to be successful?

Answer: It takes time, perseverance and hard work to achieve success in any field, including art. Ultimately, success as an artist is a combination of many different factors:

Talent and skill: The most important factor for success as an artist is having a genuine talent for creating art and the ability to develop and refine your skills. This can be honed through formal training, practice, and experimentation.

Passion and drive: Successful artists are often those who are deeply passionate about their craft and are driven to create art, regardless of the obstacles they may face.

A strong work ethic: Successful artists are often those who are willing to put in the time and effort required to produce high-quality work. This means being disciplined and focused in your work habits, and having the ability to work independently and manage your time effectively.

Networking and marketing: In today's art world, it is essential to have a strong online and offline presence. Networking with other artists, curators, and galleries can help you to get your work seen by more people and increase the chances of getting representation or gallery shows.

Adaptability: The art world is constantly changing, and successful artists are those who are able to adapt to new trends, technologies, and market demands. Being open to new ideas, experimenting with different mediums and being open to feedback and criticism can help artists stay relevant and successful in their field.

Q: What are the typical characteristics of an artist and how to perfect them?

A: Here are some typical characteristics of an artist and some ways to develop and perfect them:

Creativity: Artists are known for their ability to think outside the box and come up with original and innovative ideas. To develop and perfect your creativity, try experimenting with different mediums, techniques, and styles, and don't be afraid to take risks and try new things.

Observation: Artists have a keen eye for detail and are able to observe the world around them in a unique way. To develop and perfect your observation skills, try sketching or painting from life, and take the time to study the work of other artists.

Technical skill: Artists need to have a good understanding of the materials and techniques they use in their work. To develop and perfect your technical skills, take classes or workshops, practise regularly, and seek out feedback on your work.

Emotional expression: Many artists use their work as a way to express their feelings and emotions. To develop and perfect your emotional expression, try to be honest and open in your work, and don't be afraid to explore difficult or personal subjects.

Self-discipline: Artists often work independently, so it is important for them to have good self-discipline. To develop and perfect self-discipline, establish a routine, set goals and stick to them, and be consistent in your work habits.

Persistence: The art world is competitive and it can be difficult to get recognition and make a living as an artist. To perfect persistence, don't give up, learn from rejection and criticism, and keep working hard to improve your art.

Flexibility: Artists should be open to change, new ideas, and able to adapt to different mediums and styles. To perfect flexibility, be open to feedback and criticism, and be willing to experiment and try new things.

Remember that becoming a successful artist is a lifelong journey, and perfection is not something that can be achieved overnight. However, by constantly working on developing these characteristics and perfecting your skills, you can improve your art and increase your chances of success.

Disclaimer: We have attempted our best to answer most frequently asked questions. Please note that the information provided in this FAQ section is for general informational purposes only. The answers provided are based on the knowledge and information available at the time of writing and may not be up-to-date or applicable to your specific circumstances. The information should not be considered as a substitute for professional advice and should not be relied upon in making any decisions or taking any action. We and our affiliates cannot be held responsible for any errors or omissions, or for any actions taken based on the information provided in this FAQ section.

If you require specific details or further information, please write to us directly at info@chitrapata.in. Look forward to hearing from you.