

## **For Immediate Release**

The **Times of India Literature Festival 2016** got a dose of art this weekend, with **Shilpa Gupta's Someone Else** presented by **Avid Learning**.

Mehboob Studios got an art-start this weekend with the display of a cutting edge art installation by one of India's leading contemporary artists. Avid Learning in association with Times of India Literature Festival 2016, and Kiran Nadar Museum of Art (KNMA) proudly presented Shilpa Gupta's Someone Else, 2011, a library of 100 etched books written anonymously or under pseudonyms.

The stand-alone installation in the heart of the festival was buzzing with curious guests and social media activity prompted by our hashtag campaign #someoneelse prominent on the front of the booth and on nifty little bookmark giveaways.

Festival-goers were busy tagging, posting selfies and tweeting outside the installation which featured 100 inscribed steel books written through the ages anonymously or under pseudonyms.

This installation appealed to visitors interested in exploring the relationship between literature and the visual arts. Audiences were intrigued with the idea of a library made with the outer 'shells' of books which served as suggestive signifiers for larger questions. Shilpa's metal covers without the books or pages but engraved with the reason why each author chose to remain anonymous or use a different name fascinated many who walked away pondering issues of identity, agency, censorship and free speech, apt topics to probe into at a literary festival.

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