



Education Folio

Farida Batool

Pakistan

**How to use this folio**

This education folio contains information about the featured artists in the Asia Pacific Breweries Foundation Signature Art Prize 2014, their artworks as well as artistic processes, giving visitors a better understanding and appreciation of the artworks displayed.

Questions and activities found at the back of the folio are meant for visitors to have a deeper engagement with each of the finalist artworks. The questions can be used for discussions when looking at the particular artwork, while the suggested activities are designed for educators or parents to explore with their students or children for further engagement beyond the museum visit.

The suggested reading and viewing lists also provide more information about the artist's practice, artwork themes and related ideas or issues, which are aimed at helping educators and readers make interesting and relevant connections to matters in their daily life.

## Introduction

The Asia Pacific Breweries (APB) Foundation Signature Art Prize is a premier juried prize inaugurated by the Asia Pacific Breweries Foundation and the Singapore Art Museum in 2008. It is a hallmark of distinction awarded to artists whose artworks represent a significant development in contemporary visual art in the Asia Pacific region.

A triennial competition, the APB Foundation Signature Art Prize seeks to highlight new developments in the visual arts, stimulate lively public discussion and critical debate, and provide a cross-cultural exhibition platform for established practitioners and significant emerging artists alike. Aimed at recognising the single most outstanding contemporary visual artwork produced in the preceding three years, the competition is open to all visual artworks, regardless of medium, subject matter and size.

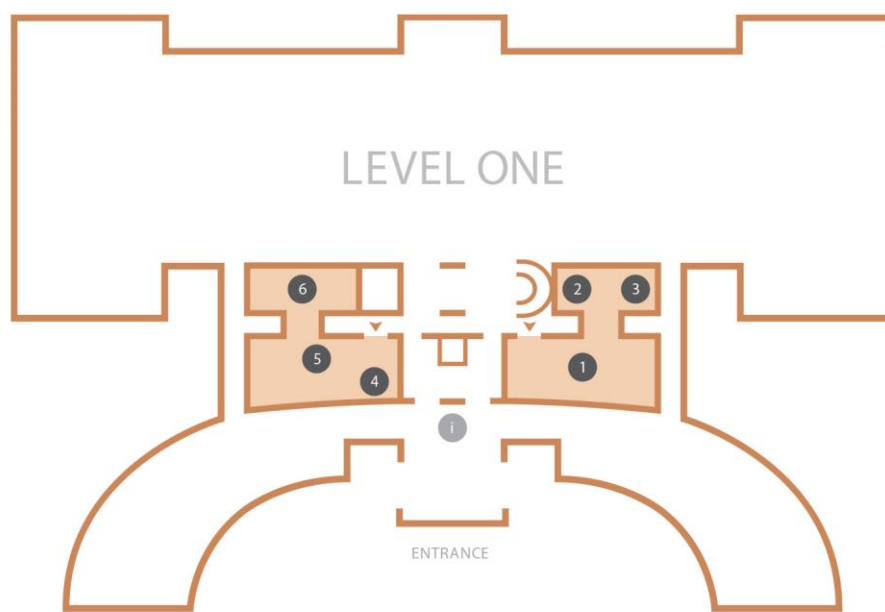
The inaugural edition in 2008 focused only on 12 countries: Cambodia, China, India, Laos, Malaysia, Mongolia, New Zealand, Papua New Guinea, Singapore, Sri Lanka, Thailand and Vietnam, and received a total of 34 nominations. The APB Foundation Signature Art Prize soon expanded its focus in 2011 to reach the entire Asia Pacific region, including 130 artworks from 23 Asia Pacific countries and territories. Nominations were received from new countries and territories including Indonesia, Philippines, Myanmar, Brunei, Korea, Japan, Taiwan, Bangladesh, Pakistan, Nepal, Australia and other Oceania and Pacific islands. The 2014 edition includes nominations from all previous countries and territories, including a nomination from new entrant, Hong Kong.

Nominators from across the region with a wide range of specialties and backgrounds are specially invited to nominate specific artworks – instead of artists – that had been aesthetically, culturally and socially significant in their particular art scenes in the past three years. A diverse panel of distinguished judges, who mostly hail from the Asia-Pacific region, are also selected specially to evaluate the nominations, shortlist the finalists, and decide on the key award-winning works in the APB Foundation Signature Art Prize exhibition

All nominated works are assessed on a set of criteria: the strength of the idea and concept; creative and interesting use of medium and material; technique, expression and form; artistic insight and interpretation, and imagination and originality. The Grand Prize and two Juror's Choice Awards are chosen by the international jury of art experts, critics and curators, while the People's Choice Award will go to the artist whose work garners the most number of public votes.

The APB Foundation Signature Art Prize is a recognition of distinction and significance in artistic practice, presenting the best of contemporary art in the Asia-Pacific region.

## Exhibition map



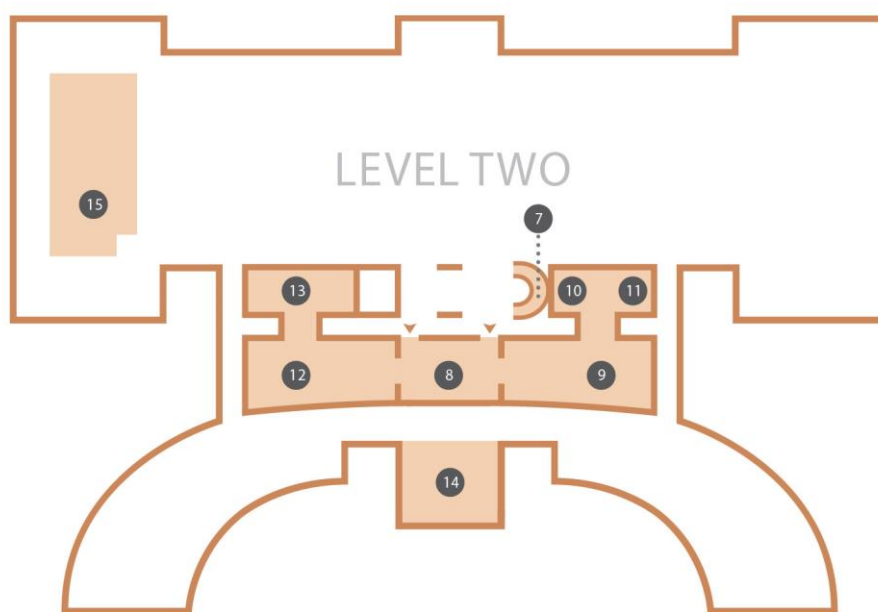
### LEVEL ONE

- 1 Nguyen Trinh Thi
- 2 Robert Zhao Renhui
- 3 Owen Leong
- 4 Farida Batool
- 5 Peng Wei
- 6 Yao Jui-Chung  
+ Lost Society  
Document (LSD)

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## Exhibition map



### LEVEL TWO

- 7 Liu Jianhua
- 8 Choe U-Ram
- 9 Go Watanabe
- 10 Lisa Reihana
- 11 Naeem Mohaiemen
- 12 Arin Rungjang
- 13 Ranbir Kaleka
- 14 Melati Suryodarmo
- 15 Ho Tzu Nven

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**Artwork*****Kahani Eik Shehr Ki (Story of a City)***

Farida Batool

2012

Lenticular print

20.3 x 2144 cm

Collection of the Artist

*Image courtesy of the Artist*

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### About the artwork and artistic process

*Kahani Eik Shehr Ki (Story of a City)* by Pakistani artist Farida Batool comprises of a series of lenticular prints depicting the artist walking along the streets of Lahore, the city she resides in. The lenticular print works on an optical illusion which allows several layers of images to change as the viewer moves along them. This technique effectively portrays the artist walking and moving on a two-dimensional photographic surface. Situating herself as both the narrator and the **protagonist** of the artwork, Batool explains her choice of medium, “Lenticular images best convey what I want to convey. It appears as if I’m meeting the people on the street”. This enables the viewer to go on a walk with the artist to explore the different parts of Lahore together, allowing for a more engaging and personal experience.

Stretching 21 metres in length, the images unfold to reveal different perspectives of the city. There are noisy rickshaws and cars, government institutions with high security and **surveillance**, and crowds of people staring at the artist and her camera. The **linguistic landscape** of Lahore is also telling – chalk writings left behind on walls after religious rallies, torn political posters, military recruitment advertisements, radical graffiti by **extremist** religious groups and even advertisements for male enhancement products.

Although still rich in history and culture, the vibrant city of Lahore has unfortunately become a victim of political corruption and terrorism. The urban decay evident in these images reflects the state of Pakistan’s socio-political climate today, giving the viewer a glimpse of the consequences of the country’s political upheavals and **tumultuous** history.

**About the artist**

Visual artist and art historian Farida Batool (b. 1970, Lahore, Pakistan) graduated from the National College of Arts, Lahore with a Bachelor of Fine Arts. She also holds a Masters in Art History and Theory (Research) from the College of Fine Arts, University of New South Wales, Australia.

Batool currently heads the Department of Communication and Cultural Studies at the National College of Arts, Lahore, where she also teaches art history. She has conducted several community-based projects in Pakistan, Bangladesh and India, and participated in a number of solo and group shows. Her recent exhibitions include a solo show entitled *Kahani eik shehr ki* at Rohtas 2, Lahore (2012) and *Where three dreams cross: 150 years of Photography* at Whitechapel Gallery, London (2010).



## Discussion and suggested activities

### Questions for discussion

- Walk along the length of the lenticular prints and imagine that you are walking along the streets of Lahore. Stop at different places and ponder: What are the smells and sounds you might experience?
- Compare the smells and sights to those of similar spaces in Singapore or another city. How might they differ?
- What were the feelings you felt when you 'walked' along the streets of Lahore? Are they different from when you walk along the streets of Singapore or another city?
- Walk alongside the work again. This time, focus on the recurring images of the artist. What do you notice? [She is dressed in both traditional and modern outfits. Why?]
- [FOOD FOR THOUGHT] Public spaces such as the streets of a city often reflect the ongoing political and social tensions experienced by the people who live there. Do you agree with this statement? What examples come to mind?

### Suggested activities

- Revisit a familiar part of any city that you live in or used to frequent and take a moment to observe your surroundings. What sights, sounds, smells and emotions do you experience? Record your observations and experiences through a sketch or photograph.
- Choose a public space within your neighbourhood (market, park, bus stop, etc.) and take photographs from the same spot at different times of the day. Compare the photographs you have taken – you might be rather surprised at how the same place differs at different times of the day!

**Glossary****Protagonist**

The leading character or one of the major characters in a play, film, novel, etc.

**Surveillance**

Close observation or supervision maintained over a person, group, etc., especially one in custody or under suspicion.

**Linguistic landscape**

The language of public road signs, advertising billboards, street names, place names, commercial shop signs and public signs on government buildings in a given territory, region or urban agglomeration.

**Extremist**

Of, relating to, or characterized by immoderate or excessive actions, opinions, etc.

**Tumultuous**

Uproarious, riotous, or turbulent.

**Further reading and viewing****Feature on Farida Batool on *The Express Tribune***

Available [here](#).

**Tutorial for DIY lenticular printing**

*Creating a Basic Lenticular Image*. Available [here](#).

**Video introducing the process of lenticular printing**

*How to make lenticular images - Red Bull Illume*. Available [here](#).