

# CHOLA'S GOT ★ TALENT

## **STROKES OF GENIUS**

The Creative Odyssey Of Santhosh



**Mr. Santhosh** is working as a Motion Graphics Artist in the Marketing and Corporate Communications division of **Cholamandalam Investment and Finance Company Limited**. He does 2D animations, Motion Graphics, Theme Video Creation, Logo Creation, and Creative Digital Drawings for all our businesses. Apart from being astonishing at his work, his passion for art needs to be looked upon.

So, we decided to strike up a conversation with Mr. Santhosh and get a peek into his world of art and how he goes about his passion.



## Shall we start from your early days?

My first taste of art is through a painting I did while I was in my 8th class. It was a Peacock watercolor painting which I did for an inter-school painting competition. To my surprise, I won the 2nd prize for that. That moment sparked something in me and I realized that I have a future in art and promised myself to continue working on it.

After that, I participated in every art competition in my school and never failed to secure the 1st prize. I will never forget my school days since it introduced me to my passion. Also, I would like to express my heartfelt gratitude to my brother Rajesh who was great pillar of support and inspired me a lot through his paintings.



**Are there any exhibitions, shows, or collaborations you've been a part of?**



This question brings back a flood of memories. One particularly cherished moment was my participation in an Art & Science Exhibition in Villupuram, my hometown.

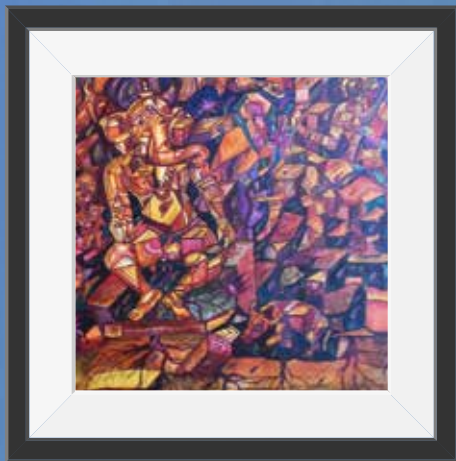
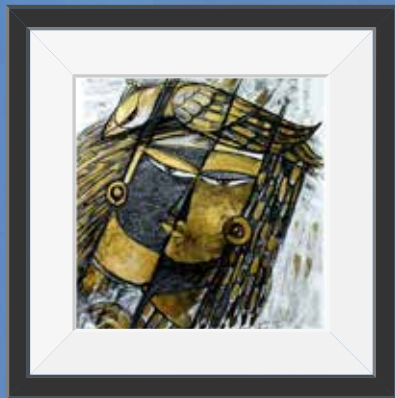
The guest of honor was India's beloved Dr. Abdul Kalam. He went through my paintings and appreciated me for the creativity I had expressed in my works. In a touching gesture, he autographed one of my ballpoint pen creations, labeling it "Creative Santhosh." It remains one of the proudest moments of my life. Meeting Abdul Kalam Sir is the greatest privilege of my life and I will remember that moment till the end of my days.

During my college days in Bharathiyar University, Pondicherry, I broadened my artistic horizons in the way I perceive my passion. I began exploring various art forms like Cubism, Realism, Motion Graphics, and Digital Arts. A significant moment that sums up my college days is winning a National Award for my Nataraja water color painting. Mr. Sirpi Jayaraman, my college principal was a big inspiration and a sponsor for me during my college days. He motivated me to publicize my art as much as possible. When I started letting my work reach more people, I began to receive constructive feedback that was instrumental in my growth as an artist and as a person.

## What are your views in sharing your art to the world?

As I mentioned earlier, my college Principal greatly motivated me to express my works to the wider audience. After seeing the fruits of his idea, I developed in myself the enthusiasm to take my art to as much people as possible. I began collaborating with individuals from Europe whom I had the pleasure of meeting in Pondicherry. These collaborations enriched my knowledge and provided insights into how people worldwide perceive art.

I've sold over 500 paintings of mine to various parts of Europe and about 1000 across India. The journey has been amazing so far, and I hope it continues to evolve in the days ahead.



**With thousands of paintings created in various mediums, which one do you think is the Magnum Opus of yours?**

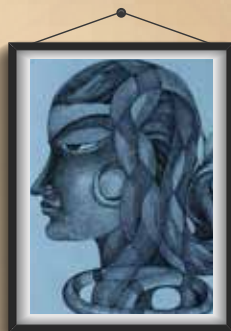
Oh, it keeps changing. Art is an evolving entity and I believe no painting is fully completed until it leaves my hands. As long as I have my work with me, I continue to add to it, whether it's a small dot or a bold stroke. You never know what the next addition will be.

What I'm trying to say is, it isn't easy to point a finger and say, "This is my best".

**Can you share your aspirations for the future?**

My ultimate goal is to take my art worldwide through exhibitions, art shows, and any available means. I aspire to use the proceeds from my art to support senior citizens who lack proper care and assistance in their twilight years.

Art is who I am and who I will be. I just can't imagine a life without doing art. So, I will continue to keep doing what I'm doing as long as I can.



## What can you say about the future of art?

I'm no fortune teller, but I can tell you this. I strongly consider the traditional canvas and brush painting to be the pinnacle of art, but you have to be in line with the future innovations too. Although, traditional paintings are my passion, I started to hone my skills in digital painting and motion graphics too.

Speaking of innovation, Chola has provided me with an excellent platform to harness my skills, and my job requirements offer ample room for creative thinking.

## How do you come up with your ideas?

I believe that, as an artist, it's essential to understand the anatomy of the subject you're depicting. This knowledge allows you to infuse your strokes with a deeper understanding of the object's structure and form.



## Apart from art, what else are your hobbies?

I have a profound love for exploring nature. I believe that every individual should appreciate and cherish nature, as it provides us with the necessities of life. Fortunately, I've found a way to blend my passion for art with my other hobbies. When I encounter a picturesque landscape, I often start painting to capture and freeze that moment in time.



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-Santhosh