

CHOLA'S GOT T★ALENT



**TOP
25
ARTISTS OF INDIA**

Thayanithi **Paramasivam**

Featured As One Of The Top 25 Artists In India



Mr Thayanithi is working as a Branch Credit Manager in the Loan Against Property division of Cholamandalam Investment and Finance Company Limited. He recently achieved the monumental feat of being selected as the **“TOP 25 ARTISTS OF INDIA”** in an art exhibition which displayed over 500 of the best works from artists around the world. Special thanks to Indian Art Factory and SK’s The Lines & Curves for organizing the exhibition.



In a candid chat with Chola’s very own Mr Thayanithi, a visionary artist, a loving husband, and a father of two young girls, shared with us his journey so far and his future aspirations.

Can you share with us about your early days as an artist and your sources of inspiration?

As a young boy, I started with pencil sketches and loved practising whenever and wherever possible. When I joined the Industrial Training Institute, my knack for sketching helped me very much as Engineering drawing was a centrepiece of my course. I passed my college with flying colours, becoming the 1st in my class. My first shades of interest in oil painting came through a man in my hometown (Kadathur, Dharmapuri district) called Mr Kuppusamy. I then started working towards oil painting as it gives a sense of realism to the portrait.

During my career as a banker, I met Mr Ilayaraja, a renowned realism artist. From being a customer, he became a family friend of mine. He inspired me to continue my work in oil paintings.



How do you set aside time for painting after work?

I have been asked this a lot. But I think one has to create a self-identity for themselves. And, you can do that only by finding and spending time on things you love. It can be anything, as long as it keeps you in your best self.

Let's talk about "Arul Paadi Varudhal" – What inspired you to do that?

"Arul Paadi Varudhal" is a famous festival held in Kadathur village in Dharmapuri district. I wanted to make future generations to be aware of the event since the world is changing super-fast and such events may not be available for our children. So, by painting this, I froze that beautiful moment for the next 300 years. Yes, if you store my painting in the right conditions, it could easily survive 3 centuries.

How important do you think for an artist to bring out the emotions in their art? Because in your "Arul Paadi Varudhal" painting the human emotions were very evident. So, can you please talk us through it?

I use my family and friends as models for my paintings. That way, I'm confident that I can bring out the right emotions to the portrait. In "Arul Paadi Varudhal", the emotions on the face of the models come as a result of a big ceremony that involves Thavil music. So, I captured that moment in my DSLR, went home and started painting. I've added my daughter and mother in the background to honour their support towards my passion. I have also added the "Chola" logo in one of the banners in the background to show my love towards my work.

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

Yes, absolutely. It is a long story. The year 2021 was one of the saddest years of my life. My soulmate, inspiration, and guru, Mr Ilayaraja passed away. An art exhibition was conducted in Prasad Labs, Vadapalani, a year later to remember and celebrate his life. It was an exhibition where artists were given 3 hours time to showcase their talents in the best way possible. Mr Selvakumar, Founder of Indian Art Factory and a good friend of mine, ushered me to join the exhibition and I agreed. I drew a "Praying Girl" and for some reason, I didn't add my signature to the portrait. But the judges thought my portrait



was nice and called whoever drew the picture to the stage. I was dumbstruck for a moment and climbed the stage to collect the prize.

That day was an emotional one for me because Mr Ilayaraja was someone who splashed kaleidoscopes of colours in my life. The sorrow of his death will forever lurk in the recesses of my mind.

How do you want art to be perceived?

I think art is a form of meditation. It takes you to a world where there is nothing that would distract you from whatever you're doing. Only good comes from art, so I urge everyone to follow some form of art.

Can you share any advice for aspiring artists looking to pursue a career in the arts?

I would suggest, "Start as early as possible". Whatever that is you're good at. Just make sure you have enough time left to pursue that.



What are your future aspirations?

One of my main goals is to display my "Arul Paadi Varudhal" painting in the Kadathur main temple. I believe the people of Kadathur deserve it and I personally think it would be an apt place for that portrait.

As a part of Chola and the Murugappa group, we convey our hearty congratulations to Mr Thayanithi Paramasivam on achieving this massive feat. We are so proud of him and wish him all the best in his future endeavours too.



Thayanithi Paramasivam