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THE ART PACK

Meet the new breed of young crusaders who are rejigging the art world to make it inclusive, sustainable and democratic through co-working spaces, research programmes and apps
By PRIYANSHI SAXENA

AMISHA CHOWBEY (30)
ANUBHA JAIN (28)

CO-FOUNDERS,
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Most freshly minted artists are a tad baffled by the realities that hit them once out the art school door. The mundane commerce of living in a city do not exactly lend a yeasty rise for creativity. An exclusive professional work environment for artists can, therefore, sound like a dream come true. Amisha Chowbey and Anubha Jain realised a gap in the unstructured art market and decided to launch ArtBuzz Studios in the capital. "We needed to flatten the playing field in the art market, make it easier to access, and more fun to engage with," says Chowbey. And, over time, they have created a co-working space with multiple studios up for rent, and an open work area for design and other creative pursuits—all toggled up with etching press, hot plate, aquatint machines, and acid room. Hardly surprising, that this studio has turned into a hotspot and comfort zone among newbie artists, enthusiasts, and even collectors. Indeed, this duo have their eye on the bigger picture, Jain explains, "We need to have more galleries, and build a sustainable network of art markets across Tier 2 cities. We also need to create an infrastructure to help artists show more work." >

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