

THE WORLD OF PHAD.

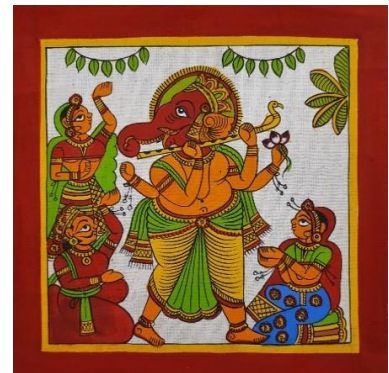
Our Fabulous World.

January 2024.

Newsletter.

Abhishek Joshi Dharorhar is a traditional Phad painting artist. He says "Phad painting is a legacy. The root of this art can be traced back to over 700 years. I am a traditional Phad painter. I am part of this Parampara. I have been painting for many years and I also teach this art form".

Phad painting is done on a canvas. In ancient times story tellers travelled from village to village to narrate the stories using Phad as pictorial depiction tool. Singing and dancing was part of the traditional story telling. We still witness this in many places in India.



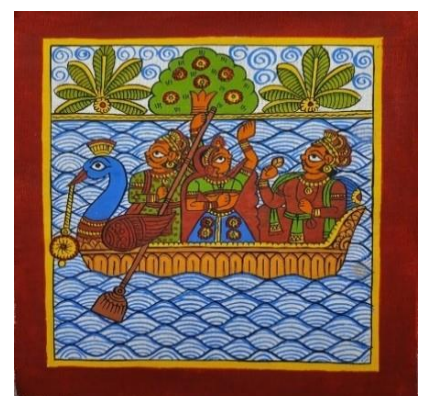
A scroll and folk painting that is practiced in Rajasthan. This style of painting is traditionally done on a long piece of cloth or canvas, known as Phad.

At Our Fabulous World, we are glad to bring Abhishek Joshi Dharorhar's Phad paintings our members.

The paintings are unique and captivating piece of art that you will treasure for years to come. The color palette consists of bright orange, red, yellow, black, blue, green, and brown,

derived from stones and minerals. The colors used in Phad are all-natural, obtained from various plants and vegetable extracts.

Paintings are a big part of our culture. Each painting has a story attached to it.



A TALE OF TRADITION.

Drenched in tradition and history.

At Our Fabulous World, we are glad to bring Abhishek Joshi Dharorhar's Phad paintings to our members.

Phad artists need to be extremely skilled, adhering to techniques taught by their ancestors. Depending on the complexity, it can take between a few weeks to a few months to complete an artwork.

The style of painting is the blend of Rajput and Mughal styles of painting. Phad finds

its origins in Shahpura, near Bhilwara, Rajasthan.

In our modern world, there is a need to promote such rich artistic traditions from the past. Art forms like Phad preserve folklore and stories that have travelled through centuries and reflect India's glorious culture.

Our members play a vital role here. With every purchase our members make, they are contributing towards supporting our merchant community. We contribute at grassroots level to the development of a sustainable and healthy community.

Our Fabulous World is a marketplace platform bringing together Artisans, Craft, and Local producers who offer a range of products and services.

OUR FABULOUS WORLD.

I am pleased to share with you our January 2024 newsletter. India has a rich and vibrant cultural heritage. As Indians, we have kept this culture alive. Our lives cannot be separated from our ancient cultural influences. This is evident in our day-to-day living. This edition features the Phad paintings from Abhishek Joshi Dharorhar. You can enjoy decorating your wall with unique and original paintings.

As always, we welcome your feedback and recommendations.

Poornima Kadri.



To our Members and Merchants.

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