



© Pushpamala N.

Hygiene/Swachh

Pushpamala N.

2015, single-channel video installation, black/white, 2 min., English. **Producer** Pushpamala N. **Production company** Pushpamala N. (Bangalore, India). **Director of photography** Clay Kelton. **Production design** Pushpamala N. **Costumes** Pushpamala N. **With** Pushpamala N., Babitha Lingraj.

Pushpamala N., born in 1956 in Bangalore, India, lives and works in Bangalore. In her sharp and humorous work as a photo and video performance artist, sculptor, writer, and curator, she questions the dominant cultural and intellectual discourse. Her works have been featured in important exhibitions and film festivals worldwide.

Films

1997: *Indian Lady* (1 min.). 2004: *Rashtriy Kheer and Desiy Salad* (11 min.). 2006: *Paris Autumn* (35 min.). 2012: *Seduction/Indrajaala* (4 min.), *Mrugayati/The Hunt* (1 min.). 2015: *Hygiene/Swachh*.

Contact: npushpamala@gmail.com
<http://www.pushpamala.com>

The artist, dressed as “Mother India” washes the medical model of a brain. The act is like a ritual, performed with the panache of a magic trick on stage.

Hygiene/Swachh is part of a long-term project using multiple media in which the artist interrogates the idea of the nation state: looking at the notorious histories of anthropology, ethnography, and eugenics that ironically define modernizing government projects in the dream of building an ideal community. The artist, by personifying the part of “Mother India,” places herself at the centre of inquiry, admitting her role as agent and effect of history.