

Rithika Merchant's work explores the commonality between cultures

• BY PRIYANKA KHANNA

NOVEMBER 11, 2018

Her work focuses on blurred boundaries, so it seems apt that she would be the first Indian artist to collaborate with French fashion house Chloe



Image: [Carlos Teixeira](#)

For Mumbai-born, Barcelona-based artist Rithika Merchant, an e-mail from Chloe's creative director, Natacha Ramsay-Levi, brought in the chance to collaborate on the designer's debut collection for the house. For spring/summer 2018, Ramsay-Levi used Merchant's intricately detailed artwork and mythological narratives for her ode to the painted dresses characteristic of Karl Lagerfeld's Chloe. Merchant's drawings were in perfect sync with the label's love for folkloric detailing. "I'm interested in how, across cultures, you find the same myths," she says about her work which explores the common thread that runs between religions and cultures. Her art touches upon blurring

boundaries both in her personal life (in 2017's *Where The Water Takes Us*, she explores the sea as a commonality between her two homes, Mumbai and Barcelona) and on a macro level—the refugee crisis that's currently occupying her mindspace and, by extension, her current works. Merchant continues to collaborate with the [French](#) house and is also currently gearing up for her first solo exhibition in [Paris](#), in December 2019. For Mumbai-based gallerist Hena Kapadia of Tarq, Merchant's process-driven, detail-oriented aesthetic makes her one of the most exciting new names in art. “I would say her visual language is unique in that she works with universal narratives of myth, migration and identity, using [European](#) map-folding and mosaic techniques, with delicate and detailed drawing that is often likened to folk and miniature art in India,” says Kapadia.

Read more in Vogue India's November 2018 issue that hit stands on November 5, 2018

In this story:

- [BARCELONA](#)
- [INDIA](#)
- [MUMBAI](#)
- [PARIS](#)