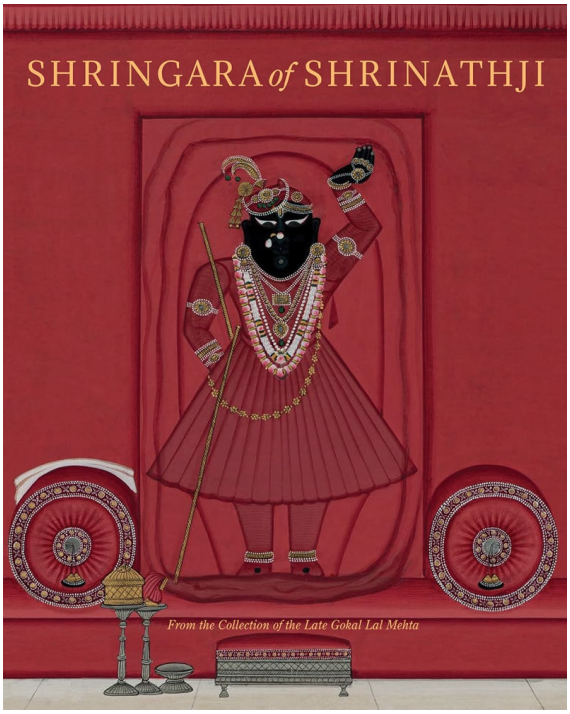
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Shringara of Shrinathji

From the Collection of the Late Gokal Lal Mehta

Amit Ambalal

Vikram Goyal

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Publisher	Mapin Publishing
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- Special boxed edition; a valued acquisition for devotees and collectors alike
- Exuberant, vivid introduction to the visual world of the centuries-old practice of Pushtimarg
- Never-before seen Nathdwara paintings reproduced in high-quality, lavish detail
- Sixty exquisite miniature paintings from the private collection of the late Gokal Lal Mehta
- Scholarly essay by Amit Ambalal, acclaimed artist and pre-eminent authority on Nathdwara painting
- Detailed study in various aspects and elements of worship of Shrinathji: identifying themes of shringaras; time and season of celebrations according to Nathdwara calendar; in some cases, the identity of the shringari goswamis

Pushtimarg, a Vaishnava sect founded by Vallabhacharya in the 15th century, lays great stress on worship of the deity Shrinathji through the joys of life and living and devotion through *kirtan* (devotional poem-songs), *bhog* (offerings of sumptuous food and beverages), *shringara* (offerings of adornment, through dressing and ornamentation), and decoration and painting. The paintings constitute the Nathdwara school, so named because the image of Shrinathji is enshrined in a temple in Nathdwara, Rajasthan.

Shringara of Shrinathji catalogs a set of previously unpublished miniature paintings of the Pushtimarg tradition from the collection of late Shri Gokal Lal Mehta. These 60 splendid artworks were executed by Sukhdev Gaur, the *mukhia* (chief artist) of the temple, during the dynamic stewardship of Tilkayat Govardhanlalji (1862–1934 AD). Documenting the high degree of skill in draughtsmanship, portraiture and in composition, expositions by artist Amit Ambalal accompany the exceptional, high-quality photographic reproductions of these beautiful paintings in this captivating volume.

Amit Ambalal is an eminent contemporary Indian artist whose work forms part of prestigious collections in India and abroad, including the British Museum and Victoria & Albert Museum, London. He has also authored the landmark volume Krishna as Shrinathji: Rajasthani Paintings from Nathdvara (Mapin, 1987) on the subject of Pushtimarg and Nathdwara paintings and recently written the Foreword to *In the Service of Krishna* (Mapin, 2019).

Vikram Goyal, founder of Viya Home, is one of India's leading product designers, committed to the preservation of indigenous practices and the country's cultural heritage. Recipient of multiple design awards, he is also co-founder of Kama Ayurveda. Goyal is the eldest grandchild of late Gokal Lal Mehta, whose collection is featured in this book.



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