SHILPSUTRA
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राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
AHMEDABAD

Pichwai Art

Bhilwara, Rajasthan

Seats Available 13

OE26B14
Bengaluru Campus

Pichwai is a devotional cloth- painting tradition from the Nathdwara region of Rajasthan, and Bhilwara district has emerged as an important contemporary hub where several master artists practice, teach, and sell Pichwai works.

Meaning & function: The word Pichwai comes from Sanskrit/ Hindi roots pichh (“back”) and wai (“hanging”), referring to large painted textiles hung behind the deity in temples.

Iconography: Traditionally made for the shrine of Shrinathji (a child form of Krishna) in Nathdwara, the paintings depict Shrinathji’s leelas (divine play), festivals, cows, peacocks, lotuses, and elaborate floral and sacred motifs.

Materials & technique: Classically executed on hand-prepared cotton cloth using natural mineral and vegetable pigments, with fine brushwork and layered detailing.

Dinesh Soni

Holding a Bachelor of Fine Arts degree from MDS University in Ajmer, Dinesh Soni is now a full-time Pichwai artist based in Bhilwara, Rajasthan.

His unwavering mission, cultivated through 30 years of extensive research and practice, is to preserve the ancient Indian art of Pichwai in its purest form and to inspire and nurture future generations of artists. His exceptional contributions to the art form have been recognized with prestigious accolades, including the National Award and the National Merit Award.