

# MOAZZAM ALI

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One of the most celebrated artists in Pakistan today. Over the last 35 years, Ali has become a house hold name throughout Pakistan and beyond. He has worked with countless medium but his bold watercolor technique is the cherry on top. The world is astonished with his control and command over the medium to such extent that Whitney Museum New York crowned Ali the title 'Master of Watercolor'. Moazzam's fame lead him to be documented in the Art world, included in his documentations are books sharing the artist's journey of becoming a watercolor legend. Moazzam Ali is also a well searched name in Social media, Ali's watercolor demonstrations are also highly valued on social media, young artists and students take such inspiration from these demonstrations and documentations that these demonstration have become part of many art universities syllabus worldwide. Many art material companies have used Moazzam Ali's demonstrations for promotion and sales of their products. Art societies and groups all over the world have uploaded Moazzam Ali's work in his honor to promote their columns and websites. Moazzam Ali completed his graduation from Karachi in 1980 and achieved first-class first position gold medal in Sindh in Fine Art. He then became a professional artist and inspired the nation with his art. This young artist caught the eyes of national and multinational advertising agencies. Where he was requested to become the Art Director. Moazzam Ali remained an art director for eight year in different top multinational advertising agencies and so developed high graphic skills alongside painting as a professional artist. Sometime later, the artist decided to give something back to the country and thought why not promote the young generation to art, as this provides freedom of ideas, intuition and will open their minds. In this effort he became the Principal of two different art colleges. Laced with creative energy, Ali, at his early artistic career painted snow-clad mountainous landscapes of northern areas, river views from Punjab, habitats of Swat, Murre and village scenes one finds in the rural areas of Pakistan. He experimented with abstract cubism; but remained loyal to his roots by exploiting Ralli (*quilt*) designs. From here onwards, unconsciously he started moving towards his calling. His canvases portrayed village damsels. Most of them were the qypsies from the desert of Thar. Woman remained his main



motif as a symbol of continuation of life through the centuries. Ali moved away from the simple and one dimensional subject. He explored all possible diversions and dimensions of his motif in watercolor, a Medium he excels at. His excellence with the medium made his narrative a poetic experience. Moazzam with his intriguing powerful sketches, bold brushstrokes, vibrant color combinations and watercolor splashes makes the fans stare at his paintings for hours. With his unique style of beautiful women faces and outstanding compositions, one can tell its Moazzam's work without even looking at the signature. He also sometimes leaves half of the paper white on purpose to show off his incredible balance of watercolor. In an attempt to bring his admirers closer to his work, Ali started painting in huge scales, he started working with full size paper of (101cmx151cm) to creates his famous works like the sitting women series, if that was not enough he went further and created larger works in Watercolor on canvases which were not possible on paper and created incredible works of art which lead to his famous Mural series Rural Damsels which ranged around (183cmx366cm) in size. Works of watercolor were rarely seen in such huge sizes before Ali.

Many of these Mural series and paintings in the honor of the artist were collected by President's House Pakistan, Prime Minister's house Pakistan, Governor's House Pakistan, Embassies, Consulates, Banks, Five star Hotels, Museums, Palaces, Organizations, Homes of Art Lovers and Art Collectors all around the world. More than 600 original watercolor paintings commissioned by Sheraton Hotel to grace their rooms, corridors, restaurant etc.

Moazzam Ali has to his credit 14 solo exhibitions worldwide including art hubs like New York, Washington D.C as well as recently in Dubai in 2012 and has participated in countless group exhibition. His recent Auction at Christie's in 2013 was also a big success and well appreciated by art collectors and art admirers. Moazzam Ali is name which will surely come up whenever Watercolor will be mentioned. Ali is not only a great artist but also remains very true and passionate to his work, one can always find him working 24/7 in his studio and rarely comes out in the spotlight.



1. "Woman with Pitcher" Watercolor on Paper, Size 105cm x 152cm  
2. "Sitting Woman" Watercolor on Paper, Size 107cm x 74cm