મહેન્દ્ર શાહનાં ઓક્ટોબર મહિનાનાં સર્જનો

Mahendra Shah's month of October creations

Real Life Humorous Story





Two Exhibitions in a Row — A Lesson in Strategy!

My first exhibition was during the India Day celebration, August 15 Independence Day. I spent considerable time and effort setting up the display, loading and unloading, and arranging my 100 cartoons. But the response was disappointing. Hardly anyone bothered to stop and view the cartoons. Most people were busy socializing, visiting shopping booths, or enjoying the food court.

I said to myself, "A hundred cartoons, each worth looking at, and so few people stop by to see them? This is not right!"

When I was invited to exhibit at the second show, I decided to change my strategy. After all, if I put in so much effort and hardly anyone visited my display, it simply wasn't worth the pain!

Both exhibitions offered a lucky draw with an original painting as the prize. But there was one important difference between the two approaches. At the first event, visitors could enter the lucky draw simply by writing their names, without even visiting my booth! They could win the painting and go home without looking at a single cartoon. At the second exhibition, I decided that anyone who wanted a chance to win my painting would first have to view my work and participate in a contest. That was my new strategy!

I assigned a serial number to each of my 100 cartoons. At the registration table, I placed a box and slips of paper where visitors could write their names, contact numbers, and the number of their favorite cartoon after viewing the entire collection. The visitor who selected the most popular cartoon number would qualify for a lucky draw, and the lucky winner would receive an original painting by the artist!

And guess what? The trick worked!

Nearly 150 visitors gathered around my cartoon display, carefully viewing the cartoons, searching for their favorites, and participating in the contest for a chance to win my painting. Instead of walking past my booth, they were now enthusiastically exploring the entire collection!

To top it all off, my visitors' book was filled with compliments, appreciation, and positive comments.

The lesson I learned? Sometimes, even good art needs a little creative marketing to attract an audience. As an artist and cartoonist, I had to use my creativity not only to make cartoons but also to get people to stop, look, and appreciate them!

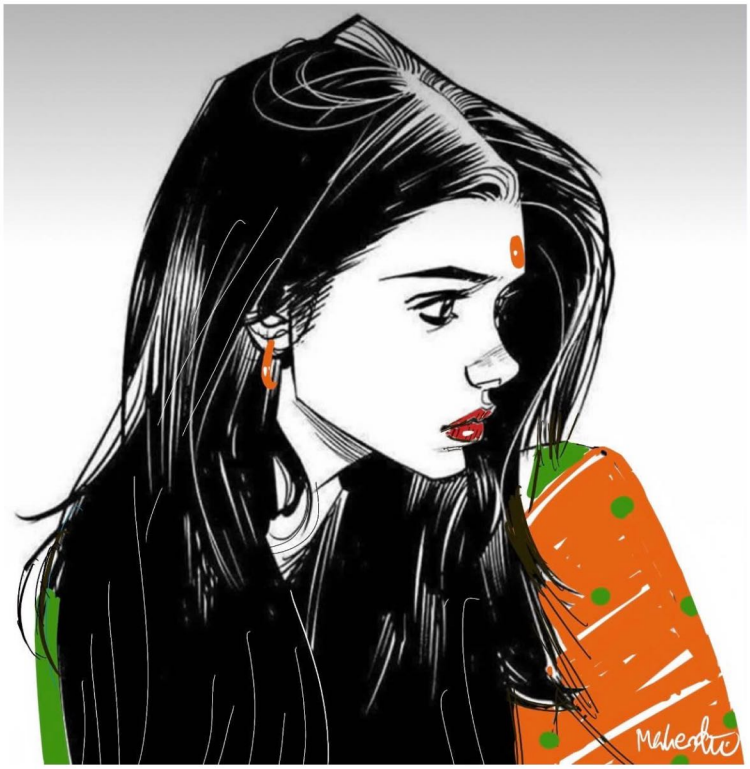
After all, creativity has no limits — even when it comes to attracting an audience!

Mahendra Shah.


Mahendra




बहोत क़रीब मत आना
मैं तुम्हें पेहचानता
तक नहीं!
BLOW HORN
Mahendra


Maheshtri

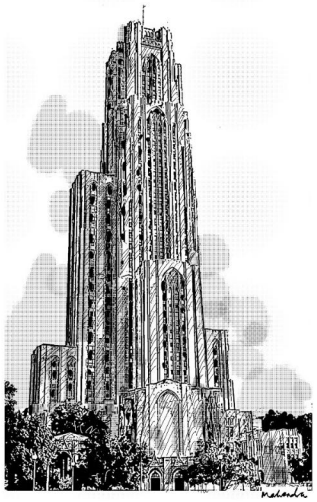




Ravan effigy created by Mahendra Shah
for Hindu Hindu Jain Temple, Pittsburgh.



Opening speech of " Art And Humor Show" by Miss Kanak Iyer.



It is my pleasure to introduce Mahendra Shah, a longtime Pittsburgh resident and internationally recognized artist, cartoonist, humor writer, and creator of Gazalaxaree and Chitraxaree.
Mahendra is known as a Resident Artist of the Pittsburgh Indian community. And he has a unique annual tradition that he calls his "Pittsburgh Art Marathon."

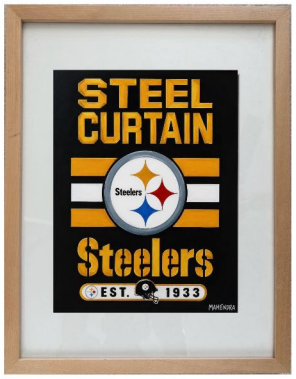
From August through December, while most of us are thinking about holidays, shopping, and football, Mahendra is busy painting!



First comes India Day, with freedom-fighter backdrops. Then Krishna for Janmashtami, Mahavir for Mahavir Jayanti, Ganesh for Ganesh Chaturthi, a giant Ravan effigy for Ravan Dahan, Gujarati Samaj Diwali publication, Temple calendar Artwork - and whatever comes next.

In other words, his art season has more events than some be people's social calendars!

His Home Art Gallery now has more than 150 original artworks, and his paintings and cartoons have been exhibited across the USA, India, UK, Europe, on cruise ships, and at JAINA and Gujarati conventions and community events.



He was selected among 50 Global Gujaratis as a Best Cartoonist by Sadhna Weekly, and is recognized as the only cartoonist among the Indian diaspora in North America.

He has also published two sold-out cartoon books: "Ame American Amdavadi" in Gujarati and "I Said It Too!" in English here are on display just to browse.

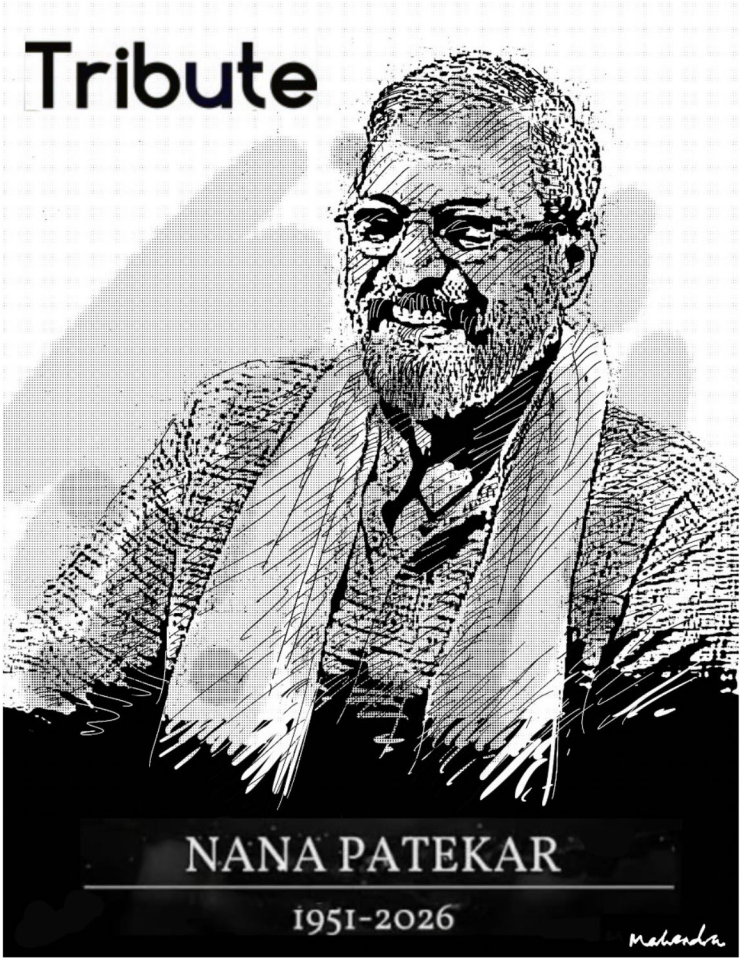


And today, we are fortunate to have a wonderful selection of his paintings and cartoons here at DGBP ISC.

So, please take your time, look around, enjoy the paintings, enjoy the cartoons—and most importantly, enjoy Mahendra's imagination and sense of humor! Don't forget to enter a free painting contest by choosing the best cartoon you liked, Also, on your way home pick up a blank greeting card he created from his painting reproduction. Ladies and gentlemen, please join me in welcoming our artist, cartoonist, and our very own Pittsburgh Resident Artist—Mahendra Shah!

Kanak Iyer.

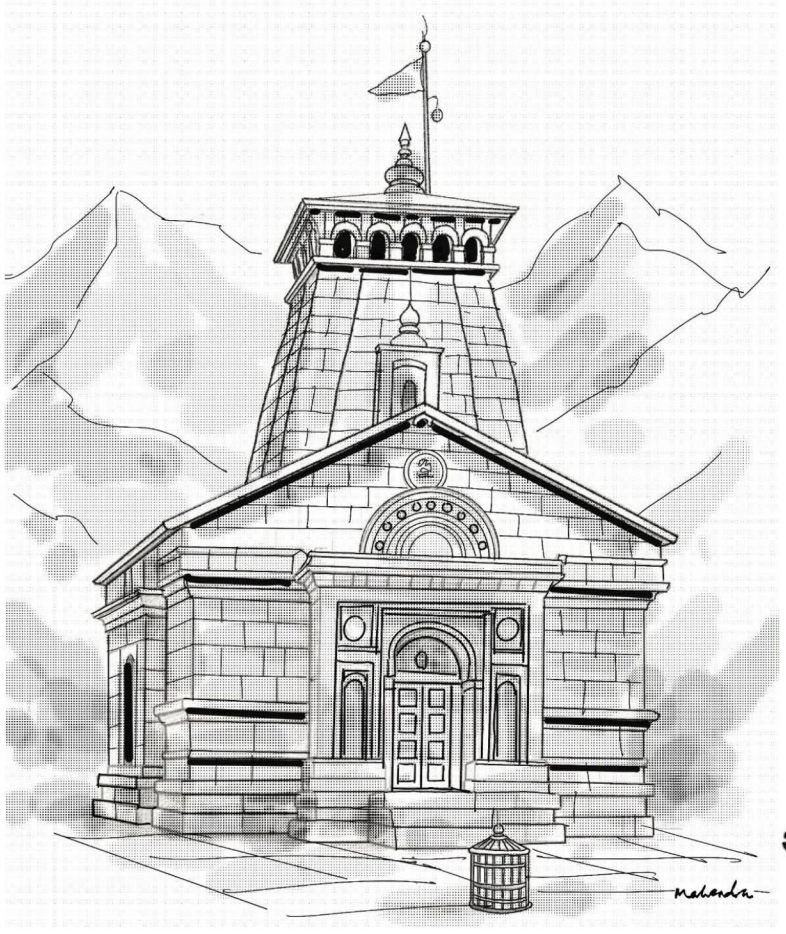

Why don't you create a collection of cartoons about the excuses people make for not showing up, arriving late, getting stuck in traffic, forgetting the event, not finding a ride, or complaining about too much driving? You could have an exclusive exhibition on it!
I did! But nobody showed up!
CARTOON EXHIBITION
CARTOONS!
Meet The Cartoonist
Mahendra


Tribute
NANA PATEKAR
1951-2026
Mahendra


Besides Criticizing, Comments, there is a word "Compliments" in Dictionary too!
Mahendra









થાકી ગ્યા! મને નથી લાગતું કે હવે મારાથી દિવાળીના
ઘુઘરા, મઠિયાં અને દહીંથરાં થાય!


Mahendra


Mahendra


Mahendra




Mahendra



વાહ! બંનેના શોખનો સરસ મેળ ખાઈ ગયો છે! બાનુ ગરબા રમવામાં મસ્ત...
અને બાનુના એ, ગરબા રમતી બાનુઓને જોવામાં મસ્ત!"

Wow! What a perfect match their interests are! The better half is busy enjoying the Garba... And her husband is busy enjoying watching the women dance Garba!



દાંડીયા લેવામાં વાંધો નથી..,એ માટે તો આવ્યા છીએ.
પણ પછી માંડ બેસવાની ખુરસી મળી હોય, એ જતી રહે છે!