



THE JCB PRIZE FOR
LITERATURE

The JCB Prize for Literature unveils Trophy by Thukral & Tagra
'Mirror Melting' shows how literature reflects the world

New Delhi, October 3, 2018: The JCB Prize for Literature trophy was unveiled today: a sculpture created especially for the Prize by Delhi artist duo Thukral & Tagra. Entitled *'Mirror Melting'*, the distinctive trophy will be presented each year – in addition to the Rs 25-lakh prize money – to the winner of the prestigious literary award.

Rana Dasgupta, Literary Director of the JCB Prize for Literature, said, *"Like literature itself, this mysterious and beautiful sculpture comes alive because of its relationship with the world around it. Polished like a mirror, its rippled surface both reflects and transforms that world. Looking at the sculpture captures something of that literary experience we all have in childhood: looking up at the clouds and finding in them people, mountains and mythological animals. Generations of future Prize winners will be delighted to take such a significant artwork home with them."*



Standing twelve inches high, the sculpture is cast in aluminium and coated in highly reflective nickel. On the reverse side, it carries the inscription “The JCB Prize for Literature” and the signature of the artists.

Thukral & Tagra said, *“We were very happy when the JCB Prize for Literature approached us about this trophy, and we wanted to make something to represent the abstract effects that words and stories have on us. ‘Mirror Melting’ is like a mirage in metal. When you look at it you may see the organic form of a human body, or some future biological engineering, or just many reflections of yourself. This is not like a sports trophy. True to literature, it is otherworldly, like a dream.”*

The trophy will first be seen on October 24th 2018, when the winner of the 2018 JCB Prize for Literature will be announced at the awards dinner in New Delhi.

Replicas of the trophy will be on display in selected WHSmith stores between October and December.

To know more about The JCB Prize for Literature, please visit: www.thejcbprize.org

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ABOUT THE JCB PRIZE FOR LITERATURE

Founded in 2018, the JCB Prize for Literature celebrates distinguished fiction by Indian writers. It is India’s richest literary award.

The prize aims to enhance the prestige of literary achievement in India, and to create greater visibility for contemporary Indian writing. With a special focus on translation, it also aims to introduce readers to works of Indian literature in languages other than their own.

The Literary Director of the JCB Prize for Literature is the novelist and essayist, Rana Dasgupta. One of the responsibilities of the Literary Director is to appoint, each year, a Prize jury of distinguished individuals from a variety of backgrounds. All members of the jury read all novels entered for the Prize; they then jointly select a longlist (of ten books), a shortlist (of five), and a winner.

The 2018 jury consists of: novelist Vivek Shanbhag (chair), Yale University astrophysicist and writer Priyamvada Natarajan, entrepreneur and scholar Rohan Murty, and author and translator, Arshia Sattar.

All shortlisted writers receive Rs 1 lakh. The winner receives an additional Rs 25 lakhs. If the winning book is a translation, the translator receives an additional Rs 5 lakhs.

ABOUT JCB

A leading global manufacturer of earthmoving and construction equipment, JCB has been active in India since 1979. Through its subsidiary, JCB India Ltd, the UK company today employs 5,000 people in India, and operates five state-of-the-art factories: in Ballabgarh (near New Delhi), in Pune, and in Jaipur. Products made in these factories have been exported to more than 93 countries around the world.

Through its products, JCB has contributed significantly towards the development of India's infrastructure over the last four decades. JCB carries out significant CSR activities in the country, with a focus on the communities close to its factories. Today its outreach extends to fifty-four government schools and nine vocational training centres, through which it assists 16,000 students and trainees.

ABOUT THUKRAL AND TAGRA

Jiten Thukral and Sumir Tagra work collaboratively with a wide range of media, including painting, sculpture, installations, interactive games, video, performance and design.

Thukral & Tagra work on new formats of public engagement and attempt to expand the scope of what art can do. They break out of the mediated and disciplinary world and create multi-modal sensory and immersive environments.

Their earlier work dealt with tropes of migration and motifs of a globally manifested consumer culture. It questioned the provenance of Indian identity and its various articulations. Their recent work has dealt with the interpretation of Indian mythological narratives and symbols in ways that renew and enliven a largely pedantic and static area of cultural material.

From a pop visual character to a predominantly abstract visual approach and compositional philosophy, Thukral & Tagra constantly shift in terms of their grammar and vocabulary. The abstract suggestions of an everyday experience of architecture and urban design in Gurgaon (Haryana, India) and Chandigarh (Punjab, India) is embedded in their visual language. They have offered socio-political commentary that is implicit in their aesthetic for the past fifteen years.