

# The USC Institute for Genetic Medicine Art Gallery

Presents:

## Subconscious Communication/Biological Instinct

By

**Nikki Anand**



INCEPTION 48" x 36" acrylic on canvas

Nikki Anand

The USC Institute for Genetic Medicine Art Gallery  
2250 Alcazar Street, 2<sup>nd</sup> Floor, Los Angeles, CA 90033

<http://www.usc.edu/igm>

July 2015 – October 2015



USC University of  
Southern California



# THE USC IGM ART GALLERY

*An art-framed forum for open-minded, deliberative discussion*

**Dr. Elizabeth Fini, PhD**  
**Director USC IGM**

12 June 2015

**Lynn Crandall, MA**  
**IGM Art Gallery Director**

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Cancer Survivors Group

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Community Health Advocate

**Gilda Moshir**  
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**Gaston Mantero**  
Performance Art Committee

**Institute for Genetic  
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2250 Alcazar Street  
CSC 240  
Los Angeles, CA 90033

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Lynn Crandall, Director  
USC IGM Art Gallery

cc: Elizabeth Fini, PhD, Director  
Director, Keck School of Medicine, Institute for Genetic Medicine

Dear Friends,

Thank you for your interest in ***Subconscious Communication/Biological Instinct***. We've chosen the rich complexities of geopolitical realities and their socio-psychological impact as subjects of a four month study and focus for events considering art, science and interpersonal communications in their broadest senses. The exhibit and associated events probe how knowledge of structural laws of nature, the scientific process and stewardship of them can aid us in social decision making to ensure sustainable natural and institutional systems.

The tensions between the individual and geopolitical forces constitute artist Nikki Anand's inspiring, aesthetic presentations of how a harmonic balance of these tensions is within our grasp. The exhibition is a tool to open discussion on navigating today's profoundly changing world. To confront the daunting task of building new frameworks for conscious evolution, mindful stewardship, a collective vision, and a road map into the deep future are required.

As we at the IGM Art Gallery, our colleagues in other USC departments and leaders in the surrounding community embark on identifying the challenges associated with this fast paced, monumental change and seek solutions, the images in this exhibit provide intuitive information on the spirit of creation and the fortitude to deal not only with specific challenges, but with a complex challenge that requires multi-tasking, mindful collaboration and caregiving at every step.

To do this collectively, we need a sound grasp of where we were and where we are as individuals, biological families, institutions, communities and ultimately the global family. Honoring the past, confronting what's real, and using existing resources creatively equips us to imagine and invent a bright future for coming generations. Nikki's art and discussions on it can pass this legacy to us that we may make better and pass the legacy on to the next generation..

Designed to travel beyond the IGM AG, this exhibition presents the artist's career-long explorations of the processes of human behavior as affected by interpersonal communication. The exhibition, open to the public July, 2015 – October 2015 at the Institute for Genetic Medicine Art Gallery, is available to travel to corporate and nonprofit spaces after October, 2015.

This tool kit outlines the exhibition concepts, artist information, the works included, and the gallery's education and community outreach programs in collaboration with city wide organizations. We hope the kit provides a clear picture of the scope and potential for mutually beneficial projects. Local and global citizen diplomacy can be fostered through open-minded discussion and resource sharing inspired by the Bionics' exhibition and programs.

Your help is needed to continue our education and cultural programs and important art exhibits free to the public, students and university personnel who benefit from them. Direct questions or requests for more information to Lynn Crandall, [lynn.crandall@gmail.com](mailto:lynn.crandall@gmail.com) or 213-705-7489.

*The mission of the Institute for Genetic Medicine Art Gallery is to serve as an art-framed forum for open-minded discussion on complex social issues that interface with the creative process of empirical findings in genetic research, health and social systems*

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**Efusion 48" x 52" acrylic on canvas**

**Nikki Anand**

## **SPONSORSHIP**

Sponsors of **Subconscious** will have the opportunity to share in supporting the cultural life of Los Angeles through the mindful work of artist Nikki Anand. Learning and sharing with the artist and the audience include: students and faculty from the USC Health Sciences and University Park Campuses; the international and cultural community in and around downtown Los Angeles and a variety of events and educational programs sponsored by concerned leaders in L.A.

The IGM Art Gallery chose to invite this exhibition expressly because of the impact of the work on children, youth and their families, health and culture. The impact of the artist's vision on contemporary considerations includes community capacity building, lifespan collaborative strategies for care giving, universal health insurance, aging in place and the interplay between healthy families and healthy communities.

Based on funding and existing resources, sponsorship of **Subconscious** can offer:

- Opportunities to leverage resources with visionary leaders
- Reinforcement of your firm's or nonprofit organization's image as a substantive supporter of our children, cultural life of downtown Los Angeles and local and global community capacity building for One People/One Globe.

### ***Sponsors Enjoy a Range of Benefits***

Specific benefits include:

**The Audience:** The audience comprises seven key consumer bases

1. The University of Southern California
2. The USC Institute for Genetic Medicine's partners and affiliations
3. Local and international artists
4. Leaders from the vital local and Greater Los Angeles communities Southern California
5. Leaders working on global exchanges such as Sister Cities International Emergency USA, Americans for Informed Democracy and the Audiences in communities to which the exhibition may travel
6. Collaboration with the Global Alliance for Arts and Health <http://www.thesah.org/template/index.cfm> and its Los Angeles Chapter - a central fixture in the Global Alliance Western Region Network.

### **Media Presence:**

Print Coverage Possibilities

1. The Los Angeles Times
2. USC newspapers and others



3. On-Line Coverage – artAngels.org, IGM Art Gallery Facebook posting and other partners' websites
4. USC websites
5. Sponsors' credits, logos, and links on the home page of **Subconscious**
6. Exhibition site and additional credit on relevant pages
7. Many cultural list serves – National and Local Arts and Culture sites
8. E-invites to exhibition receptions and events

### **Exhibit Collateral**

Announcements, programs, posters and catalogs will prominently display sponsor's name and logo and will be distributed locally if sponsorship provides this opportunity. Media relations will include: press releases and media advisories distributed locally by the USC University News Service and IGM Art Gallery media partners. Story pitches and follow-up contact with appropriate media outlets will be provided by IGM Art Gallery media partners. Media events will be organized in partnership with sponsors and community partners, when appropriate.



**Avatar 48" x 36"**

**Acrylic on Canvas**

**Nikki Anand**

# **IGM ART GALLERY DIRECTOR'S STATEMENT**

The exhibits at the USC Institute for Genetic Medicine Art Gallery (IGMAG) investigate change. They are designed to inspire discussion, raise questions and probe how we can collaborate in understanding and managing change to ensure a bright future for the next generation. Education and cultural events explore the costs and benefits to mankind in the context of longevity of the physical body AND the quality of life and culture of the global family. The IGM's research scientists develop the theory and practice of medicine. In association with them, the curators and artists of the IGM Art Gallery explore the application of the scientific method to other systemic disciplines. Our exhibits explore the why and how of process and the benefits to mankind of the increased awareness they generate.

The IGM Art Gallery seeks projects that manifest aesthetically valuable representation as well as works of contemporary artists that radically transform or abandon conventional modes of representation. We seek projects with trans-historical and trans-cultural significance. By linking the close study of detail and the iteration process of reciprocal relations through our art exhibits, we work to illuminate a language and thought process that cuts across boundaries. We seek to facilitate visions and actions for cross organizational, cross department inclusive, noncompetitive, transparent accountable collaboration.

In organic and inorganic nature as well as in human relations, leaders in the fields of pure science, psychology, engineering, architecture, linguistics, criticism, sculpture and painting have been enormously affected by rapid change. Rapid developments in mastering communications technology, molecular biology, and other globalized advances were achieved by the end of the 20th century because of its focus on structure as the ordering principle of every area of creative thinking and acting. Two World Wars, the dismantling of large corporate monopolies to encourage small businesses and a crisis in consciousness accompanied the structure-focused advances of the 20th Century. Nikki Anand's depictions of images and feelings that arise from her subconscious inspire dialogue that suggests ways to break out of the box, take a number of portals to get at the essence of the matter and keep an open-minded trust and experimental attitude in these times of uncertainty.

## **Subconscious Communication/Biological Instinct**

### **Themes**

#### **Unconscious mind**

Not much is known about the unconscious mind but it is believed to contain the biological instincts that we act on every day, such as sex and aggression. A person is completely unaware of what happens within the unconscious mind. Psychoanalyst, Sigmund Freud, made the concept of the unconscious popular and based most of his theories on psychoanalysis on the concept. The subconscious mind, according to Freud, rests right below the conscious mind and has easy access to the thoughts and feelings that are kept in this state as opposed to unconscious mind which is impossible to gain access to. Freud believed that we projected our unconscious emotions onto others.

## Intrapersonal

Intrapersonal communication is language use or thought internal to the communicator. It includes many mental activities such as thinking, calculating, planning, talking to one's self, internal monologue, day-dreaming. Intrapersonal communication affects how we perceive our self: either in a negative or positive way. Joseph Jordania hypothesized that intrapersonal communication was created to avoid silence because as social creatures we feel uncomfortable with extended periods of silence. Intrapersonal unconscious communication is when dreams, previous experiences, or hypnosis affects a person's choices or experiences unconsciously.

## Interpersonal

Interpersonal communication includes message sending and message reception between two or more individuals. This can include all aspects of communication such as listening, persuading, asserting, nonverbal communication, and more. Interpersonal unconscious communication includes unintentional facial expressions, body language, tone of voice, and speech patterns while interacting with another individual that the other individual interprets for their own knowledge. Studies suggest that when presented with an emotional facial expression, participants instinctively react with movement in facial muscles that are mimicking the original facial expression.

There are six different reasons for nonverbal communication:

- Complementing: adding extra information to verbal communication
- Contradicting: our nonverbal messages contradict our verbal messages
- Repeating: emphasize or clarify the verbal message
- Regulating: coordinate the verbal dialogue between people
- Substituting: when a nonverbal message is used in place of a verbal message
- Accenting: emphasizing a particular point in a verbal message.

The **Subconscious** images explore the creative process, the Life Force, natural and social forces impact on the individual's experience and comprehension and represent them as active on all levels of being at all times. Because our left or right brain is dominant in the instant, because we haven't learned how to exercise our mental process into being holistic, the totality can't yet be grasped by either scientific reason alone or intuition alone the two must become an intricately balanced combination only possible in open-minded dialog with all points of view represented.

The laws of nature make room for choice and action within ourselves and for the forces outside ourselves – politics and social order; natural phenomena such as earthquakes, hurricanes and global warming. The constant interplay between order and disorder, between random possibility and patterned structure is constant, not only within our own right/left brain dynamic, but outside ourselves with the other, the group and nature itself. The universal conflicts - man against man, man against himself, man against society, man against nature, are classic.

Nikki Anand's creative explorations into her own psyche as affected by the vagaries of daily life and personal interactions, in the context of an open-minded forum with carefully monitored, accepted rules of discussion, provide us tools to get at a deeper level of interplay. A discussion focused on any one of these

images opens discussion into the fact that contradictory explanations of reality, feelings and perceptions can be simultaneously true.

The IGM AG Advisory Council invites you to engage with the art and other viewers to name and share your reactions to this work. Consider the patterns and routines, what is cyclical, what linear, what causes joy and comfort, what causes fear and conflict and consider how you react to Nikki's images and your conversations with others about your reactions to the work. Be ready to create new ways to share ideas and resources with your neighbors and to forge innovative supportive links as we go with the flow of global exchange and finding our own personal links and positions within the global family.

Lynn Crandall, Director  
USC IGM Art Gallery



**Vortex 48"x36"**

**acrylic on canvas**

**Nikki Anand**



## ARTIST'S BIOGRAPY



Born in 1966 ,Nikki Anand is an Indian Origin Arch of Excellence awarded fine artist and philanthropist. Now popularly known as the Divine Artist, her interest in art began at the age of five. Nikki's pictorial language, basically symbolic, vibrates with spontaneity and purity. Figures, abstracts, landscapes, or impression of the creations of the Universe, her paintings shimmer with magical, spiritual Power. Her unique merging of colors, even when diffused, read as a mass of interrelated detail. The intuitive, rhythmic flow of her brush allows intimations of universal energy to manifest on the canvases.

Influenced by, and in tune with, cosmic vibrations and energies universal in nature, images reverberate in the human soul. After years of formal training in Art by her university tutor, Nikki continued self-tutoring and exploring to keep her art developing. With over forty solo and group shows and commissioned works to her credit, she has travelled the globe with her exhibitions. Her works are in patron collections in various countries, including the USA, Australia, Canada, United Kingdom and others.

She was awarded the Successful Achievement award 2014 by VOICES OF WOMEN WORLDWIDE & VOWW-TV's USA for her contribution to human kind and her gift of "Salvation," for auction to help earthquake victims in Nepal. [CLICK](#) for Nikki's website



Rhapsody, 40" x 30" acrylic on canvas

Nikki Anand

## **ARTIST'S STATEMENT**



**I try to make a difference with my art for peace, love and unity for all who choose to explore my process with me. I allow inspiration from the unconscious and subconscious soul level to rise up in me and express itself on the canvas.**

**As this process developed in me, I began to see the visual manifestation of my urges and feelings had an effect on others similar to the effect they had on me. I noted feelings we cannot express with words, concepts deep inside us that let us see we are basically all the same, can be more powerfully communicated by painted images. Basic emotional needs and feelings, a dependence on predictable social patterns are the same world over. The interdependence between ourselves and natural elements and their sustenance is undeniable, yet, often we act as though we are independent, not linked to this great inclusive, interdependent systemic process.**

**We all need love, companionship and nurturing to be mindful problem solvers, struggling to use efficiently new resources or to manage the loss or repair of familiar resources. I don't understand how this works, I can only say I become inspired. My brush operates purely on the cosmic energies and vibrations of the Universe which surround us and I'm as surprised as anyone else at the final outcome! The balance, rhythm and harmony of this symbiotic interplay, our relationship with nature and each other, working in systemic, sustainable partnership, is the, admittedly ideal, harmony that comes to me when I pick up my brush to express it on canvas, despite the chaos and geopolitical global tensions I'm aware of and which I know are beyond my control.**

**For example, in this modern world of technology, no one thinks twice before answering a phone call...do they really care to understand or learn to control how the waves of energy are bringing the sounds of their loved one to them ? I hope my art can help calm the mind of the viewers, feel the powerful magnetism of our own souls and connect to the universal energies in ways that promote the common good of the global family. [CLICK](#) to link to Nikki's on-line Gallery**

## **EVENTS PLANNED THUS FAR**

### **1. 2015 Special Olympics World Summer Games – July 25 – August 2**

Thursday, August 23, Leaders Luncheon Co-Hosted by USC Institute for Genetic Medicine Art Gallery and the Los Angeles/Berlin Sister City Committee

### **2. African Global Economic Development Summit, August 6-7-8, 2015**

**AUG. 7 6:00 – 8:00 P.M - SPECIAL EVENING EVENT HOSTED BY IGM ART GALLERY**

**Moderator**  
Lynn Crandall –  
Director  
USC IGM Art Gallery,  
Keck School of  
Medicine

**Location:**  
USC Health Sciences  
Campus  
Institute For Genetic  
Medicine  
2550 Alcazar Street  
Los Angeles, CA  
90033

**Admission:**  
\$65.00 per person

**Play Film Clip**  
“There Shall Be  
Physicians For The  
Spirit: USC Institute  
For Genetic Medicine  
Art Gallery”

#### **African Cultural Exchange – Health & Wellness**

##### **THE STRUGGLE TO CONTAIN AFRICA'S MOST DEADLY HEALTH ISSUES: IS EBOLA AFRICA'S MOST BIGGEST THREAT?**

While recent fears about the spread of the Ebola virus in West Africa have gripped the world, more people have died of HIV/AIDS in Africa in than any other cause of death. Ebola has killed over 4,500 people, mainly in West Africa. In contrast, out of the 34 million HIV-positive people worldwide, 69% live in sub-Saharan Africa.

There are roughly 23.8 million infected persons in all of Africa. 91% of the world's HIV positive children live in Africa. More than one million adults and children die every year from HIV/AIDS in Africa alone. Among Africa's other deadliest diseases, almost 320,000 children under five died of diarrheal diseases, over half the global number.

In addition, there were 102,788 reported malaria deaths in Africa, although the World Health Organization estimates that this figure could exceed 550,000. Every day, 2,000 African children die from diarrhea. Every minute, an African child dies of malaria. Every year, more than 1.2 million Africans die of HIV/AIDS.

The Ebola epidemic would have to increase several hundred-fold to match these numbers. What makes these diseases so tragic in their effects is that effective treatments exist that could bring the mortality rate down to near zero. In the case of diarrhea, that means clean water and sanitation; for malaria, that means mosquito nets and prescription drugs; for HIV/AIDS that means antiretroviral treatments.

Join us for an evening reception at the USC Medical Campus to learn more about the major health issues facing Africa, and what the global health industry is doing to improve the situation.

**Panelists: 1. World Health Organization; 2. United Nations Foundation; 3. African Development Bank 4. European Union; 5. USC Medical Doctors; 6. Doctors Without Borders**

## **BUDGET**

### **IGM Art Gallery**

USC provides rent free donation of space valued at \$32,000 for four months, security system and personnel

#### **Capital requirements:**

**Administration: Scheduling, Coordination  
Video and photo documentation,  
Editing and web posting  
Catering for events  
Public Relations  
Patching and painting of walls  
Wall text  
A/V operations**

**Total \$15,000**

### **Nikki Anand**

#### **Artist exhibit expenses:**

##### **Framing and shipping of the work – Two Options:**

- 1 – bring canvases rolled in tube and frame in US.**
- 2 - frame in New Delhi and ship by UPS to LA Artist must price out both  
(cheaper/faster???)**

##### **Self-insure the art work or waive Gallery's responsibility**

**For \$500 you may get a rider on the University Art Policy, but there's a \$5000 deductible clause. If you want to explore further, you may contact James Andersen  
Director, Risk Management [JAndersen@caps.usc.edu](mailto:JAndersen@caps.usc.edu) (213) 740-7518**

**Artist personal expenses to be given on actual for airfare round trip, accommodation, daily allowance etc. for four months, can be discussed and paid directly to the artist.**

**Ms. Anand may be reached at E: [nikkianandart@gmail.com](mailto:nikkianandart@gmail.com) or T: 91 9654517965**

**Estimated Total \$30,000**