Corporatisation will kill art, says Shekhar Kapur

Coimbatore: “Art will diminish from the face of earth owing to corporatisation of cinema,” said noted film director and producer, Shekhar Kapur. He was speaking at a leadership programme organised by the Isha Foundation near the city.

“Creativity is stifled because corporatisation has standardised everything. Thereby individuality is lost just like cinema has lost individuality. Most noted film makers of the country have been individualists,” Kapur said.

Some of the best film makers in the country were directors-turned-producers. He gave the examples of Guru Dutt and Hrishikesh Mukherjee. They came up with some of the best films that are revered not just in the country but across the world. Kapur added that these film makers had an individuality of their own. Their creativity, art of storytelling, direction, story ideas, everything bore a mark of their own identity.

Speaking about his upcoming projects, Kapur said he was planning to make a movie ‘Pani,’ with a budget of $30 million. The movie is based on the idea of what will happen if private players take control of water resources. It talks about the complexities that exist because of water. “Water is the subject of the new colonisation,” he noted.

The programme was also attended by image management guru, Dilip Cherian and Jaggi Vasudev, founder of Isha Foundation.