

## **Truck Art as Arena of Contest<sup>1</sup>**

**Anna Schmid**

*South Asia Institute, Dept. of Anthropology, University of Heidelberg, Im Neuenheimer Feld  
330, 69120 Heidelberg, Germany  
Fax: 0049 6221 54 49 98, E-mail: atschmid@www.sai.uni-heidelberg.de*

**KEYWORDS** Pakistan. Truck Art. Popular Culture. Contest and Resistance

**ABSTRACT** The vastly decorated and painted trucks are a prominent feature of Pakistani culture. In this paper, the researcher advocates an understanding of Pakistani truck art as a form of popular culture with a strong potential as arena of contest. This potential is exemplified in three different domains, namely the religious, the political and the cultural. Truck art is employed by various groups – truck painters, drivers, etc. – to resist dominant interpretations, to contest meanings and to produce open-ended discourses on signification.