

ALBUS  ATRUM 2015



*Bharati Vidyapeeth's School of Photography and New Media, Pune
would like to thank*

Hon. Dr. Patangrao Kadam,

*Founder & Chancellor, Bharati Vidyapeeth Deemed University
(NAAC accredited, A Grade Institution)*

and

Hon. Dr. Vishwajeet Kadam,

*Secretary, Bharati Vidyapeeth
for their unwavering support to our goals and objectives.*



ALBUS ATRUM

The art of storytelling is innate to humankind and inside us lay artists waiting to tell their tales. While most stories might be told with a black or white perspective, life teaches us to appreciate the shades of grey that add colour to our tales.

Inspired by dark and light and the greys in between, Albus Atrum was founded to allow the artists inside our students give voice to the art they have pursued over two years at Bharati Vidyapeeth's School of Photography and New Media.

Albus Atrum, however, is not just a showcase of the best work of our graduating class of the year. It is also the embodiment of the pursuit of excellence that drives every one of us at Bharati Vidyapeeth's School of Photography and New Media.

But most of all, Albus Atrum is a celebration of the coming of age of our newest batch of students of the Diploma in Photography & Digital Imaging and proof that yet another crop from our school is getting ready to put their stamp on the world.



Our third batch of photography students is ready to make its mark in the world of photography. This means that it is time for the third Albus Atrum, a showcase of the best work of our graduating class. And nothing could make me prouder than seeing this batch live up to the standards set by their predecessors at Bharati Vidyapeeth's School of Photography and New Media.



At Bharati Vidyapeeth, education is not only a form of learning, but also of progress. It is the most powerful way to inculcate an enduring appreciation of the world around us while empowering students with the tools they need to lead happy, successful lives wherever they go and in whatever they pursue. That's why we have established a presence across various locations, disciplines, subjects, and specialties. And Bharati Vidyapeeth's School of Photography and New Media stands proud as the embodiment of our forward thinking.

As we enter our fifth successful year, the School has come to represent a standard of commitment and excellence that is drawing students from all over the subcontinent. It is this zeal that drives them to excel in their work, of which I am very proud. I would also like to congratulate the faculty and the team of mentors – this is as much their triumph as it is the students'.

The School is ever-evolving, not just in stature but in syllabus too. From August 2015, we will introduce courses that will deliver much needed training in the emerging streams of New Media by converging the newest infrastructure with the finest faculty, helping students emerge equipped to thrive in the fast-changing world of media.

But today is about our newest batch of graduates at Bharati Vidyapeeth's School of Photography and New Media. And so, I'd like to congratulate the students for maintaining the standards that the School has come to represent as I look forward to watching them put their stamp on the world of photography.

Best regards,
Dr. Vishwajeet Kadam.
Hon. Secretary,
Bharati Vidyapeeth.

Photography is a unique profession. It needs one to marry a dreamer's vision with a technician's skill, a combination that sounds almost mutually exclusive. And this is what all of us at Bharati Vidyapeeth's School of Photography and New Media aim to do – create artists who have a sound technical base that strengthens their creative expression.

Like anything else, photography too is best learned by doing. This means we have a hands-on approach to our courses, both for the students and the faculty. The students get to work on the best and newest technology while the faculty are always at hand to guide them. All our courses are taught by practising photographers, which ensures that the advice they give is practical and the perspectives they learn aren't from a textbook. These are valuable lessons that can be applied when the students take their first steps as photographers.

Students are trained across the gamut of photography genres like commercial, fashion, still life, automobile, food and beverage, products, portraiture, and even photojournalism. This ensures a rounded approach over two years and lets students graduate knowing which genre or style of photography is best for them.

Another aspect of the course that we are proud of is the students' access to working professionals other than the faculty. Our students are involved on live assignments and also have to organise their own shoots in a professional manner. This ensures that they gain vital experience in interacting with models, clients, and other industry professionals, giving them important insights that come in handy when they branch out on their own. This real-world exposure also ensures that they graduate with a portfolio of work that does both them and us proud.



Our commitment to excellence means that we have an infrastructure that is unrivalled.

- Multiple studio floors of over 12,000 sq.ft.
- Access to multiple shooting locations spread over a 90 acre university campus
- Broncolor strobe systems & HMI with a variety of modifiers
- HMI, Halogen, and LED light sources amongst others
- Hasselblad & PhaseOne camera systems with Zeiss & Schneider lenses
- Nikon cameras with lenses ranging from 14mm to 500mm
- Canon 5D mark 3, C300 & C500 cameras
- Blackmagic production 4k & URSA cameras
- RED cine cameras
- Zeiss cine lenses
- Edelkrone, Zaccuto and Redrock Micro rigging systems
- Edit suites with the latest in hardware & software
- A fully equipped mechatronics lab
- Jibs, Gyro Stabilised Rigs and Drones



Our core team is supported by an enthusiastic and dedicated staff, to whom they owe thanks.

CHANDAR KUMAR, Senior Faculty **MADHUSUDAN TAWADE**, Senior Faculty

SHILPA SUCHAK, Visiting Faculty **DILIP GHAG**, Studio In Charge

SHIRISH ZHINGADE, Studio Support **PRASHANT KULKARNI**, Studio Support

DIPAK PATIL, Administration **APARNA PAWAR**, Administration

SURESH GORAD **MADHAVI PAWAR** **KIRAN SURYAWANSHI**



RAJAN CHAUGHULE

One of India's most successful photojournalists, Rajan is a core team member and Director at BVSP. Critically acclaimed for his pictures, he has led large photo-teams through his career. His forte is conceptualising, ideating, and planning special shoots of leading stars and newsmakers. Working with 14 of the country's leading editors, he has managed photo-desks, acquired the best pictures, and created archival packages.

Confluence of Dreams, a solo show on the Kumbh Mela, Kashmir After Kargil, a group show, and Camera Never Lies, a solo show on celebrity candid's inaugurated by Mr. Amitabh Bachchan are shows in which Rajan's work has been exhibited.

"Our vision is to contribute to the world of photography via photo artists who are second to none, towards which we have structured our institution", he says. "I take this opportunity to congratulate my students, our faculty, and all others who have helped us realise this dream. My best wishes are with them, always."

BHARAT BHIRANGI

A core team member and Head of Academics, Bharat is a commercial photographer whose passion for teaching photography as well as learning new aspects to it has led him to BVSP, where he has put in place the syllabus, the methodology, the studio, and classroom practices and protocol. Along with the equipment, Bharat also handpicks students on the twin parameters of passion and talent.

He shoots across product categories, as can be seen in a client list boasting names like Harley Davidson, LVMH, Cartier, Roger Dubuis, Waitrose, Rio Tinto, Taj Group of Hotels, Tata Motors, and several other loyal clients. Bharat is a multiple winner of the Gourmand Award for Food Photography (Best Cookbook Photography in 2008, 2011, and 2014) and is represented internationally by Stockfood GmBh, Germany.



RAJASHRI RAJASHEKHAR

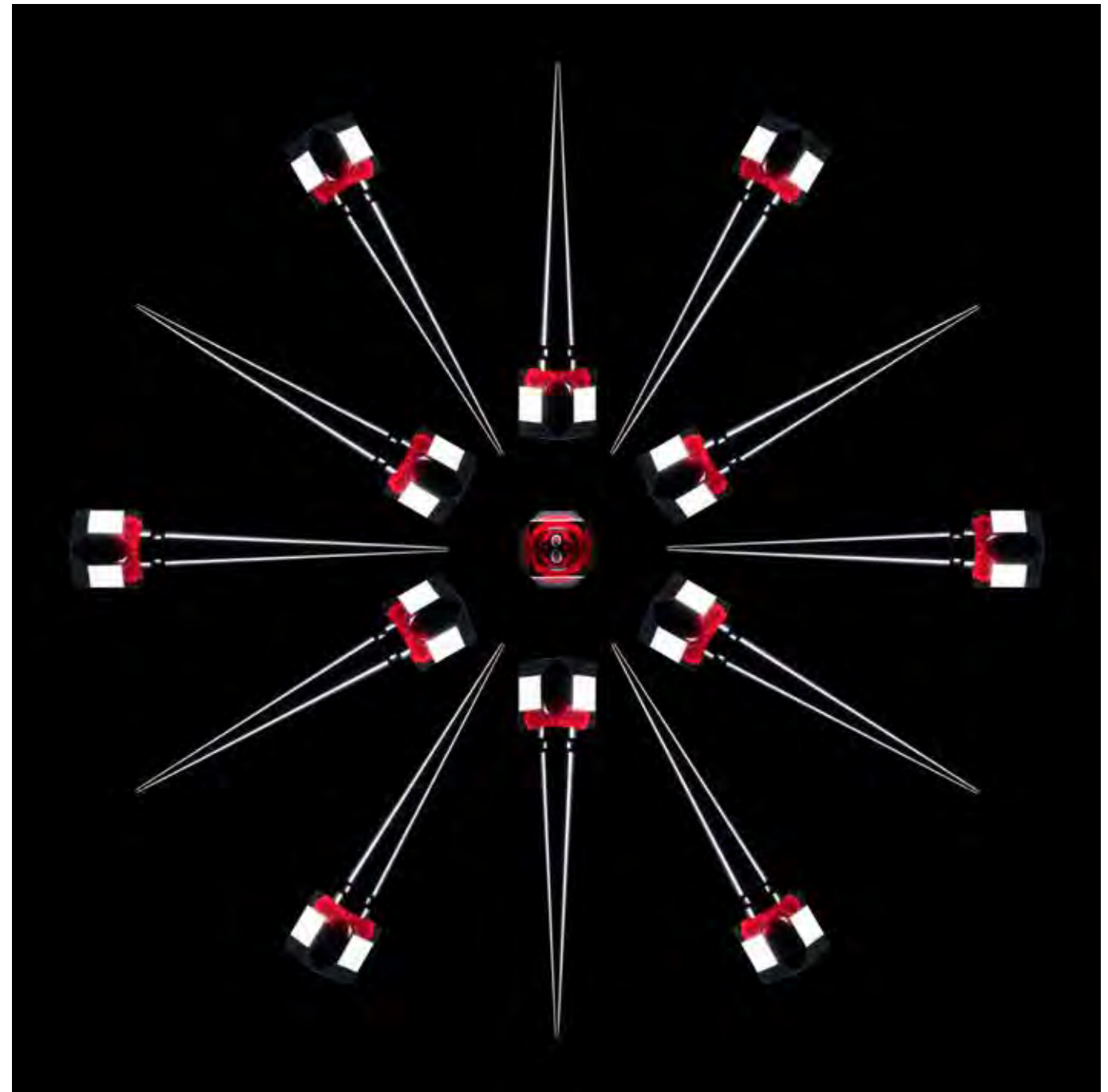
Rajashri has been associated with BVSP from the initial stages, when she provided strategic consulting as the institution branched out. She is part of the core team in key areas including expansion and revenue generation.

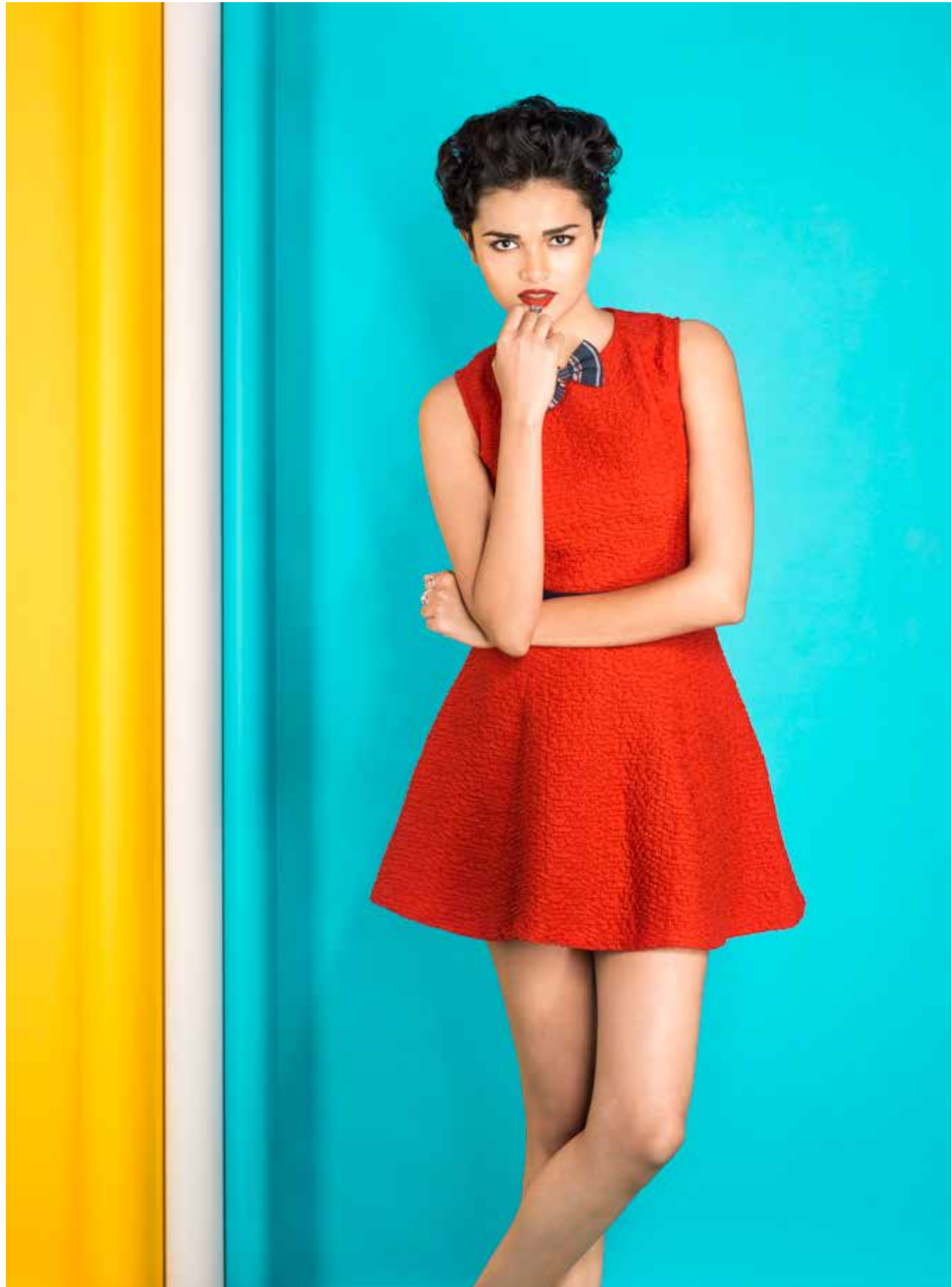
She has over two decades of experience earned under various positions like HR Head and Strategic Head in global organisations like EDS, HP, OTIS, and Nissie ASB Machines. She has headed diversity councils, women's organisations and enterprise management offices and is regularly invited as a speaker and judge for various forums. Her story as also been published in Chicken Soup for the Soul – Indian Women, as an example of inspiring leadership.





My wanderlust drew me to photography while my love for cinema and design deepened that passion. After finding new ways to express myself while studying Mass Communication, I sought inspiration in places that told me tales of their architecture, culture, and food. I love photographing people, fashion, still life, and food and hope to adhere to the principles of minimalism.

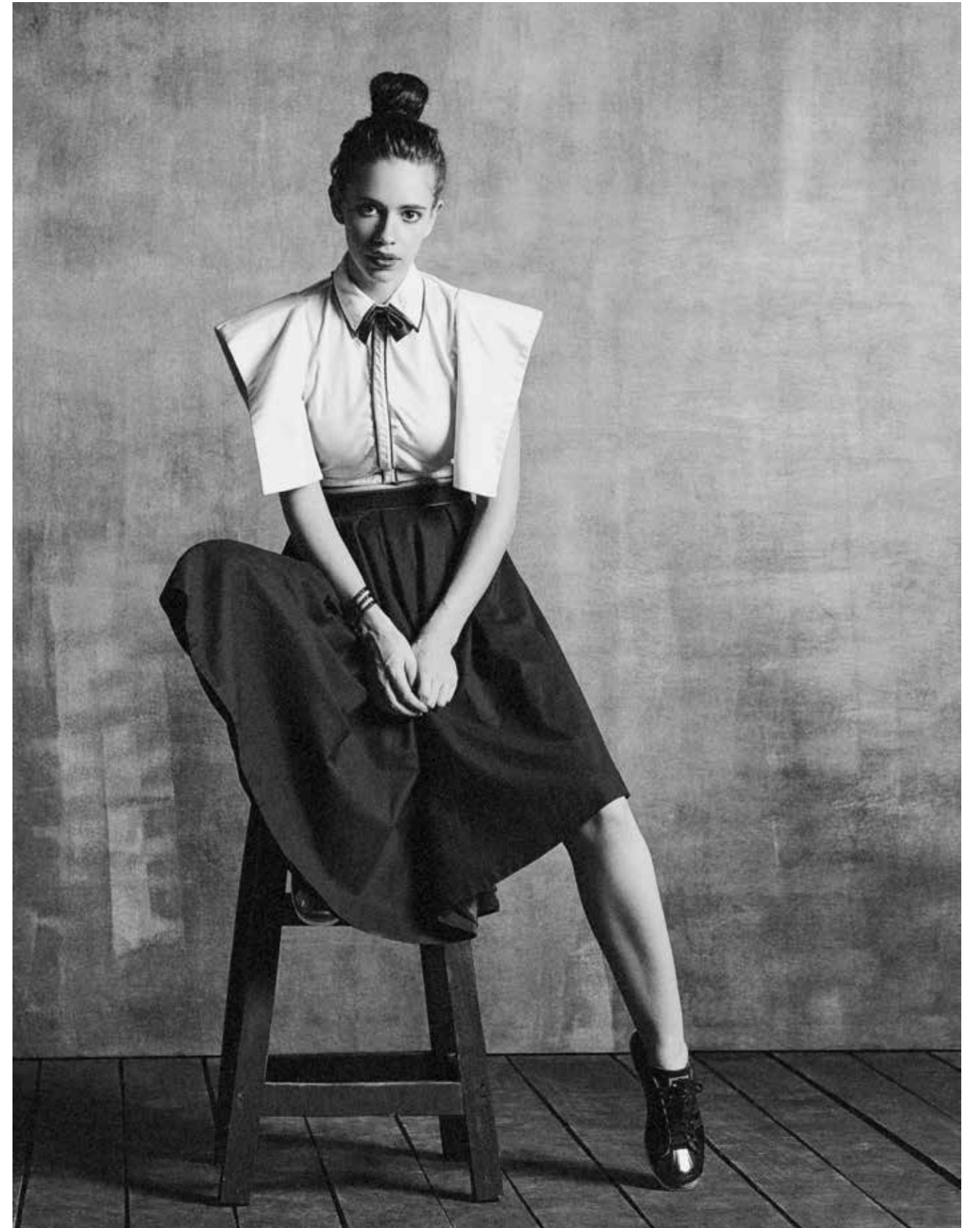


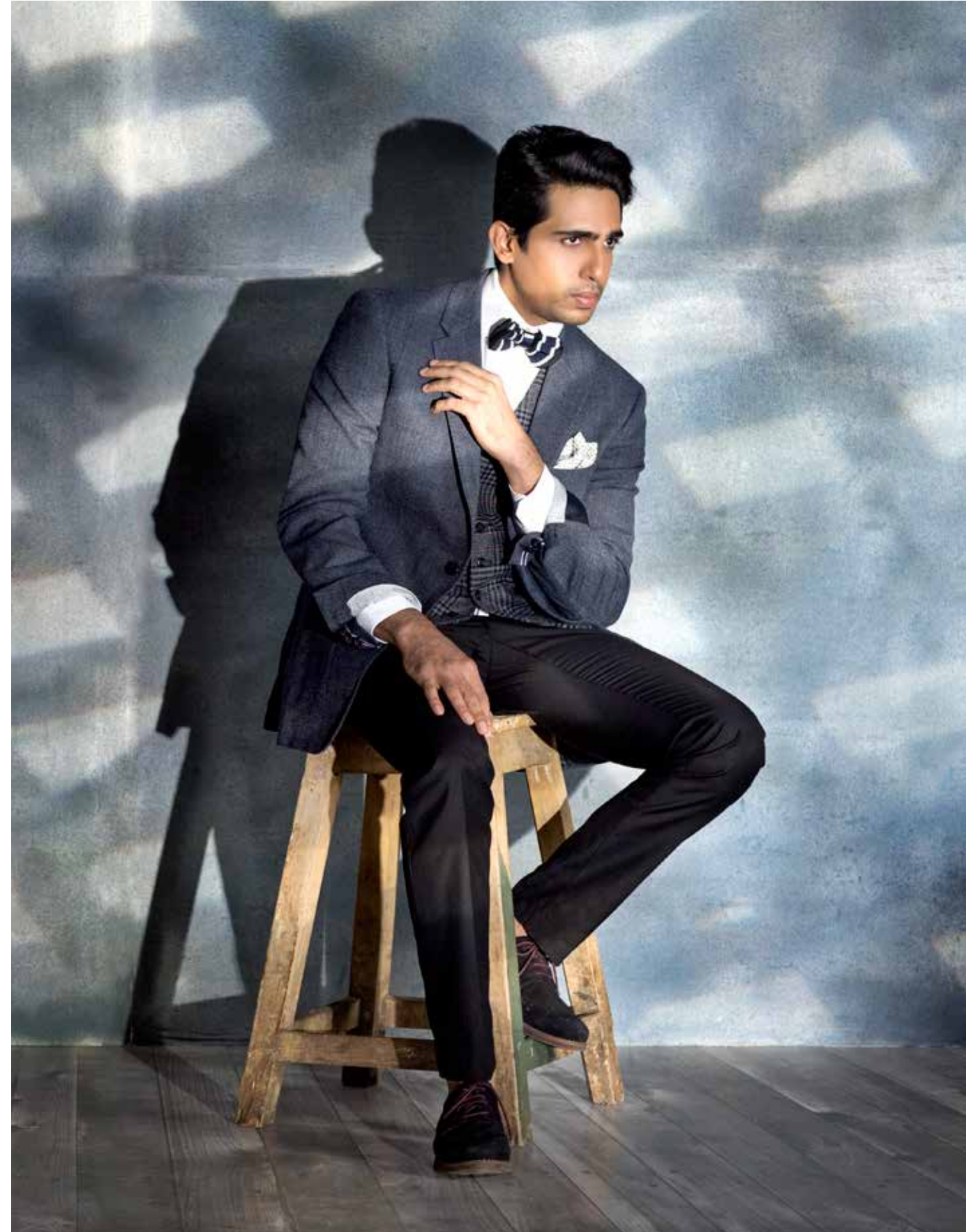
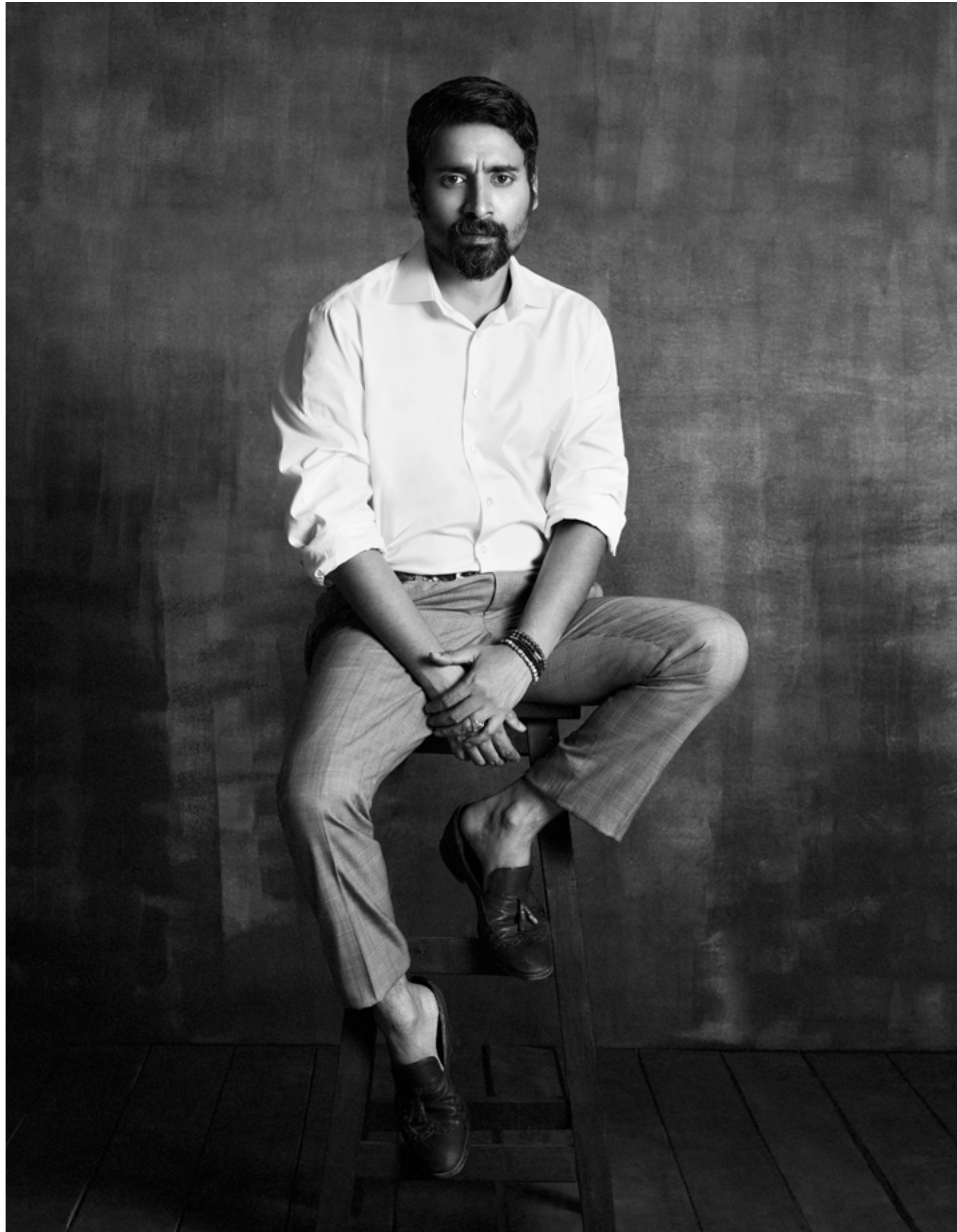






Travelling while playing state level volleyball showed me new people and vistas, inspiring me shoot them and driving me to photography. Capturing human nuances makes me beam and portraiture is where my heart lies. I am also fascinated by how a simple garment creates such stunning imagery and I see myself as a fashion and people photographer who will give back to his alma mater.



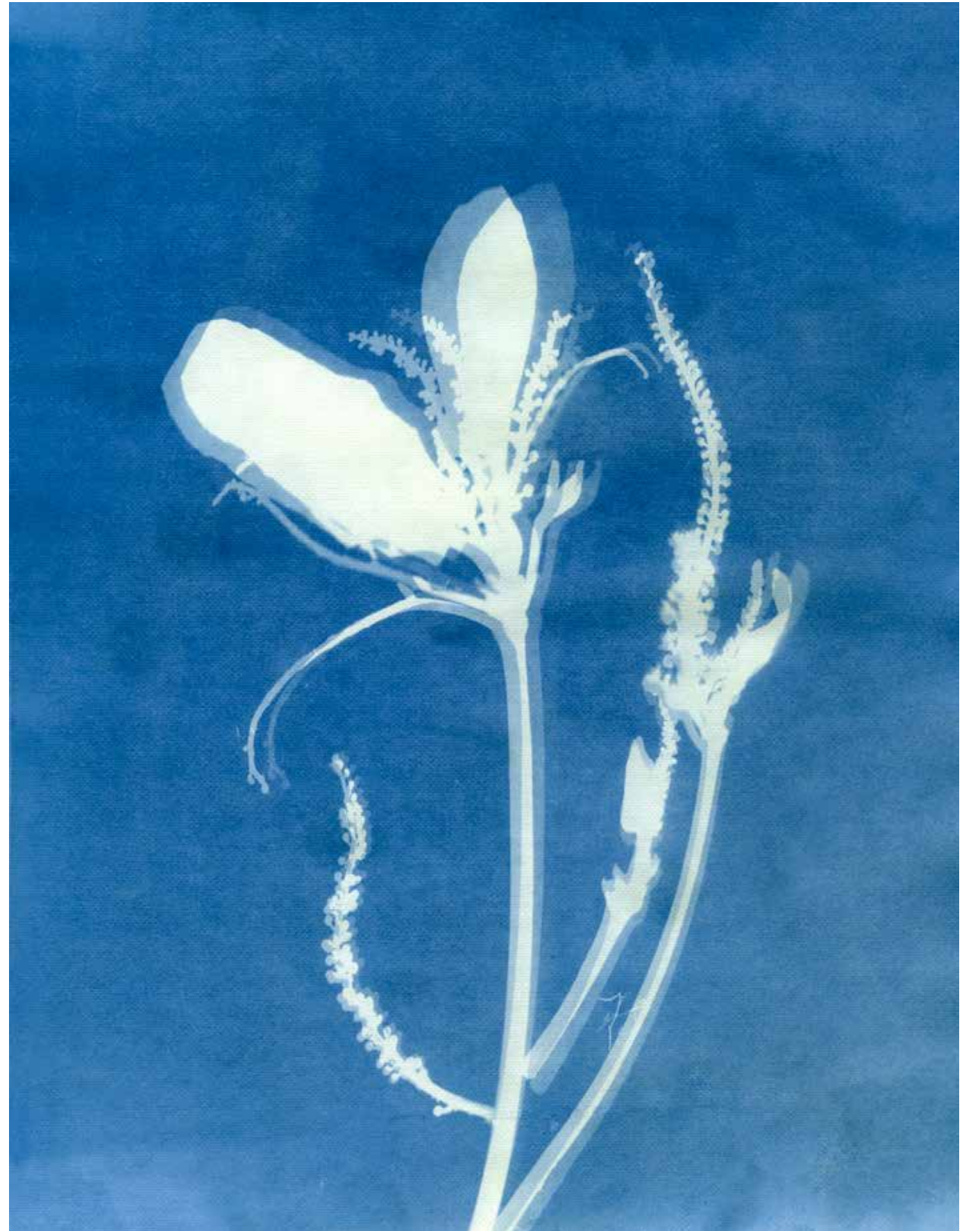






A lifelong attraction to photographs led this amateur artiste to consider them as art. Photography was always a serious hobby that I complemented by learning animation and photography while graduating in Fine Art. I don't see myself being restricted to a particular genre, but I'd like to focus on increasing my skills in product and still life photography.



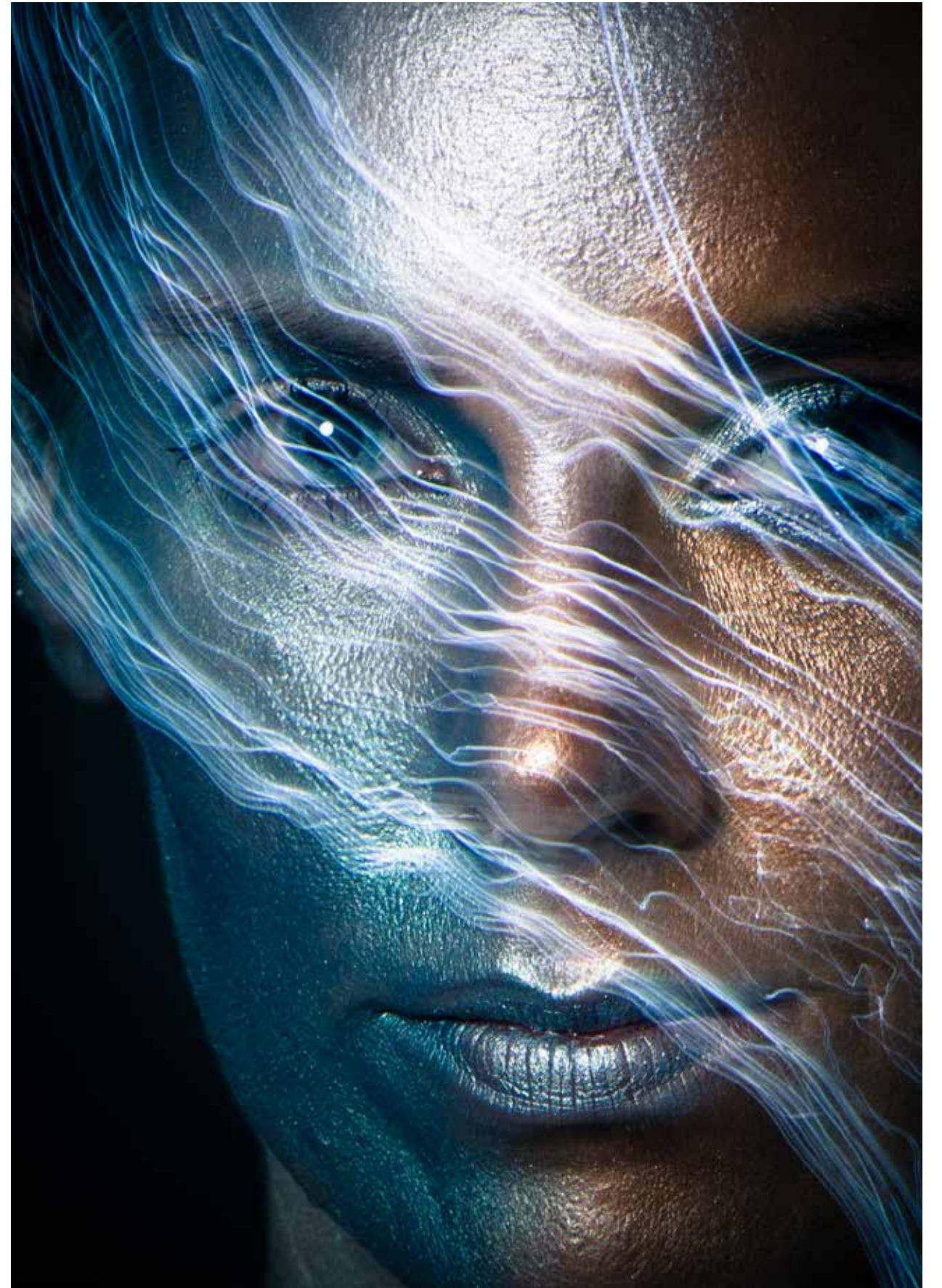




When the rigidity and the repetitiveness of 12-hour workdays caught up with me, I often sought solace in the darkness of a theatre. Trying to capture what I was taking in was a natural step and it led me to discover the legends and storytellers that have defined photographic narratives for us. I humbly hope that these influences help make me a better conceptual and fashion photographer.



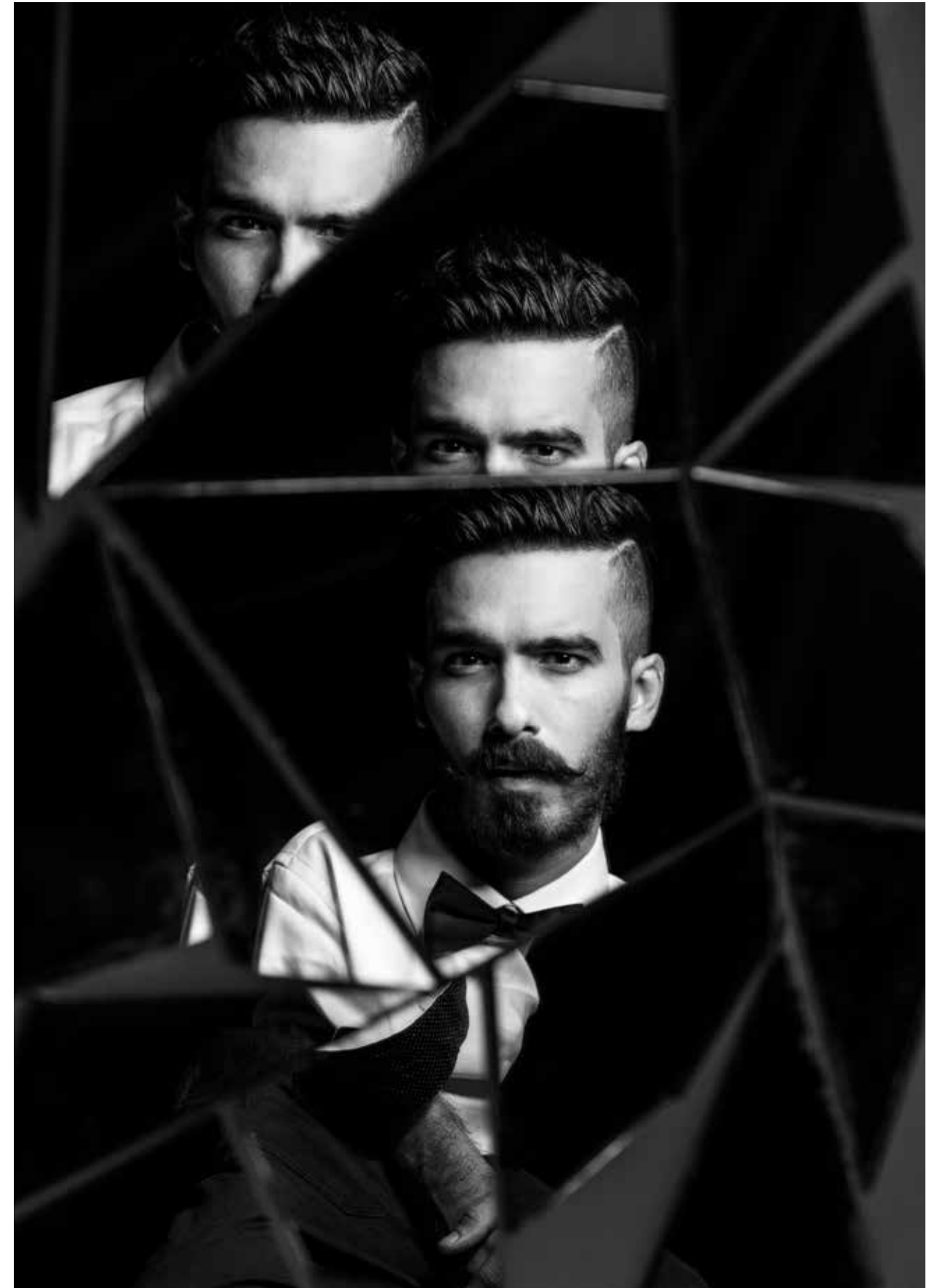






I was always fascinated with capturing memories and seeing how my parents captured my childhood in their photographs inspired me to discover the world through photography. It also made me find myself. My style mirrors me – colourful and chaotic – and I strive to bring life to the inanimate and impart depth to the animate. I want to create a body of work will bear testament to my life.







Roshini Kumar

I'm a 22 year old Bangalorean, but there is much more to me than just hailing from India's beer capital. My main interest lies in people and fashion photography, through which I want to showcase my belief in self expression. My aim is to break social stigmas through my work and showcase myself as a person as well as a photographer.

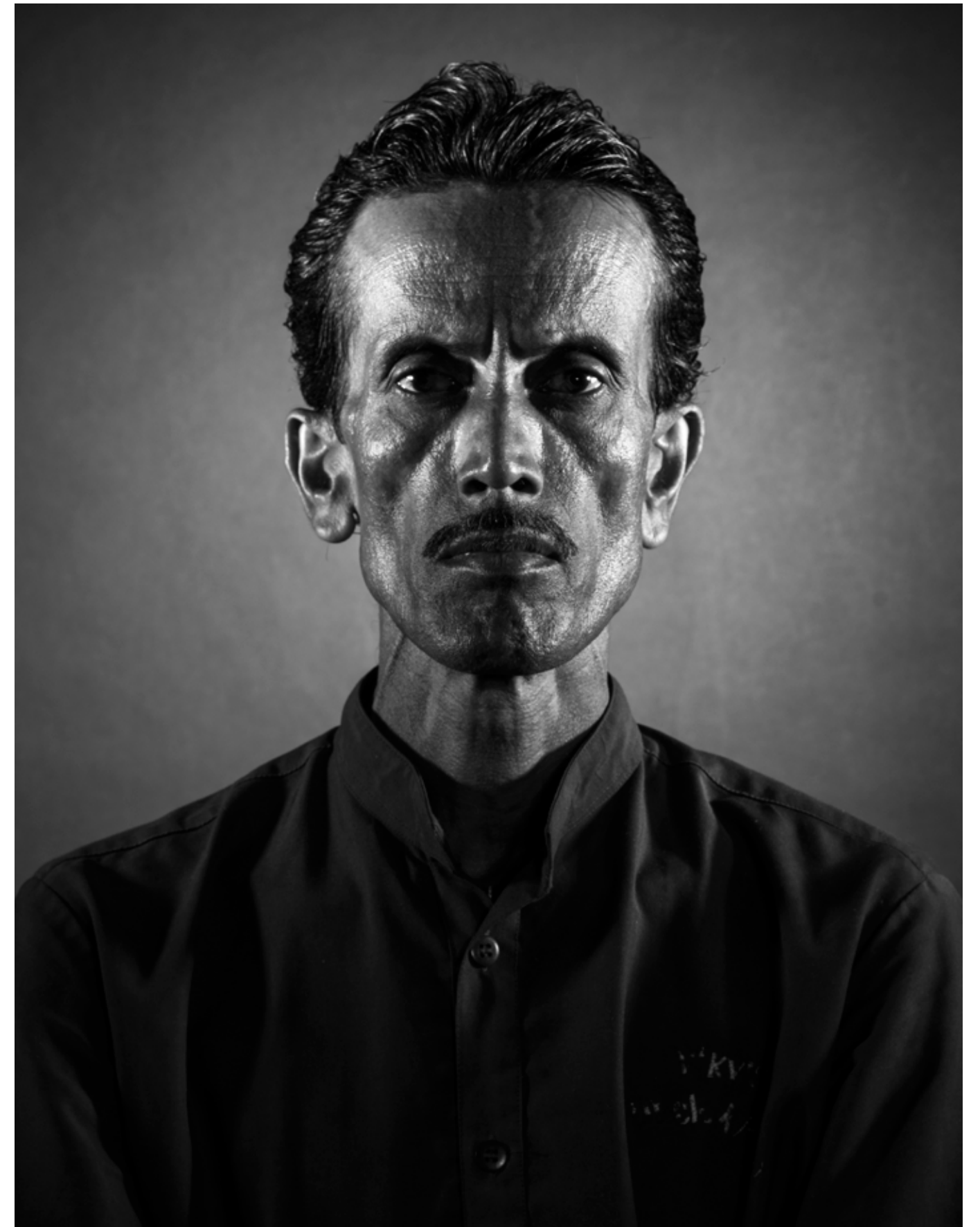






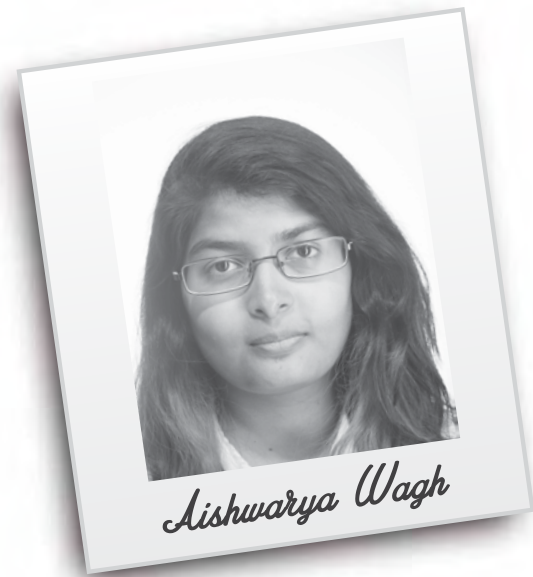


If life hadn't interfered, I'd be wasting away in a cubicle, wondering why I'd done an MBA. Instead, BVSP opened the doors for turning my passion into a profession. Music and arts have always inspired me and the people I've met here are driving me on towards my dream of shooting ad, product, and still life campaigns while also indulging in my love for conceptual photography.



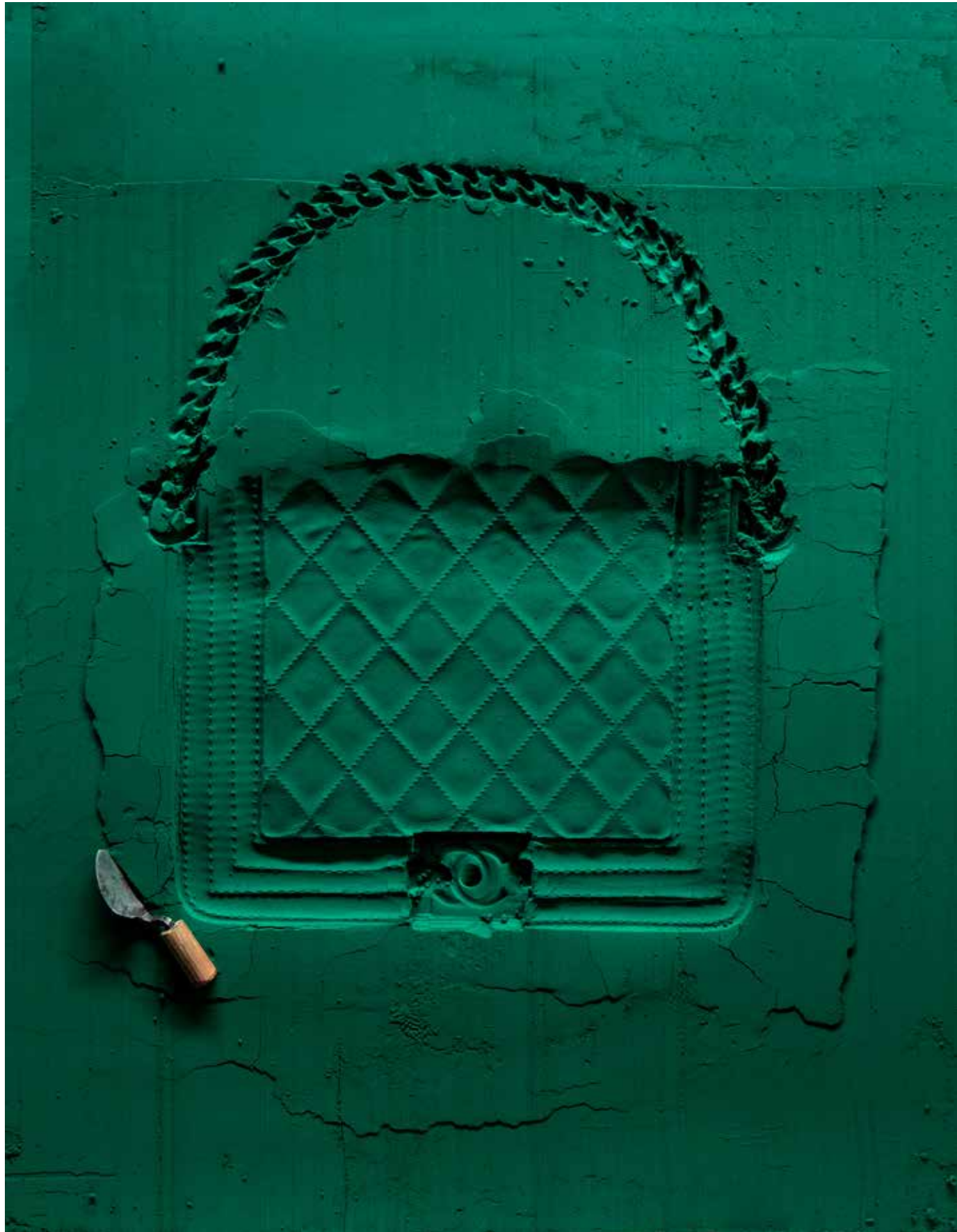


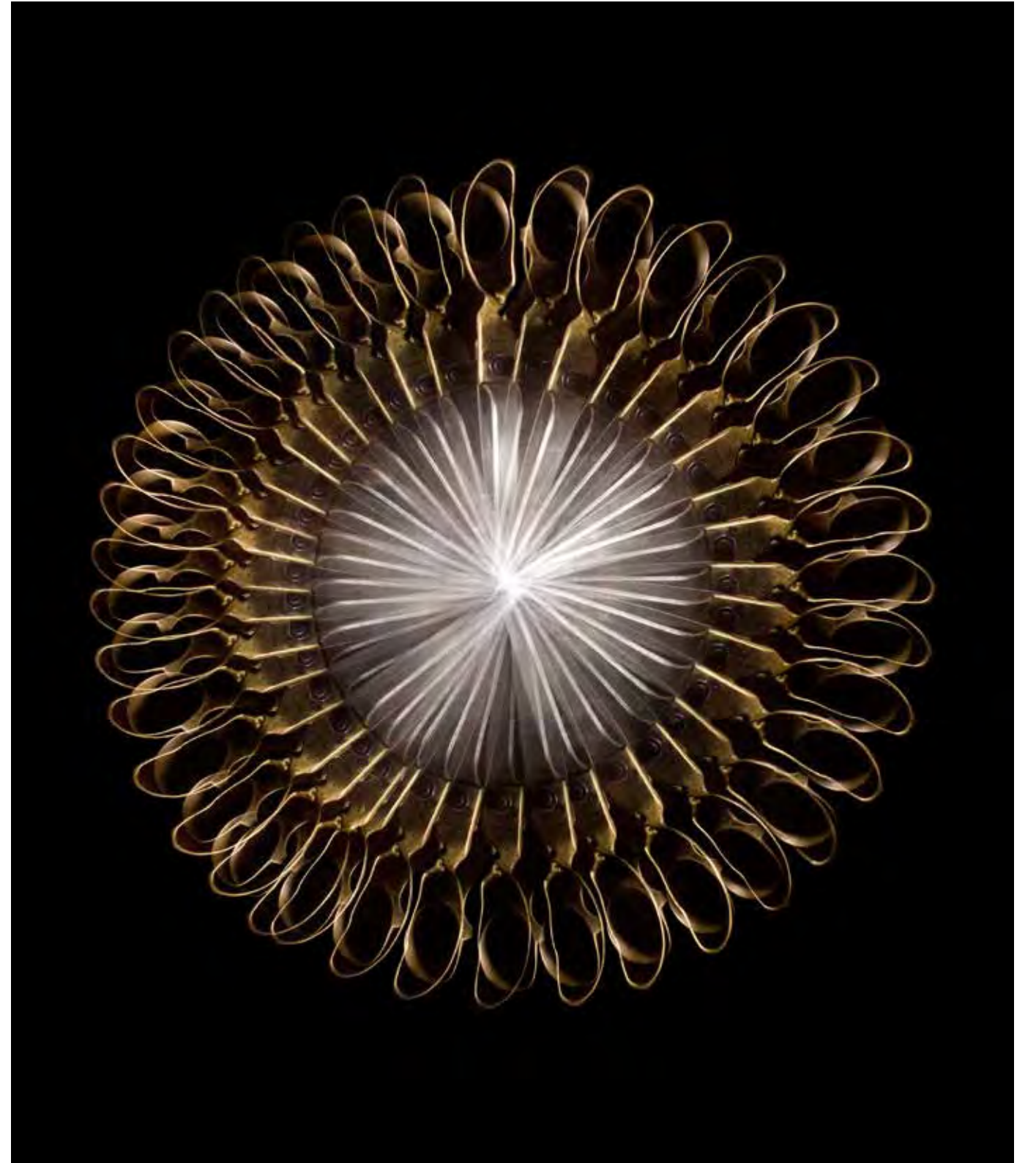
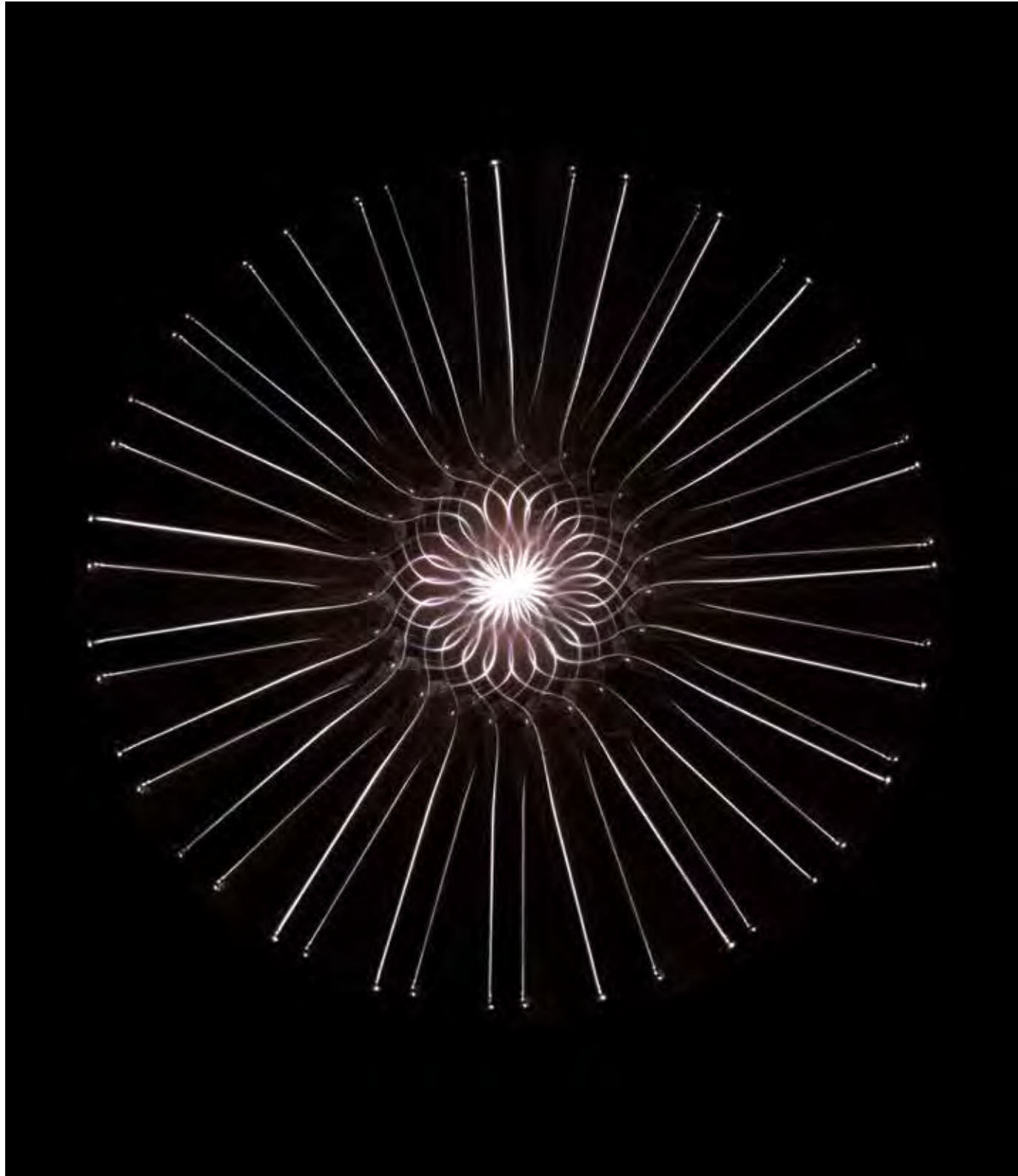




While my peers and my professors have often thought I was artistic and creative, it is only after spending the past few years trying to make compelling images that I have come to take them seriously. From being an engineer using a mobile phone to an aspiring photographer wielding the best equipment, it hasn't taken long for my hobby to become my identity.









I often ask myself what photography means to me and I always come back to the same answers. It is something that I am passionate about. It is something that drives me to achieve a perspective that can allow me to justify the moment. And last, but certainly not least, it is the one thing that I love doing to the point that it has come to define me.



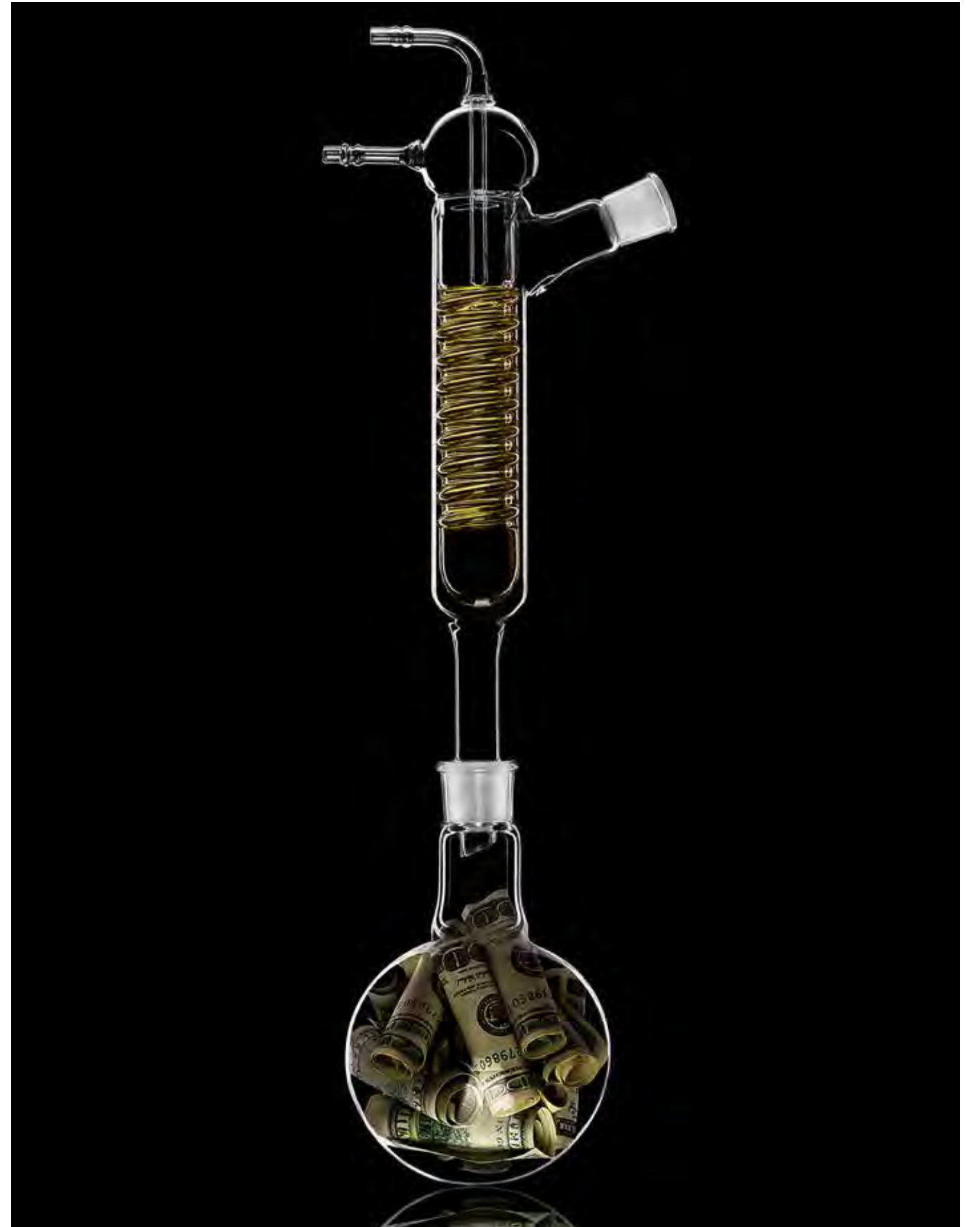


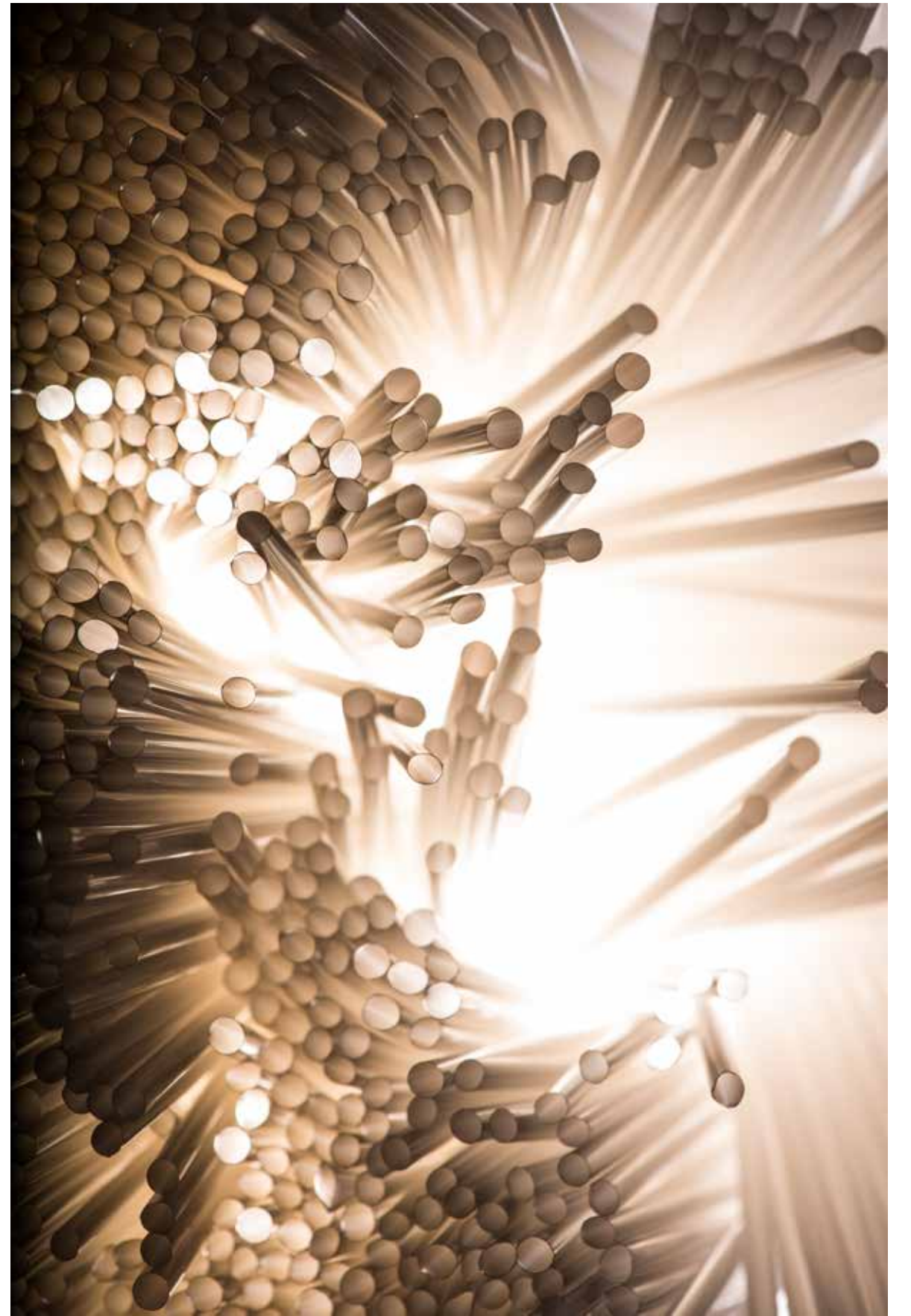


Parth Pathak

I won't mince words since I can't use them very well, but it's fair to say that photography has allowed me to express my emotions more honestly than I thought I'd be able to. BVSP has taught me to have a broader perspective and to channel my emotions productively. In the future, I see myself shooting ads, food, still life and conceptual portraits. While smiling behind the camera, of course.









Taniy Herlekar

Before realising that I wanted to learn the art of photography, I was pursuing arts. Now, after learning photography at BVSP, I know that I am on the right path and have made the right choice. Interesting arrangements of food really get me salivating to shoot and I see myself capturing the colours, textures, and tastes of cuisines around the world, both with my eye and my lens.

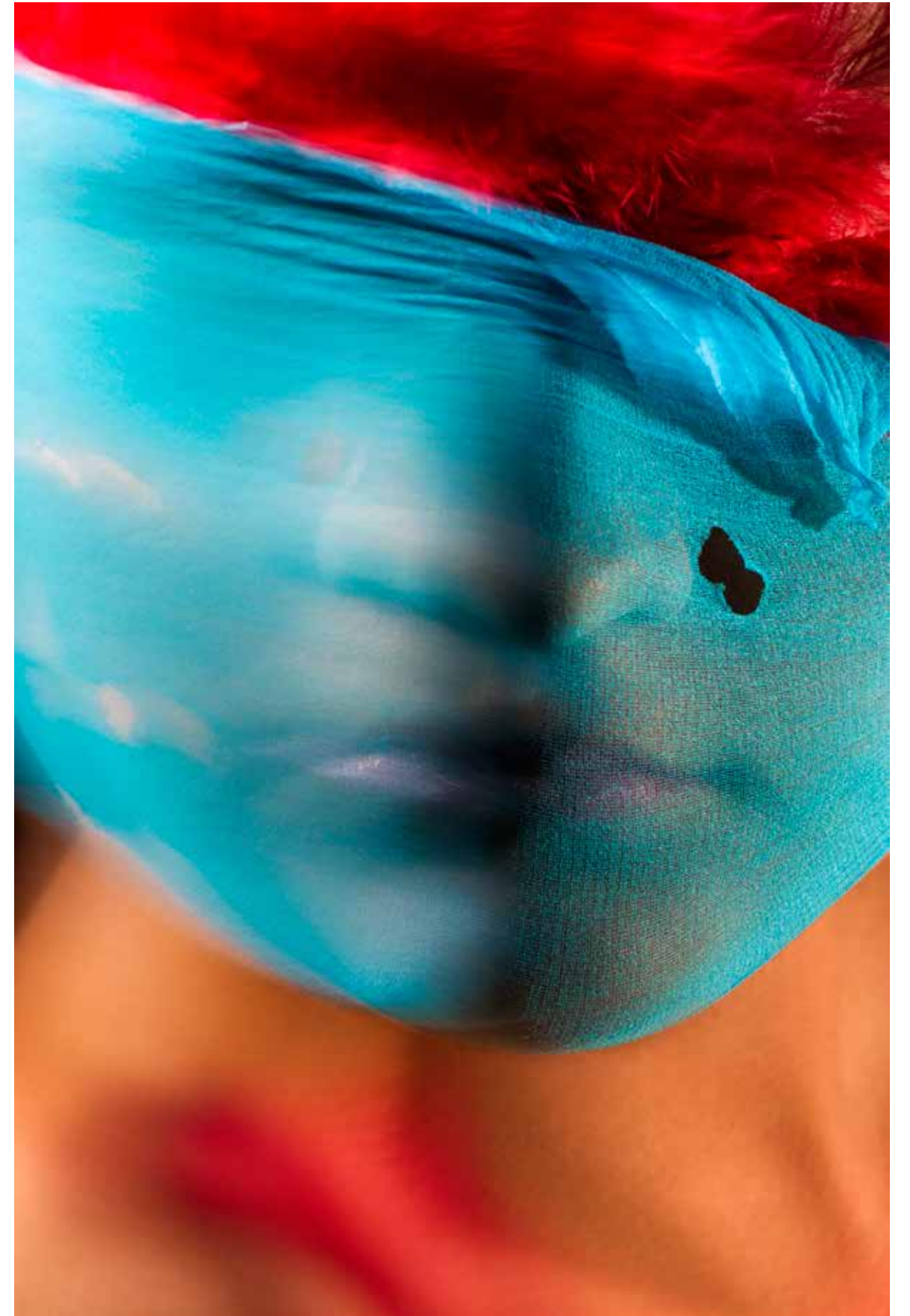
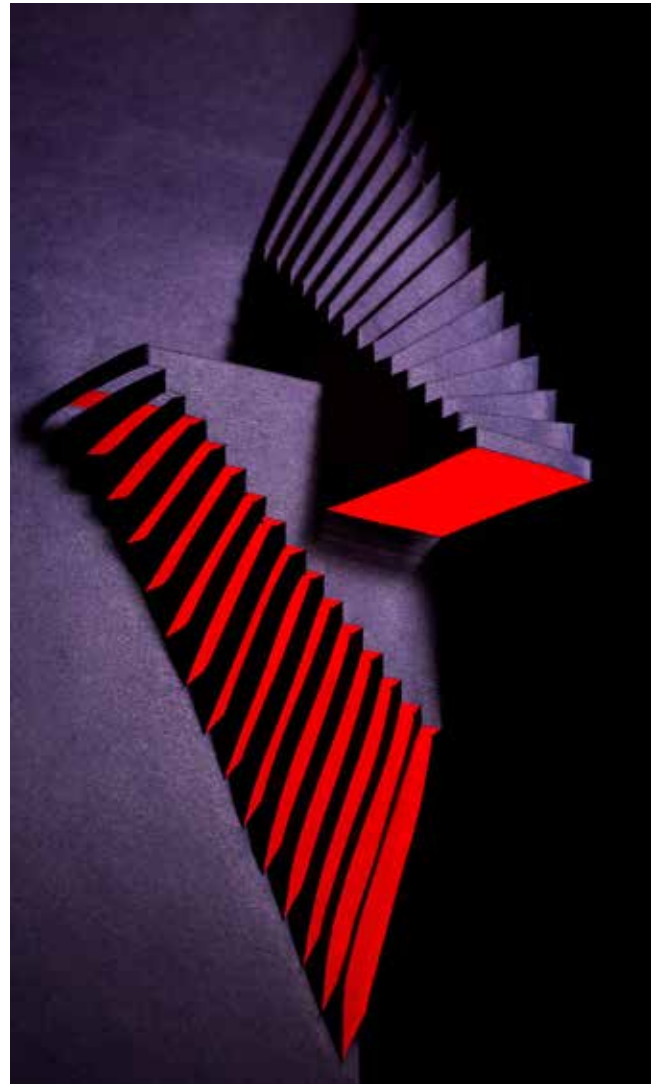


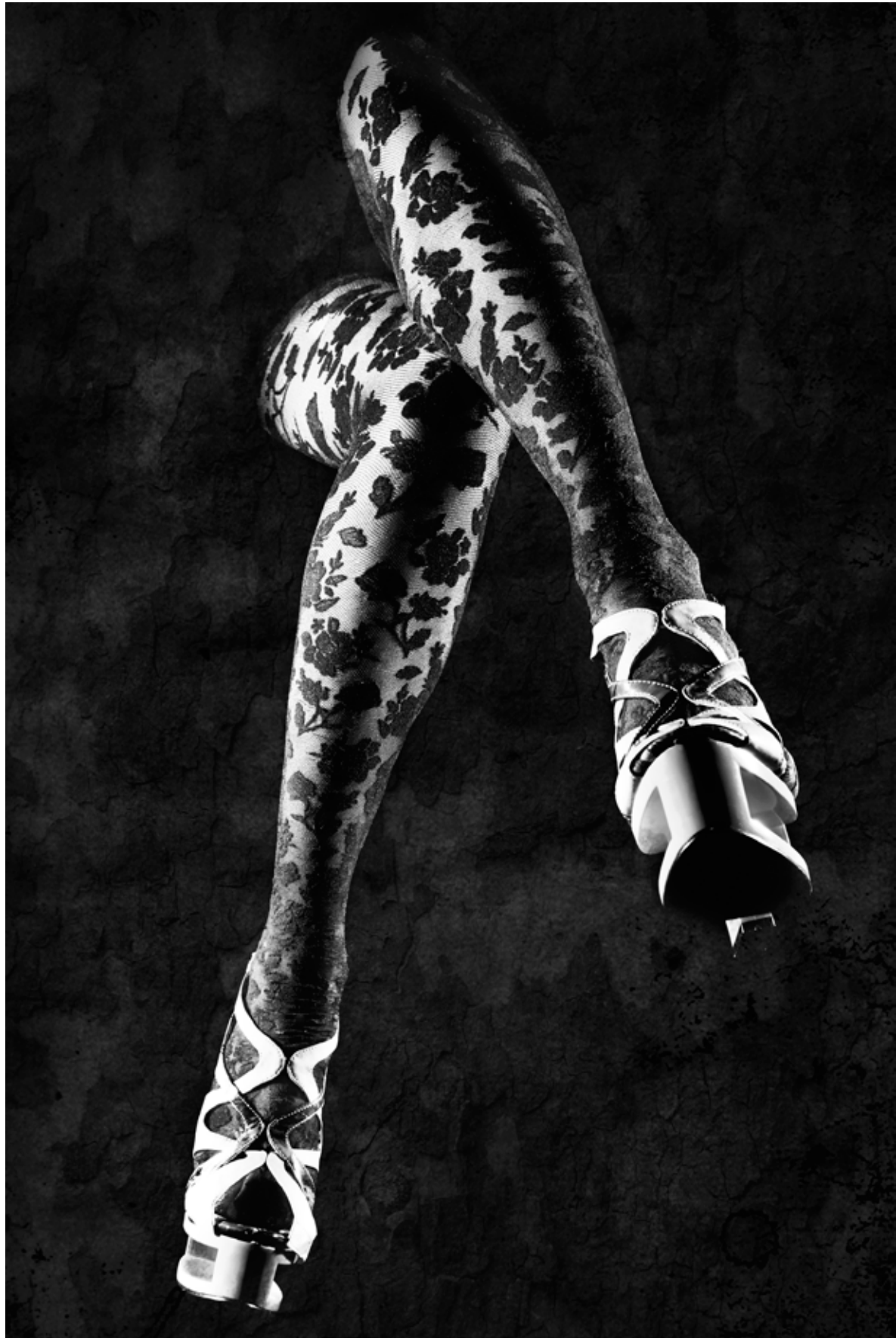


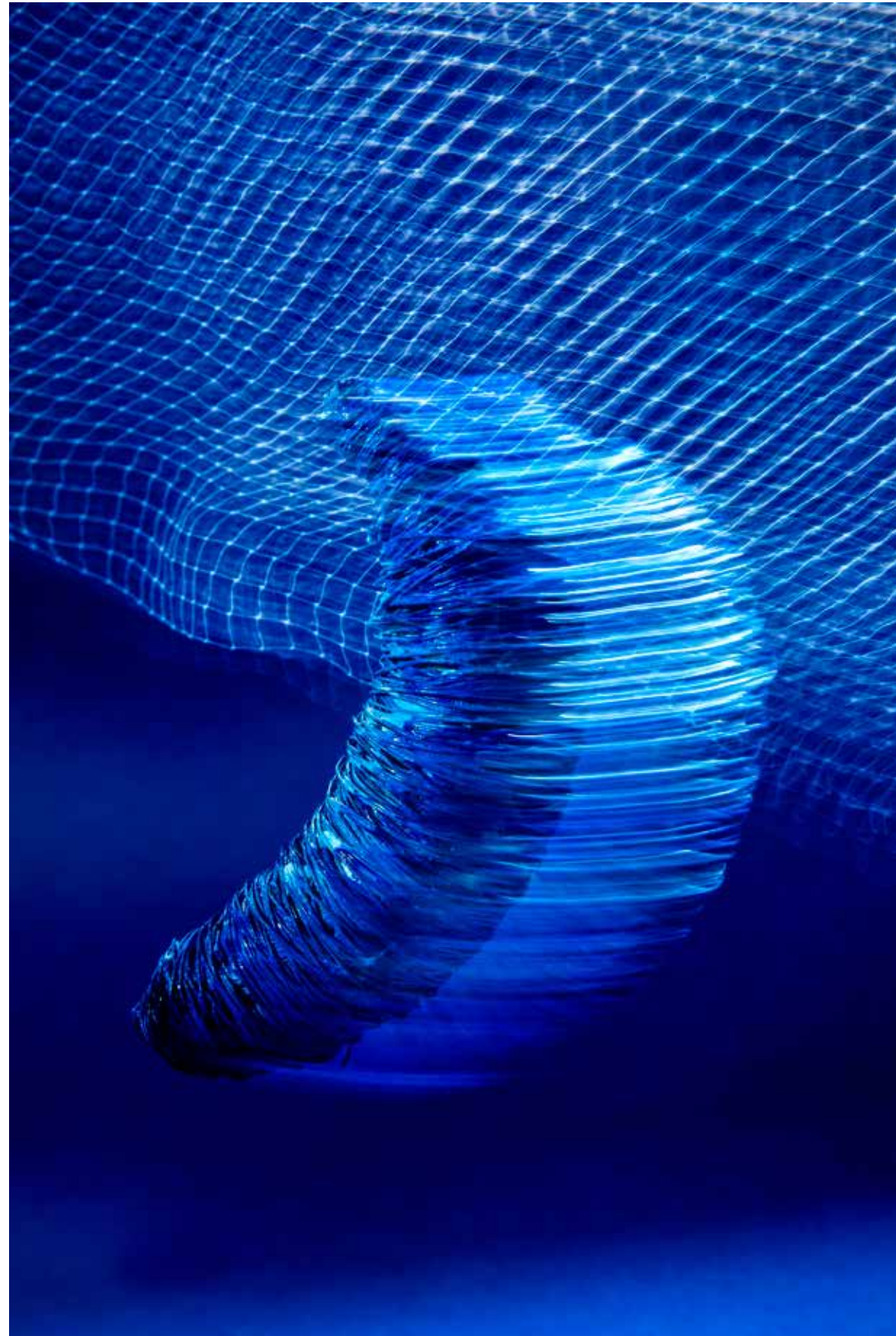




I see life as being magical, intense and bursting with universal truth and my journey with photography is a constant battle to capture that as a clear and irrefutable image. I photograph to give myself strength, and I photograph to explore all the things I am afraid of. Because, I cannot imagine a purer way to live life than doing the thing that fuels you to be better, every day.







Alumni Portfolios



Class of 2014.

BVSP represented a special time in my life, when I was leaving a promising career in Finance to start afresh in Photography. And the support, coupled with the training, has ensured I can handle clients like KA Sha – Karishma Sahani, Koesch, Jabong, E.Z.R.A, The Juice magazine, Steelcase, Raw Mango, Sonam Parmar, The Quirk Box, The Jodi Life, Gaurang Shah, Making of Wendell Rodricks Popology, Lakme Fashion Week, BBC Good Food, WLCI.





PHOTOGRAPHER-VAISHNAV PRAVEEN, MODELS- ANUJ SINGH DUHAN/ANIMA CREATIVES, DHIRAJ/INEGA
HAIR AND MAKEUP- DEVIKA HERRON, STYLIST-SURBHI SHUKHLA



THE
J U I C E
JABONG 



HAIR AND MAKEUP- VIRAL
MODEL- AZIZI/ANIMA-CREATIVES
PHOTOGRAPHER- VAISHNAV BRAVEEN

EZRA





Class of 2014.

Shortly after graduating from the No. 1 School of Photography in India, I have already worked with clients like Arvind Mills, BBC Good Food, Sonchafa Jewellers, Brewcraft, and Kishco. And what prepared me to relish such assignments is the learning we were providing by BVSP weaving the best faculty and infrastructure in the country with an environment that encourages excellence.









Class of 2014.

Before BVSP, photography was about holding a camera and shooting. But here, I learned what it really takes to make an image. Apart from learning the technical aspects and developing aesthetic sensibility, BVSP taught me to visualise a concept and execute it to perfection. After stepping out of college and assisting one of India's top fashion photographers, I truly understand the importance of what I learned here.









Class of 2014.

I grew up in Sri Lanka and conceptual photography and art was my obsession. I joined BVSP to learn how to turn my fascination into my forte and here, I learned to look outside the studio. I shot musicians and discovered how speedlights can also light my way. I hope to be a music photographer and with the rocking foundation I've had here, I am sure it will come rolling along.





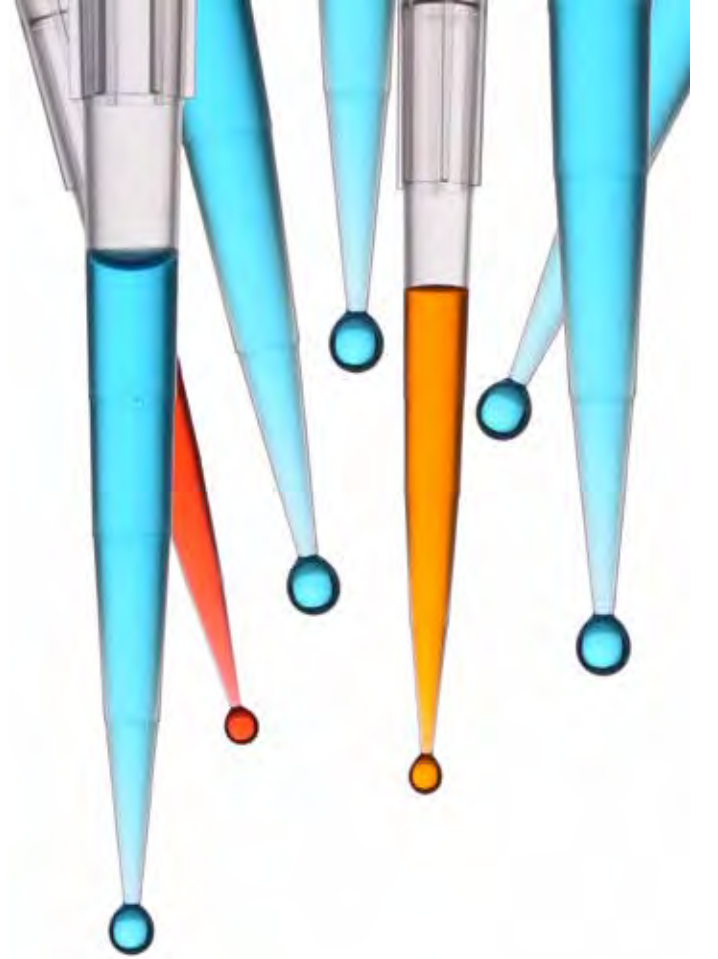




Class of 2013.

BVSP taught us the importance of working as a team, whether with faculty or with classmates. I think that is why we decided to work together after graduating. Today, we have shot for clients like Nestle, Lancome, La Bouchee dOr, Abdos Labtech, Chicago Pizza, Copper Chocs, Captain Grub, Yummist, Pout Cafe, and Kitchen Grace. But we will always be grateful to the most important brand in our lives – BVSP.





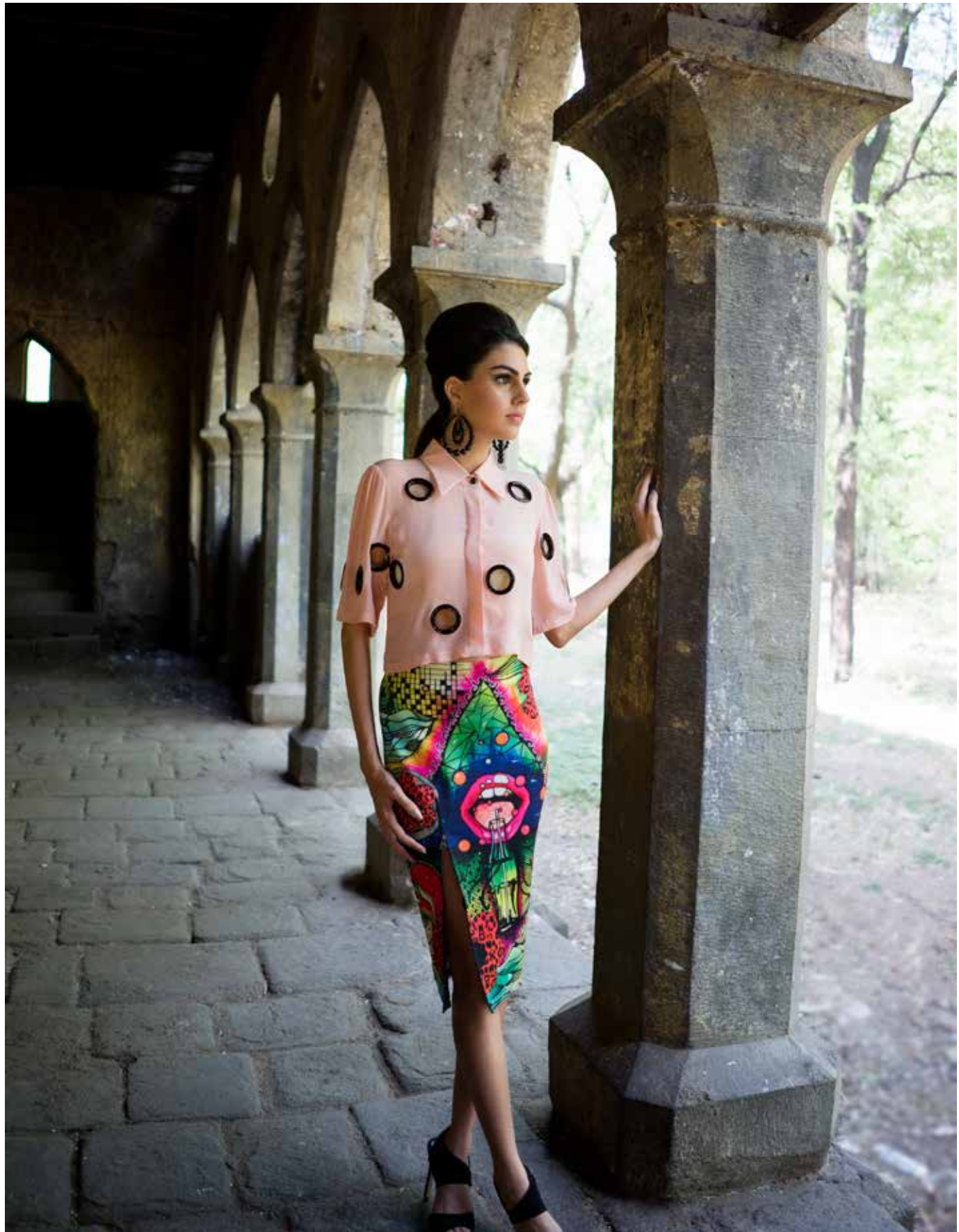




Class of 2013.

Studying at BVSP was a great experience thanks to the great faculty and facilities. It gave me the unbelievable opportunity to work with Vikram Bawa which helped kickstart my career. I have participated and won the best photographer award at Jabong Online Fashion Week 2014 and today, I shoot for designers like Salita Nanda, Swagger by Saj, Hina Madhumal, Siddharth Kakkar, and Kashka, a Dubai based designer brand.







We'd like to extend our special thanks to
PRIN. K.D. JADHAV, JT. SECRETARY, BHARATI VIDYAPEETH

**AVINASH GOWARIKER, JAIDEEP OBEROI, VIKRAM BAWA, KIRTAN MISTRY, KUNTAL DE,
SHILPA SUCHAK, AMBAREEN YUSUF, KEDAR BHAT, SHWETA DHARIWAL,
SANJAY GURIA & VAIBHAV MAHAJAN**

**KALPANA SHAH, Tao Art Gallery DHAVAL SONI, Photoquip India
MUKUL KASHYAP, Manfrotto India PHIROZE HAVALDAR, Mazda Imaging**

**POONAM SHARMA & MANAN DHULDHOYA
PRADEEP VIJAPURE, National Graphics ADITI SATHE & CHINTAMANI VARTAK, IMEPL
HITESH SURANA, Digital Life VIHANG VASA, Photonics Enterprises
PARINAY BURA & MANDAR RANE, RSG infotech KSHAMA RANE**

**MINAL KARKHANIS, SHRUTIKA AJGAONKAR, RUTIKA MORE, DIKSHA GAIKWAD,
TEJASWINI PASALKAR at Oculus Consulting**

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