

ALBUS ATRUM 2017





Bharati Vidyapeeth's School of Photography, Pune
would like to thank

Hon. Dr. Patangrao Kadam,

Founder, Bharati Vidyapeeth, Pune and Chancellor,
Bharati Vidyapeeth Deemed University,

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 lie artists waiting to tell their tales. While most might be told from a black or white perspective, life teaches us to appreciate the shades of grey that add colour to our stories. Inspired by light and dark and the shadows 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. Albus Atrum, however, is not just a unique 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. But most of all, Albus Atrum is a celebration of the coming of age of our newest batch of students and proof that yet another crop from our school is ready to make us proud.

Discern black
from white and
bring the greys
to light.





Dear Students,

I established Bharati Vidyapeeth in 1964 with a vision that all-round social transformation can be brought about best through the spread of education. Over the last 50 years, we have established more than 160 educational units of various specialisations in different parts of India.

Our constant endeavour is to create an atmosphere in the campuses conducive for learning by providing continuously updated courses along with the help of enriched infrastructural facilities such as well equipped laboratories, rich libraries and well maintained playground and hostels. It is a gratifying experience for me to know that thousands of students who have passed from within the portals of our institutions have established themselves in different walks of life.

Today, I'd like to congratulate our fifth batch of students as they graduate and get ready to show the world the standards that we stand for at Bharati Vidyapeeth's School of Photography.

Warm regards,
Dr. Patangrao Kadam.
Founder, Bharati Vidyapeeth, Pune and
Chancellor, Bharati Vidyapeeth Deemed University.

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

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 while empowering students with the tools they need to lead happy, successful lives. And Bharati Vidyapeeth's School of Photography stands tall as the embodiment of our forward thinking.

Since its inception, the School has come to represent a standard of commitment and excellence that draws students from all over the subcontinent. It is this pursuit of perfection that drives them to excel in their work. I would also like to congratulate the faculty and the team of mentors – this is as much their triumph as it is their students'.

But today is about our newest batch of graduates. 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 make us proud.

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



Photography is a unique profession. It needs one to marry a dreamer's vision with a technician's skill in a combination that sounds almost mutually exclusive. And this is what all of us at Bharati Vidyapeeth's School of Photography 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. Students get to work on the best and newest technology while 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 share aren't taught from a textbook. These lessons prove valuable 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 we are proud of is the students' access to working professionals that we facilitate. They are involved on live assignments and have to organise their own shoots in a professional manner. This ensures vital experience in interacting with models, clients, and other industry professionals, and gives 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.





We have the tools that make
even professionals drool.

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

- **Multiple studio floors spread over 15,000 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 digital lab with 90 Apple Macintosh workstations**
- **A print studio with large-format Epson 9900**
- **A well-equipped prop room**
- **A preview theatre**
- **Extensive digital library**
- **Colour grading consoles**
- **Edit room fine art printers**
- **Jibs, gyro stabilised rigs, and drones**



Our core team is bolstered by our able resident faculty.

CHANDAR KUMAR, Senior Faculty **MADHUSUDAN TAWADE**, Senior Faculty
MAYURESH MOGHE, Senior Faculty **SACHIN SONAWANE**, Senior Faculty

We are grateful for the enthusiastic and dedicated support of our staff.

RAHUL PUSDEKAR-Production & Scheduling, **DILIP GHAG**-Studio In Charge,
SHIRISH ZHINGADE-Print Studio In Charge, **SAMBHAJI MOHITE**-Studio Support, **SAGAR VANZARI**-Studio Support,
MAHESH PARDESHI-Studio Support, **DIPAK PATIL**-Administration, **APARNA PAWAR**-Administration,
SURESH GORAD-Librarian, **MAHADEV PAWAR**-Administration Support, **KIRAN SURYAWANSHI**-Administration
Support, **SHIVAJI SURVE**-Administration Support, **SHARAD POL**-Administration Support



RAJAN CHAUGHULE

One of India's most successful photojournalists, Rajan is 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 candids inaugurated by Mr. Amitabh Bachchan are platforms on 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."

Head of Academics at BVSP, Bharat is a commercial photographer whose passion for teaching photography as well as learning new aspects to it has led him to Pune, where he has crafted the syllabus, the methodology, the studio, and classroom practices and protocols. 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.

BHARAT BHIRANGI





Ashutosh Joshi

It was while I was struggling through high school in Chiplun that I realised that my heart lay in pursuing art and the art form I was passionate about pursuing was photography. That made coming to BVSP a no-brainer. I am inspired by my science lessons as well as by painters like Picasso and Hopper and I want to practise photography as I seek higher learning in the visual arts.





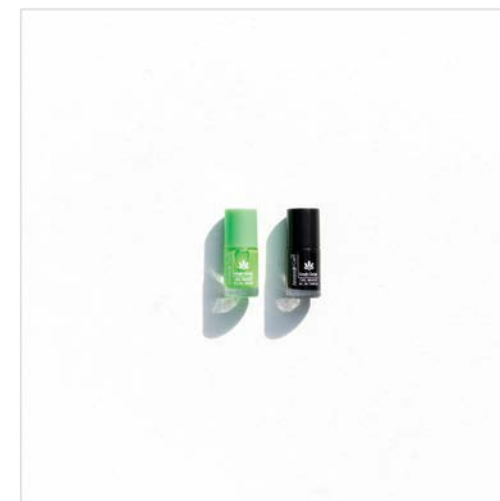
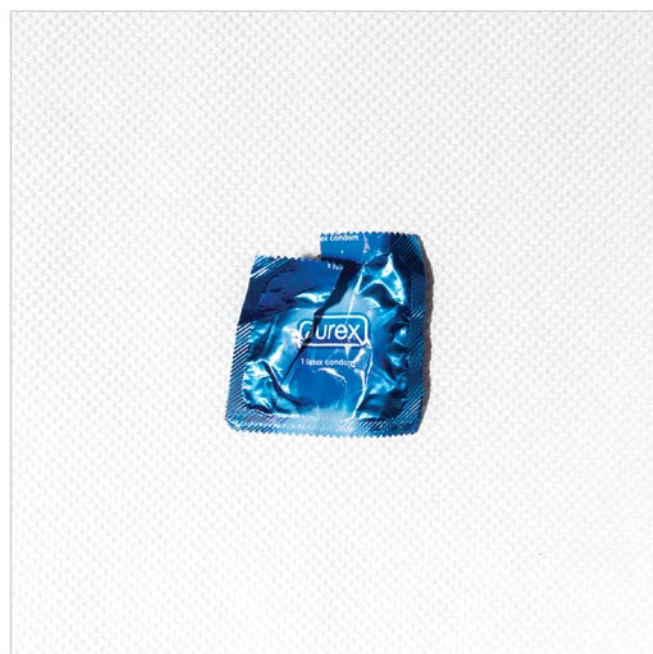






Sumedh Sawant

As a boy discovering Mumbai in the 90s, I wanted to be a pilot when I grew up. But the discovery of photography while doing my Art Foundation in school grounded those childhood plans. I wanted to learn photography because it sated both the gearhead and the artist in me and BVSP was my first choice. Today, I graduate knowing that it's also the last word in photography education.









Sushmita Tadakamadla

Learning Bharatnatyam and Carnatic singing while growing up in Hyderabad taught me the importance of traditional storytelling, and I learned modern forms of it while completing my Bachelor's in Mass Communication & Journalism. BVSP has taught me how to communicate visually and I plan to use this to be a food, portrait, and documentary photographer.







Virag Shah

On a warm Vadodara evening five years ago, I found myself taking a decision that would alter my life. I decided to turn my hobby into a profession and not pursue the engineer's life that I was qualified for. I came to BVSP to learn fashion photography because I love working with new people and hope they bring new learning into my life.







Tejas Gadekar

In the pursuit of one's goals, milestones are important markers of progress. And my time at BVSP has been a vital milestone in my journey towards creative excellence. The faculty has helped broaden my horizons by sharing new perspectives and this has helped me create images that are effective and enduring – something I hope people say about my career someday.

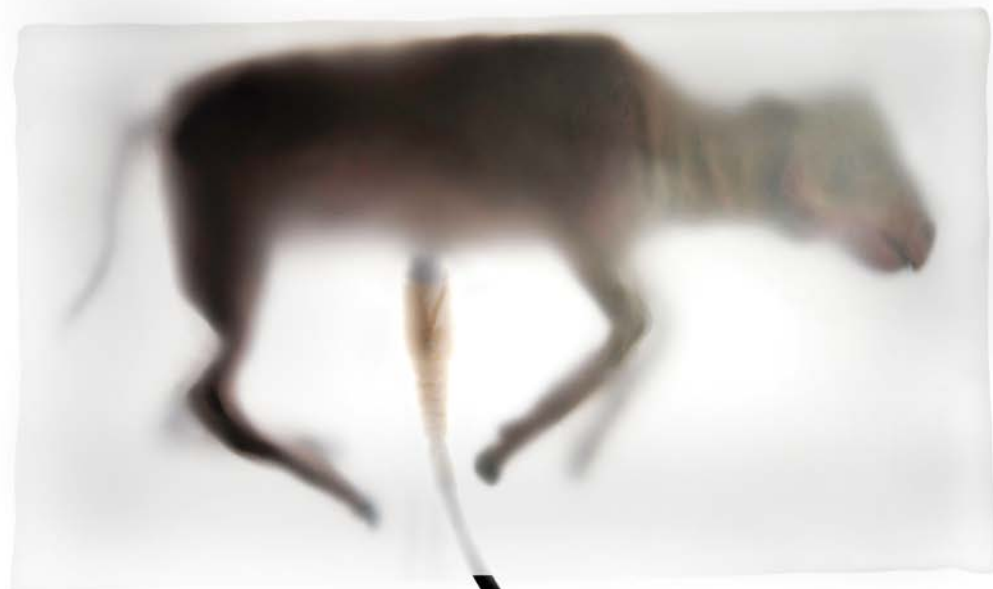






Kanad Khaparde

As a child exploring my neighbourhood in Ahmednagar, I always wanted to know how things worked. This curiosity endured and I decided to evade the looming threat of corporate boredom and come to BVSP. It is here that the support and encouragement of my faculty helped transform an escape route into a path I'm eager to tread for life.







Avinash Padoti

The earliest desire I can remember having was to own a camera someday and even today, the thrill that handling a camera brings hasn't faded. Convincing my family back home in Bhilai to support my decision to pursue photography was tough, but they now can see how two years at BVSP have transformed me. And I hope to make both family and faculty proud soon.









Aditya Agarwal

I hail from Kishangarh, a town in Rajasthan that has contributed an iconic school of miniature painting to the world, so it surprised me when people weren't supportive of my creative choices. I drew all through my childhood so photography was a natural extension of that expression. And BVSP has helped hone that passion into what will hopefully become a successful profession.



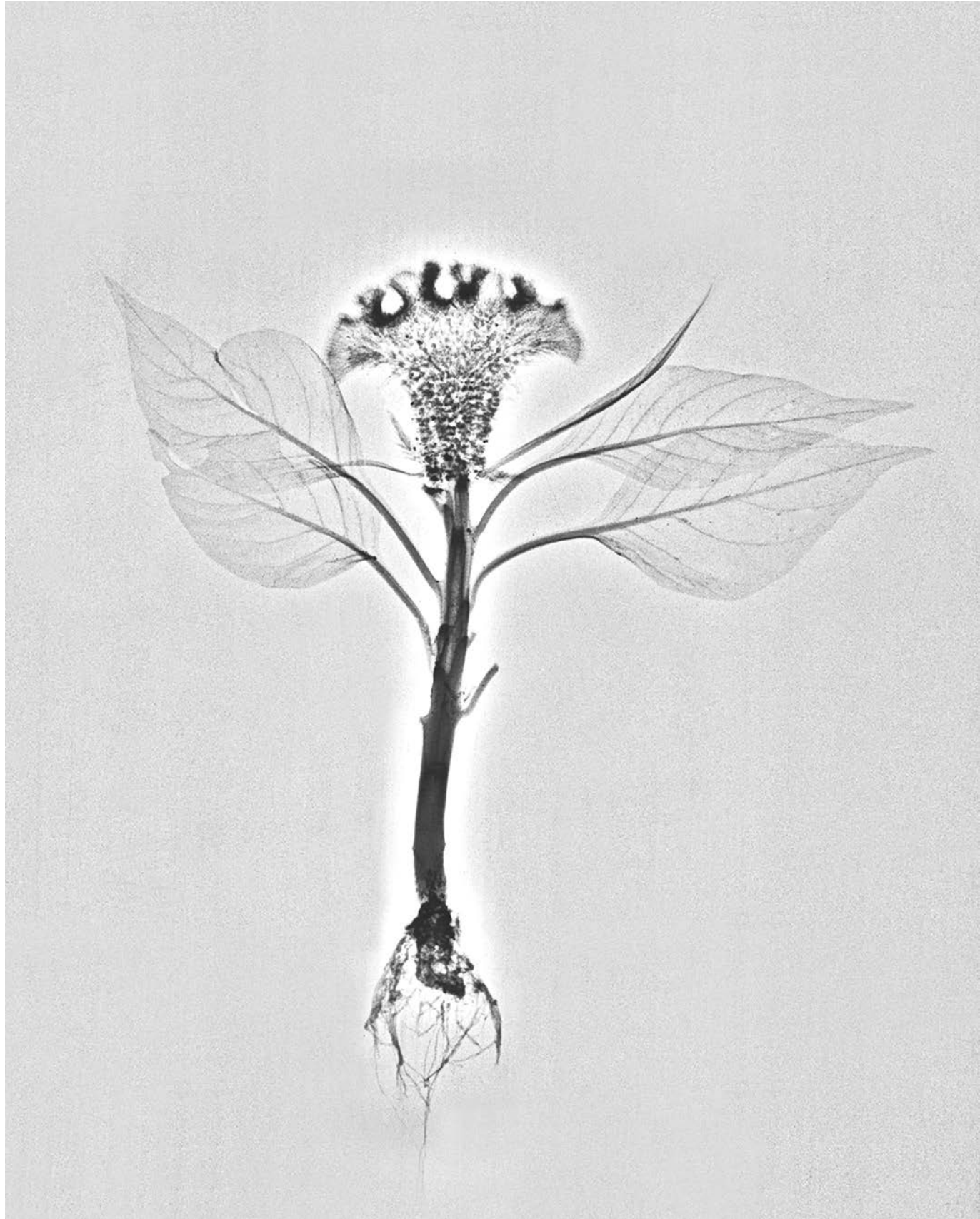




Madhura Dharmadikari

I believe the river of life guides you to where you want to go. All you must do is steer your boat in the right direction, which is how this Kolhapur girl ended up at BVSP. While earning my Diploma has often been very challenging and has presented crests and troughs, the one thing I'm going to take away is the importance of never giving up and seeing an assignment through.







Santosh Mishra

A resident of Nainital, I studied Electronics and Communication engineering before deciding to communicate my passion for photography to the world by honing it at BVSP. Being raised in the earthy culture of Kumaon inspired me to take up Photojournalism so that I can learn how to identify and share unusual stories from cultures around India and the world.





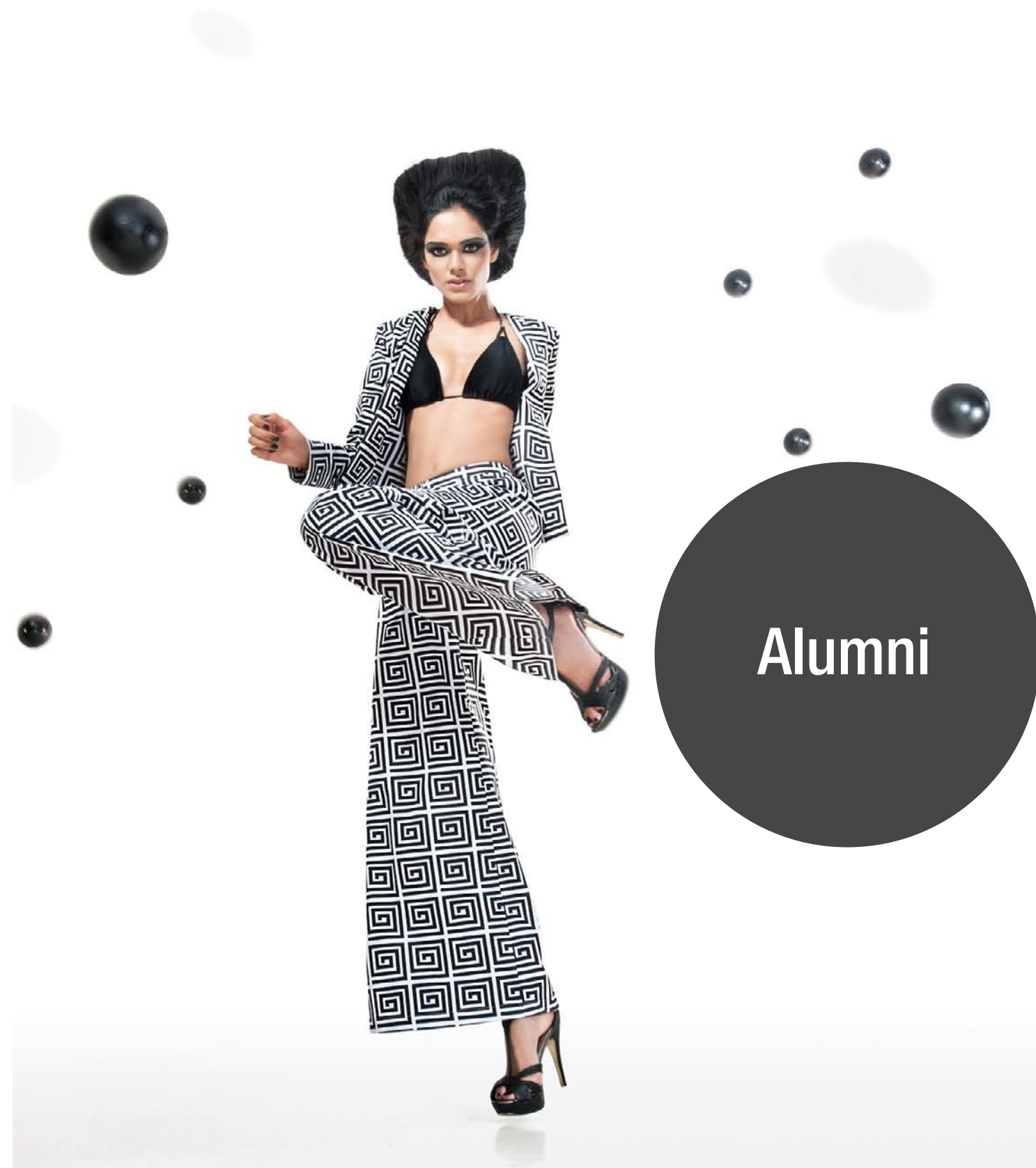


Kabeer Patil

Kolhapur and its expectations moulded my early thinking towards conformity which is why I studied engineering and was preparing for a life in that field. But the call to chase my dream proved too loud to ignore and I made my way to BVSP, where I have spent two years learning both the dreams and the realities of being a photographer from my teachers.







Alumni

Thomas & Akanksha, Class of 2013.

A dynamic combination of a commercial and a fine art photographer, Thomas & Akanksha have shot for F&B and fashion clients like KFC India, Wai Wai, Leonardo Olive Oil, Better Homes & Garden Magazine, Skyra, Vahdam Teas, Harvest Gold, Big Fish Ventures, Viva Hospitality, Hike Messenger, Add Veda, Purab Paschim by Ankit Khullar, Ilk by Shikha & Vinita, Nitin Bal Chauhan, HUF Magazine, Imirage Magazine, and SuKam.



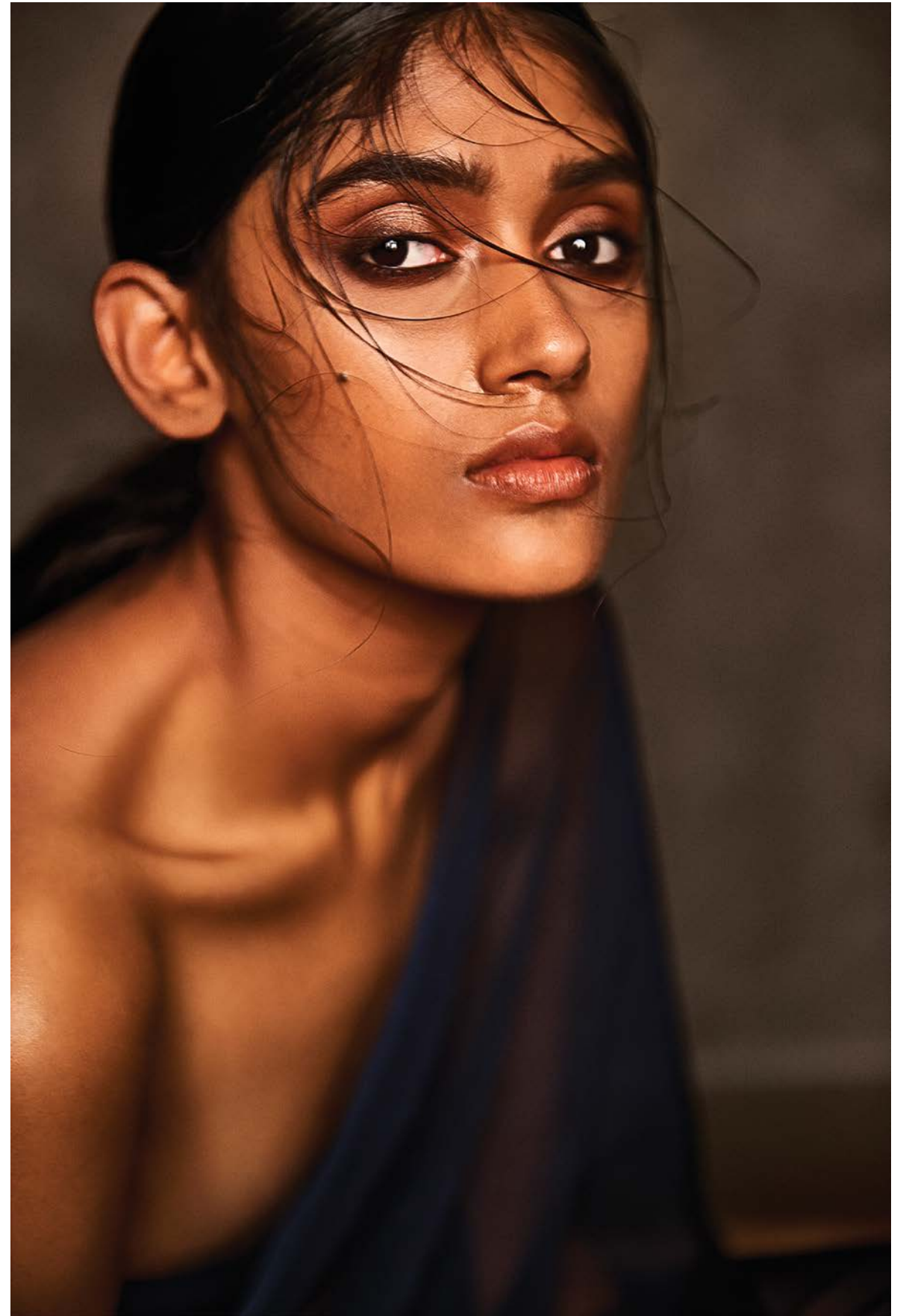


Vaishnav & Apeksha, Class of 2014/2015.

Alumni from successive batches, Vaishav and Apeksha co-founded House of Pixels, a company that is infusing conceptual sensibilities into commercial photography. This innovative approach has seen them work with celebrities like Priyanka Chopra, Deepika Padukone, Sonam Kapoor, Kareena Kapoor, Aditi Rao Hydari, and Jaqueline Fernandez and well as brands like Smirnoff, The Collective, Payal Khandwala, TBZ The Original, Myntra, Bridal Asia, Rheson, The Leela Group, Vogue Eyewear, Kaleekal, Verve, TataCLiQ, Le Mill, and Nikhil Thampi.

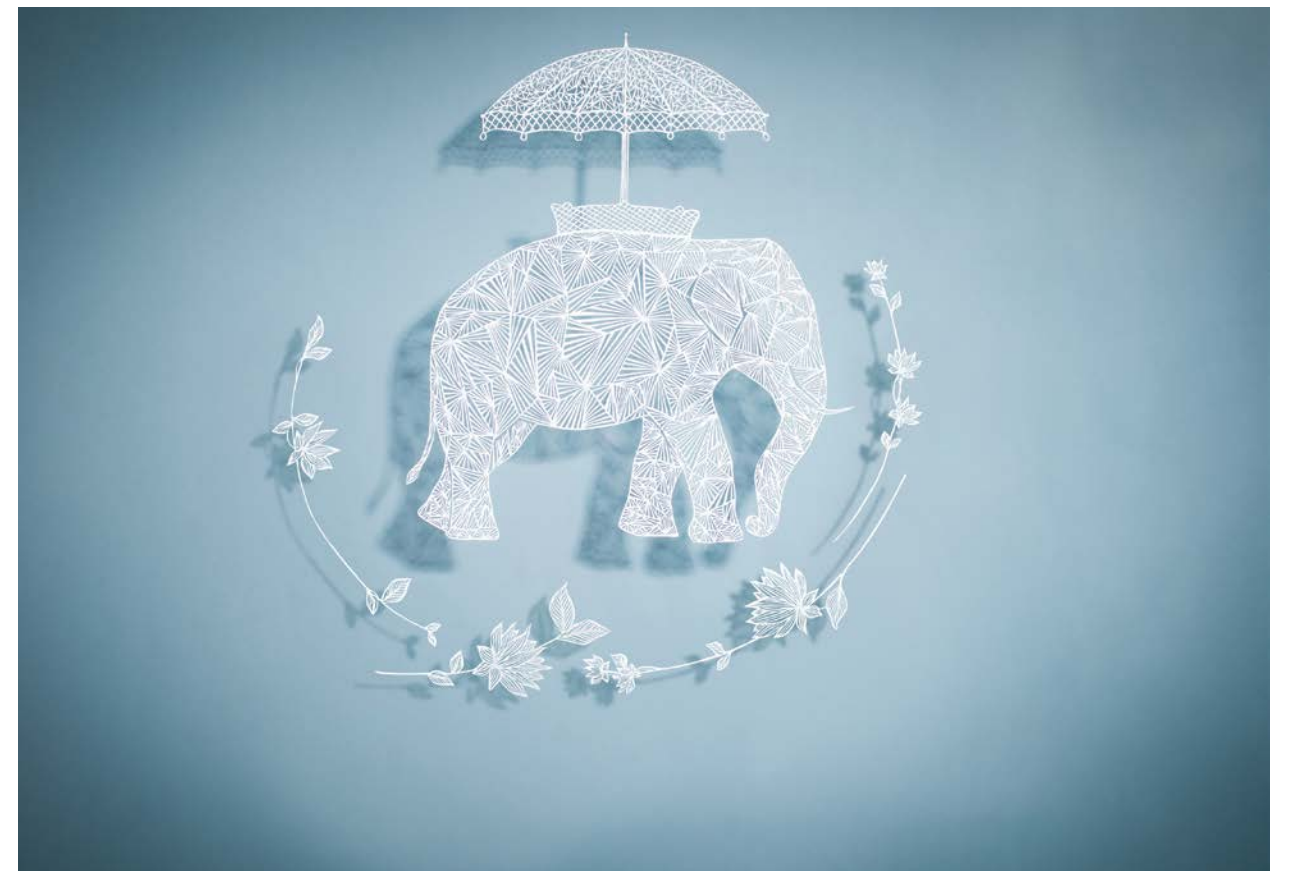






Manas & Parth, Class of 2015.

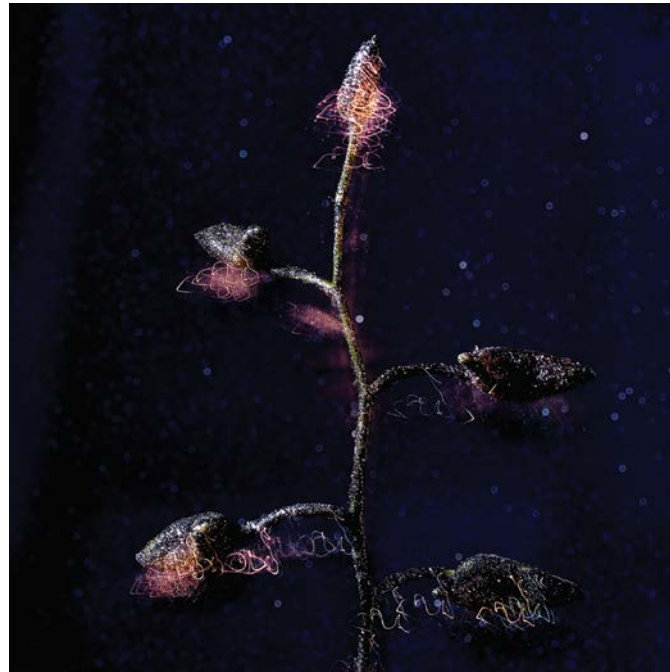
Management graduates from Baroda, Manas and Parth decided to form Enlarge Photography after graduating from BVSP. They work across genres like Conceptual Portraiture, Interiors, F&B, and Products and have shot for clients like Scootsy, Teabox, Countrywide Resorts, the Adani Group, Chef's Basket, Lakme (Indonesia), Big Bazaar, Godrej Nature's Basket, and the Hilton Group of Hotels.





Likhita Muralikrishna, Class of 2015.

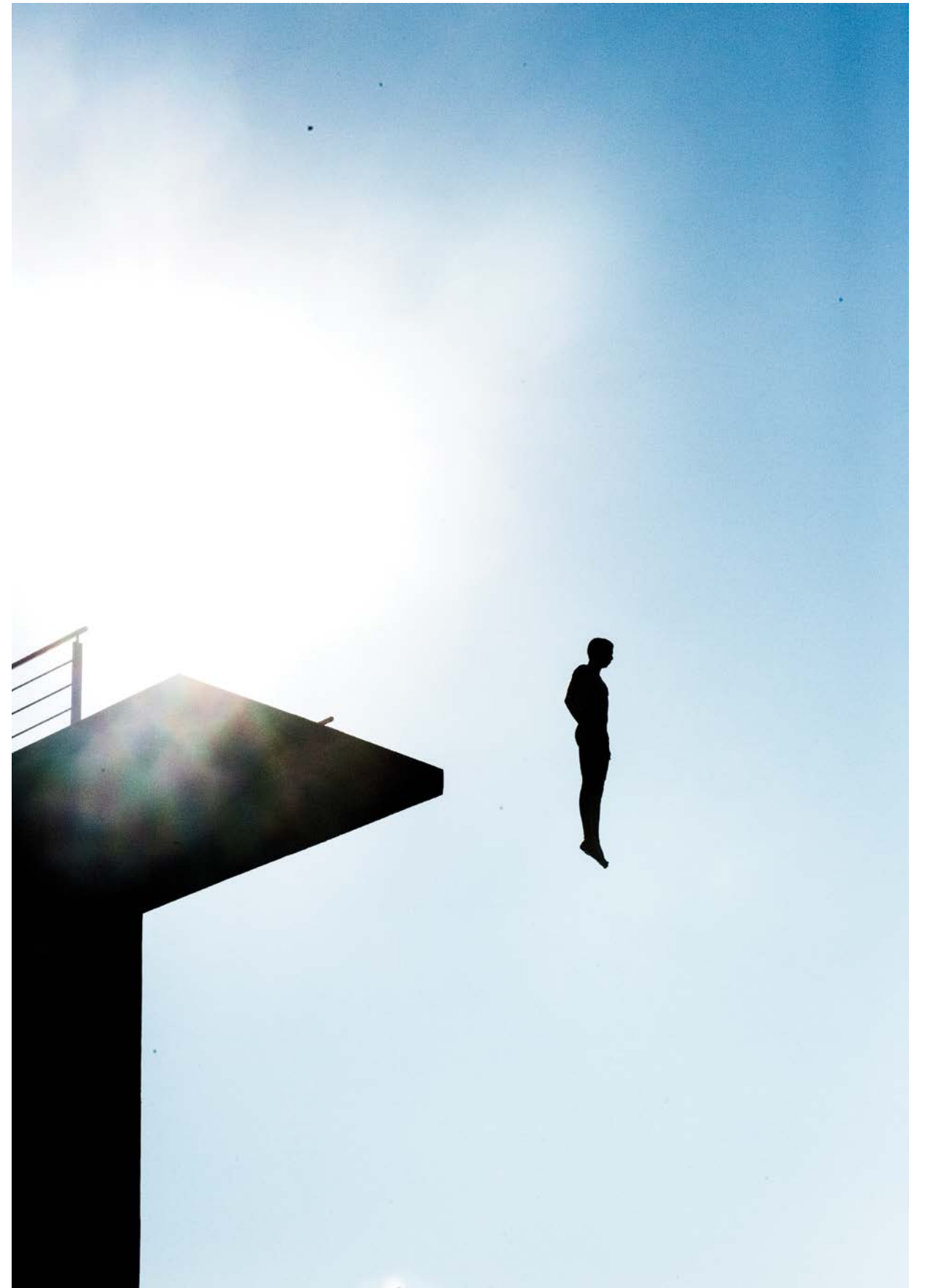
After discovering her style at BVSP, Likhita moved to Singapore where is now developing a career creating striking images that also reflect her background in graphic design. She has worked with clients like National Arts Council Singapore, Dreamingless Magazine UK, Elegant Magazine LA, UNSAID, VETIVR, and Brandi Foo. She has also exhibited solo at the Esplanade Singapore, exhibited at Hygge Singapore, worked on projects for tech apps like Flair, Ovvy, and Argomi, and shot still life commissions for L'Oréal Paris.

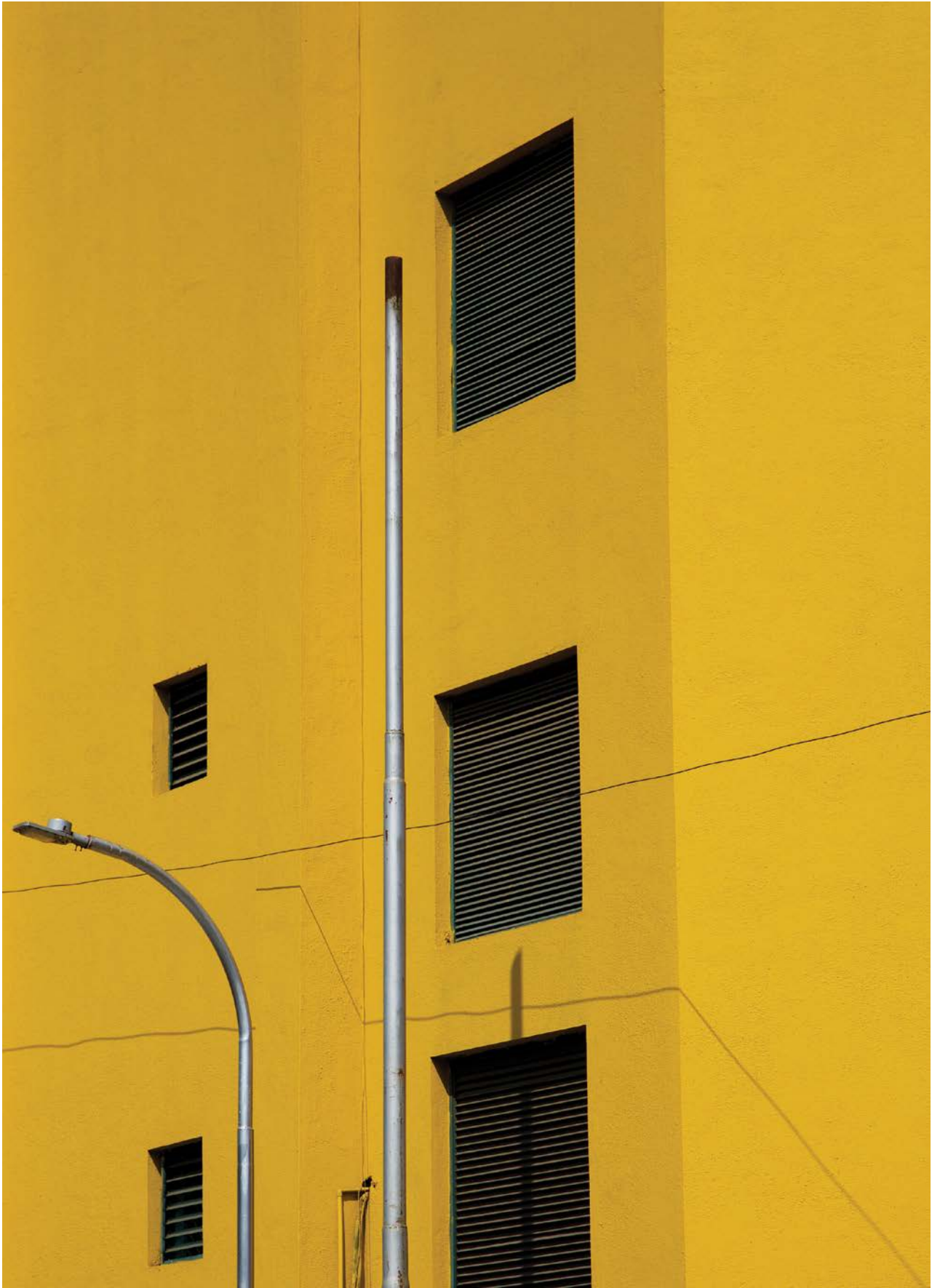




Sourabh Gate, Class of 2016.

He describes his work as a style of documentary photography that is crafted with an aesthetic which is fundamentally non-social and personal. It speaks of a longing for the past and shows anxiety for the future. Visuals and colours are elements he brings together as he documents various landscapes and changing culture. The projects Sourabh conceives take shape as the process unfolds and are thus essentially elastic in their nature.

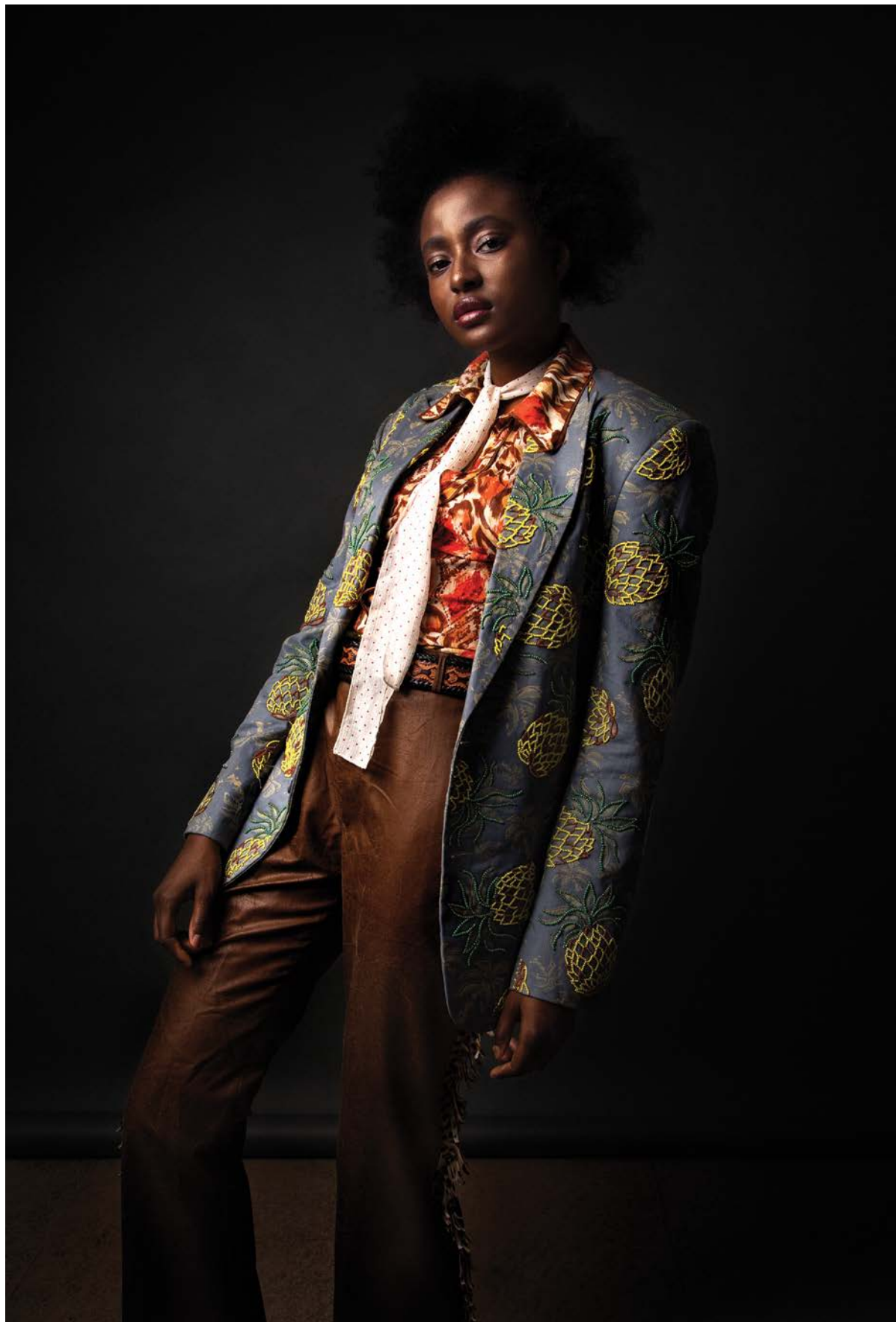




Yash Yeri, Class of 2016.

After standing third at the Albus Atrum exhibition last year, Yash set out with minimum fuss to start his career in Maximum City, where he shoots with clients like Bungalow 8, Bennch, Lara Morakhia, Payal and Nikhila, Himani and Anjali Shah, Ease, Third Floor Clothing, and Luxor pens.





We'd like to extend our special thanks to

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AVINASH GOWARIKER, JAIDEEP OBEROI, ACHYUT PALAV, SWATI APTE,

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VIHANG VASA, Photonics Enterprises **DHAVAL SONI**, Photoquip India

MUKUL KASHYAP, Manfrotto India

POONAM SHARMA & MANAN DHULDHOYA

PRADEEP VIJAPURE, National Graphics

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