



ALBUS  ATRUM 2018





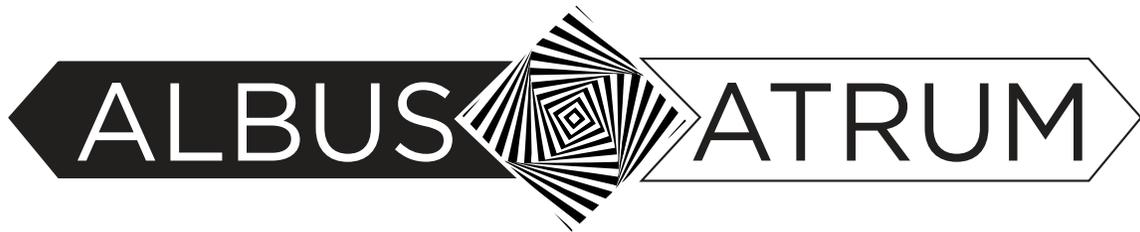
Hon. Dr. Patangrao Kadam,

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

In Memory and Gratitude.

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.

A professional motion picture camera is mounted on a tripod in a dark studio setting. The camera is the central focus, with its lens and various attachments clearly visible. To the left, a portion of another camera or light fixture is visible. The background is dark and out of focus, with some faint light patterns. The overall mood is professional and technical.

DISCERN
BLACK
FROM
WHITE
AND
BRING
THE
GREYS
TO LIGHT.



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

Hon. Dr. Vishwajeet Kadam,
Secretary, Bharati Vidyapeeth,
for his unwavering support to our goals and objectives.

Our newest batch of students is ready to make its mark on the world of photography. This means it is time for the sixth Albus Atrium, our annual 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.

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 this year, we have launched new degree courses in Photography and Cinematography at BVSP. These 3 year bachelor's courses stand proud 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, 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 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 makes unique demands. 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 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 ensures a hands-on approach to our courses, both for students and 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 the advice they give is practical and the perspectives they share can't be taught from a textbook. We invite visiting faculty from allied fields in media and the arts, who teach workshops that impart vital personal and professional lessons. All this combines to create valuable experiences that come in handy when 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 unique aspect of our courses is the students' access to working professionals apart from faculty. Our students are sent on live assignments and have to organise their own shoots in a professional manner. This ensures 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.



This year, we've launched two new degree courses – a BA(Honours)inPhotography & Cinematography and a BA (Honours) in Commercial Photography. These 3 year courses will give both us and our students an extra year to help hone their skills even further and create photographers who will live up to the standards BVSP has come to be known for.

We have the tools that make even professionals drool.

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

- Multiple studio floors spread over 14,500 sq.ft.
- A Master Studio of almost 10,000 sq.ft . with 28 foot high ceiling
- A Harman Gold certified analogue Dark Room facility
- Access to multiple shooting locations spread over a 90-acre university campus
- Broncolor strobe systems & HMI with a variety of modifiers
- HMI, Halogen, Kino Flo, Fresnel Spot Light, Solar, Baby, Multi-10 & Multi-20, Dinky 350, Dinky 650, Softy 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
- Zeiss cine lenses
- Edit suites with the latest in hardware & software and an AV library
- A digital lab with 90 Apple Macintosh workstations
- A print studio with large-format Epson 9900 fine art printers
- A well-equipped prop room
- An ever-growing library of 400 books on photography, art, advertising, fashion etc. and subscriptions to around 15 magazines & periodicals





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
DILIP GHAG, Faculty

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

RAHUL PUSDEKAR-Production & Scheduling,
SHIRISH ZHINGADE-Print Studio In Charge, DIPAK PATIL-Administration, SURESH GORAD-Librarian,
APARNA PAWAR-Administration, 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."

Associate Director & 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.

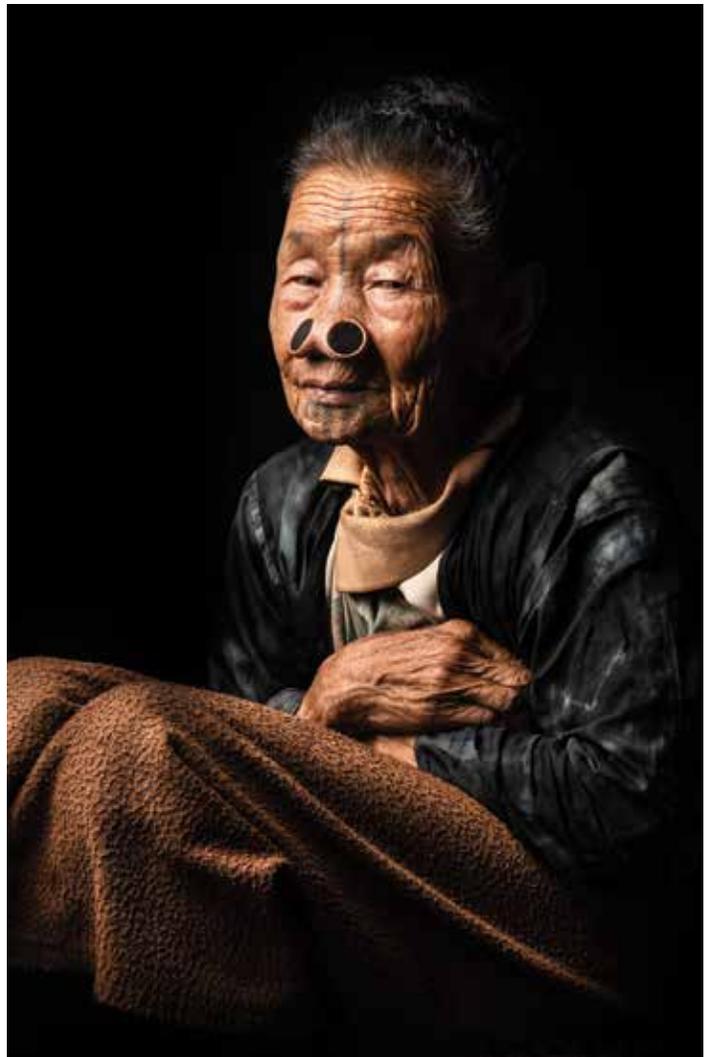
BHARAT BHIRANGI



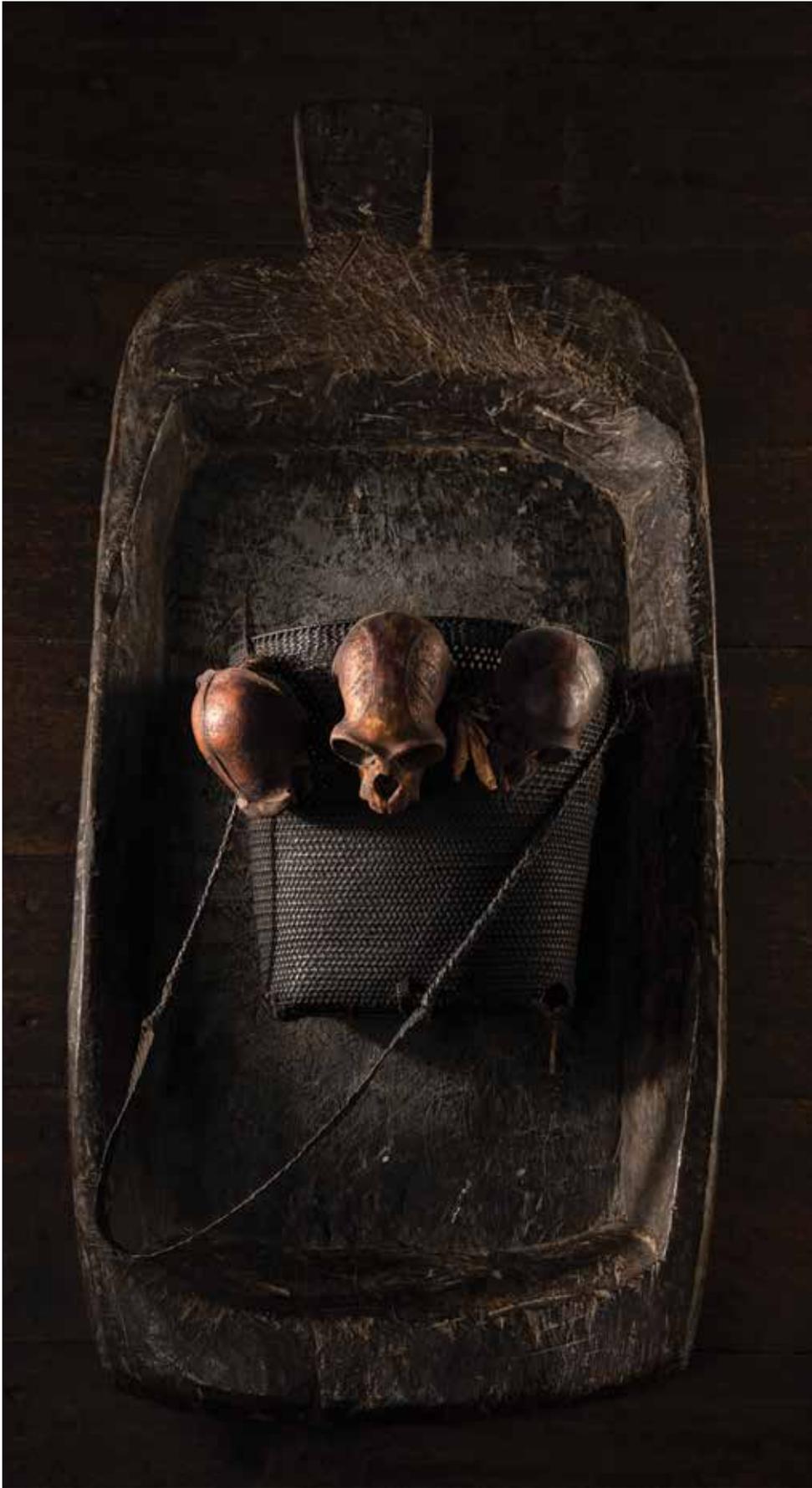


Pallab Das

Growing up in Assam left an indelible influence of nature and the indigenous communities who thrive in her benevolence. Capturing and documenting these peoples and their environment was a big reason for me to choose photography. Someday, I hope to have a body of work that can measure up to my idols like Jimmy Nelson and Eric Lafforgue, thus making Assam proud.

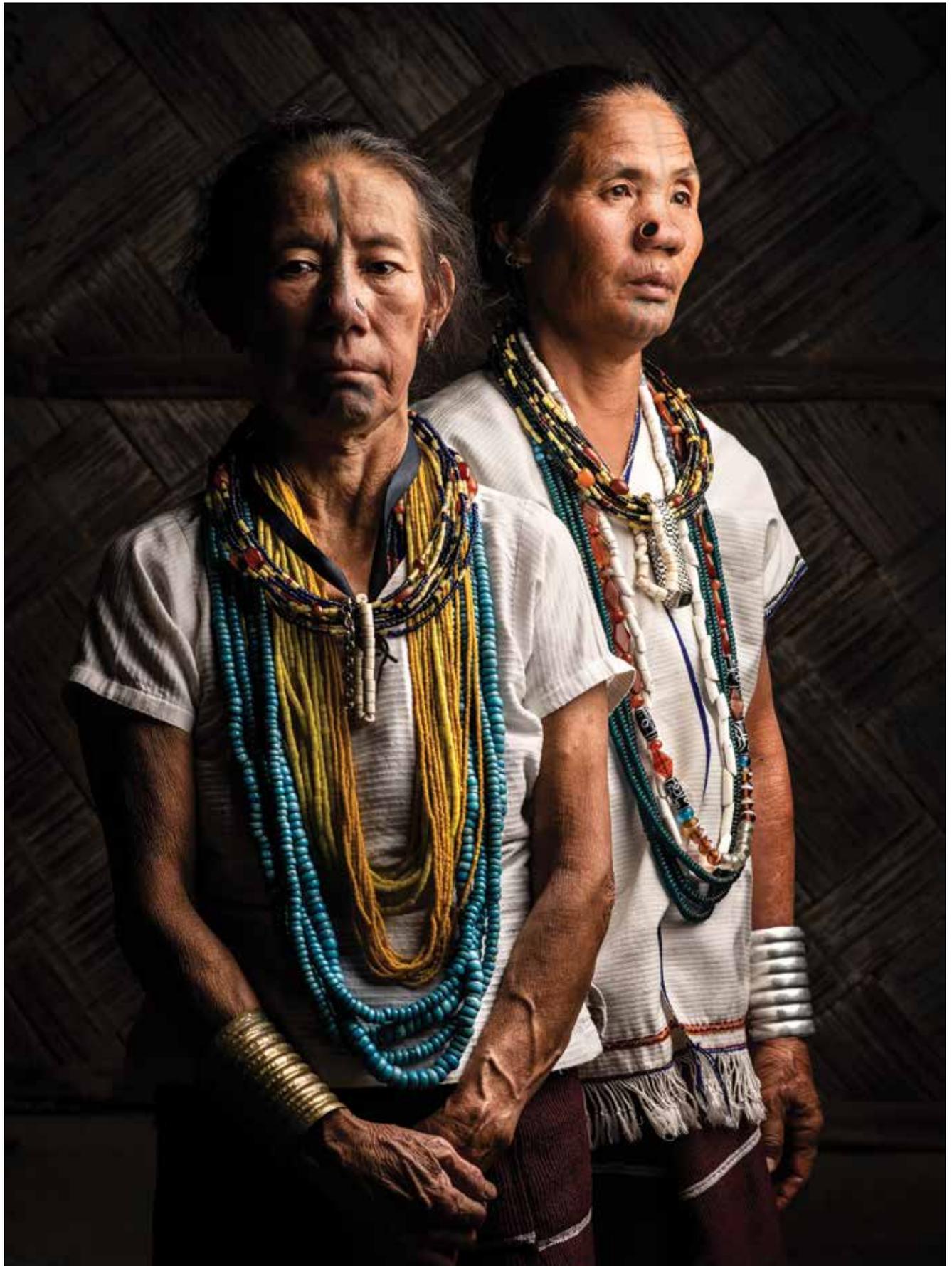




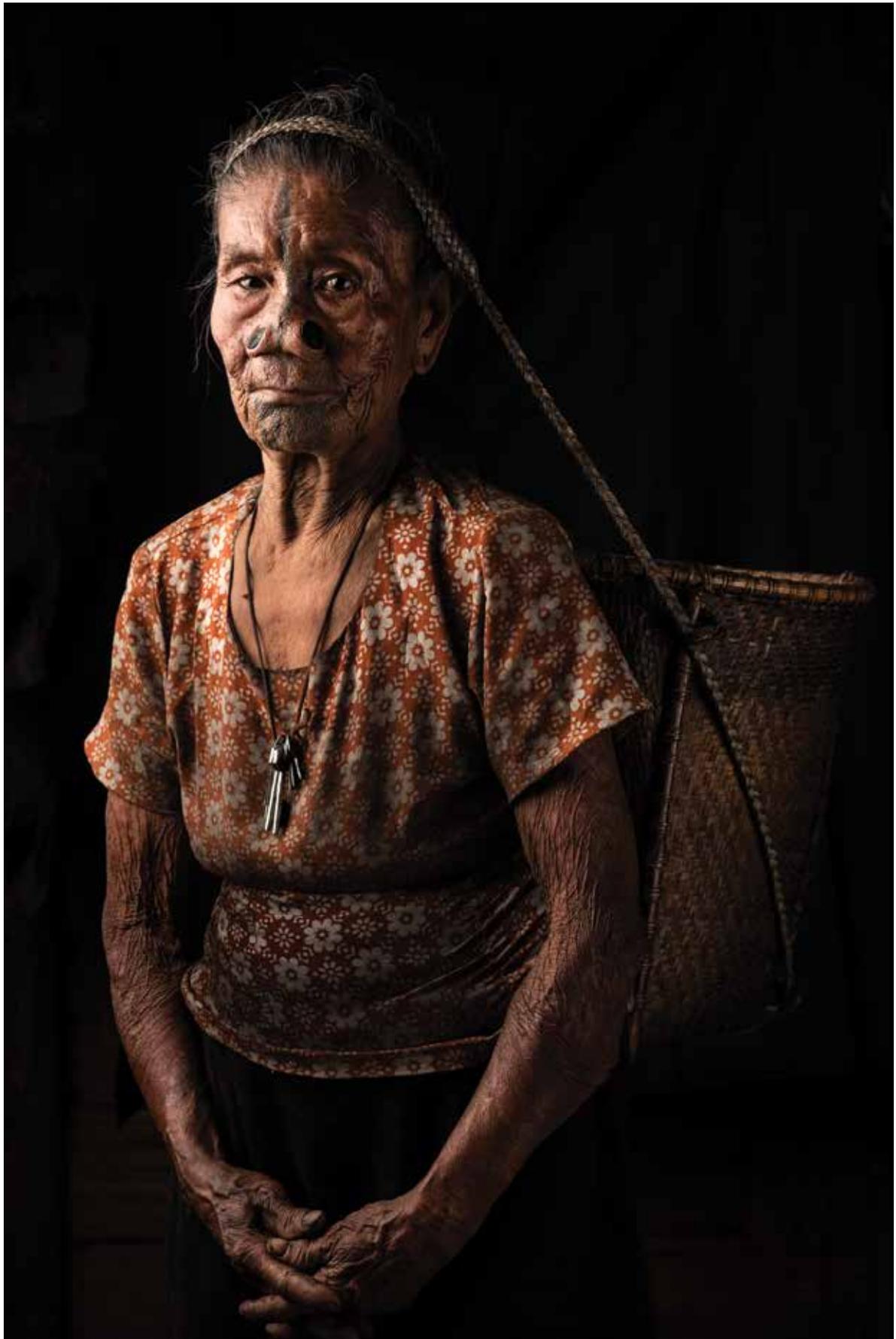








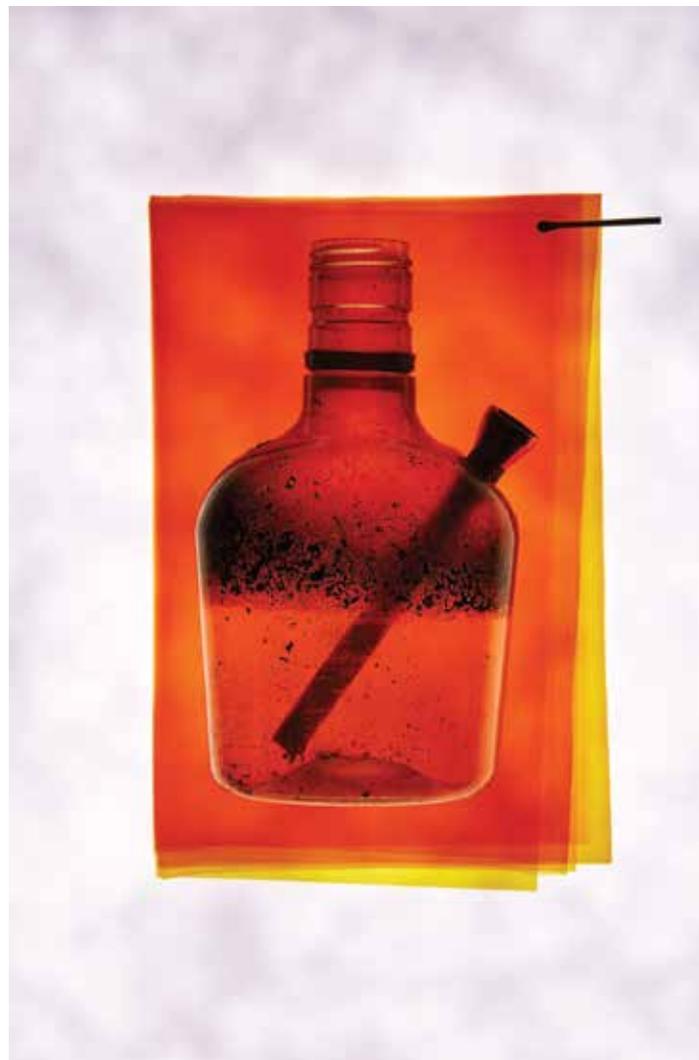


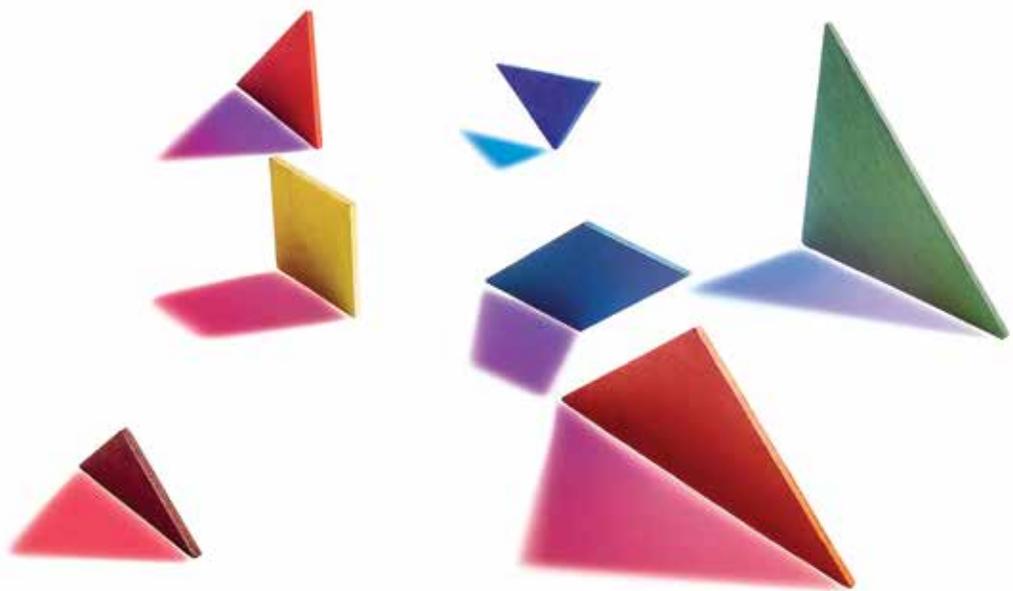
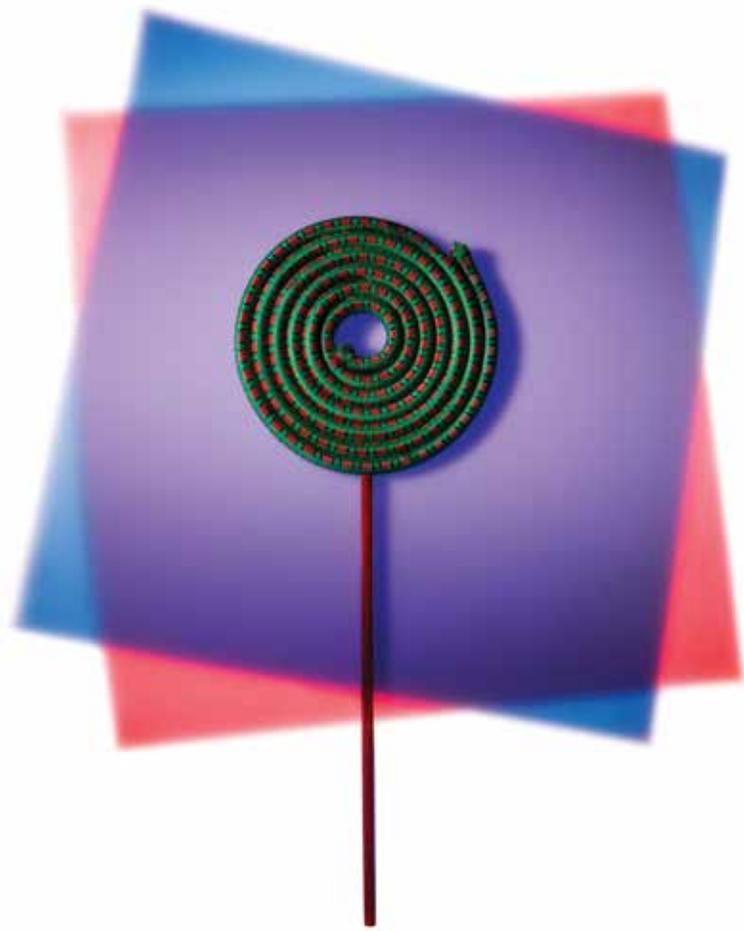




Prashant Chhabriya

I was born in Ahmedabad and growing up, I had an unabating curiosity about the world outside the city which was nurtured by my father who encouraged me to look at things for what they are. This led to me Pune and to BVSP where, over the last two years, I have been able to experiment with all the genres of photography before finding that I have a love for shooting still life and fashion.

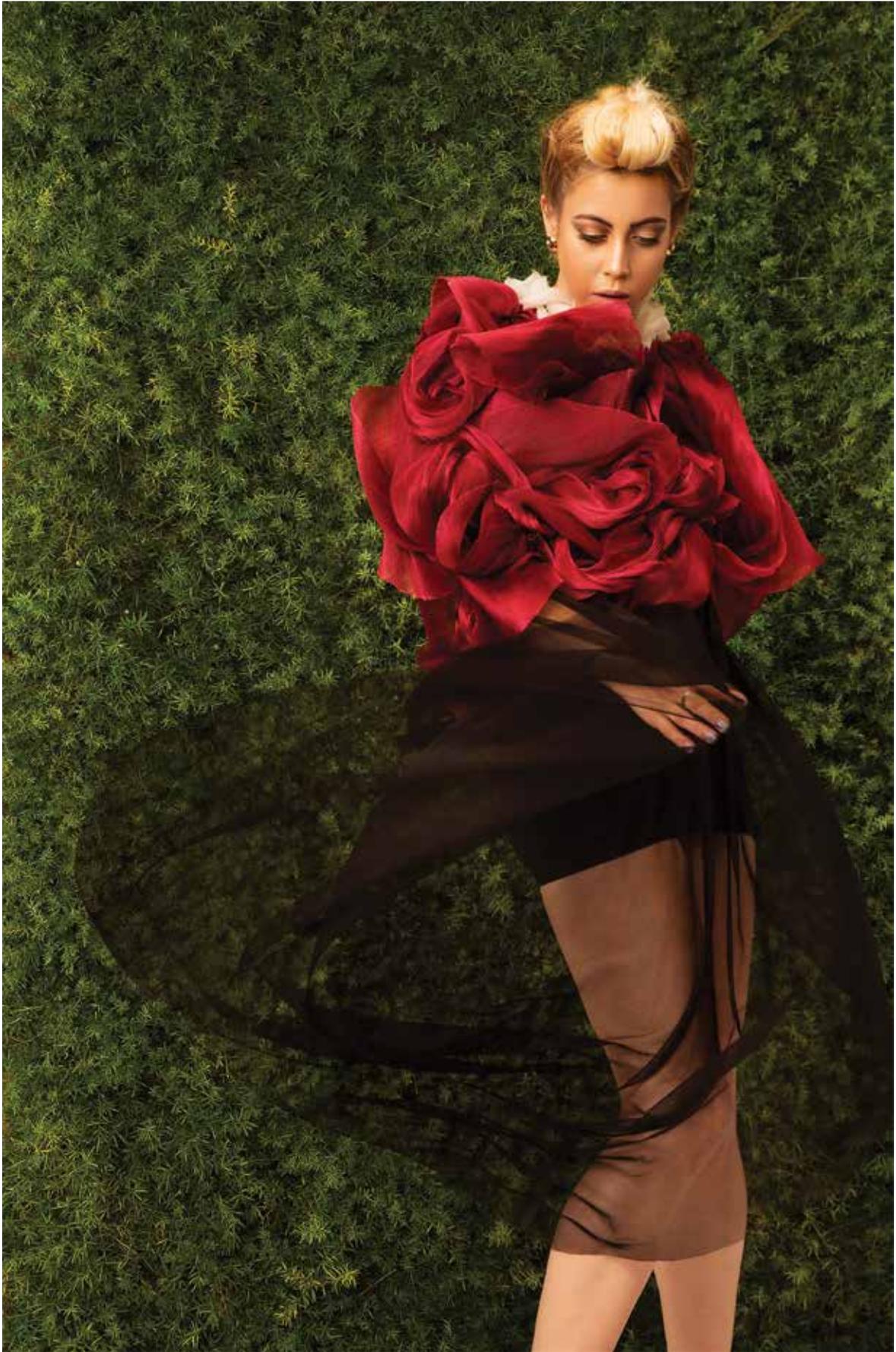












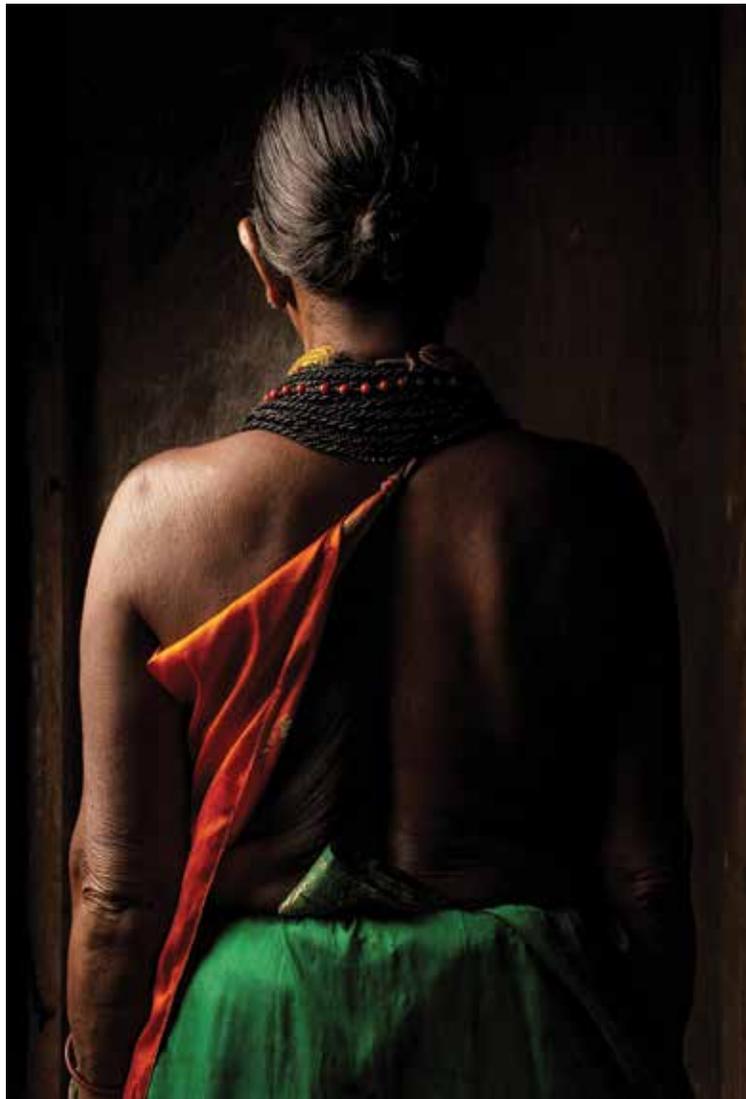


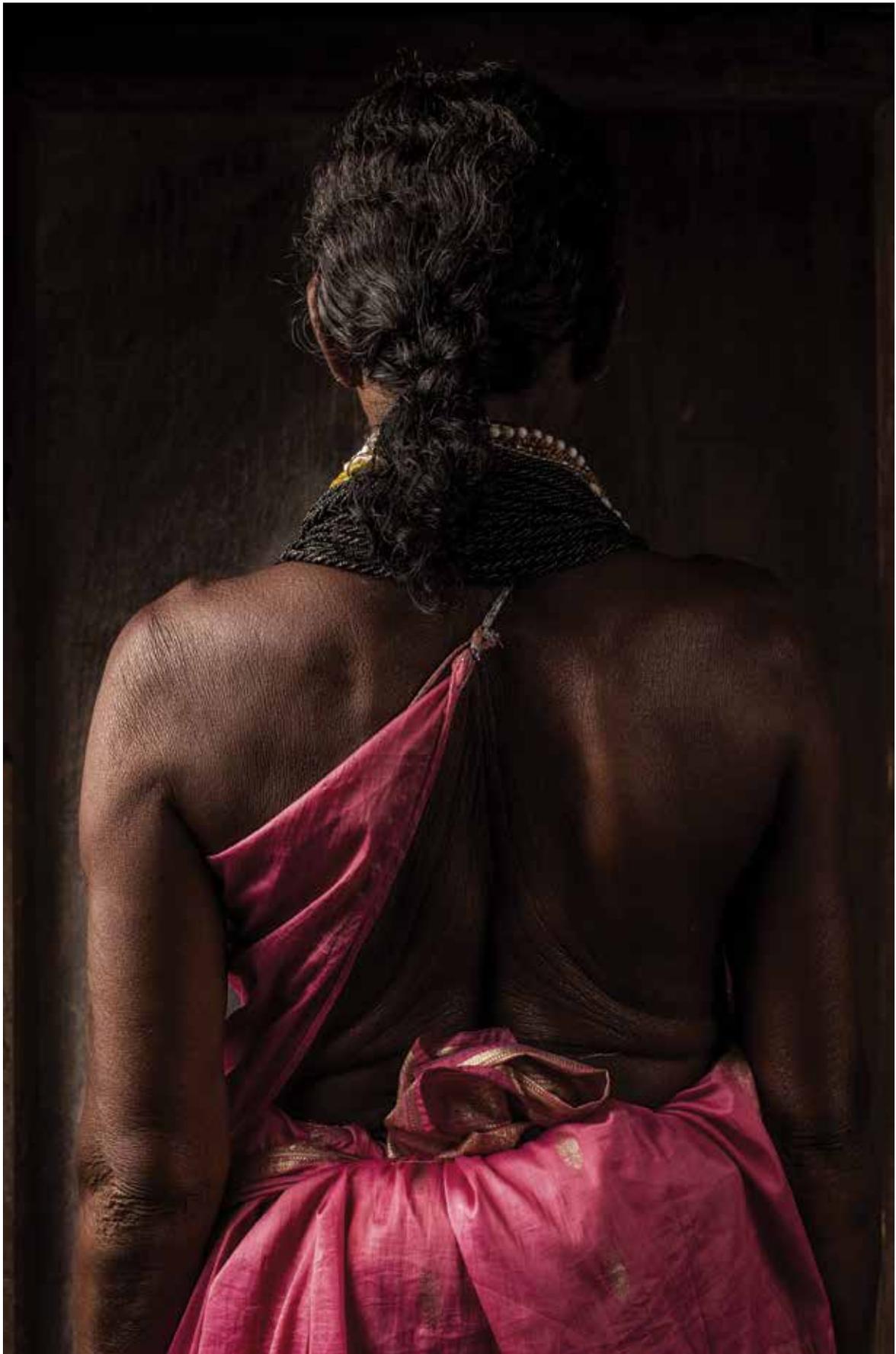




Monica Kulkarni

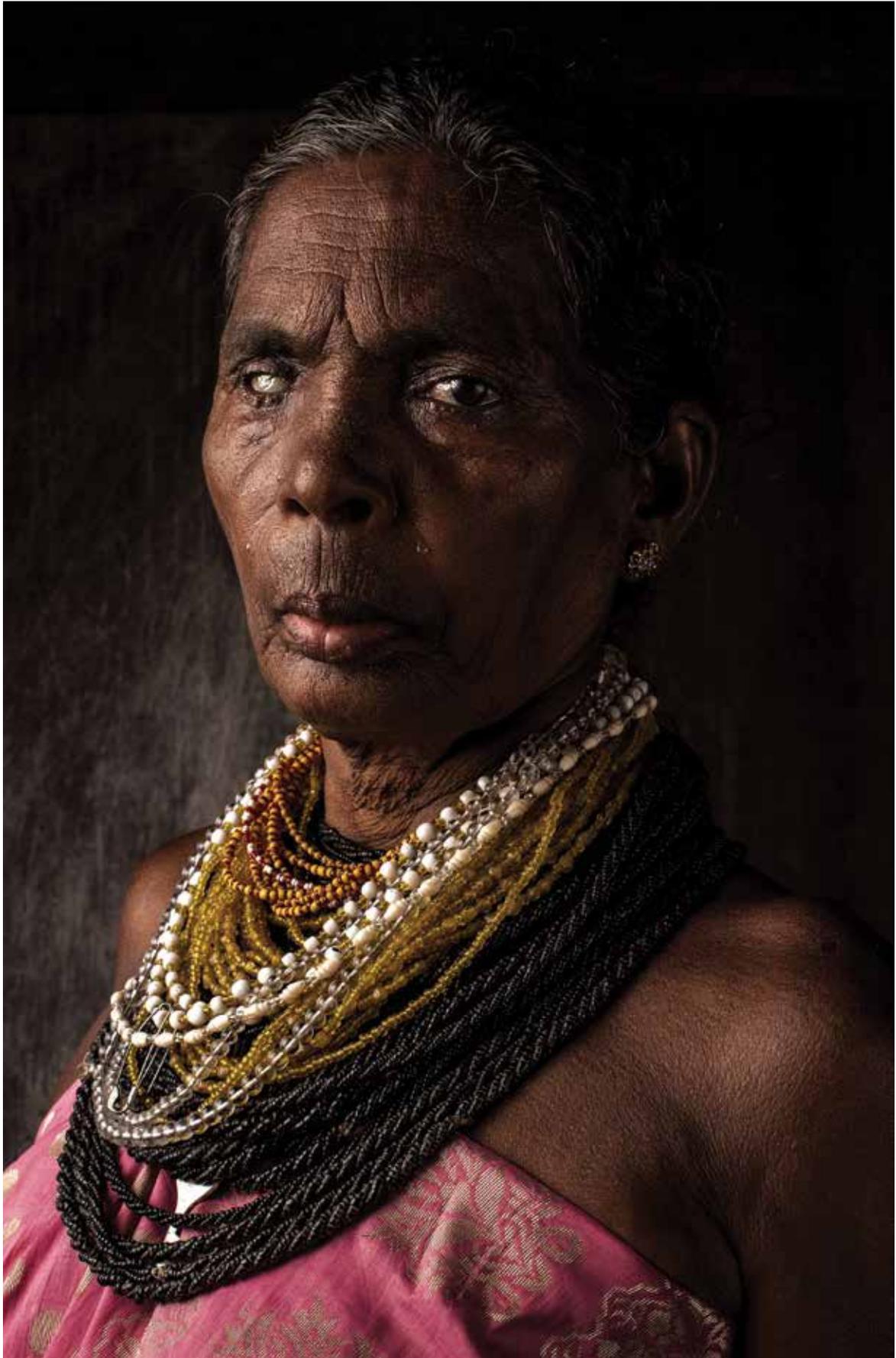
I was studying business management but my heart was always in wandering all over the city, shooting its people. My family has always been my rock and when I decided that I wanted to pursue photography, they supported me wholly. As I leave BVSP and walk into the world of commercial photography, I am driven to make both my family and my faculty proud.

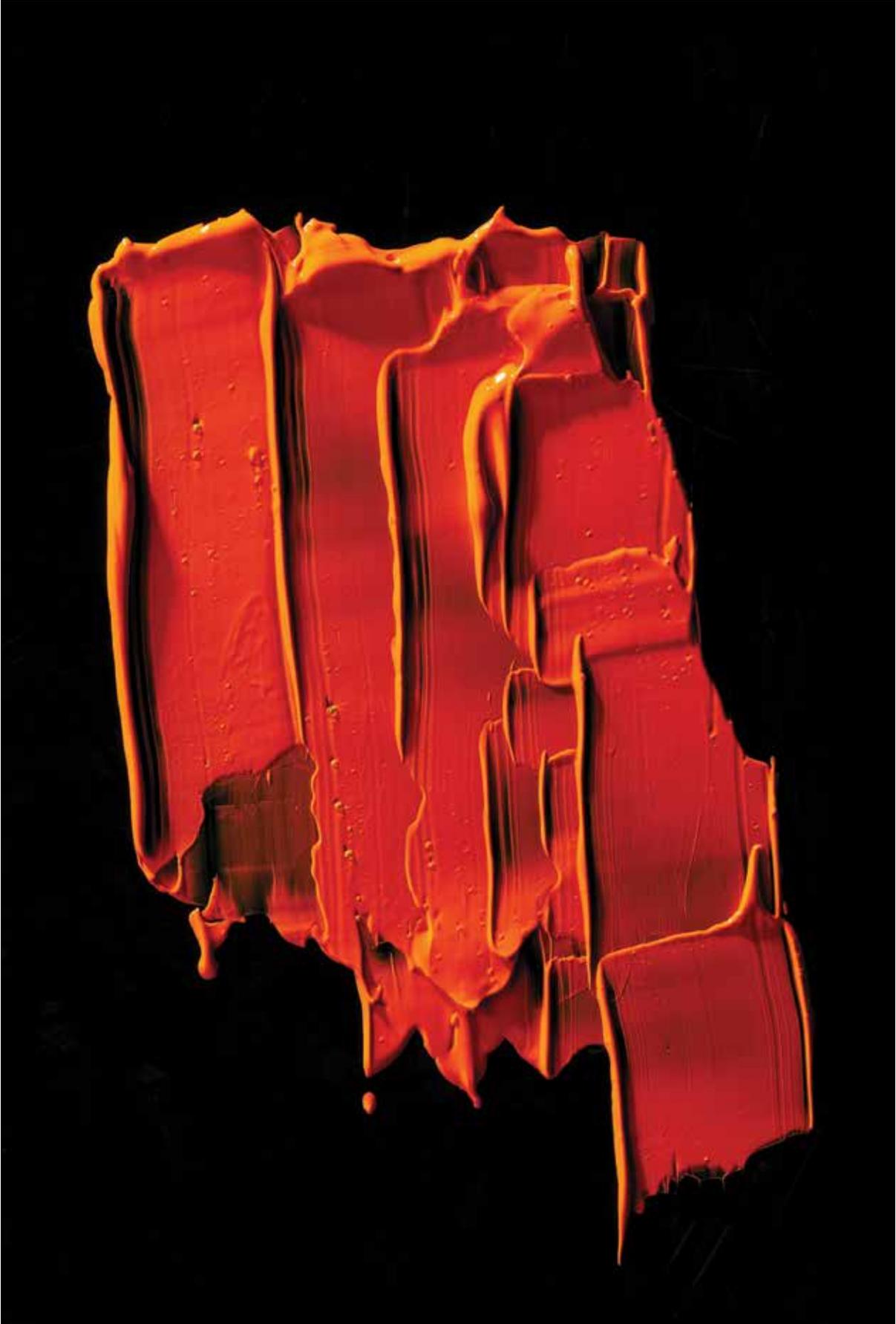














Bibhas Maharjan Suwal

My father is a professional photographer back home in Nepal so I grew up fiddling with his cameras, which ignited my love for photography. He suggested a more structured approach to learning how to make images and we were both keen that I do that at BVSP. Here, I have explored all genres before discovering that my heart lies in commercial and street photography, both of which I will pursue.





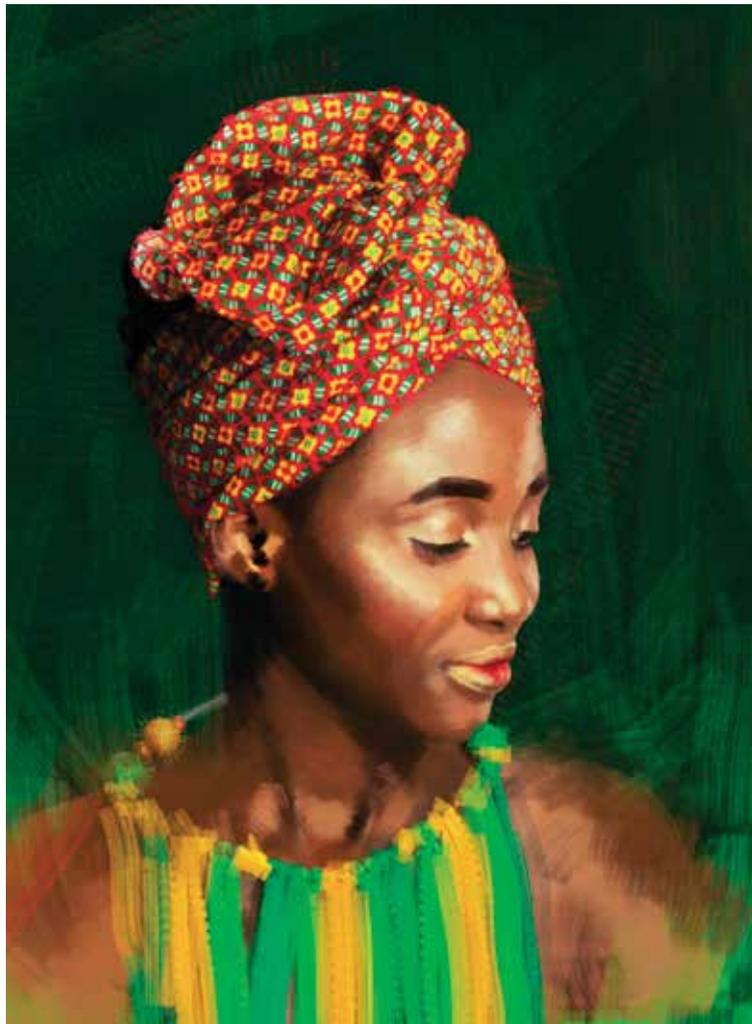






Aakash Talwar

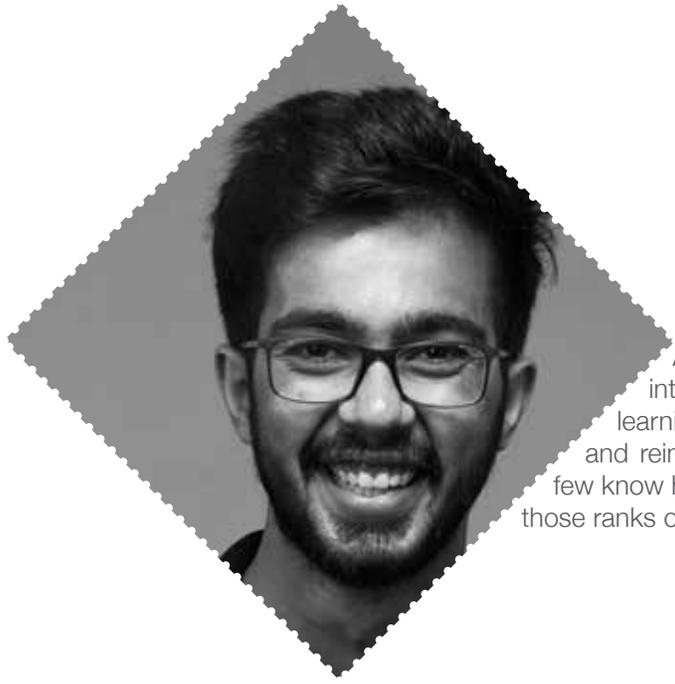
I was working with the Delhi Times and Navbharat Times as a photojournalist when I discovered a love for advertising. I consulted with my seniors, who all suggested coming to BVSP to learn both the technical and aesthetic parameters of effective commercial photography. The faculty has helped me grow as a person as well as a photographer and I hope to make them proud soon.











Bhavesh Talreja

An early fascination with the camera remained with me into adulthood, which drove me to join BVSP. Here, the learning-oriented culture has instilled a respect for the craft and reinforced my belief that while many have cameras today, few know how to make creative images with them. I hope I can join those ranks of those few someday.





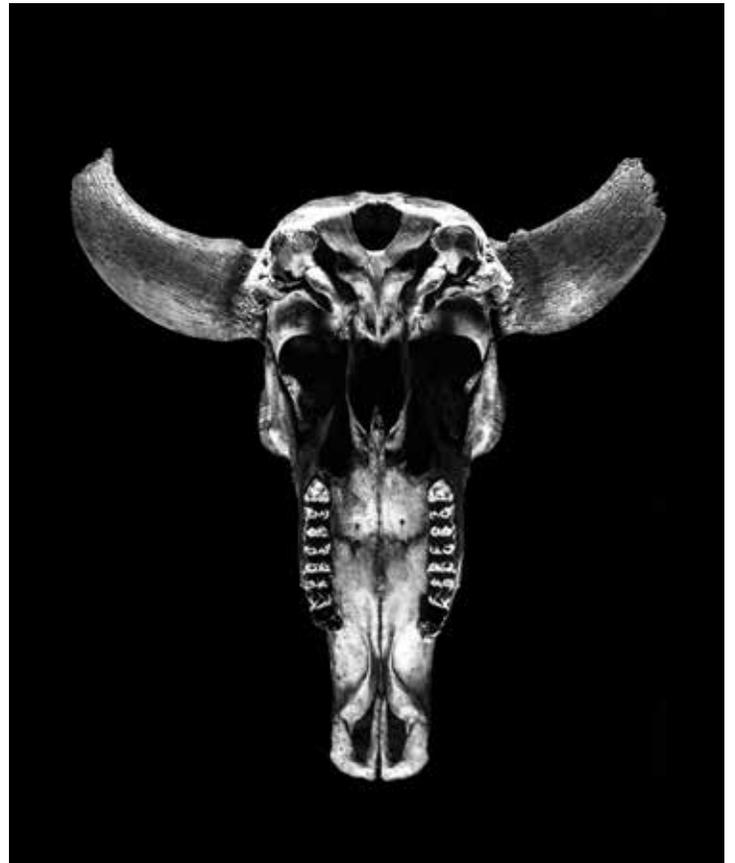






Kshitij Jadhav

I made a bright start in theatre before embarking on a misadventure in engineering which is best not discussed. Some soul searching and epiphanies later, I found myself pursuing photography at BVSP. This time, thanks to my teachers, I am firmly grounded in this field and I am looking at proving them right by making a mark in commercial photography, specialising in food and still life.





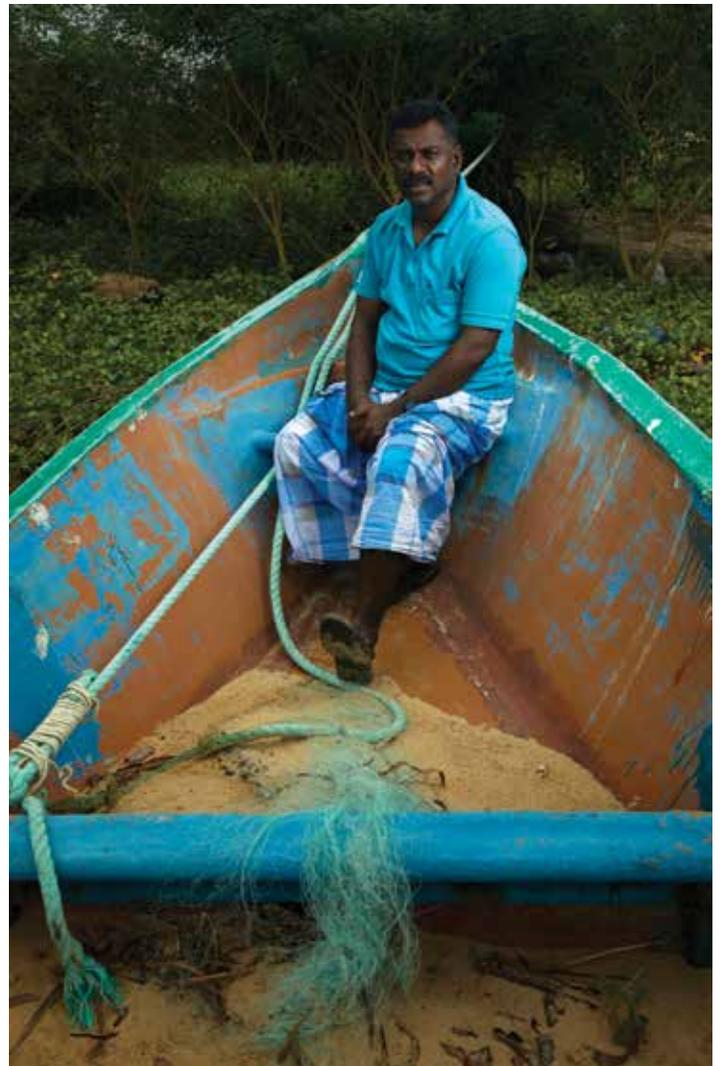


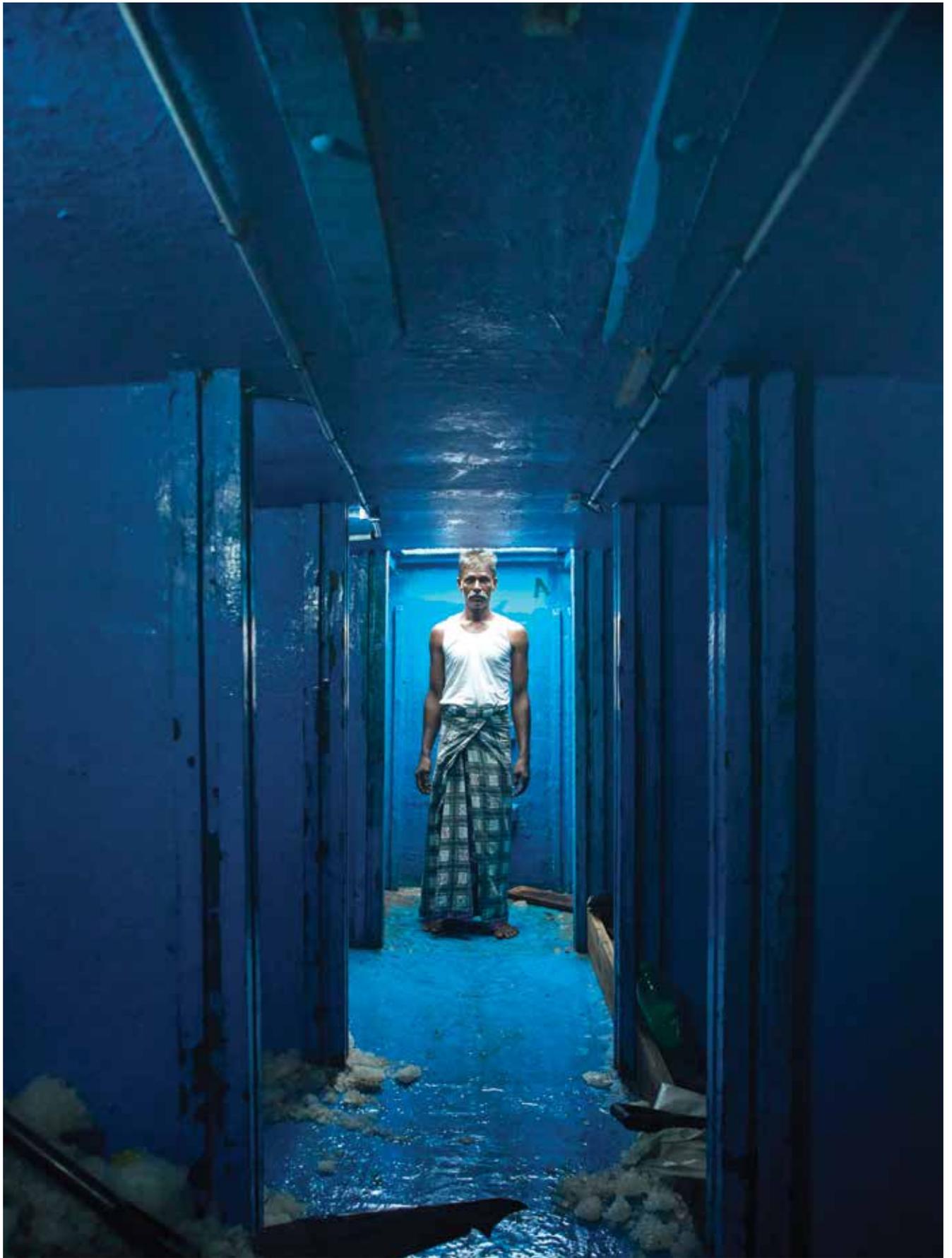




Sridevi LM

Art, in various forms, has interested me from childhood. After completing my schooling, I discovered that this interest persisted which led me to photography and to BVSP. Over two years here, I have pursued not just technical excellence but also an aesthetic appreciation and an understanding that the pursuit of learning never really stops.











Era Pawar

Passion can't be denied. That is why I joined BVSP – to turn my lifelong passion of photography in a profession. Whatever genre I pursue, I will try to reimagine traditional forms into new expressions. My feelings for photography are best captured by Irving Penn, who said “A good photograph is one that communicates a fact, touches the heart and leaves the viewer a changed person for having seen it. It is, in a word, effective.”











Prasad Shinde

Even though I was studying IT engineering, photography was always the profession I wanted to make my mark in. It took my three years to convince my family to switch streams because they did not perceive photography as something one did to earn a living. I hope to show them that is a wrong perception as I look to make a career in fashion and people photography.











Vikas Jakati

I held a camera for the first time at 15 and I've been hooked ever since. The addiction was so strong that I quit engineering after my first year and moved from Bangalore to Pune, joining BVSP where I've learned to see without needing a camera. I'm interested in shooting fashion, people, and product and food editorials and I hope to make images that will compel people to look at them again like when they reread a poem.

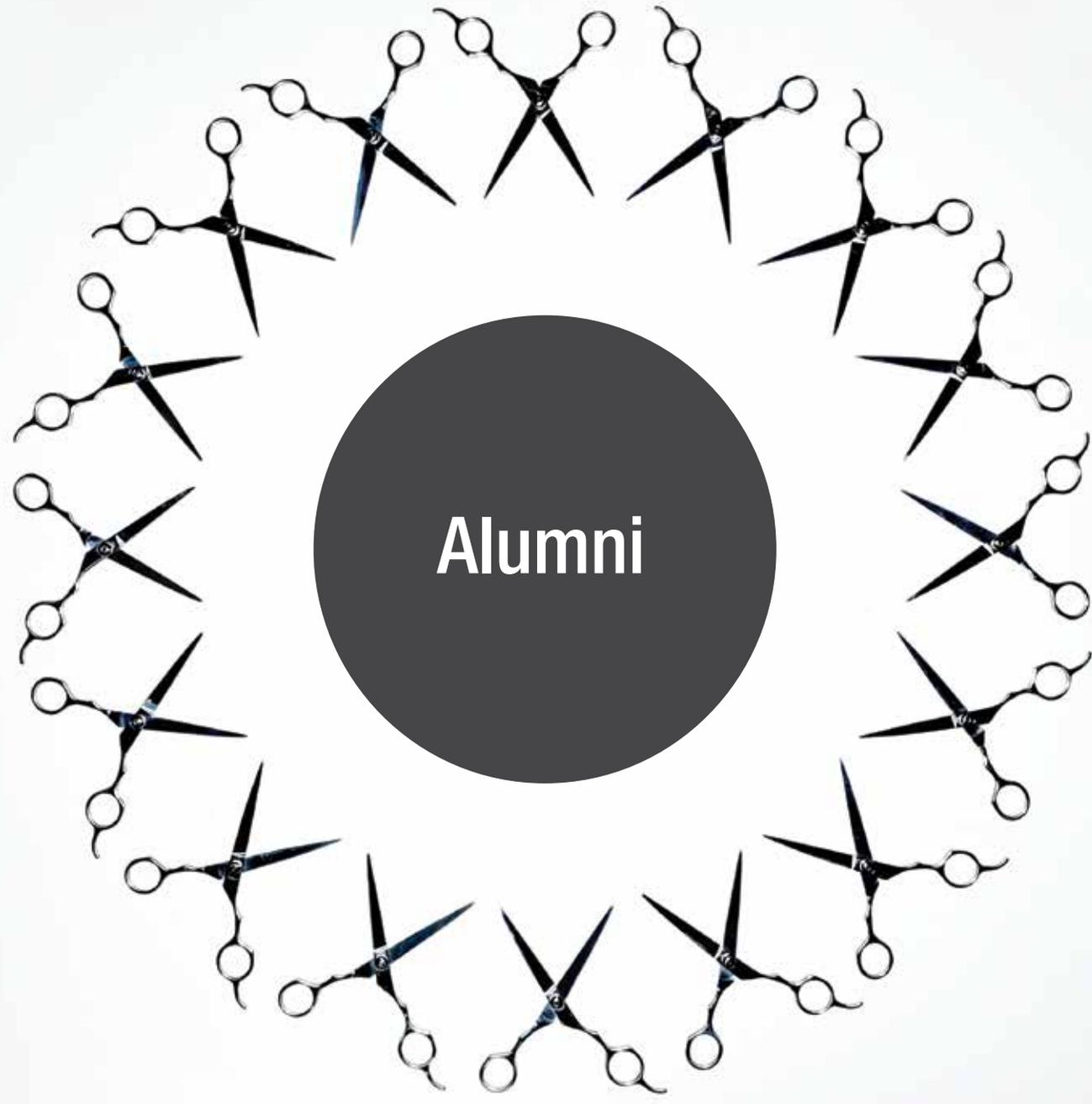










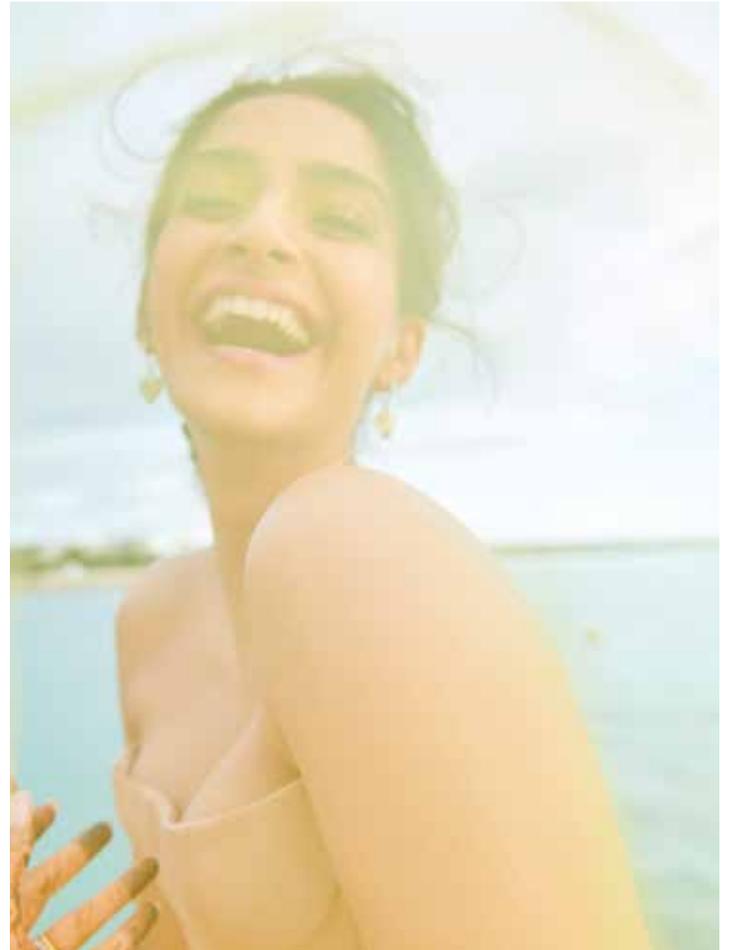
A circular arrangement of approximately 20 pairs of scissors, with their handles pointing outwards and blades pointing inwards, surrounding a central dark grey circle. The word "Alumni" is written in white, bold, sans-serif font inside the central circle.

Alumni



Vaishnav + Apeksha, Class of 2014/2015.

Vaishav Praveen and Apeksha Maker co-founded The House of Pixels to infuse conceptual sensibilities into commercial photography and films. They work with celebrities like Priyanka Chopra, Sonam Kapoor, Deepika Padukone, Katrina Kaif, Janhvi Kapoor, Shahid Kapoor and Kareena Kapoor. They have also shot for brands like Hugo Boss, Nike, The Tata Group, Smirnoff, J.W Marriott, Conde Nast, Jaipur Gems, Shoppers Stop, Satya Paul, Anita Dongre, Masaba, and Payal Khandwala.















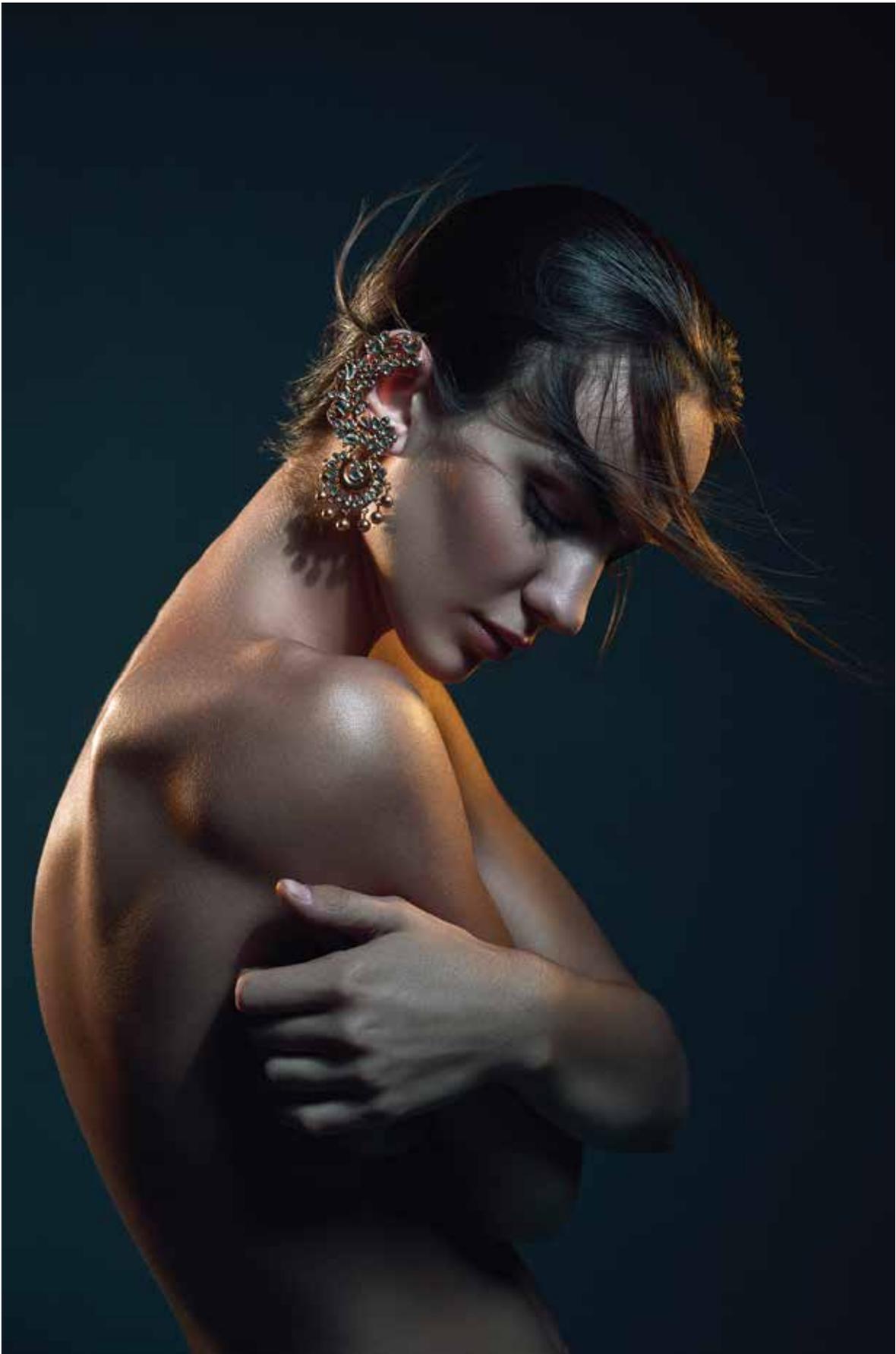
Thomas + Aakanksha

Class of 2013

Thomas George and Aakanksha Arun are from our very first batch at BVSP. They live and work out of Delhi, where they have shot for brands like McDonald's India, Behrouz Biryani, KFC India, Constitution Club of India, Barsys, Vahdam Teas, Ilk by Shikha & Vinita, Purab Paschim, Ulupi by Chetan Chiller, Banain, Pretty Crow, and Radika J.











Sampada Patil

Class of 2013

An alumna of our first batch, Smapada is a fashion photographer and filmmaker who works with brands like A Plus C, Bloni by Akshat Bansal, Bonaveri Mannequins, Heshe Trends, Le Coq Sportif, Seam [Mit A Shah], Purab Paschim, Reut Clothing, Rimayu, Studio Metallurgy, Soldado Aguerrebere, The Kalakar Co., The Stylish Mouse and White Show Milano.

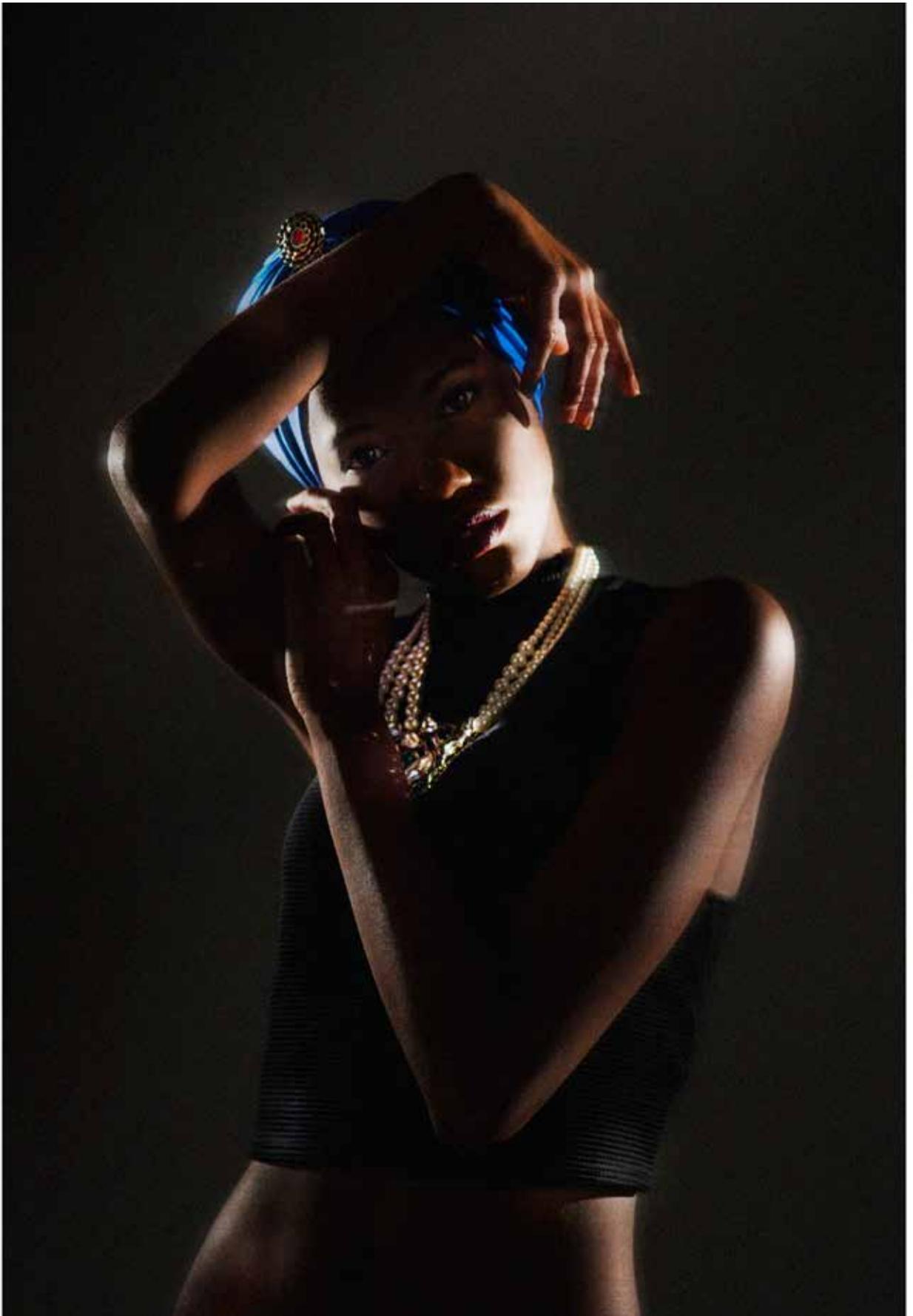
le coq sportif 

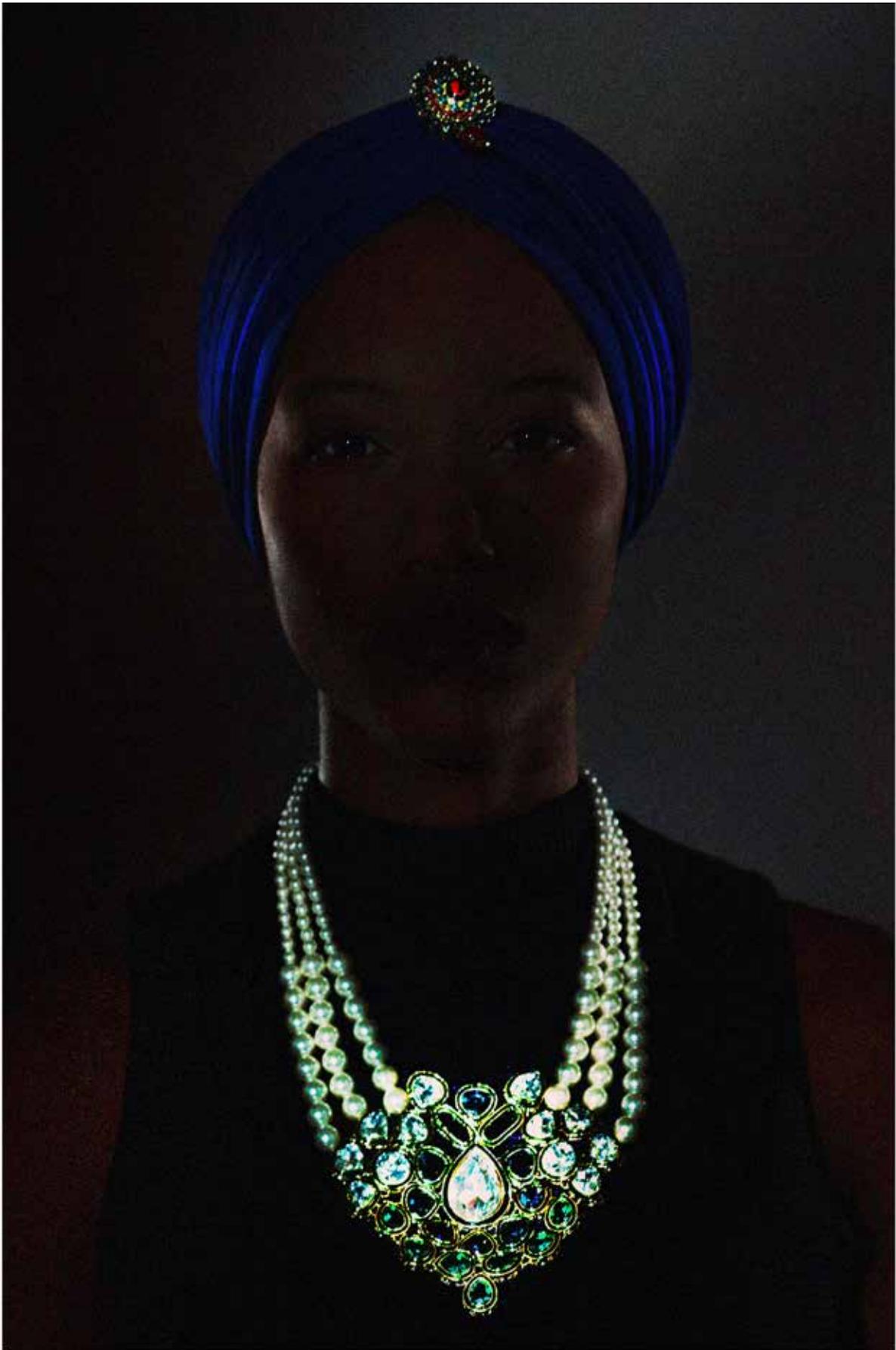














Manas + Parth

Class of 2015

Management graduates from Baroda, Manas Anjaria and Parth Pathak decided to form Enlarge Photography after graduating from BVSP. They have shot for clients like Haagen Das, Godrej, Nestle, L'Oréal, One Plus, KFC, Lakme (Indonesia), Adani Group, Big Bazaar, Baskin Robbins, French connection (FCUK), Westside, Nivea, Nescafe, and the Hilton Group.







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Varun Sathe

Class of 2013

A product of our first batch at BVSP, Varun is a Pune boy who specialises in automobile photography. He has shot for clients like Volkswagen Motorsport India, Mahindra 2 Wheelers, Autocar Magazine, Ev Techo Electra, Old School Riders Federation, Emerson, Taco House, Ampco Metals, and Sedemac Mechatronics.











Yash Yeri

Class of 2016

After standing third at the Albus Atrum exhibition of his batch, Yash set out with minimum fuss to start his career in Maximum City, where he's worked with lifestyle clients like Shaka, Bennch, Bungalow 8, Third Floor, and Ease.









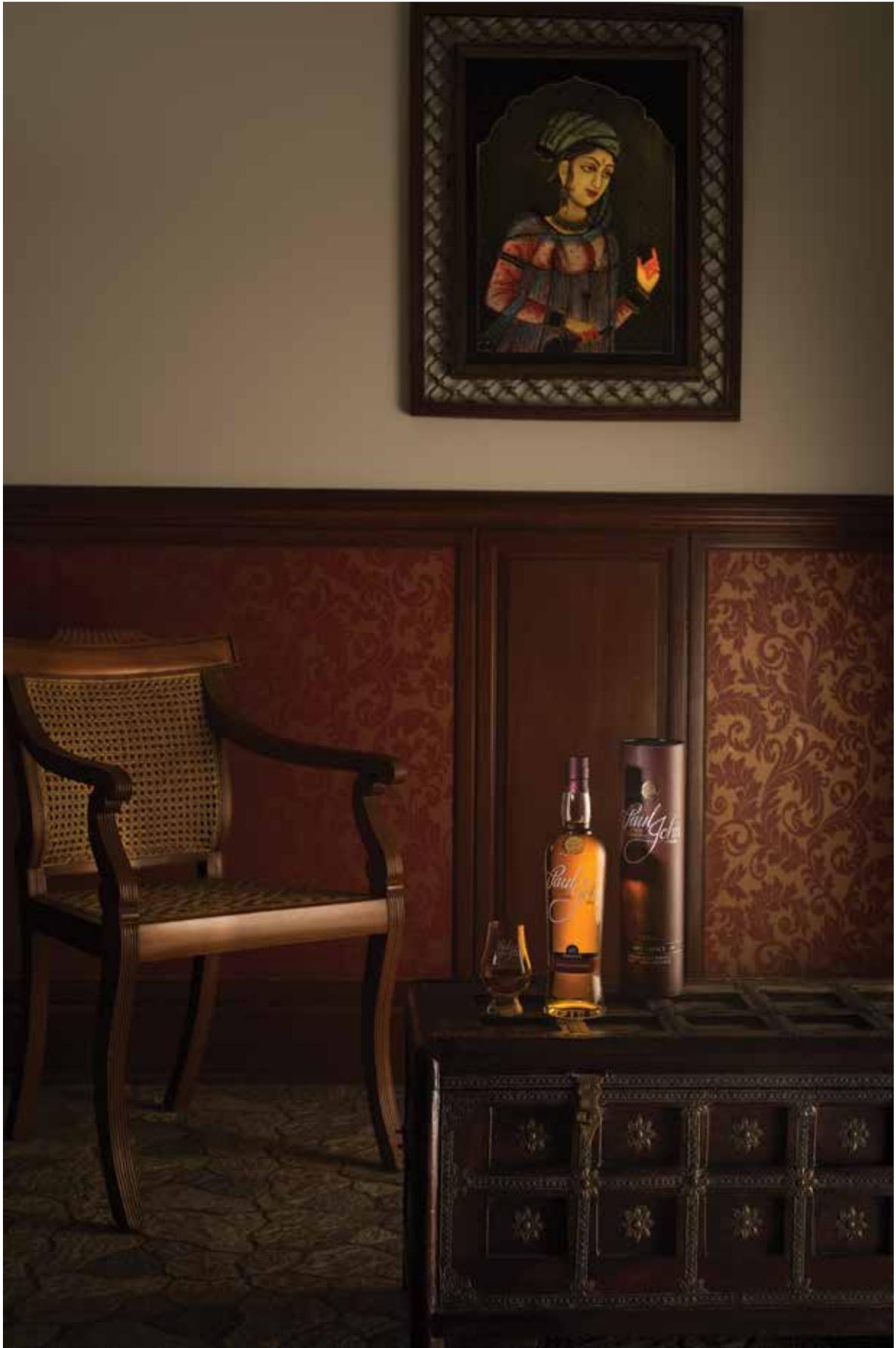


Chandana Puttalingaiah

Class of 2014

After graduating from BVSP, Chandana went back home to Bangalore and founded Histogram Studios. She's shot for InnerChef, Corrtch International Pvt. Ltd., Licious, Paul John, Sand for Saopaholics and The Rudrani Studio, to name a few.







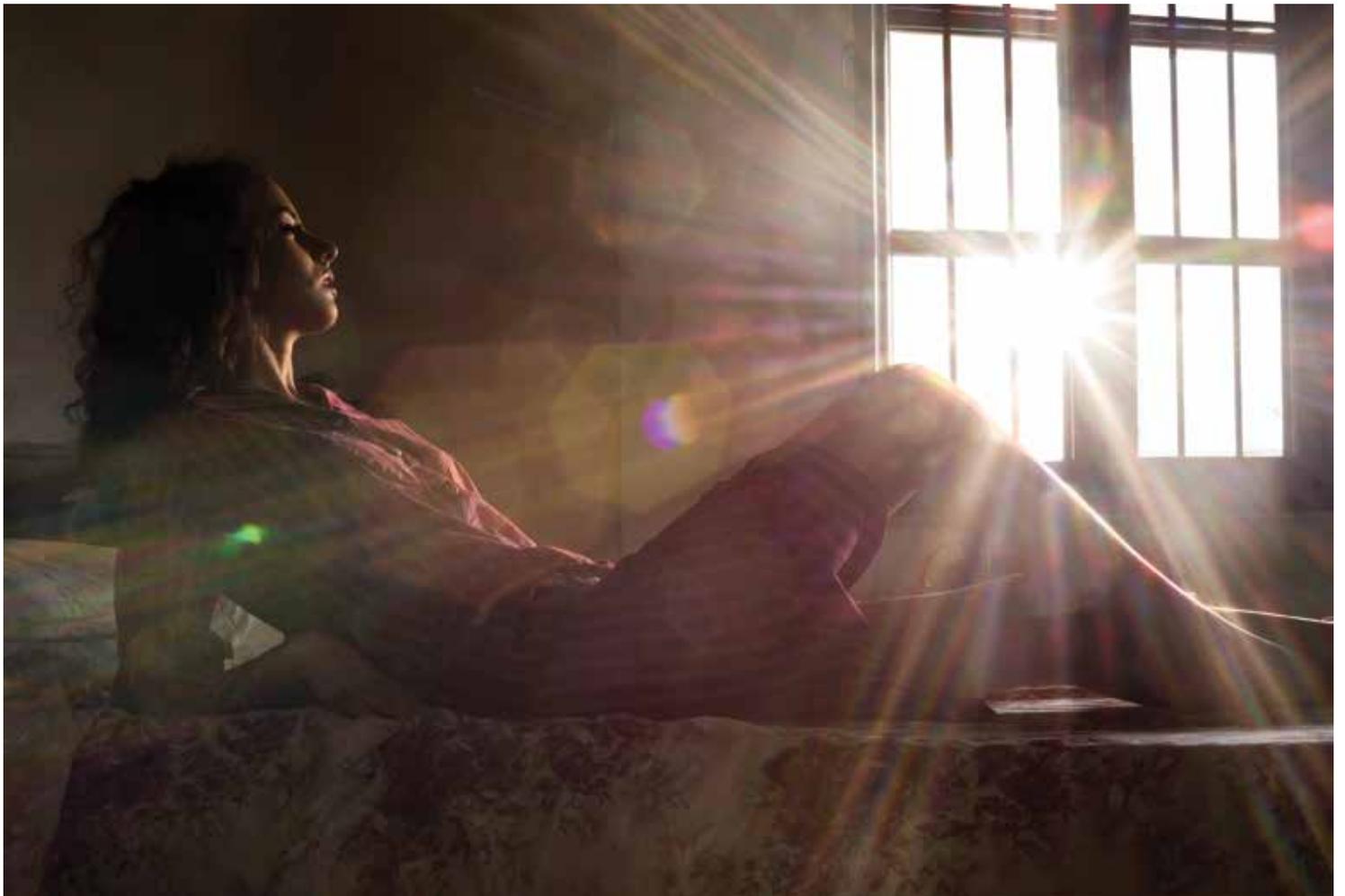




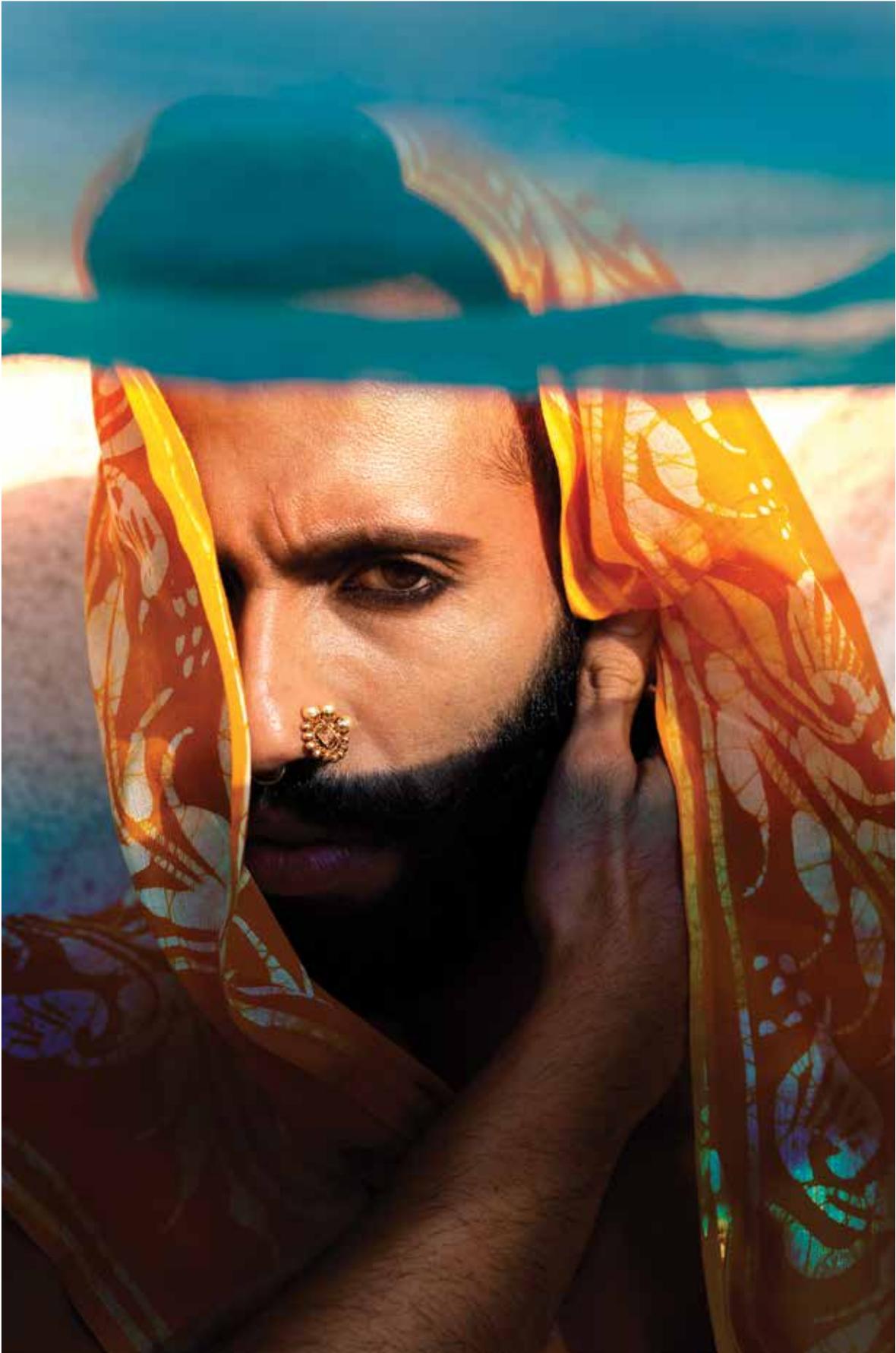
Ashish Gurbani

Class of 2013

Ashish is a commercial photographer who shoots for brands like Dupont, Gold's Gym, P N Gadgil, Finolex, Godrej, Craftsvilla, Amazon Kindle, MTV India and Ralco Tyres and work with leading advertising agencies like Ogilvy and Leo Burnett.











Namita + Rahul

Class of 2014/2015.

Graduates from successive batches, Namita Hasija and Rahul Awtaney founded 2x2, a photography collective that blurs the lines between fine art, portraiture, and fashion photography. Their innovative approach has seen them work with leading names like Tarun Tahiliani, Anavila Misra and Krishna Mehta, Samant Chauhan, and Zoya, among others.









We'd like to extend our special thanks to
HON. DR. SHIVAJI RAO KADAM, CHANCELLOR, Bharati Vidyapeeth (Deemed To Be) University
DR. MANIKRAO SALUNKHE, VICE CHANCELLOR,
Bharati Vidyapeeth (Deemed To Be) University
PRIN. K.D. JADHAV, JT. SECRETARY, Bharati Vidyapeeth
DR. UTTAMRAO BHOITE, EXECUTIVE DIRECTOR, Bharati Vidyapeeth
DR. S.F. PATIL, EXECUTIVE DIRECTOR – INTERNATIONAL AFFAIRS, Bharati Vidyapeeth

**AVINASH GOWARIKER, JAIDEEP OBEROI, GEOFF ANG, LEONARD GOH, ACHYUT PALAV,
SWATI APTE, PRADEEP VAIDYA, BOBBY VIJAYKAR, SHRIPAD BHALERAO,
KARUNA LAUNGANI, VAISHNAV PRAVEEN, APEKSHA MAKER, NAMITA HASIJA,
VIJAY POWAR, VAIBHAV JAGUSHTE & VAIBHAV MAHAJAN**

R. VIJAY KUMAR, Srishti Digilife **VIHANG VASA**, Photonics Enterprises **YUSUF KATHAWALLA**, Nikon

POONAM SHARMA & MANAN DHULDHOYA
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