



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

Hon. Dr. Patangrao Kadam,

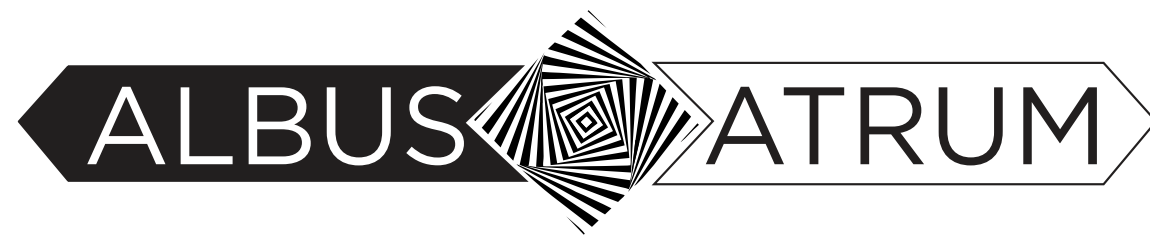
*Founder & Chancellor, Bharati Vidyapeeth Deemed University
(NAAC accredited, A Grade Institution)*

and

Hon. Dr. Vishwajeet Kadam,

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





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 2014. 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 and proof that yet another crop from our school is getting ready to put their stamp on the world.



Our second batch of photography students is ready to go forth and put its stamp on the world. This means that it is time for the second 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 specialities. And Bharati Vidyapeeth's School of Photography and New Media stands proud as the embodiment of this forward thinking.



In the few short years since its inception, 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 their students'.

The School is ever-evolving, not just in stature but in syllabus too. From August 2014, we will introduce courses that will deliver much needed training in the emerging streams of New Media by adding Diplomas in New Media, Cinematography or Sound, and Photography & Cinematography. These courses will converge 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 teach 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 clicks best with 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.



Katraj Campus

- A master studio of 3000 sq.ft. with an infinity cove
- 2 practice studios of 1000 sq.ft. each
- Phase One & Hasselblad medium format cameras systems with Schneider & Zeiss lenses
- Nikon & Canon 35mm systems with lenses ranging from 14mm to 500mm
- Broncolor strobe systems with an extensive set of modifiers
- Elinchrom strobe systems with an extensive set of modifiers
- Manfrotto camera support with a variety of heads
- A digital lab with 90 Apple workstations
- A dedicated print lab with an Epson 9900 printer
- A prop room
- A library with an extensive collection of books and journals.

Lavale campus

- A master studio of 10,000 sq.ft.
- 2 practice studios of 2500 & 1500 sq.ft.
- RED, Phantom flex, Blackmagic design production 4k, and Canon c500 cameras
- Canon & Zeiss cine lenses
- State-of-the-art editing labs
- Sound recording & design lab
- A Mechatronics lab
- A review theatre
- Multimedia authoring labs



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

- CHANDAR KUMAR**, Senior Faculty **MADHUSUDAN TAWADE**, Senior Faculty
- DILIP GHAG**, Studio In Charge **SHIRISH ZHINGADE**, Studio Support
- PRASHANT KULKARNI**, Studio Support **AMOL PATIL**, Studio Support
- SAMBHAJI MOHITE**, Studio Support **SURESH GORAD**, Librarian
- DIPAK PATIL**, Administration **APARNA PAWAR**, Administration
- MADHAV PAWAR** **KIRAN SURYAWANSHI** **SHIVAJI SURVE** **SHARAD POL**

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 candids 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.



VAISHNAV PRAVEEN

An ex-investment banker, I was born in a traditional South Indian family where my father is still expecting a 9-5 job from me. If only he knew that I took up banking to buy a camera. Most of my work is inspired by lifestyle, especially my own. From my theatre background to my corporate experience, each and every image is an expression of me and my experiences.









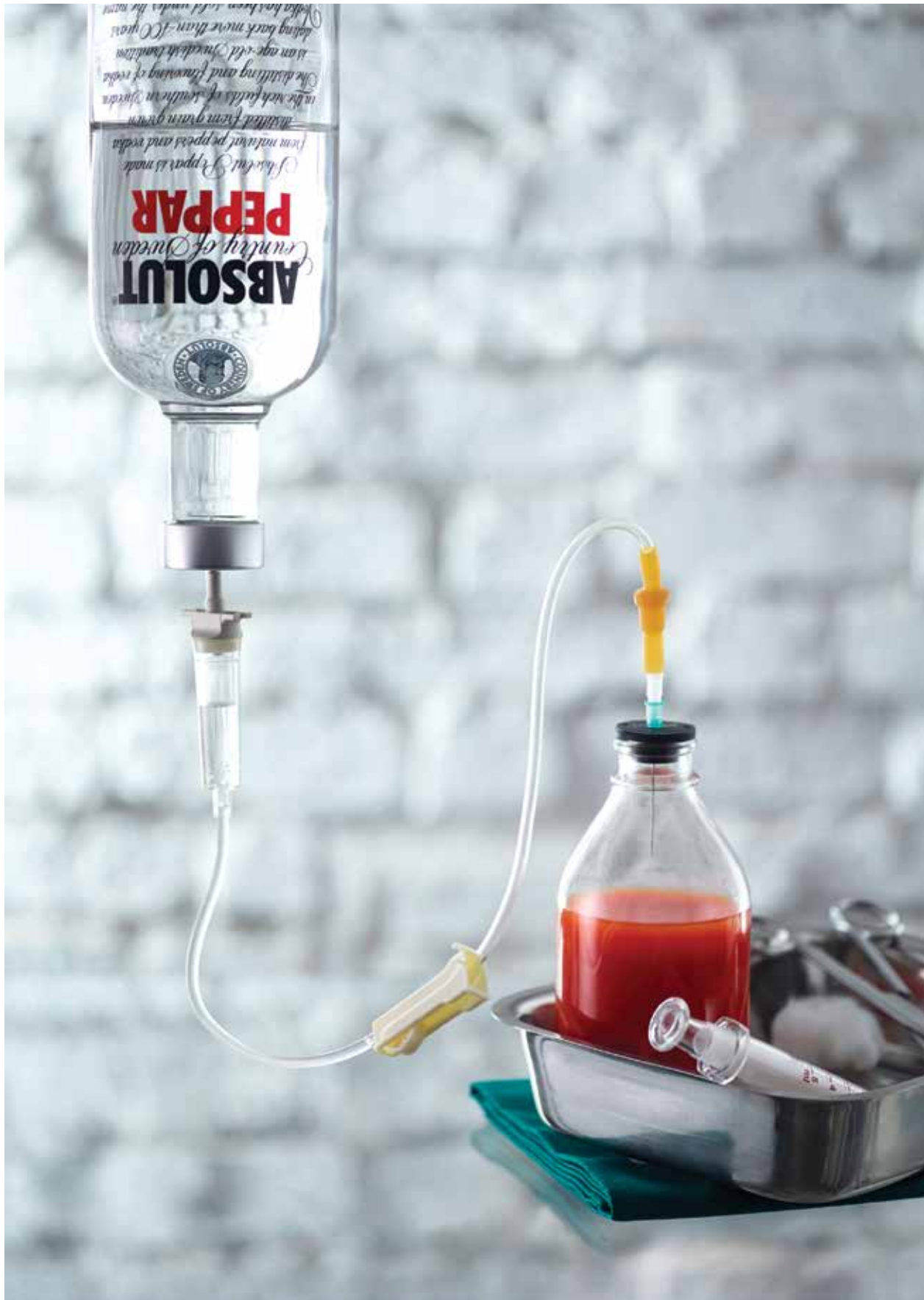


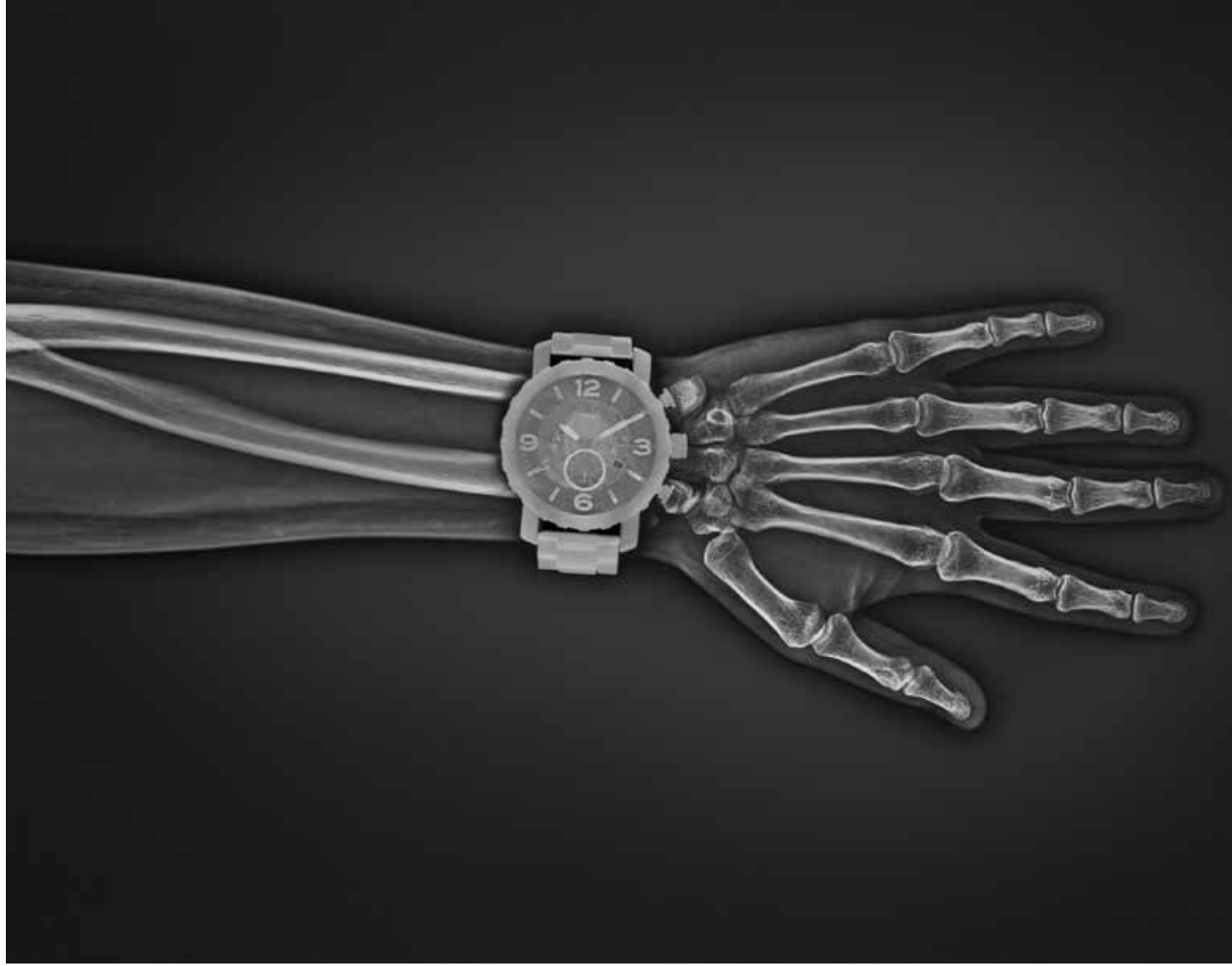
ANIMESH BHALERAO

From a hobby to a passion and from a passion to a career, this is how my journey into photography has evolved. I started with a point and shoot and later moved up to a DSLR. I began by shooting abstract and graphic objects around me, which turned out to be a passion that is today driving me towards still life and product photography.







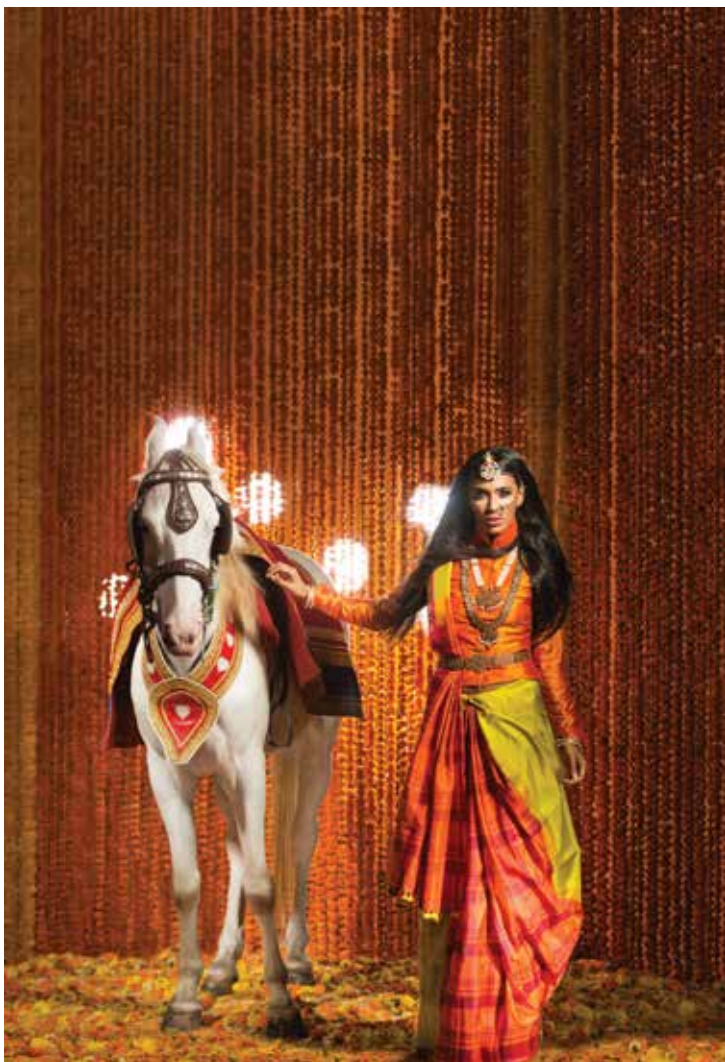


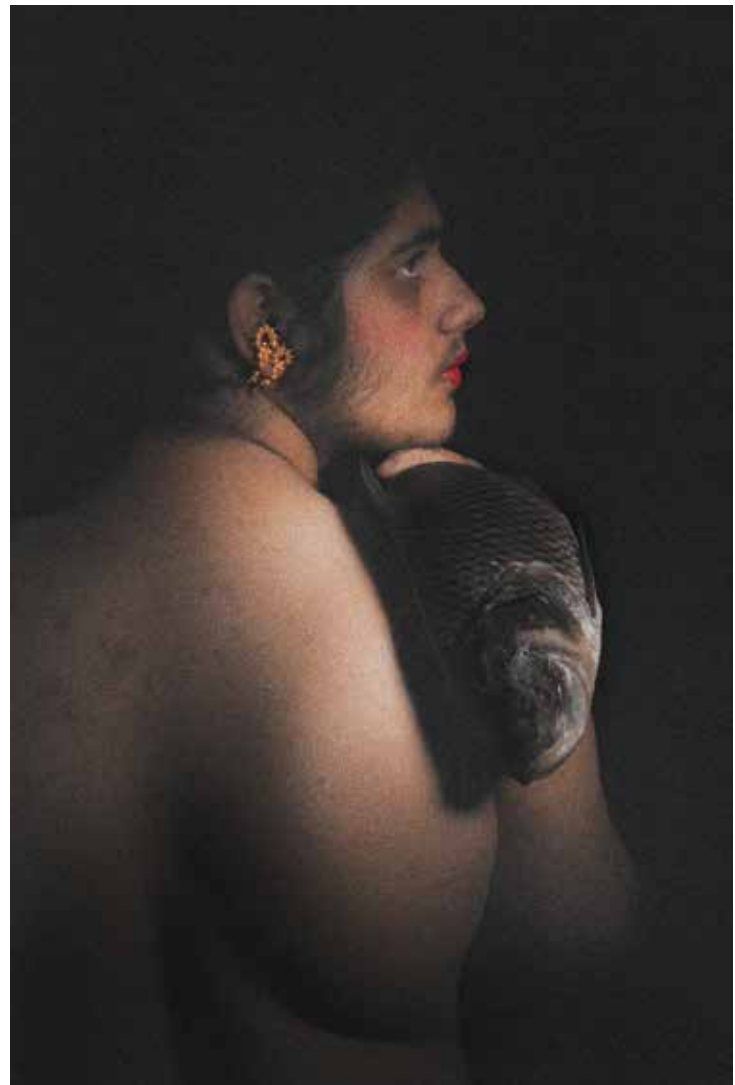


BINDYA KANNAPPA

In the fight between man and maths, maths lost! Then, fog meant mystery and Edgar Allan Poe became my soul mate after which Rumi's words brought optimism. When words were lost on me, images were born inside. If I told you all of the above is not true, I'd be lying. Or would I? Did I mention I'm a drama queen?



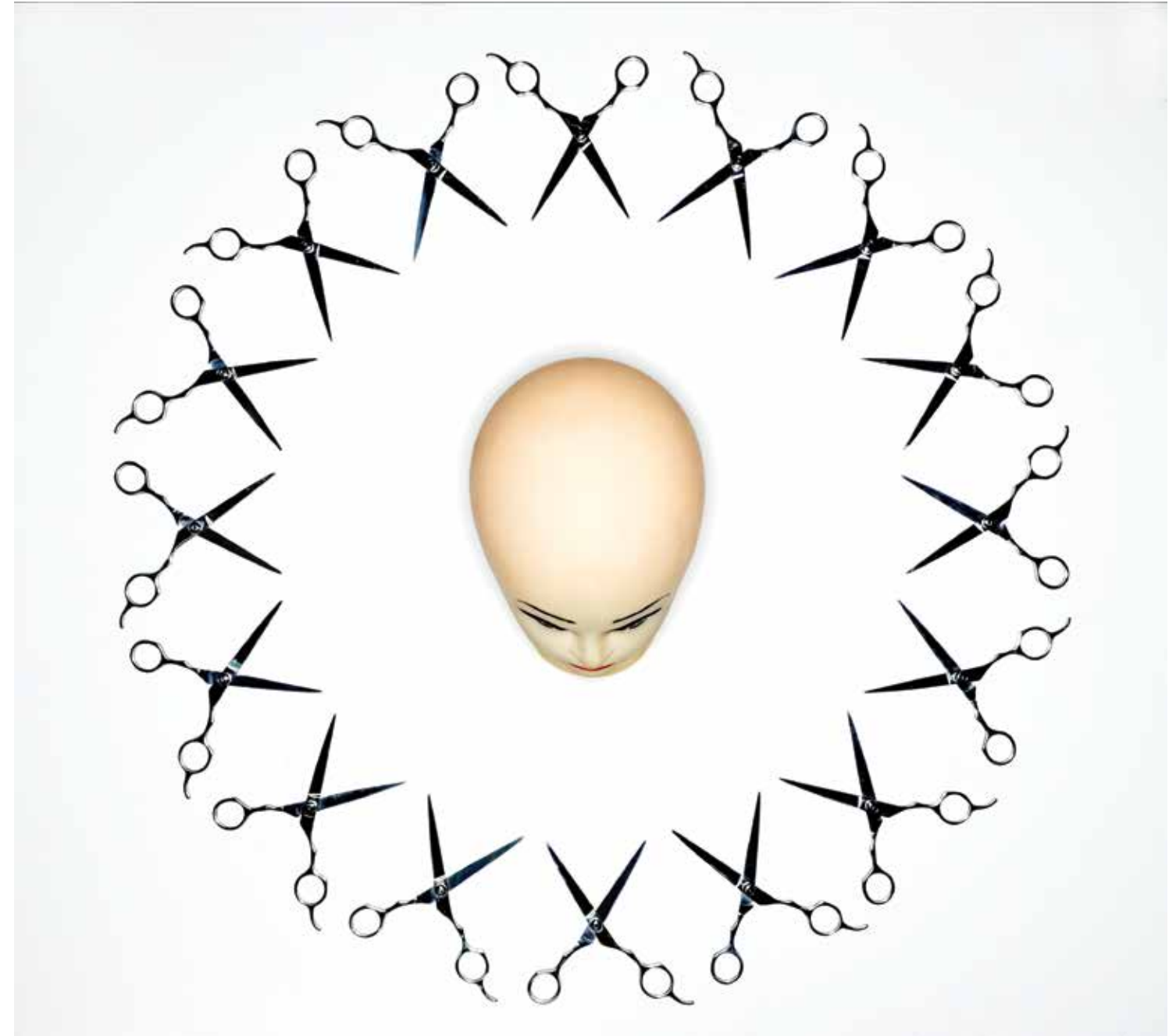




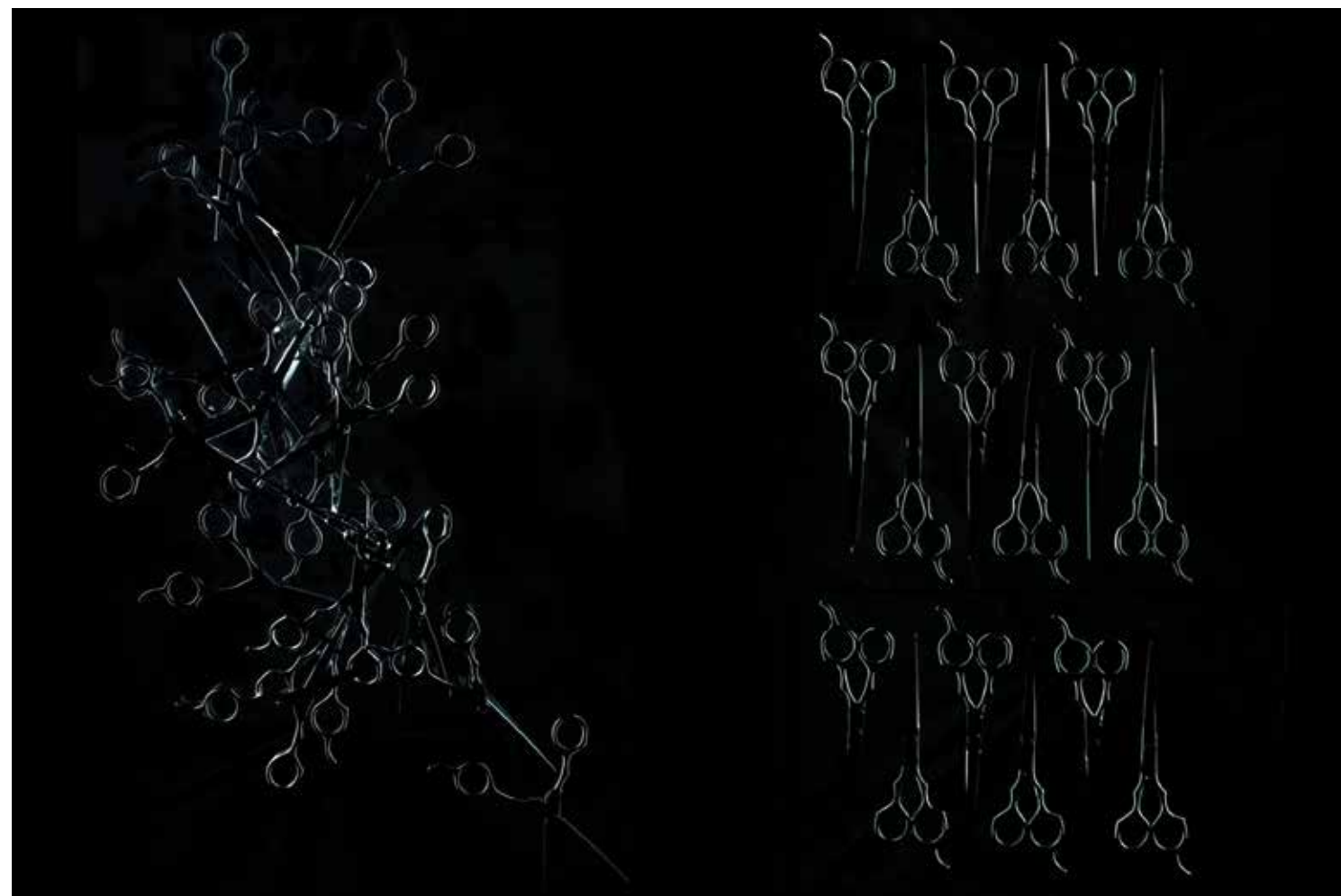


CHANDANA PUTTALINGAIAH

A Bangalore girl, I got so accustomed to a desk job that I almost forgot to express myself and found it easier to imagine than write or talk. I realised I needed a change and that the visual medium was the best way for me to articulate and communicate my thoughts. So here I am, looking to communicate via Conceptual Still Life and Product photography.





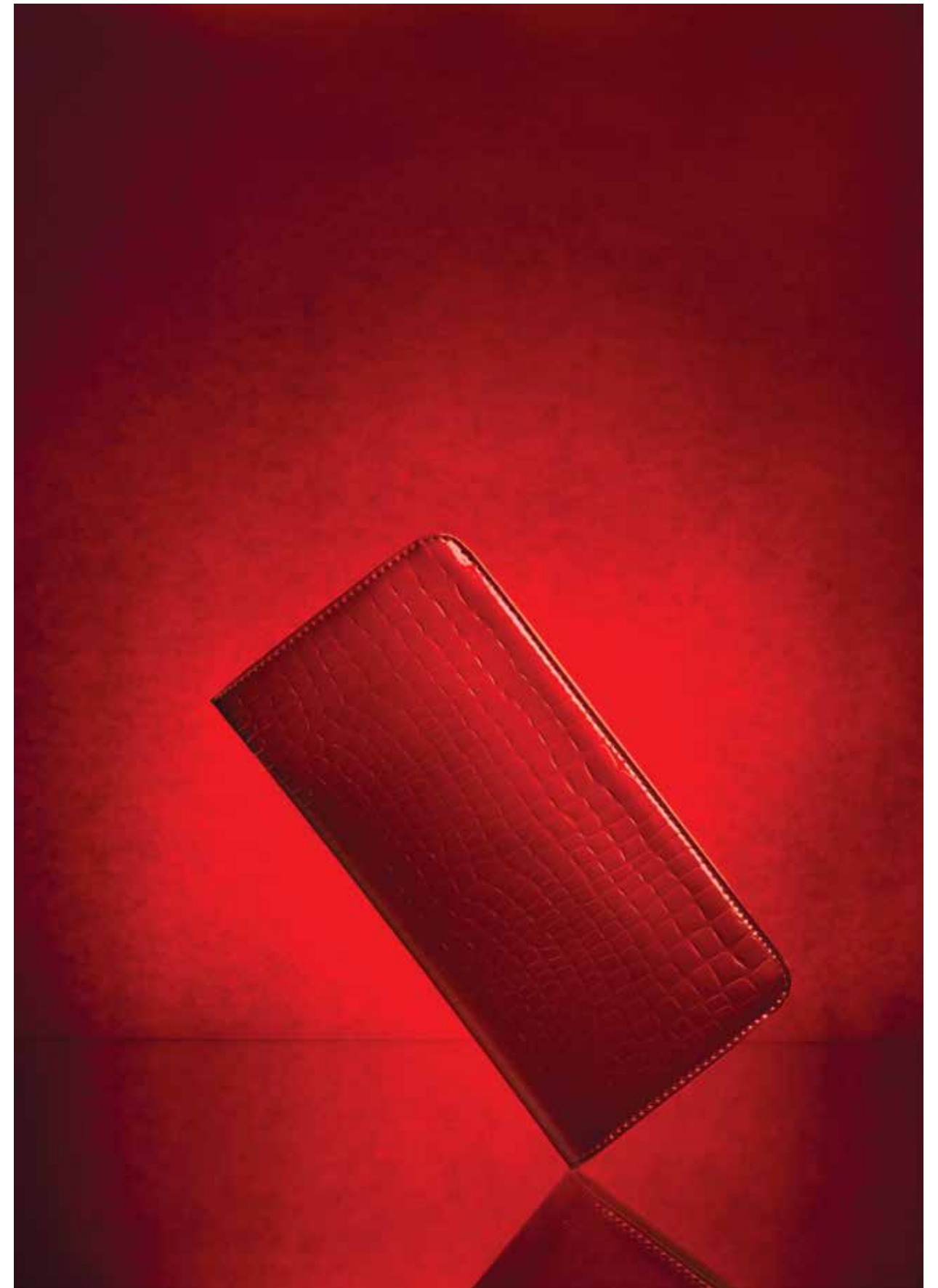




KRUTI SANGHAVI

To become a successful commercial photographer is my passion and career and BVSP is my dream come true. I take great pride in being part of such an institution and I graduate looking forward to accepting challenging assignments, where I can explore my creativity and skills as an observer and can make ordinary images look extraordinary.









AJINKYA TARGE

I believe there is nothing as fulfilling as the power to create. Photography gives me an opportunity to create and provides me with joy and contentment. I find inspiration in the music I listen to and the films I watch. What drives me to succeed are the accomplishments of achievers and I will endeavour to bring that kind of devotion and perseverance into my life and work.









SAKHI GOKHALE

I grew up in Sahyadri School, where I learned to dream, and pursued Arts before coming to BVSP. Photography is very close to my heart, because it lets me express what I can't write down in words and knows no bounds and has no barriers. My roots might lie in theatre and dance, but my wings are in photography.









NAMITA HASIJA

I sculpted characters and plotted stories before I started living in dreams. My stint as a School Teacher taught me to listen to stories while reading expressions. Through my lens, I met my fantasies in reality and I intend to capture such stories through expressive portraits and fashion images as I chart my career as a photographer.





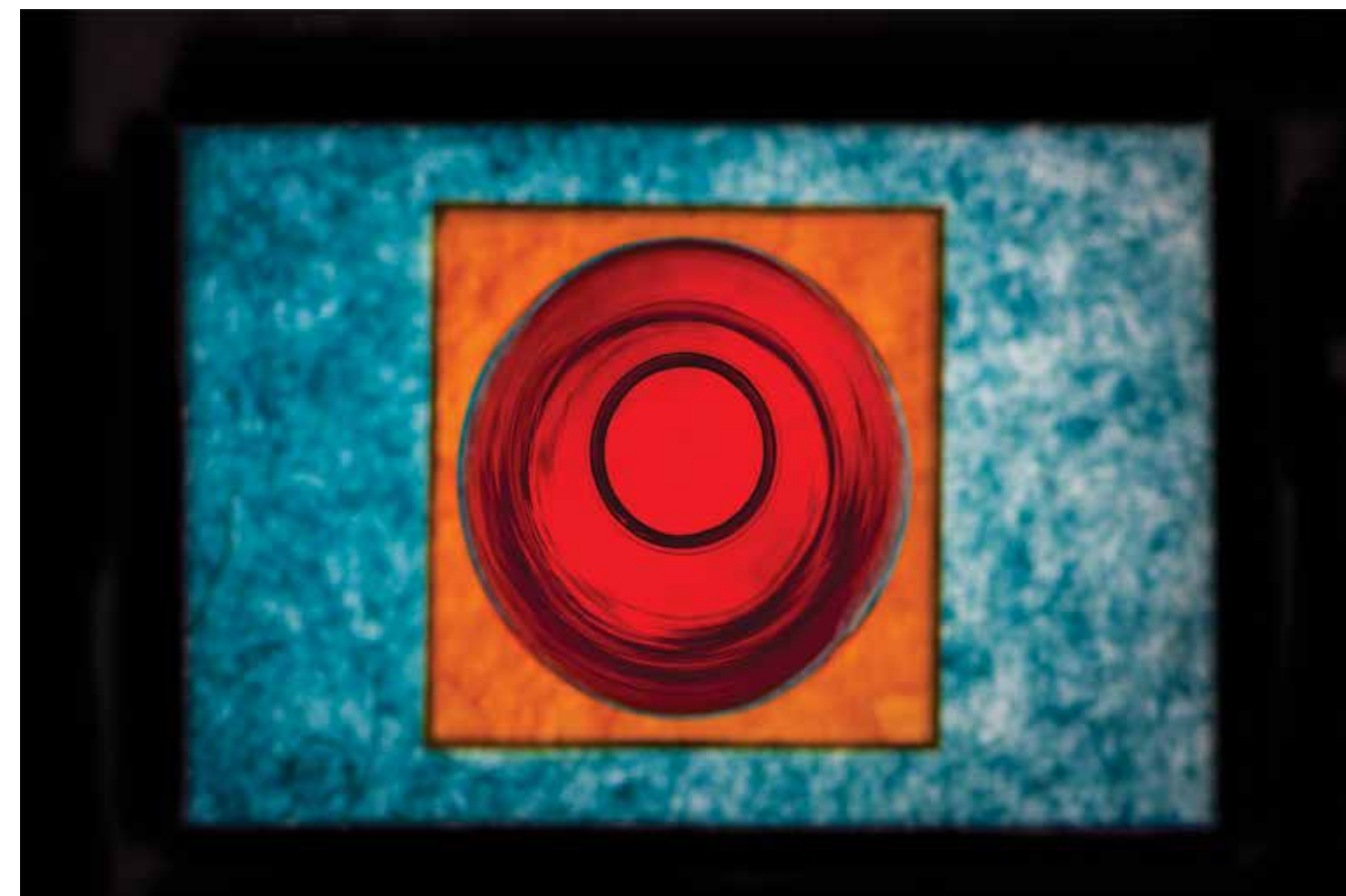
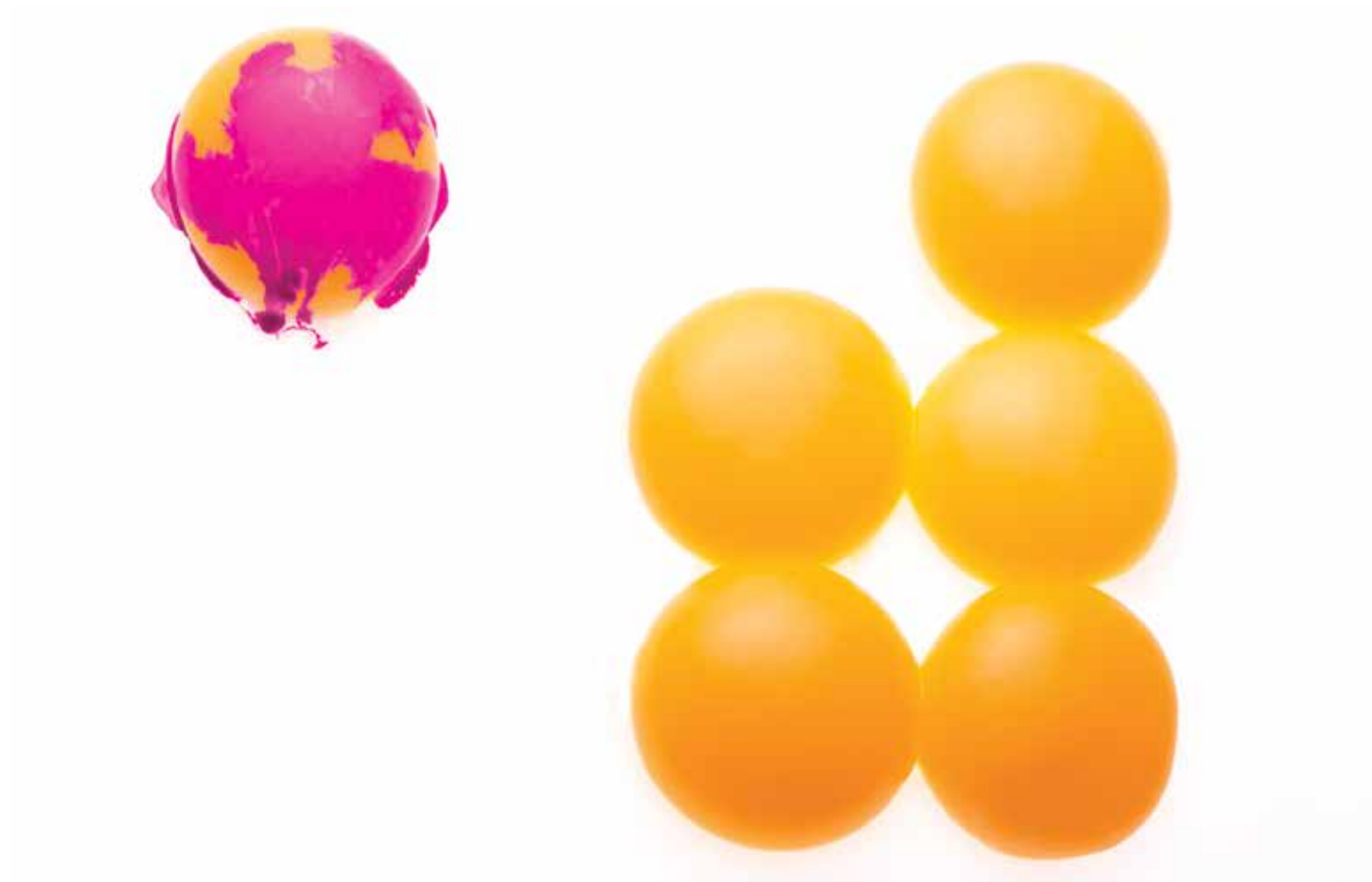


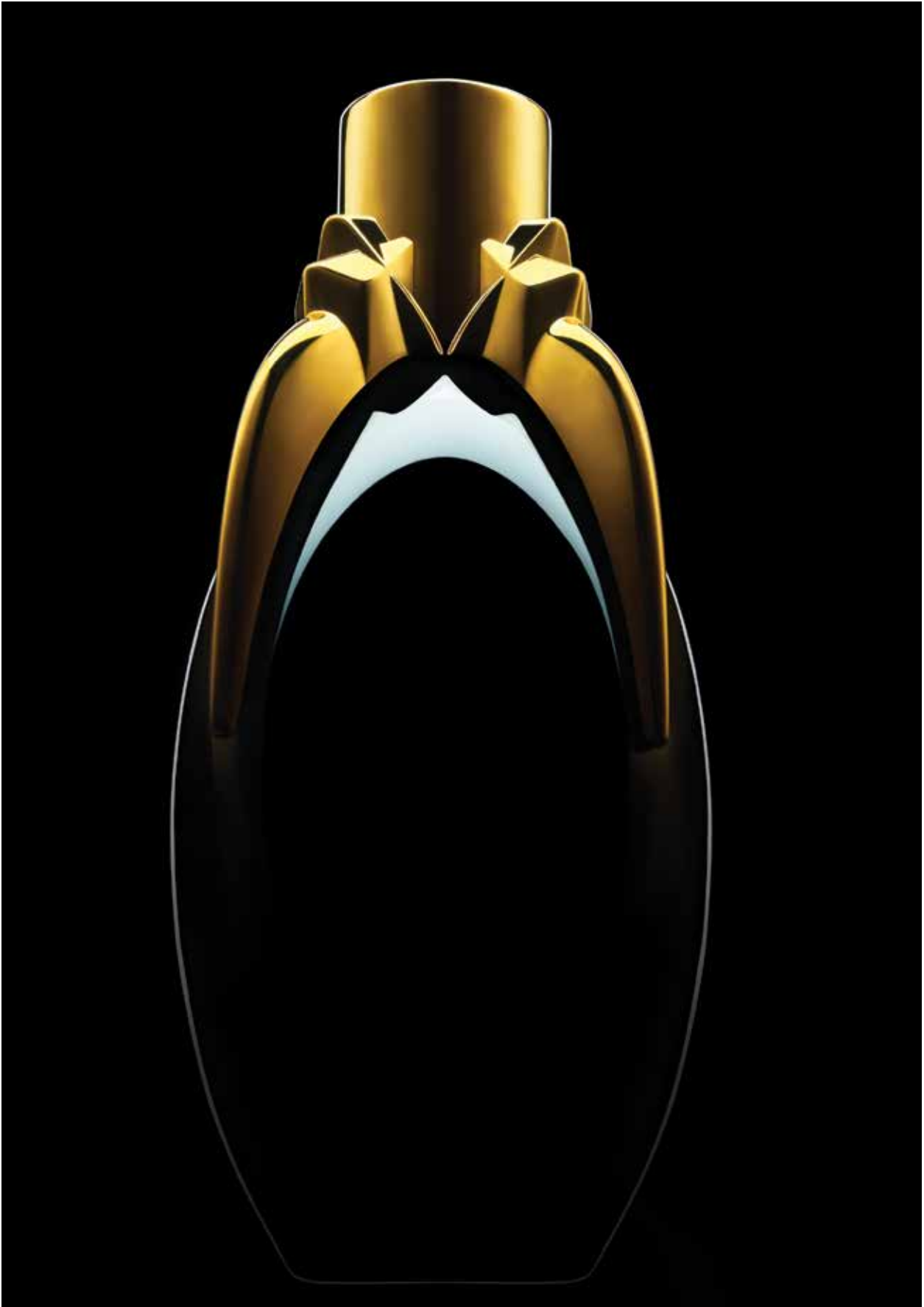


ADITYA PATIL

Being Maharashtrian and Gujarati by birth and then raised in Bangalore makes me multisporic. A diplomat at heart, I'm a brat by deeds. An automobile engineer by certification, I'm a photographer by choice. My house may lie by Alibaug's open sea but I feel at home within a studio's walls. I feel there's a pattern, but life's always evolving. Did someone say "contradiction"?









SIDDHARTH CHAVAN

Discovering your life's passion and deciding on a career is always tough. If it wasn't for my parents' unflinching support I wouldn't have dropped out of engineering and discovered Photography. BVSP is where I discovered a love for shooting Products and Still Life that has perfectly complemented my minimalist approach to life.









DEVYANI JACHAK

People say dreams come true. I believed that, but I saw my dream fading away when, because of my disinterest in academics, I was not able to complete my school board exams. But today, this girl from Baramati is seeing opportunities she never imagined possible. I love to see things differently in ways that I can relate to and I try to capture a bit of myself in every frame I shoot.









ABHISHEK GUNARATNAM

I left my island home in Sri Lanka to chase my destiny and I am on a journey in which music is my inspiration. Joining BVSP opened my eyes to a new world outside the studio which blended perfectly with my love for music. I started shooting musicians and conceptual music portraits, and experimenting with gear like Speedlights. My desire is to be a Music Photographer.

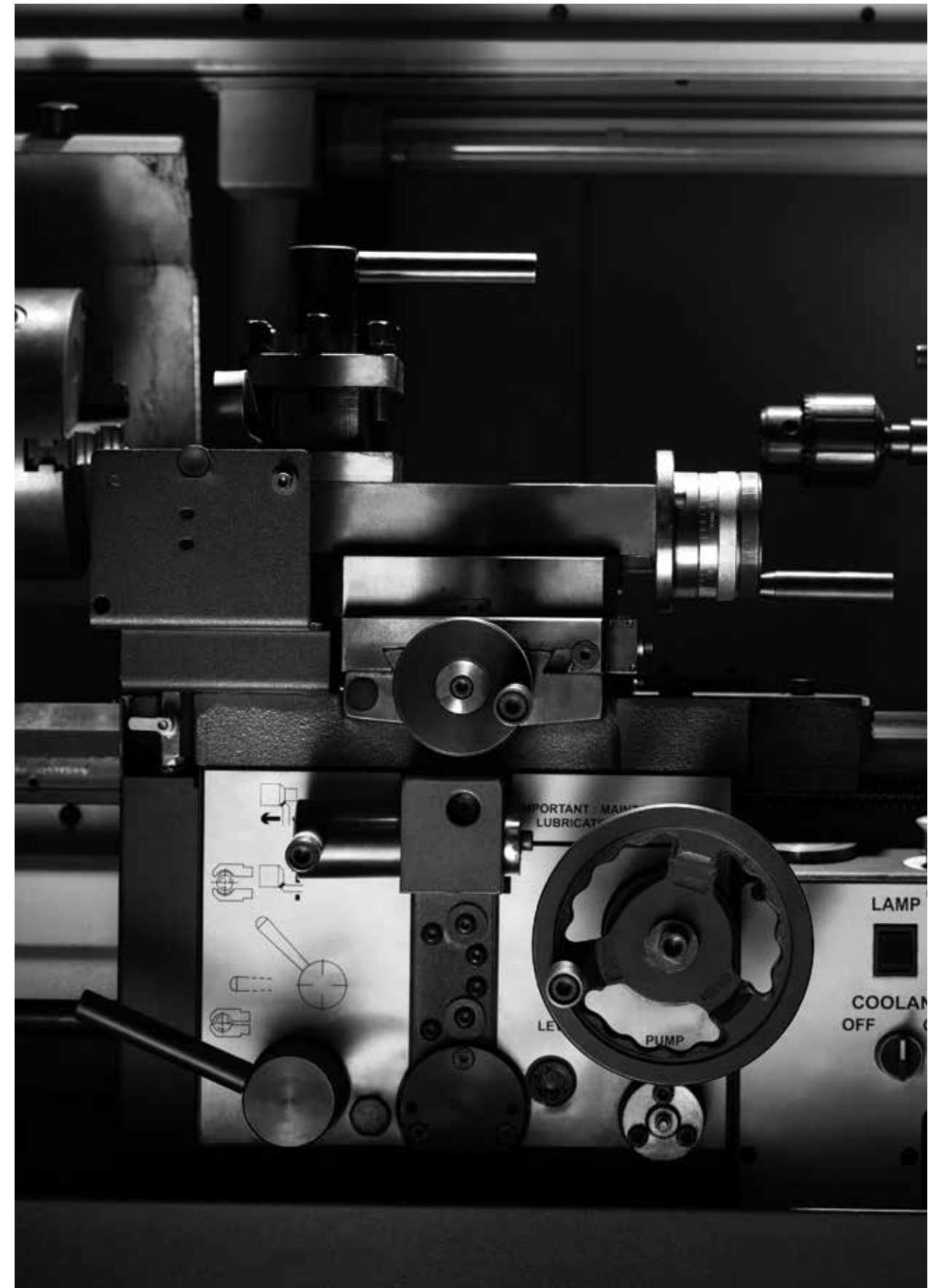




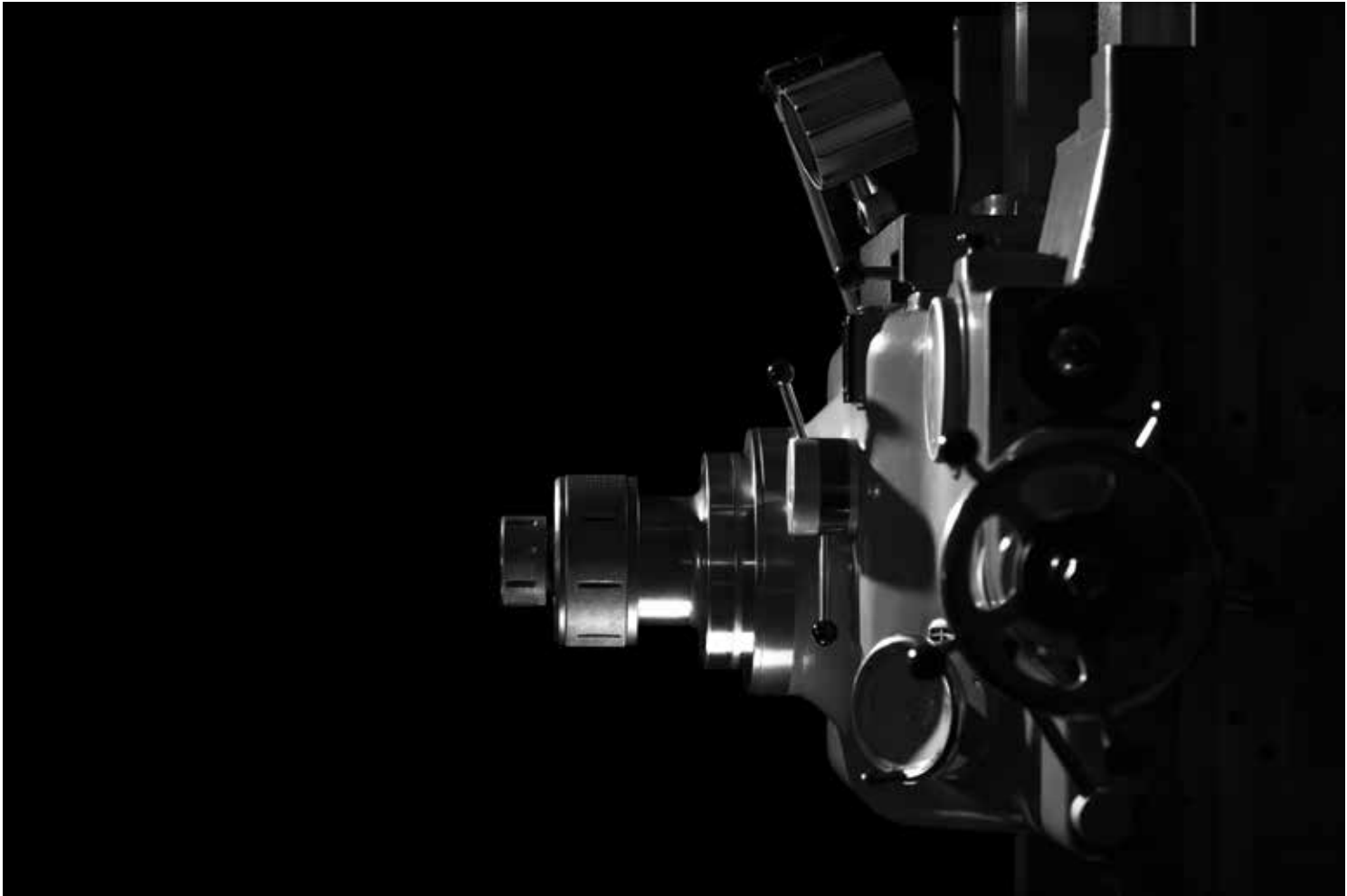
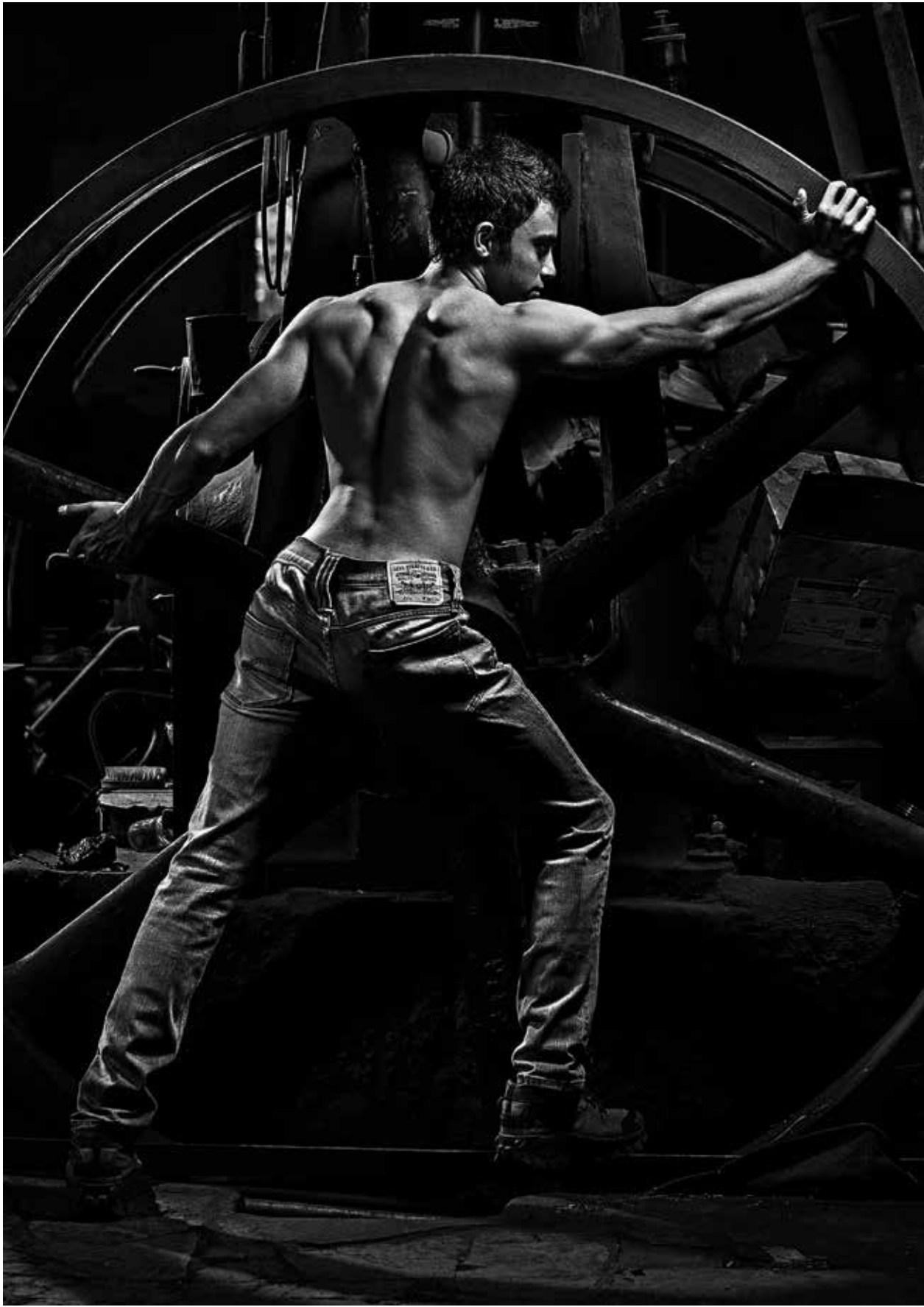


ANAY LOTHE

Born in Vadodara, I have always been curious about the world outside. This led me to Pune, where I was sure I would learn from my faculty and my colleagues. I want to specialise in industrial photography into which I can incorporate my engineering background, and I graduate with the best training and friendships I could have earned over the last two years.









MYTHREYA KASHYAP

As a student of Photojournalism, I documented the lifestyle of the students of a Veda pathashala.

My photo-story is about understanding the lifestyle and the age-old traditions that religious seminaries follow even in this day. Schools of religion and their students have always fascinated me as to how they are able to maintain their traditions and still adapt to the modern society we live in. Here, students are taught religion over a long period of time along with a chance of pursuing regular schooling.

The documentation was done at the Pune Veda Pathashala in Pune, Shri Hazoor Sahib Gurudwara in Nanded, and Baitul Uloom Madrasa in Pune.







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

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

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