

Vow vids



Wedding video-graphers too are getting into the storytelling act. One of these is Vishal Punjabi, whose company is called The Wedding Filmer. "Who really goes through six DVDs of random footage every time you want to remem-

ber your wedding day?" he asked us. An ex-Red Chillies Entertainment cinematographer, Punjabi didn't want an obtrusive camera crew hanging around his own wedding, so he got a set of friends to shoot a short film. This became an instant hit on Facebook, and the first step on his path to a new business venture.

Punjabi turns weddings into mini-feature films, converting a day of footage into a 45-90 minute movie, complete with commentary by the family and a background score, a catchy trailer, a poster and a title like *Mumbai Marries Madrid* or *The Best Friends' Wedding*. "I can touch your soul and let you remember the day in a way you'd like to," he said, "it's like magic!"

last few years, accelerated by social media and the Internet. There, as here, candid photographers are also called upon to capture engagements, bridals shoots, even proposals. "These shoots show the whacky side of the couple," said Anup Joseph Kattukaran (he goes by Anup J Kat, or "Kat" to friends). "The side which you rarely get to see at a wedding because everyone is all prim and proper." Kat's portfolios include anything from underwater kissing shots of a couple in all their wedding finery, to a bride's gown cheekily flying up as she rides off with her husband on a bike.

Perhaps 22-year-old Priyam Malhotra's pictures come closer to natural. Malhotra told us his age is an advantage – couples sometimes introduce him to their family as a friend rather than a photographer, to allow the candid camera an unrestricted view. "Sometimes the ladies are shy because I'm a guy, but considering my age, they see me as a kid and get comfortable," Malhotra said. Some of his best pictures are of women applying make-up, pinning saris and giggling before the serious ceremony.

While these photographers claim to be making a break from posed photographs, the fact is that even "candid" wedding photography is susceptible to fakery. In a way, the "natural" aesthetic could be seen as a byproduct of the look and feel of reality TV. These shaadi shots also often play up the romantic side of weddings (as opposed to the solemn union of two families captured by studio photographs) – quite possibly a reflection of the changing nature of Indian marriages. Whatever the reason, though, candid wedding photography is catching on faster than you can say cheese.



Give me a ring William Chang captures the pre-wedding jitters



Tie the knot Young Priyam Malhotra gets access to the bridal chamber as she gets ready



Peek a boo The coy bride, captured by Sephi Bergerson