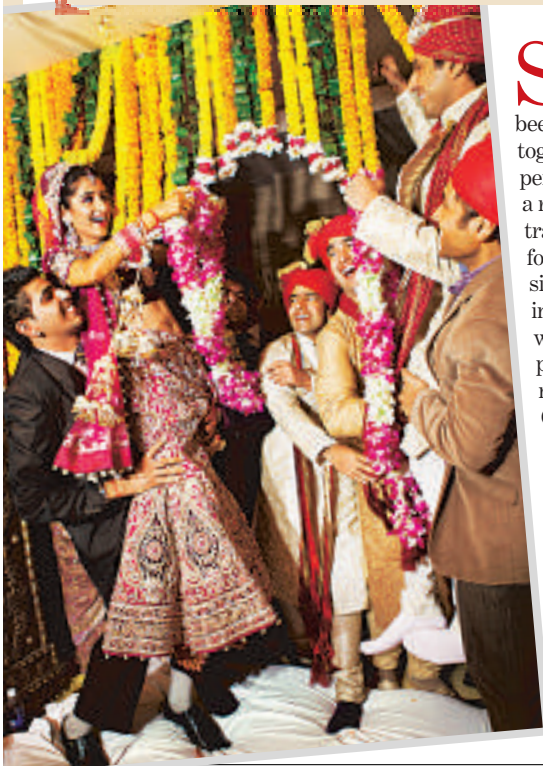


## PRIYANKA SACHAR

A project manager in the IT industry and an enthusiastic photographer, Priyanka 'marries fine art with photography'. She's one of the very few female wedding photographers in India



She works as a manager in the IT industry, but Priyanka has always been passionate about photography. "Being a 'memories' person, photography started as a requirement to document my travels, but that soon became a form of metaphorical expression and symbolism through images," she says. Her work, which "marries fine art with photography," has won her much recognition, but in October 2010, Priyanka decided to take on commercial wedding photography.

"Marrying (no pun intended) 'Fine Art' with wedding photography was

### TWIST IN THE TALE

Totally candid moments make great pictures (left); Catching the bride while she is getting ready (above right)

only natural," she says. "It involves clicking the same situation artistically and without turning the subjects into bunnies caught in the glare of headlights. It is probably one of the most challenging forms of photography ever."

That's because there's a lot going on at every given moment. "So one needs to be alert for what 'may' come next in terms of emotions and candid moments," explains Priyanka. "Unlike traditional studio photographers, I prefer using ambient or naturally available light to create my pictures. I avoid harsh lights and flashes directly popping into the faces of the subjects." The keys to getting that perfect candid shot, she says, lie in spotting moments as they unfold and being almost invisible so that people

are not conscious of being clicked. Priyanka loves what she does, particularly weddings that have some sort of twist to them. "I can't wait for gay weddings to be legalised in India so I can do something different," she grins.

As one of the very few female wedding photographers in India, Priyanka is much in demand with brides, who are more comfortable with a woman taking photographs while they are dressing for the ceremony. "Moreover, I am a person from their generation, with a similar kind of background, so that puts them at their ease instantly, because it's starkly different from a 'studio' photographer bhaiya-ji experience," says Priyanka with a chuckle.

## ATUL PRATAP CHAUHAN

Left a job in the hospitality industry to pursue his passion for photography. Does commercial photography but wedding photography lets him be at his creative best



Atul Pratap Chauhan, a commercial photographer, stumbled into wedding photography by sheer chance. "I came to Delhi in 2009 and was assisting

Sephi Bergersen, a well-known name in wedding photography. He was shooting a Pakistani wedding and I was helping him with some interior shots," he remembers of that fateful day. "While doing that, I took some candid shots of the wedding ceremonies that Sephi saw later and liked. He advised me to follow it up seriously and I decided to give it a shot."

For a commercial photographer constrained by working to a client's specifications, wedding photography often means complete creative freedom. While destination weddings are what Atul prefers the most, he is open to covering weddings

anywhere in India. And his favourite weddings are the intercultural ones, which offer a wide range of emotions, colour, drama and action.

"Although, I'm usually hired by the bride, meeting the bride and groom together is essential to understand the level of comfort between the two," he says. "This is important while doing pre or post wedding shoots with them. "In fact, for couple shots like these, I usually prefer to take them to locations like Corbett National Park, where the two of them get comfortable with one other."

Since Indian weddings are colourful, Atul naturally prefers to shoot in colour. But emotional moments, such as the vidai, almost demand black and white, he says, because that kind of photograph enhances the emotion.

"And in fact, it's the vidai moments that are my favourites at all the weddings I shoot," Atul adds. "The range of emotions you see is so wide."

That he loves what he does is obvious – the 30-year-old's plans for the immediate future include an exhibition on village weddings.

### BUILD THE BOND

For Atul, meeting the couple for pre or post wedding shoots helps create a level of comfort that can result in great candid shots

