



Anuradha Sarup | Photographer & Graphic Designer



PROFILE

Anuradha Sarup is a graduate in Commercial Arts. She has been a keen photographer since 2001-02 and has several challenging assignments to her credit. Her photography spans across genres with a special focus on cities, monuments, museums, city-life, markets and people. She believes that every city has its own distinct identity, culture and personality; it takes a dedicated photographer to capture the essence and 'soul' of a city, while adding a sense of drama and aesthetics which makes photography so challenging and memorable.

Anuradha has, over the years, photographed major cities of the world. Each city posing a challenge for the photographer with its changing sky-lines, monuments, colours and textures. Her fascination for people and places continues till date as she photographs and documents different facets of these global cities.

There has been a special place for Udaipur and Rajasthan in Anuradha's photography. She has been photographing the heritage city of Udaipur for more than a decade; she has been capturing the cultural and social traditions of Udaipur, being privy to some of its finest palace festivals, events and ceremonies over these years.

In all her work, Anuradha maintains strong attention to detail and a keen sense of timing. In addition to photography, she is also a professional Graphic Designer. She enjoys a solid day-to-day schedule, frequently balancing numerous jobs and tasks as well as personal and creative time.

EDUCATION

Bachelor of Fine Arts (BFA) September 1991

Merit Holder

Faculty of Fine Arts, University of Rajasthan,
Jaipur - India

Specialisation in Applied Arts including 4 years of training in Photography,
Communication Design, Printmaking, Design and Communication theory.

Higher Secondary (Life Sciences) 1987

St Angela Sophia,
Jaipur - India

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Email:
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Date of birth:
13th December 1969

Nationality:
Indian

(Cover) **Melting Sunshine:** Fateh
Prakash Palace, Udaipur; India

The dancing elephant: Eco Park; Sri
Lanka





TRAVEL PHOTOGRAPHY PORTFOLIO

Asia

- Cambodia
- India
- Japan
- Sri Lanka
- Thailand
- UAE

North America

- USA

Europe

- Austria
- Belgium
- England
- Finland
- France
- Germany
- Netherlands
- Norway
- Scotland
- Spain



(Top) **Autumn colours:** Essen; Germany
(Center) **Not scared:** Krampus in Leoben; Austria
(Below) **Edinburgh on a Saturday night,** Scotland.







EQUIPMENT

- **Camera:** Canon 6D :20 MP
- **Lenses:**
 - Tamron 24-70mm F2.8
 - Canon 50mm F1.8
 - Tamron 70-200mm F2.8
 - Sigma 15mm Fisheye
 - Lensbaby Sweet 35

In Prayer: On Palm Saturday at the city hospital in Strasbourg, France. (Previous page) **The moonrise:** Phnom Phen; Cambodia

(Below) **Exhibition inauguration:** H.E. Mr. François Richier, Ambassador of the French Republic and H.E. Mr. Bernhard Wrabetz, Ambassador of Austria to India at the City Palace Udaipur.



PHOTOGRAPHY ASSIGNMENTS

March 2013

Office of the Mayor of Strasbourg, & Festiv Musiq Sacrees Monde

A 10 day assignment to photograph the 'Sacred' in the ancient European city of Strasbourg with its richly diverse and multi-religious communities. The photographs were exhibited in Strasbourg, France during the celebrated festival Sacrées Journées of Strasbourg along with photographs by Mr Albert Huber, a well-regarded photographer from Strasbourg, whose photographs depicted the sacred in Udaipur.

In India the exhibition was inaugurated by H.E. Mr. François Richier, Ambassador of the French Republic to India during the World Living Heritage Festival in the City Palace Museum, Udaipur. It was visited by H.E. Mr. Bernhard Wrabetz, Ambassador of Austria to India and other international dignitaries.

2003 to present

The Maharana of Mewar Charitable Foundation: Udaipur; India

A continuing assignment to capture the spirit of Udaipur, it's people, monuments and ethos, and various aspects of the Foundation's activities. Photographs have been used by the Foundation in its various communications including articles in the press, marketing brochures etc.

September – November 2011

World Health Organisation (WHO),

South-East Asia Regional Office (SEARO): New Delhi; India

A pan-India assignment to photograph the themes 'Healthy Aging', 'Nutrition' and 'Food Safety'. The photographs have been used in the SEARO 2012 Calendars, various theme-based promotional tools and now form part of the WHO photo-archives.

2003 to present

HRH Group of Hotels: Udaipur; India

The hotel chain comprising of Heritage Royal Palaces and Sanctuary resorts, uses the by-line 'Experience the Original in the Abode of Kings'. Anuradha's task has been to capture the same spirit in her photographs which are then being used by the company in its marketing and communication material both digital and in print.

PHOTOGRAPHY SKILLS

- **In Camera:** Specialising in digital photography, Anuradha knows how to maximise the capabilities of her camera and lenses. Blue-hour, long exposures, ambient light and candid street shots are her forte.
- **Post Processing:** Bringing her skills in Photoshop, Photomatrix and Panorama softwares to task. Anuradha expertly transforms the raw exposure to the vibrant or evocatively moody image of the real world that caught her eye. In this she presents a final image that truly represents the character of place or person that she has photographed.

September 2010

Aashka, Souvenir and Lifestyle Boutique: Udaipur; India

Photography for the boutique's catalogue and media promotions. The Aashka collection comprises of handicrafts, furnishings, apparel and jewellery.

November 2009

Volkswagen Polo Cup: Chennai; India

A three day assignment as official photographer for Volkswagen. The brief was to capture the 'action-shots' on track and in the pits, including formal portraits of the Volkswagen Polo team.

August 2006

American Express Cards Division: New Delhi; India

To photograph the team's top performers as achievers for use in the internal newsletter and other displays in the office spaces.

PHOTOGRAPHY HIGHLIGHTS

December 2012

The Red Dot: New Delhi; India

The travel company built its corporate communications website, leaflets, brochure and digital presentations around a selection of Anuradha's photographs. Anuradha has been selected as a 'Red Dotter', a source person for overseas travellers who wish to understand the visual contexts of India. Her images are identified as representing the India of today that blends it's ancient and medieval cultures with the contemporary outlook of the 21st century.

March 2012

Photoshoot of the 1924 Rolls Royce 20 HP Tourer at the Vintage and Classic Car Collection: Udaipur; India

The photographs were for use in the promotion of the car as it participated in the Pebble Beach Concours d'Elegance, Pebble Beach California. A selected photograph from the shoot was used as a personal gift from Shriji Arvind Singh Mewar during the event. The car won 'The Lucius Beebe Trophy' at the Concours.

Hohensalzburg Castle: Salzburg; Austria





In peach and mauve: The City Palace, Udaipur; India

Winter 2011 & Summer 2012

California South Asian Bride: USA

Photofeature in the Winter 2011 edition of the premium magazine titled 'Faces of Rajasthan' and on the people of Ladakh, Jammu & Kashmir titled 'Faces of Ladakh, Jammu & Kashmir' in the Summer 2012 edition.

(Below) **The Udaipur Panoramas Galleries:** City Palace Museum, Udaipur; India

Legends of the Dragon: Published by PPP Company; China

Winter 2011

SUR.LA.TERRE: Mumbai; India

Photograph of the new Satkar Banquet Hall, Fateh Prakash Palace, Udaipur features in the article on the new Convention center.



November 2011

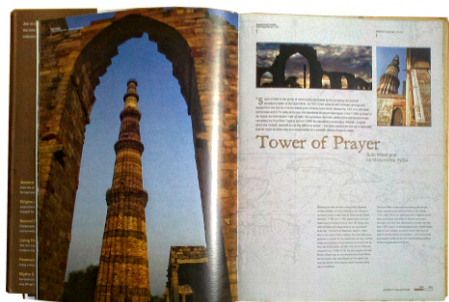
World Health Organisation, SEARO: New Delhi; India

Photograph is selected by the Regional Director for her personalised official New Year Card.

October 2010

CASAVIVA: India

Photographs from the Aashka shoot are published in the magazine.



2009

Photograph of The City Palace, Udaipur at sunrise becomes the signature shot for the House of Mewar and HRH Group of Hotels: Udaipur; India

The photograph is used extensively across their websites and social media.

Publications including the Priveasia (Issue 2008), Millionaireasia (Vol. 2, issue 2, 2008), Heritage India (Feb-April 2009), National Geographic (May 2009) Russian edition, Lietuvos rytas stilius (June 2009) – Lithuania, Business India (November 2010) and Swiss Universe (March – June 2011) selected the photograph for use in their stories on the House of Mewar.

2007

Ker & Downey: Texas; USA

An award-winning luxury experiential tour operator, Ker & Downey utilise Anuradha's India portfolio for key images in their India brochure.

2006

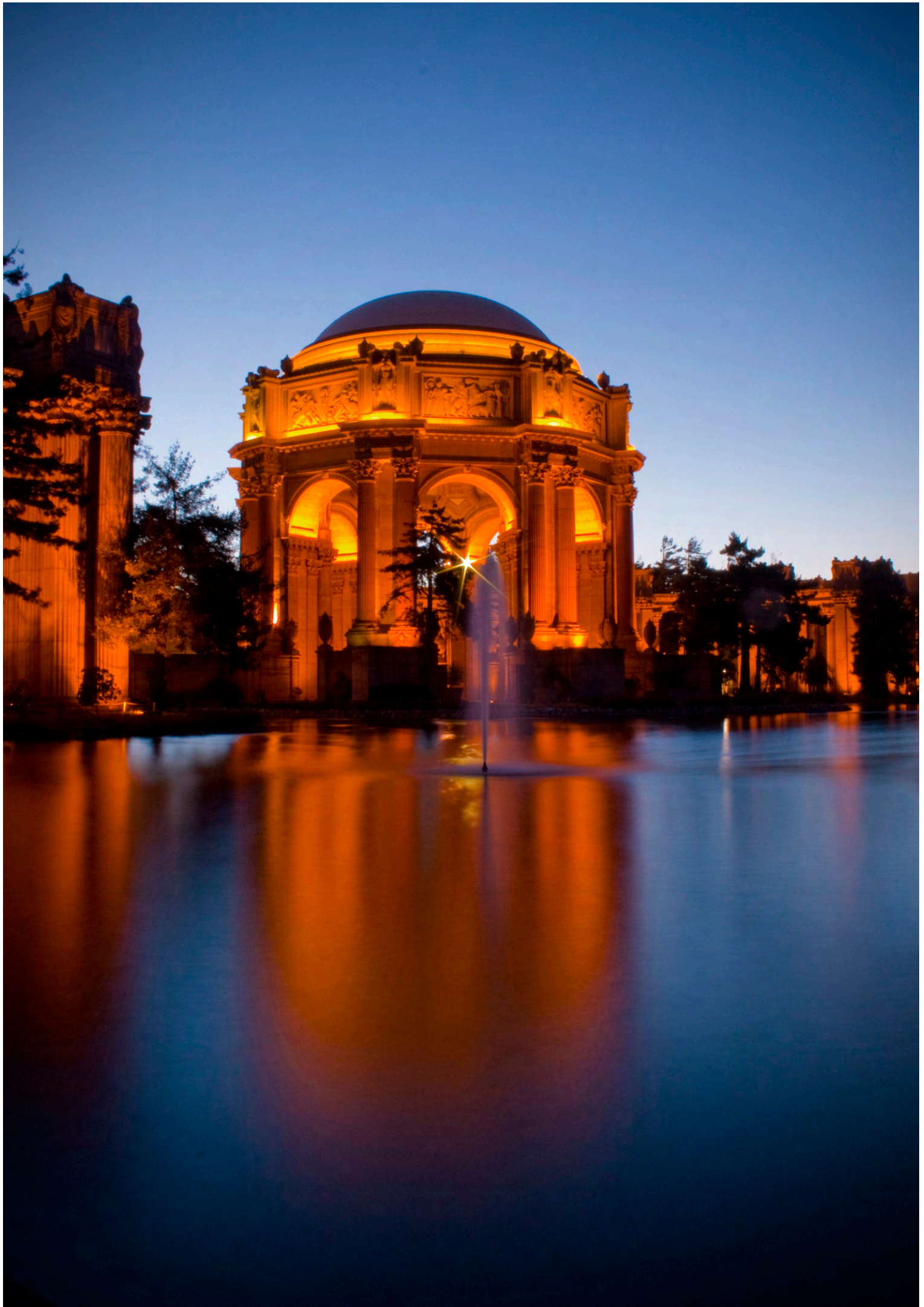
City Palace Museum: Udaipur, India

Her series of multiple exposure Panoramas are put on permanent display as the Udaipur Panoramas Gallery at the Ganesh Deodi, City Palace Complex, Udaipur.

2006

PPP Company: China

Publishes Anuradha's photograph of the Qutub Minar, New Delhi in its coffee table book 'Legends of the Dragon, Celebrating Asia's Historic Splendour'



RETAIL PRODUCTS

2003-Present

101 Moments: New Delhi; India

A personal venture by Anuradha to create multimedia souvenir CDs and DVDs on different heritage locations in India. Each product utilises Anuradha's photographs. The product titles currently comprise of a DVD on Udaipur and CDs on Ladakh and Agra.

The products are retailed by her through select book and souvenir shops. The Udaipur DVD is sold exclusively through the Museum shops at The City Palace Museum, Udaipur.

The present DVD on Udaipur is the fourth edition.

- *Edition 1:* Slideshows on The City Palace, Udaipur.
- *Edition 2:* Virtual tours featuring The City Palace and the city of Udaipur
- *Edition 3:* Virtual tours on The City Palace, the city and the five spiritual destinations around Udaipur
- *Edition 4:* Virtual tours and films on the City Palace, the city and special demos on Mewar cuisine and miniature painting.



(Left) The current 101 Moments products

(Previous page) **The Exploratorium:** San Francisco; USA

(Below) **The Maitrey Buddha:** Thiksey Monastery Ladakh; India







GRAPHIC DESIGN

Anuradha Sarup is a Founding Director at **ManSar Communications Pvt Ltd**. She is responsible for all design related aspects of the jobs entrusted to the company. In the course of her work she has designed Coffee table books; permanent, event specific and travelling exhibitions; Corporate identity for national and international brands across industries; Advertising campaigns; Marketing brochures, leaflets and giveaways; Multimedia slide-shows and presentations.

DESIGN SKILLS

- Extensive use of Photoshop, CorelDraw and Adobe Indesign software
- Expertise in Microsoft Office as a design tool in digital presentation software.
- Knowledge of web software like Dreamweaver, Microsoft Expressions and Flash
- Use of visual cultural references to create a strong association with target audiences.

CLIENTS:

- Maharana of Mewar Charitable Foundation: Udaipur; India
- Maharana of Mewar Historical Publications Trust: Udaipur; India
- HRH Group of Hotels: Udaipur - India
- American Institute of Indian Studies: New Delhi; India
- Centre for South Asian Art and Archaeology: New Delhi; India
- Institute of Objective Studies: New Delhi; India
- World Health Organisation: New Delhi; India
- Outbound Marketing India: New Delhi; India
- Authentix India: New Delhi; India
- Radio City FM: New Delhi; India
- Data Inc: USA
- Eastbound Tours & Travels: New Delhi; India
- Global Journeys: New Delhi; India
- The Red Dot Tours Pvt Ltd: New Delhi; India
- Vesna Tours & Travels Pvt Ltd: New Delhi; India



(Above)

Listen: Melk Monastery, Melk; Austria

For the country: San Francisco; USA

(Previous page) For whom the trees

grow: Ta Prohm, Siem Reap; Cambodia

(Below) The face of tradition: Jodhpur; India





For more photographs please visit:
[http:// anuradhasarup.com](http://anuradhasarup.com) and <http://www.flickr.com/photos/anuradhasarup>

At the temple: Shri Kesariyaji Temple, Udaipur; India