

natasha hemrajani

20-01-1978

chowksi mansion
dr ambedkar road
parel, mumbai 12

(+91) 981 984 1375

natashahemrajani@gmail.com

Natasha Hemrajani is a visual artist and photographer who grew up in Mumbai, India as a graduate of St Xavier's College where she studied Literature, Psychology and Political Science (1993-1998). She eventually moved onto a degree in Photography and Film studies and counts surrealist painter Salvador Dali and the work of Man Ray as her early influences. Apart from her early background experience in journalism and media, she dedicates her times towards engaging in new and experimental visual practices and expanding the boundaries of photographic language.

In 2001, Natasha began work on portrait assignments for the Times of India and has been a contract photojournalist for the Hindustan Times since 2005. She has served as Photo-editor of the fashion magazine Grazia during its launch year in Mumbai and has had her work published in The Guardian, Vogue, Caravan, The Mint, Better Photography, Harper's Bazaar, BBC Top Gear, Australian Financial Journal, and The Times UK.

Exhibiting at the Delhi Photo Festival (2013), her experimental photographic work 'Hello Goodbye' addressed the changing landscape of Mumbai, and was later selected for an art residency and installation exhibition by What About Art (2014). In the following year, she collaborated with the Instituto Cervantes to create an artistic interpretation of the poems of Chilean poet Nicanor Parra culminating in a photo-poetry exhibition at the Spanish Cultural Centre (2015). Most recently (February 2017), she was chosen for a month-long art residency by the Embassy of Brazil to create art work for a show and the publishing of her photobook on the 2017 Brazilian Carnaval. The print exhibition & release of the photobook is currently scheduled for December 2017.

Natasha has mentored workshops, classes and various programs on Photography, Emerging Visual Practices and Photojournalism at MET University, the Sophia Polytechnic, Ecole Intuit lab, and The Magic Lantern Festival (Mumbai).

Education
BA Literature & Psychology (1995-1998) / St Xaviers University / Mumbai
PG Dip in Photography & Media Studies (1998-1999) / Sophia Polytech / Mumbai

Residencies / Grants / Awards / Shortlists
2017 Grant / Embassy of Brazil / Carnaval 2017
2015 Shortlist / Photography / Mercedes & Better Photography for 'Frame the Star'
2014 Artist Residency / What About Art / for 'The Mall Series' / Mumbai
2008 Gold Award / Hindustan Times / Excellence in Photojournalism

Selected Exhibitions
2017 India International Centre : (Upcoming) Carnaval 2017 / Print Exhibition + Photobook / New Delhi
2015 Focus Photography Festival : The Mall Series / Digital Exhibition + Artist Talk / Mumbai
2015 Instituto Cervantes : 100 Years of Nicanor Parra (PhotoPoesia) / Print Exhibition / New Delhi
2014 Palladium Installation Art Gallery : Hello Goodbye / Print Exhibition + Artist in Residence / Mumbai
2013 Delhi Photo Festival : Hello Goodbye / Print Exhibition / New Delhi
2013 The Adda : Hello Goodbye / Digital Exhibition + Artist Talk / Mumbai
2010 Mozambique Photo Festival / Print Exhibition / Urban Street Photography / Maputo
2006 Inaaya Collective : Untitled Fine Art / Print Exhibition / Mumbai

Books
2017 Carnaval / Published by Embassy of Brazil / Brazil
2016 ISB Portraits / Indian School of Business / Hyderabad
2010 Mumbai Magic / Images of Mumbai / Collected Photographers
2008 Fotolog Book / Collected Photographers

Teaching
2015 Guest Lecturer: Changing Photographic Language / Sophia Polytech / Mumbai
2014-15 Workshop: Experimental Visual Practices in Photography / Ecole Intuit lab / Mumbai
2013 Workshop: New Media: Photography & Smartphones / Magic Lantern Festival & Nokia / Mumbai
2012-15 Course Module: Photojournalism / MET University / Mumbai

Clients & Selected Publications
The Guardian
Vogue
Caravan
The Mint
Better Photography
Harper's Bazaar
BBC Top Gear
Australian Financial Journal
The Times UK
Hi Blitz
Ampersand
Hello
Spice Route
Casa Viva
Open Magazine
OK
HT Brunch
HT Brunch Quarterly Book
Sunday Midday
Ideal Home & Garden
Beautiful People
Elle
Marwar
The Sindhian
Feel Magazine
Salaam Mumbai Magazine

Advertising Clients
Ogilvy
Contract Advertising
Creative Cartwheels
Yo Media

Corporate Clients
Pullman-Novotel Hotels
Mars Group
Aldeia De Goa Properties
Melange Boutique Fashion
Rokeby Manor
Eat Around the Corner
Morarjee Mills
Intach Mumbai : the VT Heritage Project
Actis Group UK
TA Associates
Eight Roads
Star TV

Guest Photographer
CNBC: Overdrive
NDTV: TechToyz

Work Experience / PHOTOGRAPHY
2007-2008 Photo Editor / Grazia India Magazine
nature of work
creative selection | building image bank | library archiving | shoot supervision & studio photography

2005-2008 Photojournalist / Hindustan Times
nature of work
features, news, fashion, portraits, events, travel, lifestyle

Work experience / SOCIAL MEDIA
2016 [Project] Social Media Manager & Creative Consultant / Photojaanic.com
nature of work
manager of brand social media campaigns | ideation & implementation of website redesign | brand strategy & positioning | audience outreach programs | ideation & supervision of brand creatives

Work experience / DESIGN
2004-2005 Commercial Artist / Nicholas Piramal India Ltd
nature of work
studio artist for in-house creatives for brands, corporate magazine & corporate events
+ personal designer for Anand Piramal's youth initiative DIA (Dreaming of An Indian Awakening)

2003 – 2004 Creative Head / Inmatch Pvt Ltd
nature of work
head of design & copy for online ad campaigns | branding liasons | corporate communication research & data structuring

2003 [Project] Design & Content Consultant / Reeload Cinema Club
nature of work
logo & stationary design | print ads design & layout
film broadcast research | liaising with existing film clubs & societies

2003 [Project] Site Content Creation / Ogilvy interactive / Tata Safari
nature of work
site structuring | product copy content creation | layout supervision

2003 [project] Site Creation / Vikalp Films for Freedom / Anand Patwardhan
nature of work
site structuring | content creation | layout supervision

Work experience / JOURNALISM
2002-2003 [Contract] Features Writer / Sindhian Magazine
nature of work
research + writing articles on sindhi history | community celebrity interviews

2002-2003 [Contract] Travel Writer / Feel Magazine
nature of work
writing travelogues + photography on tourist destinations in India

2000-2001 Sub-Editor / Rhythm & Soul Magazine
nature of work
supervision of layout | copy editing | writing articles | interviews

2001-2002 Channel Head / Zee Online Portal: WomenExcel
nature of work
writing, editing, producing, liaising and overseeing web content for a women's portal

Personal Links
Website / https://natashahemrajani.carbonmade.com
Social Media / https://www.facebook.com/natashahemrajaniphotography
Instagram / https://www.instagram.com/natashahemrajani
Photoblog / https://www.flickr.com/photos/50mm

Interests: Photography, Writing, Art, Design, Music, Travel, Literature

Style is the answer to everything,
a fresh way to approach
a dull or a dangerous thing.

To do a dull thing with style
is preferable to doing
a dangerous thing without style.

To do a dangerous thing with style
is what I call art.

~ Charles Bukowski, Tales of Ordinary Madness