

Dear Sir,

AVID steps up with our upcoming event that is not just a **photography workshop**, but also a workshop about new media, digital communication and cultural narratives.

New Directions in Photography - A Comprehensive Photo **Appreciation Workshop**, led by Winner of the World Press Photo (2011), Sony World Photography (2009 and 2011) and the Humanity Photo Award (2009), Photographer **Amit Madheshiya**, will mentor participants into how to read and appreciate a photograph as a cultural narrative, and will delve into both the regional vernacular photography movements in India as well as global, cutting-edge creative commons trends in new media and **digital photography**.

This is a first ever cross-genre workshop of its kind in Mumbai and we would be delighted if you were to carry a blurb on it as we stand by to coordinate a chat between you and Amit for the same. We do believe it would be a fabulous learning opportunity for artists, photographers, sociologists, anthropologists, historians, business students and creative enthusiasts in Mumbai, wanting to stretch their approach to communication and therefore challenge and enhance their body of work and knowledge.

Details :

Date : Saturday, 26th April, 2014

Time : 11:00 AM to 6:00 PM

Venue : Avid Learning, Essar House, 11 KK Marg, Opp Race course, Mahalaxmi.

To Register :

Call : Oliva Lemos - +91 9819731922

Email : register@avidlearning.com / olivia.lemos@essar.com

Website : www.avidlearning.com

You can reach me on +9930134152 for any further assistance.

Thanks & Best,
Dhwani