



anusha yadav / profile ²⁰¹⁹

Date of Birth - January 6, 1975

Phone : +91 9833 22 0885 | Email : anusha@thememorycompany.org

EXPERTISE

Brand Strategy and Communication & Marketing Design | Cultural Interventions | Art & Portrait Photography

Brand Strategy & Business Design [www.thememorycompany.org]

Founder, Indian Memory Project [www.indianmemoryproject.com]

Photo Practice [www.anushayadav.com]

SKILL SET

Brand Building & Marketing Strategy and Business Design | Publication Design | Photography | Online & Offline Creative/Curatorial Interventions

SELECT ACCOLADES

- 2018 Exhibiting Artist, Fotofest International, Houston USA
- 2017 Indian Memory Project inclusion in Columbia University Reference Curriculum
- 2015 Instagram Guest Curator, The New Yorker, NYC, USA
- 2014 Innovator of the Year - India Today Women's Summit
- 2013 Winner, [Online Influence Category] - L'Oreal Paris Women Achiever's Award
- 2013 Honorary Mention [Digital Communities] Prix Ars Electronica, Excellence in Cyber Arts

Client/ Accounts : Served Independently or as Contract

Annapurna Devi Foundation, Tulika Books, Verify, Chemould Prescott Road, CRY, Stage, Digital Well being labs, German Book Office, Bayview Advisors, Berggruen Hotels, Wipro, Wadia Group, Disney India, Bombay Dyeing, IOC, Welspun India, Silks and More, JM Financials – Chatterjee and Lal Art Consultants/Gallery, Murjani Group, Pankaj Phadnis-Author, Grey Worldwide, Law & Kenneth, Dabur, Publicis India, Nestle Foods, Alliance Legal, FHF Film productions, Microsoft, In Unison, Digital Well being Labs, Nokia International, Wills Lifestyle, TATA Enterprises, Unilever, Contact Press Images, NYC, Bowrings Auctioneers, Nyasa Furnishings, Apeejay Group, Bridal Asia, Interiors Espania, Miditech Television Production, McKinsey, Reckitt and Coleman, Bacardi, Perfetti, Coke, Adidas India, India Today Group, Pepsi Foods, British Airways, Amadeus, FotoMedia, Indian Artists Association, Ascending Orders - NYC, Attic Fashion Store, Eurobike, Delhi-London, JP Hotels, Agra, Tata ELXSI, Solana Jewellery, Raasta Garments, Gallery Post, Microsoft, Positive Moves Consulting, Cadbury, Mother Dairy, Shobha Real Estate.

EMPLOYED OR CONTRACT WORK EXPERIENCE

COMMUNICATION & PUBLICATION DESIGN / ADVERTISING : 1996- 2006

Lowe Partners World Wide

Focussed Accounts : Tanishq, Bharat Petroleum, Maruti, Omax, St. Gobain, Titan, Axe, ICICI

PhotoInk, New Delhi

Focussed Accounts : 9/11 Photography Show, UNDP, Apeejay Group

Gopika Chowfla Graphic Design. New Delhi

Focussed Accounts : Nirulas, Oxford Book Store, Oberoi Hotels, Park Hotels, IPAN

McCann Erickson Advertising Private Limited, New Delhi

Focussed Accounts : Perfetti, Reckitt & Coleman, Nestle, Bacardi, Durex

Asia Cybernet Limited. New Delhi (Wireless Design)

RK Swamy / BBDO Advertising Private Limited, New Delhi

Focussed Accounts : Adidas, Cosmopolitan, Radico Khaitan

Enterprise Advertising, New Delhi / Bangalore

Standard Chartered, Nirulas, Titan, Usha Khaitan

SELECT HI PROFILE PUBLICATION DESIGN COMMISSIONS

- Tulika Books, New Delhi (1)
- Corporate Coffee Table Book - Welspun, Mumbai, India (2)
- 50Years of Contemporary Art / Anant Joshi - Chemould Prescott Road, Mumbai (5)
- Video Art in India - Apeejay Group, India
- Gender Studies - United Nations Development Programme (3)

SELECT PHOTOGRAPHY COMMISSIONS

- Pidilite Industries, Mumbai
- Facebook Corporation, UK/Singapore
- Fox Movies, Mumbai
- Adidas, Germany
- Portraits of a City - Szene Salzburg, Austria
- Empowered Women of India .Vodafone Foundation, Mumbai
- India 9-5/Cochin - Mid Day/Tasveer Gallery
- German Book Office, New Delhi
- Design 4 Social Change, London
- CNN, USA
- Nat Geo/Fox Channel, New Delhi

PHOTOGRAPHY / Exhibitions

- 2018 Impersonations Series : Fotofest International, Houston, USA
- 2017 Home : An Irrevocable Condition | *We the Women, Mumbai*
- 2016 Impersonations : Preview Serendipity Arts Festival (Preview), Goa
- 2016 Transfixed - The Beauty of Gender Fluidity (Preview) | Project 88, Mumbai
- 2014 Photography is not an Opinion | Jehangir Art Gallery, Mumbai

- 2013 Home and Away | Home : An Irrevocable Condition (Group). Vadehra, Delhi
- 2012 In tune for Fame / Growing up in India . UCLA Mondavi Gallery, USA
- 2011 In tune for Fame : Delhi Photo Festival, Delhi
- 2010 Portraits of a City - Multi Nationalities | Salzburg Austria | New Delhi
- 2009 India 9-5 | Mumbai, Bangalore , Pune, New Delhi

INDIAN MEMORY PROJECT / Exhibitions

- 2018 Indian Memory Project : Fotofest Photography Festival, Houston, USA
- 2017 Remembering Partition, India Culture Lab, Mumbai India
- 2017 Reimagine India. Collaboration with Bandish Projekt | Format Festival, UK
- 2015 Sensorium Festival : Sunaparanta Arts Center, Goa
- 2013 Something I Have Been Meaning To Tell You | Vadehra Gallery, New Delhi.
- 2015 Online Exhibition on @newyorker Instagram
- 2012 Workers Museum, Johannesburg, South Africa
- 2012 Memorabilia : Curated by Lina Vincent Suresh, Gallery Sumukha, Bangalore

SPEAKING ENGAGEMENTS (Select)

- Sharing Histories, Chandigarh
- DesignUp, Bangalore
- IGNCA, New Delhi
- Fotofest Symposim, Houston USA
- Fast Forward: International Workshop. Women in Photography, Jamia University, Delhi
- Royal Ontario Museum, Toronto, Canada
- Ryerson University, Toronto, Canada
- When Nations Remember, Singapore Library Board, Singapore
- The Art House, Singapore
- Central St. Martins College of Art & Design, London
- University of Syracuse, London
- University of Witswatersrand, Johannesburg, South Africa
- Citizens Archive of Pakistan, Alchemy Festival, UK
- BBC Hindi, UK
- National Gallery of Modern Art, Mumbai
- Chemould Prescott Road, Mumbai
- Times Literature Festival, Bangalore
- Hindu Literature Festival, Chennai
- India Cultural Lab, Godrej Industries, Mumbai
- Tarq Gallery, Mumbai
- Open Show, New Delhi
- Fstop, Ahmedabad
- Delhi Photo Festival, New Delhi
- Fellow/INK Conference (in association with TED)
- Chhaya, International Conference on Photography of India, NID, Ahmedabad
- Hri Archiving Conference, Bangalore
- United Arts Fair, New Delhi
- D.Noise Design festival, Jaipur
- Queer Archives Conference, Bangalore

TedxGateway, NCPA, Mumbai
Publisher's Next Conference, Goa
Wanted : Conservation of Photography Syposium, Mumbai
Conservation of Photography, Max Mueller Bhavan, Mumbai
American Library + University of Mumbai
ISDI Parsons, Mumbai
Pune Design Festival, Pune
Chandigarh Literature Festival, Chandigarh
The Coalition, New Delhi
Microsoft Corporation, Hyderabad
Creative Mornings, Mumbai

GUEST CURATOR

- Women in Photo, UK
- The New Yorker, New York
- DNA Newspaper column Mumbai - Cabinet of Curiosities

Active Study Interests

Popular Culture, Digital Humanities, Social Media Behaviour, AR & VR and New Technologies, Humour & Satire, Art & Culture Preservation, Human / Crowd Behaviour & Data based Consumer Behaviour, Photographic Arts, Graphic Design, Branding Interventions, World History, Digital Gaming, Oral Stories and Written Story Telling, Corporate Social Responsibility, Gender Studies and Podcasts.

EDUCATION

2006 Masters in Photography / University of Brighton, UK (Incomplete)
1997 Communication Design / National Institute of Design, Ahmedabad, India
1992 MGD School, Jaipur (Rajasthan, India)
1991 Visharad / Vocal Indian Classical Music
Trained in Kathak & Rajasthani Folk Dance
