

ARTIST STATEMENT

My work as a photographer and designer is motivated by a keen interest about the world I live in as well as a desire to capture and create visual stories that have an impact on other people.

The beauty of everyday occurrences and the ability of light and composition to elevate the ordinary into the spectacular serve as continual sources of inspiration for me. I love producing images that are genuine and emotive and are meaningfully relatable to the human experience, be it any casual street photography that I shoot or any design that I meticulously create. I firmly believe that art has the ability to bridge linguistic and cultural barriers and bring together people from all walks of life in a way that is lasting and meaningful.

Photography and design enable me to explore and express my own vision and also allow me to interact with the environment, my surroundings, and my day-to-day chores which in a way is both – a unique and universal experience that helps me hone my skills and shape my thoughts

Subsequently, I'm steadfastly devoted to utilising my work to change the world for the better. I think that photography and design have the ability to spark change, to upend the current quo, and to really unite people. I try to make art that connects with people and inspires them to think and feel differently, whether I'm exploring social justice problems (such as gender inequality, basic woman rights), showcasing the wonders of nature, or just appreciating the diversity, complexity and cultures of the human experience.

Through my work, I want to encourage people to connect with one another more deeply and to perceive the world from a different perspective. In a society that is frequently divided and separated, I think that art has the ability to unite individuals and to promote understanding, empathy, and connection. This conviction motivates me to produce and disseminate my work, and it is what I aspire to accomplish through my art of photography and design.

My decision to major in Digital|Media Arts is motivated by a deep desire to take part in the stories that are being told all around me. I keep my eyes peeled for the undiscovered, the light that lurks in the shadows, the stories that are not immediately evident, and the remarkable in the mundane.

Some of my interests are reflected by a number of passion projects and efforts I've undertaken with KPD Bakes and the other design/photographer roles I've been assigned at CIRS—Graphic Designer at Girl Up CIRS, Technical Team Head for TEDxYouth@CIRS event, to name a few.

By majoring in the arts concurrently, I would be able to improve my visual communication, critical thinking, and problem-solving abilities and use these abilities to express myself.

Over a period of time, I have also developed an online website portfolio and an Instagram Page for myself through which I have showcased my design and photography works that I've done for personal interest as well as local businesses and artists!

The link to the Portfolio is: www.iparul.com

The link to my Instagram Page is: <https://www.instagram.com/sancheti.parul/>