

Looking through Ram Shergill's Kaleidoscope

Rujuta Vaidya | August 22, 2014

The photographer's unmissable exhibition in Mumbai this week



Ram Shergill is on a simple mission—to create beautiful images that'll stand the test of time. So far, so good. Mentored by the likes of Isabella Blow, Philip Treacy and Alexander McQueen, the London-based photographer's work explores themes like intimacy, death and longing with a strong sense of beauty.

The transient ability of fashion to transform one into the person they want to be is what drew the photographer to fashion at an early age. Shergill's imagery hits you all at once—the texture, color, composition—leaving the viewer instantly transfixed. "I look for a sense of emotion and drama, something that will provoke my mind, be it a beautiful face or stunning fashion or a combination of both," he says.

The exhibit 'Kaleidoscope' is a selection of Shergill's numerous collaborations, such as with design duo Abu Jani and Sandeep Khosla. The maverick photographer first worked with them on a shoot with Abhishek and Shweta Bachchan at a castle in Nottingham many decades ago. Since then, they have worked together on several shoots worldwide, mainly for the book *India Fantastique*, celebrating their 25 years in fashion.

Most of Shergill's work is shot at exotic locations which he credits for capturing the energy of the moment. The elephant is a recurring leitmotif in his work—a creature Shergill believes to be quite 'chic'.

His years in the fashion industry have helped given him build a rich repository of stand-out images: "Fashion is like an exoskeleton to protect and serve our bodies. Animals can't, but humans can chose to shield our bodies with various guises, colours and looks, each one to show how individual and characteristic one can be," Shergill says. "Concepts in fashion stories are always changing from past present and future, so I like to take the drama of it all."

Kaleidoscope by Ram Shergill is organised by Tasveer in partnership with Vacheron Constantin, which is committed to supporting international art and cultural institutions across the world. The exhibition is running till August 25 at Industry Manor, 3rd Floor, Prabhadevi, Mumbai 400 025, and from October 20 to November 9, 2014 at Saffronart, The Oberoi Hotel, Delhi.

1/9



'Cirque'

In this story: ALEXANDER MCQUEEN, DELHI, HOTEL, INDIA, LONDON, MUMBAI, OBEROI, RAM SHERGILL, VACHERON CONSTANTIN