

Making Life Creative



NAZIBA BASHER

Since she was a little girl, Sharmin Rahman was always inclined towards things a little 'outside-the-box'. The first time her uniqueness was discovered was when her mother caught her making little drawings all over her clothes instead of studying. With the love of drawing and the knack for creativity, Sharmin knew that she wasn't destined for a normal desk job.

"After my intermediate exams, I had a one year gap due to the session jam at Dhaka University, since that was where I was applying for higher education. During this time, I joined a designer house for part time work. I ended up working there for a very long time," says Sharmin. While Sharmin was soothing her passion for drawing and design through working at the designer house, she chose to study on another passion of hers at Dhaka University- English Literature. "Even though I enjoyed studying Literature I knew I would have to work in the creative field. I didn't really know I was the only woman there," says Sharmin.

After realising that she has gotten all that she could from working at the designer house, Sharmin decided to change track and go into

advertising. "I started my journey into the world of advertising with Bitopi. I joined there as a Copywriter. I then started working full time there as creative supervisor," says Sharmin. While in Bitopi, Sharmin worked for the campaign of the brand Djuice. "I grew with the brand and when I had started dying out, I decided to move onto something different," she says. Still staying true to advertising, Sharmin joined Asiatic as creative manager. Soon enough, after gathering enough experience and proving herself, she was recently promoted to group creative director, the youngest to hold such a position in Advertising. Recently, she was also mentioned to be the first woman to work in such a position in advertising.

According to her, her biggest achievement, despite the awards from BrandForum that Asiatic has won for different campaigns, is her understanding of the youth. "My work has so much to do with connecting with the youth. I have to think like them in order to make my work appeal to them. I think this is a very big advantage for me because even if I can't make a big difference myself, I can at least create a spark in the youth, who are after all the ones carrying this country forward, to make positive impacts," says Sharmin.

PHOTO: COURTESY

Fulfilling a DREAM

ANIKA HOSSAIN

Autoshi Abdullah has wanted to be a designer for as long as she can remember. A student of Computer Science, she decided not to pursue her studies once she was married and instead, decided to fulfil her dream to enter the world of fashion. "I used to design clothes for myself at first," she tells us, "But once my friends and family saw how well I did this, they insisted I start designing things for them as well! That is when I decided to start my business."

Autoshi started off with a facebook page where she advertised her work and once that became popular she decided to open a small boutique in Kalabagan, close to her home, so she could be near her two sons while she worked. "My father helped me set up the boutique, which I have named Prettiness Undefined," she shares with our readers, "He also did all the decoration and set up the shop himself for which I am

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grateful."

Autoshi believes that too many women nowadays are wearing Indian designs, specially for formal occasions and believes that she can show Bangladeshi women, that local designs with Bengali motifs can look just as nice at parties. "I work with embroidery, karchupi, stones, block and screen print designs," she shares, "With these, I design shalwar kameezes, saris, gowns and baby wear."

Her business has been small yet success-

ful since its inception in December 2013. "It helps me support my family and they have been very helpful. Without them, this would not have happened." Autoshi is currently working on an Eid Collection for which she is not only making her own designs, but has imported clothes and jewellery (mostly kundan) from India as well and hopes these will be well received.

Prettiness Undefined can be found at House 119, Shop number 305, Mirpur Road next to the Kalabagan bus stand.



PHOTO: KAZI TAHSIN AGAZ APURBO

The Art of a Shutter

APURBA JAHANGIR

Over the years the young generation of our country has shown huge potential when it comes to photography. Exhibiting their frames all over the world, they have set the bar high for future generations. Pranabesh Das is one of them we can be proud of. By winning prestigious awards such as PSA best of show 18th Georgia in 2008, FC Oldenzaal bronze medal in International Photography Circuit in Holland back in 2012 and an honourable mention at GEF Photo Contest at Germany in 2009; Pranabesh has proven to be one of the most acclaimed photographers in Bangladesh.

Coming from a physics background, photography was always a hobby to Pranabesh. "After completing my Bachelors in physics, I started working at an IT firm. However I couldn't bear the boredom of working there. The long hours with little to do was crushing me inside. That's when photography saved me and the hobby became a profession," says Pranabesh Das. Currently, he is doing his bachelors in photography at Pathshala South Asian Media Academy.

Every photographer has a genre he or she prefers such as portraits, wild life, urban and rural scenery etc. In Pranabesh's case it is documentary and street photography. "For me it is this is my view of the world and how it relates to me. And I like to do street photography because I get to capture the dynamics of everyday life which is fascinating," says the photographer.

Pranabesh has exhibited his captures in countries such as Sri Lanka, Croatia, India, China, Slovakia, USA and more. "There have been so many people I am inspired by and the list keeps on growing but from our country I would have to say I am hugely inspired by the works of Abir Abdullah, GMB Akash, Munem Wasif and M R Hassan," says Pranabesh.

By seeing so much passion and success in this field, many youngsters are considering photography as their occupation. To them Pranabesh says, "You should always have something to say in your photos and you must be brutally honest about it. Try not to just take pictures which show what something looks like. The way you put the elements of an image together is really important because it shows us something we've never seen before and will never see again."



PHOTO: ARIFUL ISLAM S'UHAS

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PHOTO: COURTESY