

THEY ARE OUT TO FRAME YOU



Jatin Kampani and Ashish Kashyap

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So all you budding photographers out there eyeing that one streak of skylight, get all your good work ready and be prepared to get 'framed'. We have had a horde of talent hunts before this but this one still begs to be different. As claimed by CEO Ashish Kashyap, Ibibo.com, "Is a unique proposition, never attempted before." He also feels that contrary to the mass junk churned out on television these days, an internet-based hunt is a welcome change. The Ibibo FTV iFashion Photographer Contest - A platform for amateur fashion photographers across India to feature on FTV -- is scheduled to be up on the net from June 6. The last day to upload portfolios is July 15.

But why a show like this in the times of only song and dance talent hunts? "Because Ibibo has always encouraged talent and this would provide them with a robust platform mostly from non-metro cities which would rate them and give recognition. With success of MTV iSuperstar, blogs and sawaal polls, ibibo takes a step forward in which young people will be able to express themselves. It's all about creating local social utilities and discovery of new people."

Ibibo Web Pvt Ltd and Fashion TV, have come together for the first time to provide a platform like this where upcoming fashion photographers can upload their portfolios on www.ibibo.com and will be adjudged by the FTV panel including famous fashion photographer, Jatin Kampani. This hunt will end with five budding fashion photographers shooting FTV models under Jatin Kampani's guidance. The whole experience will be telecast on FTV later. Commenting on the talent hunt Jatin Kampani says, "This is my fraternity and I have to support it. There is so much talent in this country and it needs to be tapped. During the course of this contest I will share my experiences, thoughts and techniques with these young talents via ibibo blogging." log onto www.ibibo.com