

BIRAD RAJARAM YAJNIK

Birad Rajaram Yajnik is a name brand synonymous with fine print production, more than 35000 fine print copies across 9 titles have been designed and produced under his direction. His first book on the famous temple of India – **Tirumala Tirupati – the legends and beyond** has been a bestseller for the last five years. In early 2009 he released his fine print book on Yoga, **The Great Indian Yoga Masters** with photographs by him across nine countries. This book presents to the world, India's ancient connection with Yoga and currently is being translated in 8 international languages. His books – **India – Colours east of Indus** is a collaboration with 70 photographers from around the world, while **Ancient Trade Routes** is a tribute to the trade routes of the Spice, Tea and Silk that transported not only goods but also culture religion and customs in food, fashion and tradition.

Birad is an alumnus of the Osmania University. Over the last 20 years his work in design and technology has been endorsed by Fortune 5 companies, The Electronics and Mechanical Engineering Corps of the Indian Armed forces and sections of Hollywood.

His statement of design and photography in print and in the digital media has always followed a simple but clear path. They pivot themselves on connecting aspects of nature and technology.

He has travelled widely in North America, Europe and South East Asia and has photographed in more than 50 cities around the world.

MKG – Imaging Peace Truth and Ahimsa a fine print book on Mahatma Gandhi is the first of his limited edition series. It is positioned more as a work of art and the contents published document treasured experiences of a man so simple yet so unique and valuable.

He has had the privilege of speaking at the Nehru Centre in London, the Tolstoy farm in Johannesburg, The United Nations and the Metropolitan Museum of Art in New York.

In 2010 a special edition of the MKG book was released at the United Nations by the President to mark the International day of non-violence.

At home in India he is a creative design professional and heads an interactive media agency – **Visual Quest India**. Since 1995 he has consulted with the leading brands of the world in print and digital media. His clients in design and technology services include – HSBC, Caterpillar, Novartis, Tata Group and the Government of India. He currently lives in the southern city of India, Hyderabad with his wife Deepti and daughter Adya.

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