Dinesh Khanna An introduction of an incredible Indian

Dinesh worked as a Calculator Salesman, Garments Quality Checker and a Busboy in an Upper Eastside Bar in New York in his early years. This rather confused career path was due to his teenage belief that if he followed in his Photographer Father's footsteps he would be yet another victim of the Indian caste system. This rebellion further led him to a 12 year long career as an Advertising Executive. He finally 'burn-out' at the ripe old age of 33 years and which left him with a driving desire to become a Professional Photographer.

So in 1990 he finally succumbed to what can probably be blamed on genetic coding – the desire to make images – both as a means of making a living and as a form of creative expression. The last 17 years have seen him involved in creating images for Advertising, Editorial and Corporate clients, specifically in the area of Food, Still-life, People and Interiors.

Also a body of Personal Work which has been exhibited in Delhi, Mumbai, Kolkata, Bangalore, London, Edinburgh, San Francisco and New York. His latest Exhibition was "Tirtha

a Spiritual Journey"
Delhi. Besides this he has
"Bazaar" and "Living result of over a decade the traditional markets
India. 17 years into the not just a profession and of understanding and around him.

Dinesh, now 50 years near Delhi, with wife, Advertising Executive and for the last 8 years Dancer. They have 2 12 years old and shares dance. And Mahi, who at Artist but in her wisdom only a 'half-art'.

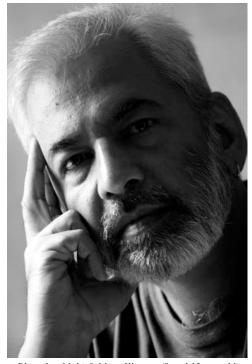


Photo by: Mahi & Myra Khanna (8 and 12 yrs. old)

in December 07 in New done 2 Pictorial Books Faith" – which were a of traveling through and religious centres of journey Photography is a passion but his means feeling the world and life

old, lives in Gurgaon, Rachana, who is an turned Interior Designer a dedicated Kathak daughters, Myra, who is her mother's passion for 8 has decided to be an feels that photography is

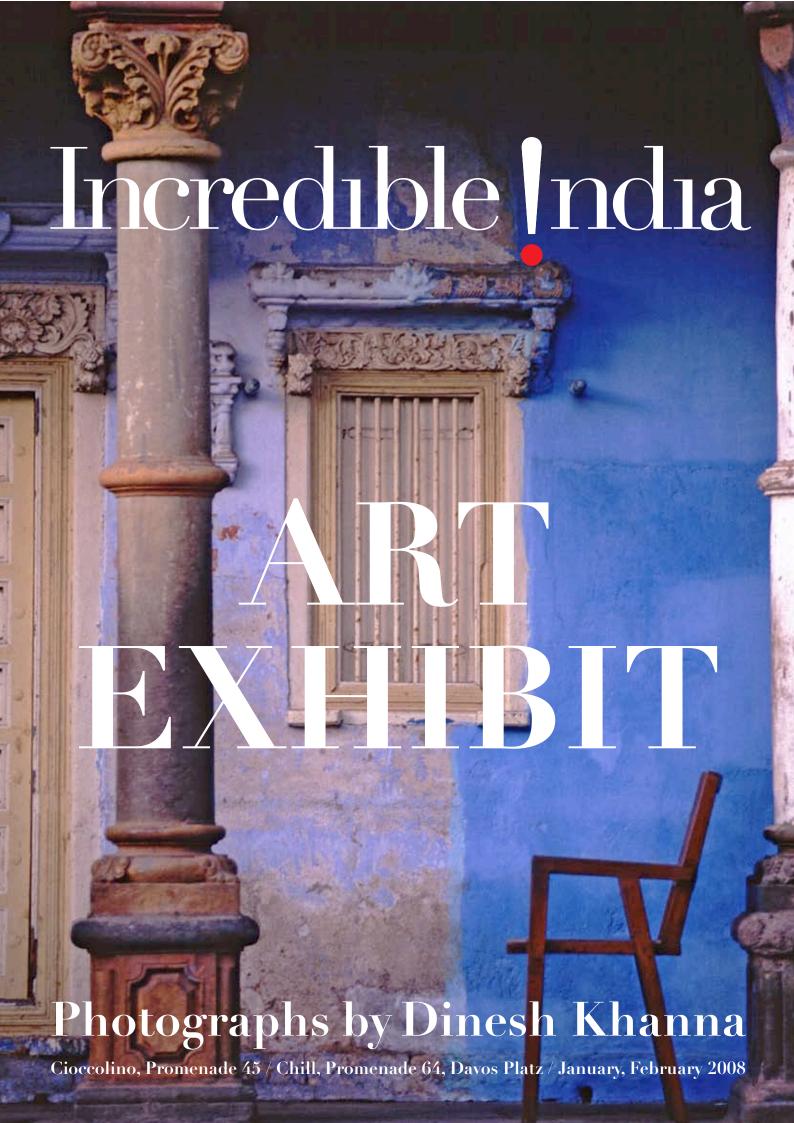
Besides continuing to do commercial assignments for International Magazines, Advertising Agencies and Corporates, Dinesh is also currently working on Pictorial Books on "Benaras – Everyday in Eternity" and "London – Another view".

A small collection of Dinesh's work as artistic photographer and documentalist of the beauty of India, curated by Radhika Singh, is currently displayed at Cioccolino on the main street in Davos. It was presented simultaneously at three locations during the WEF.

A BrandsMission project sponsored by IBEF, the Indian Brand Equity Foundation, a public-private partnership between the Ministry of Commerce of the Government of India and the CII, Confederation of Indian Industry.

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All photographic prints are signed by Dinesh Khanna and can be acquired as presented for CHF 1600.- each. Please inquire with management. www.incredibleindia.org

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