

Meet Aswin K Nair, Wedding Bells Photography, a Vidya alumnus



Aswin K Nair

The Editorial team of *News & Events* is happy to introduce an illustrious alumnus of Vidya who has successfully chalked out a path different from engineering. Mr Aswin K Nair, a Vidya alumnus of the 2012 – 16 B Tech (PE) batch, along with Mr Sreesanth N Unnikrishnan chose the field of photography as his career and set up a small firm “Wedding Bells Photography” in 2014 even before he graduated from Vidya. The firm grew up to become one of the finest and creative photographers in Kerala. Mr Aswin is proud of his alma mater and, in a recent interview with the *New Indian Express*, remarked: “Engineering skills earned from my college helped me in my photography profession.”

Wedding Bells Photography clicking the picture-perfect shot

ABtech graduate, Aswin K Nair and Visual Communication graduate, Sreenath N Unnikrishnan, began Wedding Bells Photography firm in their 20's. At such a young age, stepping foot in the business was risky. But for these two young enthusiastic and passionate photographers, it was more of living their dreams.

Started in 2014, Wedding Bells Photography was born from a casual conversation between Aswin and Sreenath. "We have known each other since childhood. I had met him after a while and he told me that he is now working as a photographer in films and also does wedding photography," said Aswin. Little did they know, both of their casual conversations will lead them to start their own business. Thus Wedding Bells Photography was born and the first work they had received was of the model, Reshma Sebastian. "It was a great beginning for us and we became quite famous among



the industry," said Aswin with a smile. The duo also had covered the wedding of Dhyana Sreenivasan, Pearle Maaney to name a few and the wedding of Mrudula Murali is their next celebrity project.

However, the beginning was great, but the further journey was not so easy as the wedding photography trend sprang up like mushrooms in the market. "We needed to stand out and we were standing out from others for the creative theme and concept we bring in each photography work," he added. The duo has covered the weddings of eminent celebrities from the Malayalam film

industry.

Talking on the ongoing crisis due to the Covid-19 pandemic, Aswin said that, the shoots which had been booked out of India had to be postponed but the ones booked within the district are being done. The herculean task of a wedding these days is to find the uniqueness as there will be only 50 or fewer people attending altogether. "There is a lot of strain to find a heartfelt candid moment especially when there is a small gathering," he said. The budget also has declined due to the pandemic he added.

Having covered many celebrity weddings and overseas weddings, Wedding Bells Photography is one of the finest and creative photographers in Kerala. Having a creative team of 15 members, Aswin and Sreenath, began their journey at a very young age and are successful in their career. Known for their professionalism and creativity, Aswin and Sreenath have plans to expand their work overseas by keeping Thrissur as their main office. "Being born in the land of Shakthi Thampuran we want us to be recognised or known as pure thrisurkaran," said Aswin with a smile.

