

BRUNCH

spaces

Picture Perfect



THEY FEATURE your favourite people and places; form part of your most cherished memories, and are more valuable than any work of art. So why would you want to keep your personal photographs hidden away in albums? Instead, use them in creative ways to add a dash of warmth and intimacy to your home.

From many accounts, it's becoming clear that most people are not satisfied with merely placing family photographs in frames on their tables in the bedroom. Radhika Shrivastava, promoter of the Celebrity Kids studio, says that since she launched her venture in 2007, she has noticed a definite shift in customers' attitudes towards personal pictures.

She says, "Earlier, there was a lot of hesitation when it came to displaying such images on the walls, for reasons ranging from superstition to not being aware of how to use family photographs in various ways. But in the last year we have had requests from a number of clients for 'complete wall solutions showcasing their families'." People are also more comfortable with the idea of placing family pictures in more public areas of the house like the family or living room.

PHOTO FINISH
Now that it's okay to have pictures of your family around the house, there's also a lot of experimentation in the kind of pictures being displayed. Says Radhika, "We are seeing more and more people opting for larger frames and dramatic photo collages as well as themed shoots. We also get requests to

Don't tuck your beautiful memories away. Hang them on the wall, or put them on key chains or mugs and make them part of your life instead

by Parul Khanna



SMILE: Take pics out of frames and on to T-shirts



SAY CHEESE
Your neighbourhood photo shop can help you place pictures of your kids on coffee mugs

print life-size images of people, as well as sepia tones and similar requests." Homemaker Addeti Malhotra has a collage of candid family pictures cov-

IN THE FRAME

A digital photo frame looks like any other large photo frame, comes with a wireless remote and can even be wall-mounted. While some digital frames only display photos as a slideshow with an adjustable time interval, others have built-in speakers and are compatible with MP3 players and video files. You can adjust screen brightness, the speed of the slideshow and more functions with the help of buttons on the device. Though the market for digital photo frames is still in a nascent stage with sales of just 60,000 units a year, it's expected to double this year. Depending on the memory and other features, prices of these frames vary between Rs 5,000 and Rs 17,000.



PRODUCTS TO PERSONALISE

- Pillow cases
- Mugs
- Key chains
- Cushion covers
- T-shirts
- Crystals
- Coffee table books
- Greeting cards
- Coasters
- Calepdars
- Jewellery boxes



ering most of one wall in her drawing room. Says Addeti, "As I was going through my albums, I came across some beautiful shots of my husband, son and me. So I decided to make a collage for the living room to share our great moments with friends and family. Also, I thought this would be more personalised than having an arbitrary painting on the wall."

HERE AND EVERYWHERE
The fascination with personal photographs is also not limited to just the walls of homes. Some people also choose to have reminders of their loved ones all around them - from putting family pictures on mugs and calendars to pillowcases and cushions. Like lifestyle journalist Ritika Kapoor, who has pictures of her fiancé on key chains and mugs. Says Ritika, "Though we talk over the phone all the time, I miss him as he is posted abroad. I have his picture on a key chain that I carry everywhere and keep looking at. I keep the mug with his picture on it in the office. This way, I don't feel his absence so much. Also, I am proud to have him so I don't mind people asking me who he is."

Bala Parthasarathy, managing director, Asia Pacific, Snapfish, Hewlett Packard, attributes this trend to the popularity of digital cameras. "A phenomenal increase in Internet penetration, coupled with a rise in the sales of digital cameras and camera phones has provided a boost to this concept," he says, adding, "Consumers are increasingly moving away from prints and looking to translate their memories into personalised memorabilia."

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