



Sutra – Press Release

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FOR IMMEDIATE RELEASE

July, 8, 2011

“Sutra”

Artist Photographer Yatin to Launch “Sutra, Fall 2011.

WINTER PARK, Fla. – Friday, July 8, 2011 –After years of traveling and documenting every day life in India, Yatin is set to launch his extraordinary series "Sutra" in the Fall 2011. "SUTRA", which has ancient Sanskrit Indo-Aryan origins means “a thread or line that holds elements together.” This powerful word well defines the essence of Yatin’s series, photographed in his hometown of Ahmedabad, India.

With "Sutra" Yatin reveals the equilibrium taking place in society – the coexistence of architecture, humanity and the surroundings, ancient and contemporary - each scene being an intimate, richly detailed reflection of these threads that define lives and cultures.

“What fascinates me is how, after thousands of years, the original environment and its habitants have organically evolved in time to find a delicate balance between tradition and modernism, without compromise. My work seeks to document this astonishing yet harmonious paradox. It is the spatial and intimate interconnection between architecture and mankind which matters to me.” says Yatin.

Using high dynamic range (HDR) processing and high contrast tonality, Yatin is able to reveal the beautiful textural fibers that are woven into the environments of present-day urban India. Yatin then selected world-renowned digital printmaker Jon Cone to bring “Sutra” to fruition. Cone created the methodology used to produce Yatin's prints, which includes a set of 12 custom-made monochromatic inks and large sheets of rare handmade Japanese paper. The depth and texture provided by both paper and ink is unparalleled.

Cone excitingly states, *“For Yatin's imagery, I am printing using a bluish gray ink to carry the mood in the shadows. It peeks out from behind the blackest parts. I use a brown nearly as strong as tea in color. I have three shades of pure warm carbon that make up the bulk of the gray tones in the print so that the images appear to be rich and with considerable depth.”*

The large-scale "Sutra" exhibition will debut in Orlando, Fla. this fall and will be traveling internationally starting in 2012.



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“Yatin Patel”

Internet/e-commerce entrepreneur follows his passion for photography

WINTER PARK, Fla. – Friday, July 6, 2011 – After 15 years of working as a successful internet/e-commerce entrepreneur, Yatin Patel, an Orlando resident, now has the good fortune to be able to focus on following his passion for photography.

The creative spirit has always been a part of Yatin. Even his years spent developing successful business ventures across the globe were filled with creative outlets – from owning a design agency to designing his own homes to his latest form of artistic expression.

Yatin uses photography and a free-spirited shooting style to capture rare, often unseen perspectives. Through the use of custom inks, special hand-crafted paper canvases and a meticulous attention to detail, he brings the images to life, relying on tones and, most importantly, textures, to tell a story.

With each new image, Yatin hopes to document the numerous balances taking place in society – the pure, peaceful coexistence of architecture, humanity and the surroundings. Each scene is an intimate, richly detailed reflection of these threads that define our cultures.

Patel has traveled extensively worldwide making his mark on six continents, which is where he draws his motivation. Yatin captures what he calls the various aspects or “essence” of a city by harnessing the texture, color, dimensions, volume, velocity, and pitch of the city’s life, culture, architecture, and history.

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His first large-scale photography exhibition will debut in Orlando, Fla. this fall and travel around the world starting in 2012. Yatin Patel's Sutra Collection captures an authentic view by exposing true beauty that is often hidden in plain sight. Through the use of detailed monochromatic imagery, high dynamic range (HDR) processing and deliberate hints of color, Yatin reveals the beautiful textural fibers that are woven into the environments of present-day urban India.

The Collection's icon features the word "sutra" handwritten in the decorative script of Lantsha by world-renowned artist Tashi Manno. As a former Buddhist monk, Tashi uses his disciplined training and meditative awareness to produce authentic iconographic masterpieces through Tibetan Buddhist calligraphy.

Patel also collaborated with Cone Editions Press, the first printmaker to adapt digital printmaking on the Sutra Collection. The prints are produced on large sheets of handmade Japanese paper. For Yatin's imagery, Jon Cone invented a process in which many shades of black ink are carefully combined to produce a smooth gray transition from white to black. He is also printing using a bluish gray ink to carry the mood of the shadows. In addition to making his own inks, Cone developed his own software to use for printing the images.

Yatin has extensive experience in various mediums of art and at the age of 18, he studied and documented the ancient art of Warli painting in his native Gujarat, India.

An active member of the Central Florida community and a philanthropist, Patel serves as a board member of The University Club of Orlando, the Orlando Downtown Arts District and the Orlando Film Festival.

He holds a bachelor's degree in Mechanical Engineering and two master's degrees in Industrial Design from the National Institute of Design.

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