

**For Immediate Release**

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## **Towards a Transformative Photography**

by Simhananda

What does a transformative photographer do, or what does he aim for, which radically differs from the ordinary photographer's approach?

**Montreal, April 12, 2010** – Simhananda unveils the mystery behind *transformative* photography in his new release *Towards a Transformative Photography*. The *transformative* photographer demonstrates with simplicity the 'just Is' of life, of people, of line and color in their purest sense and in their natural atmosphere ... the very idea that 'ordinariness', is really nothing short of 'extraordinary'.

Simhananda invites us to explore this unique photographic art and reveals 15 *themata* (themes) to reflect upon. *Transformative* photography embarks the viewer upon a symbolic journey, and picture by picture, step by step, invites the beholder, despite himself, to reflect more deeply and maybe, just maybe, commit himself to nurturing a more wholesome attitude.

Selected commentaries accompany nearly every photo in these pictorial chapters, illustrating what the author is trying to convey to his readers. Three themes explored by Simhananda:

- 'Illuminate your photography with mindfulness'
- 'Allow your dynamic inner eye to see'
- 'Trust in the sentiency of all things'

“The *transformative* photographer must approach his subject with a comprehensive, evolutionary, detached but warm love, coupled with humour and an ability to leave things unaltered and fundamentally free.” –Simhananda

The present volume in its original format had 27 *themata*. Only 15 of them are included in this book, and the remaining 12 *themata* will be presented in a future release.

### **Simhananda**

Simhananda is an award winning author of photographic and inspirational books, and has been an experienced speaker for approximately 40 years. Photography has been a pleasurable passion for him for almost as long. Combining both together is to him just short of what he calls pure joy. Simhananda cherishes people, places and the whole planet.

Two of Simhananda’s photography books have received the *Gold* at the *Nautilus Book Awards* in 2008 and 2009. Many others of his works were award-winning finalist at various book awards contests.

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### **Towards a Transformative Photography**

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