

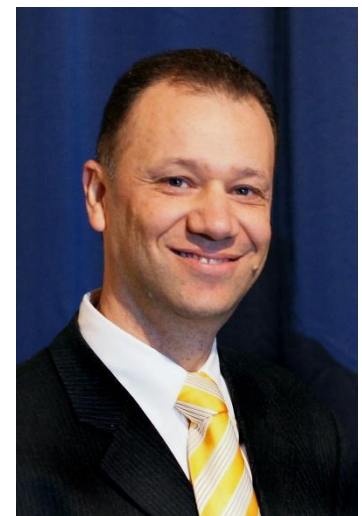
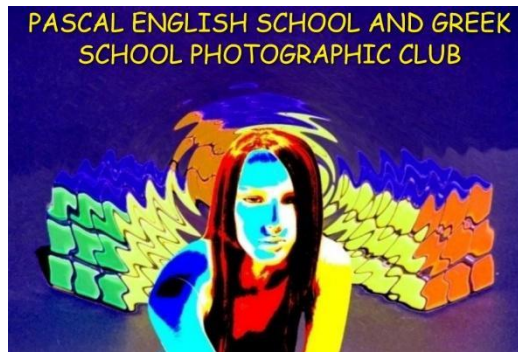
Photo Biography

Professor Andreas L. Andreou - A Maestro and a Humanist

by Prof. Biswatosh Sengupta



Prof. Biswatosh Sengupta
Photographic Association of Dum
Dum, INDIA



Prof. Andreas L. Andreou

This article is dedicated to Prof. Andreas L. Andreou of Cyprus, one of the most prominent photo artists of our time. The Cyprian Diamond Photographer has been bestowed with numerous awards and prestigious honours for his outstanding contribution in the field of creative photography. The other facet of Prof. Andreas is his untiring effort to promote and propagating love, peace and international friendship through pictorial photography.

Photography is the scientific process to obtain a sketch with the help of light. It plays a significant role in every sphere of life – from application in scientific experiments, documentation of the saga of human life and tragedies, to creative expressions – photography is omnipresent. Professional photographers earn their livelihood, amateurs record their sweet memories and artists use it to express their feelings. However, with the advancement of scientific and digital technology, the act of taking a picture has become quite easy. Every second man on the street has become a photographer and even without elementary knowledge of photography people are successfully participating in Photography Salons. But Professor Andreas belongs to a different league. He has an intrinsic ability to express his ideas and execute them in his own distinct style with admirable command over the medium.

We know that there is a difference between a 'photo' and a 'picture'. A picture has some special qualities which separates it from an ordinary photograph. I like to recapitulate a few words for the convenience of the readers. Photography excels in art only when it conveys the feelings and emotions of the artist. According to Aristotle, the great Greek Philosopher, it is the "Idealized form of the Artist". The artist carefully selects objects of this mundane world and presents them in such a way that these mundane objects acquire a whole new meaning in the picture. Choosing the right subject, image proportions, presentation, colour scheme, art-technique and above all a message are prime considerations of artistic photography. Thus a well-rounded picture should have a number of features such as good composition, use of appropriate colour, technical perfection and proper theme and above all humanity which moves the mind of the artist and the viewers. In Snaskrit "**Indriyevyah parang manah**" means the mind is the controller of the senses, the mind drives them.

The above points which culminate in a sense of aesthetic pleasure in the mind of the artist and viewers make a picture complete and enjoyable. This is the difference between a 'photographer with artistic blend' and a 'snap shooter' in general. Many times we even use different symbols to convey various inner meanings of the photograph so that the message of the photograph is easily understood in the minds of the connoisseurs. Symbolism is also an important aspect in pictorial photography. Aesthetics of the image in the presence of that symbol influence the statement of the photograph or enable the image to evolve into a beautiful story.

But is there really a difference between an 'artist' and an 'ordinary person'? Like ordinary people, the artists also go to the market with bags, tell stories, and watch games, read books, etc. So where is the difference? There is a difference. Many will say that the main tool of an artist is his eyes, what is called "*Indriyevyah Parang Mana*" as already mentioned. The mind controls the senses. So what his eyes see is in the direction of the mind. We all know that Prof. Andreas is a world-renowned artist in the arena of photography, who left no stone unturned to explore various branches of photography. Through his camera lens, an unfamiliar and unseen context of the known world has acquired a new look, a new meaning and last but not the least a beauty which has so long remained unnoticed. The common place becomes uncommon because it has taken up the hue. And that's where we meet the artist's mystical human heart. I don't think it would be irrelevant to try to highlight his humanity during today's global hype. We see that the seat of humanity is not only in 'Aishwarya' (wealth), it also has the fragrance of very ordinary beauty. I did not have the good fortune to see all the pictures of Prof. Andreas but as a Chairman of Dum Dum Salon I had the opportunity to go through quite a number of his pictures during last two decades and many other works published in International Salon catalogues. However, from those it may be said that he is not only a great artist but also possesses of a deep sensitive mind. He dwells upon all genres of Photography. What distinguishes this renowned photographer is his clear and impressive work with his very sensitive soul reflecting in subject selection, use of computer aided technology and thereby modifying those to a creative form. Portrait is a most fascinating genre in all form of arts. Legendary artists of all media have created many masterpieces. Prof. Andreas also has produced number of masterpieces in women's portraits both characteristic and experimental. His still life, travel photographs and experimental photographs all bear his insignia and are easily recognised amidst the chaos of thousands of photographs. Following paragraphs will provide a flavour of his creation.



Hand Eyes

Seeing and visualizing are two different aspects, though both involve human eye and brain. Man sees with his eyes but visualizes with his mind, more specifically with his sensitive mind; therefore is the saying 'the mind knows more than the eyes see'. When light falls on an object man can see it with one of his sensory organ – the eyes. But when he goes deep into the subject he visualizes something with the eyes of his mind. No material barrier can stop him seeing the object. The artist visualizes the object with its qualities that impresses his mind most. This is also possible by

keeping the eyelids closed or keeping the eyes covered. Only a true artist possesses that visionary power, which is apparent from his picture Hand Eyes.

“Water water everywhere not a drop to drink”. Food is what sustains life. This is the biological need. “But man shall not live by bread alone.” He also needs nourishment for his mind. The baby in the picture Among the corns seems to be empathetic for other children. So in spite of having plenty of food scattered around him, he cannot enjoy eating. His mind is perhaps haunting for other children who might be starving for food. This makes him unhappy and he cannot get the pleasure of eating although there is no dearth of food. Abundance for a selected few cannot make the society happy that rocks the mind of the child as well as the sensitive soul of the great artist Andreou.

A true artist can freely wander in different arena of art, be it portrait or candid or purely creative form like a still life. Still life is a particular genre of visual art, where the artist creates the whole set up by himself with the help of some inanimate objects according to his choice and imagination. In his artistic pursuit Andreou proves his excellence of creativity through his picture **White Harmony**, where he plays with a simple but mystic display of colour and light. While in his other pictures one can find varied display of rich

colours here one finds the richness of simplicity using soft light, soft colour and soft focusing. This not only proves the great mastery of the great artist Andreou over his perception of colour harmony but also his capability of using the right technique to bring out the essence of the theme and aesthetics.

His portfolio **Hercules** for which he was awarded Master distinction ISF Level-2 is a wonderful cohesive set of surrealistic photography created by computer manipulation simply by using dolls in one layer and blurred background on other layers to create fantasy and dream.



Among the corns



White Harmony

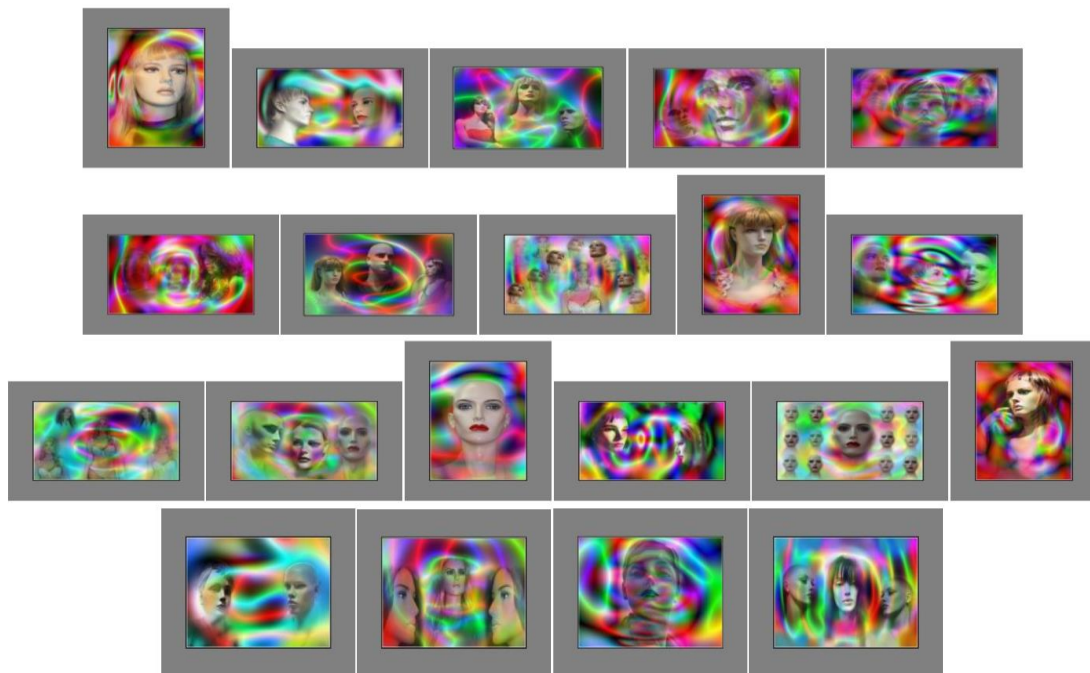
Injustices, oppression, neglect, inequality in the society have always bothered him. The simple scene of tender love would expose him to a new sense of human life. What he has always tried to propagate is love, peace and friendship through his artistic skills. “FIAP is my heart forever” is the theme song of FIAP composed by him.

In the midst of this great pandemic, when our normal life have come to a scratching halt and we struggle to fight the disease which have already claimed more than eight lack lives, with no medicine in hand and no vaccine in near sight, we once again shall have to fall back upon fine arts to weather this trying time. We realise that to defeat the virus, we shall have to fight as one and fine arts has the power to unite people from across the globe. Professor Andreas has written another song which he named “*SINGING TO WIN THE VIRUS – FIGHT TO WIN CORONA VIRUS*”.The song has been sung and played by Constantinos Timinis,

who has also made a video on the song. Prof Andreou has dedicated the song to FIAP President Mr. Riccardo Bussi and Mrs. Joanne Stolte, the FIAP Liaison Officer for USA. FIAP has recognised this as their official song in the battle against COVID 19. The song reflects his sensitive mind and inspires us to unite through photography and propagate noble values, forgetting our differences in our fight to defeat the virus.

Prof. Andreas has also collaborated with other institutions and writers, not only with the aim of promoting world photography but, with the promotion of important national issues at the same time. One such poetic-photographic collaboration is that with the renowned and award-winning well-known poet R. Ioannidou Stavrou, who enriches the artist's work with her poems.

In addition to his close collaboration with the above poet, he has also collaborated with various organizations in the field of artistic photography. A photo of his has been posted on the cover in an anthology, published by the Department of Forests, on the subject of forests. He was also a contributor to the magazine "Psychic Vibrations". An article about Andreas L. Andreou was presented in the book "Studies-Essays-Articles" by George I. Kallegia, Dodoni '99.



Hercules Master Distinction ISF Level-2

He has been distinguished in Pancyprian, Panhellenic and other local and International competitions from which he won important awards but the culmination of his success was the GRAND PRIX EUROPE in Italy, where his photographs were considered extremely beautiful and interesting. One of his photographs was accepted for permanent exhibition at the Museum of Photography in BRESCIA, Italy. For this success he was awarded a special medal and diploma.

Prof. Andreas is a humanist to the core and an institution in himself excelling as a teacher, a researcher, an administrator, an organizer, a propagator and an artist. He was adjudged as the best Professor-in-Photography by Silk Road Youth Photo competition in China, 2019. He is associated with many apex photographic bodies of the world – Chairman of PESGSPC, Vice President of Cyprus Photographic Society, representative of Cyprus and ambassador of love, peace and friendship in the World Photography Organization Image Sans Frontiere.

It will be an injustice if I do not highlight about his honours and awards. Most of the Salon photographers are well aware of that. The list is endless so I am not mentioning all. He has been bestowed with honours from many world bodies of which EFIAP/diamond3, Hon. EFIAP, Triple Master (Phenix ISF-Hercules ISF-Dauphin ISF) the only one recipient since 2015, RISF10 are worth mentioning. Our organisation Photographic Association of Dum Dum also conferred him Honorary Fellowship of PAD (Hon. FPAD) in 2017. He is recipient of 684 international awards with more than 15 000 acceptances.

I sincerely congratulate my friend dear Professor Andreas and salute him. Let God bless him to contribute more for the cause of world Photography. May photography go a long way to bring peace, prosperity, tranquillity and foster international fraternity.