



#### ❖ Details

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[www.madhavvv.com](http://www.madhavvv.com)



[MadhavsAtelieroftheArts](https://www.youtube.com/MadhavsAtelieroftheArts)



[vvmadhavvv](https://www.instagram.com/vvmadhavvv)



[venumadhav.vodnala](https://www.facebook.com/venumadhav.vodnala)



[vvmadhav](https://twitter.com/vvmadhav)

**venu madhav vodnala** – An autodidact & an art aficionado by passion.

My constant quest is to bring out the 'soul' of the subject with pencil/charcoal, which retains what it is, as well as adding my own perspective and flavor to it. This form of art is called 'Graphite Realism'.

Many wonderful artists inspired me & the most influential was Sir Armin Mersmann (<http://www.arminmersmann.com>). His works always rekindle the passion within me to work more passionately & experience the bliss which is the food for my soul.

All my works have been chosen by virtue of either by their beauty, intricacy, challenge, divinity, elegance or by their legendary attitude.

I feel my work gets chosen & appreciated because the subject's beauty is brought forth in all senses. And the works are original, without any printing, photo manipulation or duplication.

Art for art's sake – My work portfolio is unique in multiple ways, pure without any technicalities involved & carries a part of me ☺

Unlike many artists whose expertise is limited to few domains, I'm fortunate & blessed to choose the wide gamut of subjects & instill life.

### ❖ Experience

- Working as a visiting faculty in IIT-H, WOXSEN, GITAMS & VNRVJIT.
- Working for ISRO – Enhancements of aesthetics of ISRO facilities
- Mentor on ADPLIST, TOPMATE.
- Working on collaboration with Staedtler (India) – A German Company, World Leader in pencil Manufacturing since 1835
- Working as 'Contemporary Realism Artist' from last 18 years
- Have worked as a Visiting Faculty for 4 years in an international school
- Have been conducting several shows & workshops, throughout India
- Working as a Corporate trainer in renowned MNC s
- Training thousands of aspirants, across the globe
- Have exhibited my works in many prestigious national & international platforms
- Have participated in many solo & group shows all over India.
- Working as Freelance Artist since 2008
- Author of the book on 'Graphite Realism' (Dec.,2019)

### ❖ Accomplishments

- Author of the book 'Graphite Realism' – available on [amazon.in](https://www.amazon.in).
- An All-India group show in State Art Gallery, Hyderabad, 17th Anniversary of SAG – January, 2020

- A group show in State Art Gallery, Hyderabad – Nov., 2020
- An exclusive show in Jehangir Art gallery, Mumbai – Feb., 2020
- Conducted an exclusive show with all the alumni students of my Atelier in CKP, Bangalore – Nov., 2019
- Participated in INDIA ART FESTIVAL, Mumbai – Jan., 2019
- Received the 'Best piece of Work & the Most appreciated' award from President of Karnataka Lalit Kala Academy, Bangalore - Sep., 2018
- Group show at CKP, Bangalore – Sep., 2018
- Won the 'Most Appreciated Paintings' Awards in – 2016, 2017, 2018, 2019
- Group show at Vagator, Goa – Oct., 2017
- A workshop for 250+ qualified Art Teachers from International schools of Hyderabad by Faber-Castell, – Nov., 2016
- Part of an International exhibition – Oct., 2016
- Group show in Venkatappa Art Gallery, Bangalore – Oct., 2016
- Group show in 'MUSE Gallery', Hotel Marriott, Hyderabad – Nov., 2015
- Group show in 'State Art Gallery', Hyderabad – Jan., 2015
- Group show in 'State Art Gallery', Hyderabad – Feb., 2014
- Group show in 'State Art Gallery', Hyderabad – Oct., 2013
- Solo Art Exhibition & Workshop, Delhi – Jan., 2013
- Group show in 'World Telugu Conference' – Dec., 2012
- Solo Art Exhibition & workshop at Ella Hotels, Hyderabad – Oct., 2012
- Group show in 'Bio-Diversity Conference' – Oct., 2012
- Solo Art Exhibition in NOVOTEL, Hitec City, Hyderabad– Feb., 2012 – Mar., 2012
- Solo Art show at HICC, HITECH, Hitec City, Hyderabad – Sep., 2011
- My students have bagged gold medals in various national competitions & exhibiting their works in various exhibitions all through India.
- Been serving an MNC, with more 85000 employees, as an official partner of 'Client Managing Program'
- Been training Professionals like, Doctors, Scientists, Qualified Art teachers, Managers from various MNC s.

Under my tutelage, many students have got admissions in World's top universities of Design, Architecture & Visual Arts. My students are in various prestigious Universities like -

- RCA, London
- Goldsmith, London
- UAL, London
- SAIC - School of the Art Institute of Chicago, US (unconditional, quite rare)
- NAFA - Nanyang Academy of Fine Arts, Chicago
- New York Institute of Technology, US
- SCAD- Savannah College of Arts and Design, US

- Parsons School of Design, New York, US
- Lasalle College of the Arts, Singapore
- New York Studio School, US
- San Francisco Institute of Art, US and many more.....

I had been delivering some amazing projects to both National & International Clientele. To name a few his clients are -

- ISRO Chairman, India
- Attorney, South Caroline, USA
- Congressman, Florida, USA
- CEO, Giving Wings, USA
- EVP & CTO, The Auto Club Group, USA
- President, DXC Insurance, USA
- Global CIO, QBE Insurance, USA
- Mumbai Yacht Club,
- ISRO/NRSC -Starting in December 2023
- Business Unit Head Oracle, India and many more.....

#### ❖ Qualification

- B.Tech graduate from JNTU with CSIT as major, batch - 1999-2003.

#### ❖ Goal

- To establish a World-Class Atelier in my country of origin (India).



- Faber-Castell awarded with 'Artist Leader' award for doing workshop for 250+ qualified Art teachers.



- The International Colored Pencil Magazine featured my work in HONORABLE MENTION Column for the year 2020

coloredpencilmag.com/2020-winners/  
xtension for instag...



"Sunflower Sue"  
Carla Wood



"Observing"  
Silvia Frei



"Mother of Millions"  
Melissa Bryant



"Gurudev"  
Venu Madhav Vodnala



"Tea with Wanda"  
Johanna Rebman



"Sunny Side Up"  
Irma Murray



"Sadhguru"  
Venu Madhav Vodnala



"Analogous Beauty"  
Mandy Peltier

- My exclusive interview in the EDEX supplement of the South India's leading Newspaper, 'The New Indian Express' in October 2019.

THE NEW INDIAN EXPRESS  
MONDAY, OCTOBER 21, 2019

**edex**



“If you need to bring in realism, that 3D effect, you need to show how light works, how it travels from the lighter areas to the darker areas  
Venu Madhav Vodnala

**TUNESTER**

Memories



Album: Single

Singer: Maroon 5  
Music: Maroon 5  
Songwriters: Adam Levine, Michael Pollack  
Starring: Adam Levine

youtube.be/SiPhMPrQ58k

**BUDGETBUY**

Charging hub



₹399

This multi-switch USB port hub works perfectly with devices like printers and keyboards. The LED lights show which ports are in use at any given time

Artist Venu Madhav Vodnala fuses morals with art lessons to nurture complete and true artists, reports **Seema Rajpal**

## THE SOUL OF A 'TRUE' ARTIST

define art

How does one become an artist? Let Venu tell you

Everyone is blessed in one way or the other, but to be an artist, you need to realise it

You need to work really, really hard. Love your work with all your heart

Respect each and every one

SCAN CODE TO READ THE STORY



Whether Venu Madhav Vodnala is more passionate about teaching or art is difficult to estimate — even after a long, insightful conversation. When it comes to art, this 38-year-old is proficient in all art forms, but specialises in graphite realism. He uses graphite pencils, or charcoal, to sketch such lifelike drawings that really are breathtaking.

It was in the year 2005 that he learnt graphite realism and he picked up this particular skill because not many in India were producing qualitative work in this field of art. “If you are able to impress people with just the colours black and white and also make it realistic, then there is nothing like it,” says the Warangal-born artist who has been dabbling in art for over 14 years now.

### The art of teaching art

Why Venu, who has his own art studio in Nizampet called Madhav's Atelier of the Arts, took to teaching is because, “Today, no one wants to become an artist. Maybe a product designer or an illustrator, but never an artist,” he rues. So, he gives art lessons with a healthy dose of morals so that they can be artists in the true sense. “Why morals? Because every student needs to be a good person to be anything. Whether they are interested in morals or not is immaterial to me,” laughs Venu, who is a Project Manager in a software firm. He has trained several art teachers, corporates and youngsters and he treats every student as a blank paper.

Speaking further about his love for teaching, he goes on to say, “When I draw, I sometimes even forget to eat. In this state, art becomes the actual food, the bliss. I want to ensure that I help others experience this bliss. I believe this is the greatest gift one human can give to another,” he says.

Reach Out: madhavvv.com



## When poetry met hospitality

Budding poet Sudharma Dwadasi talks about poetry and what he likes to write about as **Seema Rajpal** listens in



BOOK BOY: Sudharma (centre) with a copy of *The Last Lover of Spring*

Poetry is in Sudharma Dwadasi's genes. Literally! The 20-year-old's grandmother and father are Hindi poets so naturally, he was exposed to their works at a very young age and started writing when he was in class VII. Sudharma found his rhythm in the English language and soon broke away from rhyming schemes and meter and opted for free verse because, “I felt rules were restrictive and I wasn't able to express myself as much as I wanted to,” says Sudharma, who was born in Vaddara and now studies in New Delhi, although he spent 14 years of his life in Hyderabad and considers himself a true blue Hyderabadite. He wouldn't call himself a voracious reader, but he honed his craft by listening to his friends perform poetry. And

these are the same friends he turns to when he feels that his work needs feedback. “I write about trending and taboo topics like conservation and mental health,” he explains.

One of his biggest achievements is being one of the 112 poets whose poetry was chosen from 1,000 entries who sent in their work to be published in Delhi Poetry Slam's anthology, *The Last Lover of Spring*. “The theme was loneliness and I was new to New Delhi and a bit lonely so I could pen the poem,” he recalls. We must mention that the student of Institute of Hotel Management, Catering and Nutrition recently started an eponymous YouTube channel where he talks candidly about depression and is a director with Kaladhar, his institute's street play group.

Reach Out: youtube.be/19U-q9H0lw4

by the book

**WHEN HE GOES OUT AND ABOUT**  
Sudharma really loves travelling and that's also where he draws his inspiration for poetry from



“Poetry is not something I would like to do for money. It is something I am passionate about  
Sudharma Dwadasi, Student and poet

### (IN)TOXICATED

I don't even wake up sober anymore.

I'm already (in)toxicated by my mind which wants me to believe that I can achieve anything I set my mind to but also tells me that I'm a good for nothing, worthless piece of trash at the same time. I haven't been sober in close to a year because it's been a constant blur that's made no sense and when I try to focus and see where I'm headed I'm too scared to do so because I know that I'll only find myself lost because I couldn't see but kept walking anyway. I'm still (in)toxicated. Save me, if you know how.

A poem by Sudharma





- My work was featured in Mumbai's (Financial Capital of India) prestigious HOME & GARDEN edition from Shapoorji & Pallonji group in November 2018.

Artist Speak

A self-taught artist and art aficionado is the best way to describe artist Venu. His constant quest is to bring out the 'soul' of the subject with either pencil or charcoal that retains what it is, as well as adding his own perspective and flavour to it. This form of art he calls 'Graphite Realism'. Venu says, "Many wonderful artists have inspired me over the years- the most influential is Sir Armin Mersmann. His works always rekindle the passion within me to work more passionately and experience the bliss, which is the food for my soul."

All his works have been chosen by virtue- either by their beauty, intricacy, challenge, divinity, elegance or by their legendary attitude. He says, "I feel my

work gets chosen and appreciated because the subject's beauty is brought forth in all senses. All my works are original, without any printing, photo manipulation or duplication." Every piece of work delivered from Venu is a unique piece made by his hand with no technicalities involved that is a pure form of traditional art. Unlike many artists whose expertise is limited to few domains, Venu believes that he is fortunate enough to choose the wide gamut of subjects.







"I have a long way to go. I believe that life teaches you a lot of things on the spot. At times, I just visualise things and work on them. My varied work is my world and my passion."

The Ideal Home and Garden November 2016 | 123

- My work was featured in New Delhi's Art Magazine 'Colour Canvas' in July 2017.

DL No: DL (C)-01/1397/2016-18

# Colour Canvas

English Fortnightly News Paper

Vol. No. 03 Issue No. 23 New Delhi 01-15 July 2017 Pages : 8 Rs. 7/-

## PRAFULLA DAHANUKAR ART FOUNDATION

### Kalanand 2018 Contest

The biggest and prestigious contest for Emerging Artists  
Entry Open to all the 30 States of India, 500+ Awards!  
All India Gold, Silver and Bronze Awards and Medals!  
Zonal Awards, Rs. 1cr+ Fellowships  
Opens 1st July, Closes 1st Sept. 2017

Painting, Pencil Drawing, Sculpture, Printmaking,  
Installation, Digital Art, Tapestry, Photography, Rangoli,  
Ceramics including Porcelain, Tena-Cotta, and Pottery

No artwork to be sent. Judging based on Image only.  
*Kalanand Exhibition for top Award-winning artworks!*  
in Oct./Nov. 2018 in Mumbai

Register on-line at [www.prafullafoundation.com](http://www.prafullafoundation.com) OR  
Post completed form, CD with image and cheque for entry

Dates of Kalanand Functions (Subject to change)

Pune: 16th Feb 2018, Goa: 16th Mar 2018  
Kolkata: 27th Feb. 2018, Guwahati: 28th Feb. 2018  
Chandigarh: 15th March 2018, Delhi: 17th March 2018  
Bengaluru: 6th March 2018, and Mumbai: 28th March 2018

[www.prafullafoundation.com](http://www.prafullafoundation.com)

## TALENT DISCOVERY: VENU MADHAV

**Q Renu Rana**  
Venu Madhav Vodnala, is a self-taught, Hyderabad based art aficionado by passion.

His constant quest is to bring out the 'soul' of the subject with pencil/charcoal/colours, which retains what it is, as well as adding his own perspective and flavor to it. This form of art is called 'Realism'.

**Where do you draw your inspiration from?**  
Many wonderful artists inspired me & the most influential was Sir Armin Mernmann And Thierry Duval- A French water color Artist. These Artists always rekindle the passion within me to work more passionately & experience the bliss which is the food for my soul.

**Why Realism?**  
For me there's nothing called 'Creating new', we process the data what we learn from various sources which is called 'acquiring knowledge', then change/weak it per our ideas/thoughts and then give it a shape, which we call 'Creativity'. Meaning, per se, the source is already existing in our mind, which is the 'real knowledge'. So, I prefer 'Realism' over any form of art with all due respect towards all other form of arts/mediums, and instill life in my works, adding my own flavor to it, this way I feel I can stay close to my fact try embracing 'Mother Nature'.

**How do you select the subject/theme?**  
All my works have been chosen by virtue of either beauty, intricacy, challenge, divinity, elegance or by their legendary attitude.

I feel my work gets appreciated because the subject's beauty is brought forth in all



putting down pencil on paper or brush on canvas, but more observing & instilling life into the work virtually in one's own mind. This comes with lots of passion & practice towards it & it brings unison in body, mind & action, which is an ultimate stage to attain. So, any art form when practiced selflessly will lead to meditation & it acts like a therapeutic treatment. To understand this, one has to experience, none can prove extrinsically.

**What is the USP of your art form?**  
Art for art's sake - So, my work portfolio is unique in multiple ways, pure without any technicalities involved & carries a part of me. Unlike many artists whose expertise is limited to few domains, I'm fortunate to choose the wide gamut of subjects & instill life,



senses and all my works are original, without any printing, photo manipulation or duplication. Every piece of work delivered is a unique piece made by my own hands with no technicalities involved, which is a pure traditional art.

**Is it difficult to learn/study realism?**  
Anyone who has sustained interest towards this form of art, can easily learn it. And moreover 'Art' is not just about



1. LINSEED OIL, is the best medium for oil paintings, which dries slowly.

2. TURPENTINE, is not a painting medium but a solvent to clean the brushes & other implements while painting with oil colors.

3. CAMLIGEL, is the medium which helps maintain the thickness of oil colors and facilitate thick application.

4. VARNISH is the first barrier between the painting and the elements.

5. Painting must be **COMPLETELY** dried before the varnish is applied.

### Quiz Winners

1. Sujata Saha- Rajasthan
2. Aditi Garg- Delhi
3. Pooja Mayal- UP
4. Ashana Kumari- Bihar
5. Chandan Kaushik- Delhi



[www.kokuyoart.com](http://www.kokuyoart.com) [www.colourcanvas.co.in](http://www.colourcanvas.co.in)



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2. \_\_\_\_\_ is not a painting medium but a solvent to clean the brushes & other implements while painting with oil colors.

3. \_\_\_\_\_ is the medium which helps maintain the thickness of oil colors and facilitate thick application.

4. \_\_\_\_\_ is the first barrier between the painting and the elements.

5. Painting must be \_\_\_\_\_ dried before the varnish is applied.

Best 5 entries will get a chance to be featured in Colour Canvas magazine and win exciting gift hampers from Camel.

Send in your entries to [C3artchallenge@colourcanvas.co.in](mailto:C3artchallenge@colourcanvas.co.in)

[www.kokuyoart.com](http://www.kokuyoart.com) [www.colourcanvas.co.in](http://www.colourcanvas.co.in)



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Thank you.



Yours Sincerely,  
**Venu Madhav Vodnala.**