

The art of seeing differently

Beyond Advertising: Partho On Creativity, Observation, And Reinvention

Ranya Sharma, Alumna, & Nitya Sethi, XII J, AIS Gur 46

Partho Sengupta has been shaping India's advertising, media, and marketing landscapes since 1993. Currently the national creative head of The Times of India, he is a visionary who wears many hats - cartoonist, animator, singer, art director, and more. He shares stories from his inspiring journey at TEDx Talk, hosted by AIS Gur 46.

Looking within

I did not like Maths and Chemistry at all as a child, even though my father was an electrical engineer. It surprised him when he found out that his eldest son wanted to be an artist. But creativity was ingrained in me from a very early age; I drew my first peacock at four, despite never having seen one in real life. For me, creativity is not just a choice; it's an unstoppable force that guides me. It is about looking at the world in ways that others do not or cannot.

Personal mantra

Innovation, paired with strategy, is my personal mantra. My goal is always to make the reader see what I see. My biggest strength

is to create that perfect headline or illustration that strikes a chord with everyone. Even when I am making a film, I immerse myself completely in the emotions that my audience would experience - whether it is sadness or euphoria. If you can do that, you can create something that will strike gold.

A keen observer

Like any creative person, I have my share of creative blocks. But instead of getting ruffled, I always use them as a springboard. I treat hurdles as a motivation to create something bigger and better. The key is to always be a bit of a maverick. When you are exposed to the dynamism that exists in the world, you always learn something new. I spend hours at railway stations and airports, observing life in motion. Inspiration is everywhere if you have the will to observe and imbibe.

Passionate nurturer

I believe that my biggest contribution is not my work - it's nurturing people. It's knowing that I am able to give back. I have mentored innumerable students, conducted workshops, and guided aspiring creative professionals. Teaching is not about imparting



Partho with GT reporters

knowledge while people listen passively; it is a mutual exchange of ideas and emotions. Students need my experience, and I need their enthusiasm. This is the synergy that makes teaching magical. In fact, I believe that my biggest award hasn't been a trophy - it was sitting on a flight next to a woman who was completely bowled by a magazine advertisement I had created. Recognition isn't about awards. It is about a smile, a nod or a hug.

Media matters

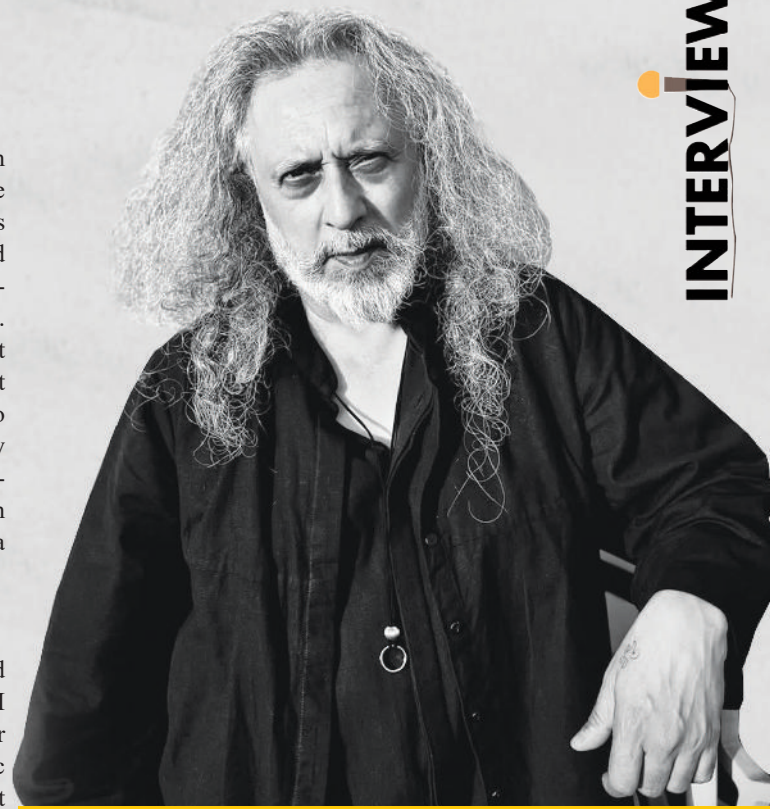
Many people think of print and digital media as competitors, but I see them as allies. Both have their own strengths. Digital is dynamic and fast-paced, but it is print that

offers us a tactile and direct experience. This connection cannot be replaced by anything else. The other question being asked today is about the role of artificial intelligence. AI does reduce the time, but it also breeds complacency and mediocrity. AI can only assist and replicate; it cannot innovate.

Message for Amitians

Stay exposed to great work. Keep yourself connected. There is no fixed formula. But, keep reinventing yourself - always.

(Ranya is currently pursuing B Com (Hons) from St Xavier's College, Mumbai.)



Partho Sengupta, national creative head, The Times of India

INTERVIEW

Beauty of positivity

Book: The Ogress and the Orphans | **Author:** Kelly Barnhill
Published on: March 8, 2022 | **Genre:** Children's literature, Fantasy, Fiction

Synopsis: Set in the town of Stone-in-the-Glen, this book is a timeless tale about how people are consumed by the insatiable greed for power and how disappearances can be deceiving. It also talks about how love can be turned into hatred and mistrust. Everything goes haywire after the arrival of the mysterious, self-absorbed, and suspiciously gleaming mayor. The citizens who were once kind, caring, curious, and joyous are pitted against each other by deceit. The protagonist, the Ogress, is a sweet-hearted inhabitant who is misunderstood by the people. The mayor ignites the fire and fans

the flames of people's hatred towards the Ogress. On the contrary, Ogress gives food to the townspeople in secret, especially to her favourites: the residents of the Orphan House. But one day, an orphan goes missing. Fingers point towards Ogress. But the children reveal the truth about not only the Ogress' kindness, but also the true root of the problems in their town.

Why it's worth reading: The story is narrated by an omniscient, anonymous narrator, giving it the tone of a good old-fashioned fairytale. This book throws light on how a positive outlook and a wish to serve

Iconic quote:
"The antidote to anger is tenderness, and the antidote to discord is reconciliation."

others can make the world a better place. This book instils a sense of righteousness and selflessness in the readers. The author has magnificently woven the story and connected the dots by concisely providing the context, making it a page turner all the way.



Rating: ★★★★★
Review by: Anya Jain
AIS Vasundhara 6, XI D

