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# CINEMATOGRAPHY ART

A Quarterly Magazine

## CINEMATOGRAPHY ART AWARDS 2026

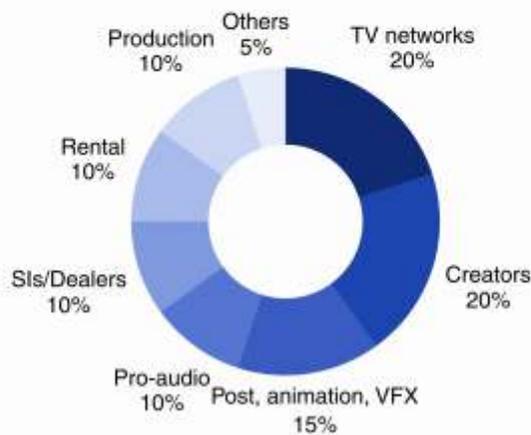


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Our booth was buzzing with content creators, system integrators & media professionals discovering what's next in AV and live production tech.

~Skywire Broadcast

What an incredible journey it has been! We showcased cutting-edge technology from Blackmagic Design and EIZO ColorEdge Monitors, empowering creators, editors, and broadcasters with precision tools!

~Camixel Technologies

”

## TESTIMONIALS

“

The Broadcast Media Cinema Expo was a good platform to explore new media technologies and connect with industry professionals.

~Mr. M. Jayasingh  
Deputy Director (News)  
Doordarshan Kendra, Chennai

It's encouraging to see such platforms bringing together technology, creativity, and professionals from the broadcast, film and media industry.

~Mr. R. Velraj  
Cinematographer  
ISC

”



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### LIGHT CRAFT VIRTUAL: REDEFINING THE FUTURE OF FILMMAKING THROUGH VIRTUAL PRODUCTION IN MUMBAI

In the fast-evolving world of filmmaking and branded content, technology is no longer just a support system—it is a creative collaborator. As audiences demand richer visuals, faster turnarounds, and cinematic storytelling across platforms, the industry is undergoing a quiet but powerful shift. At the center of this transformation is virtual production, and in India, one name is increasingly becoming synonymous with this change: Light Craft Virtual.

Based in Mumbai, Light Craft Virtual is not merely a studio—it is a new way of thinking about production. Built to bridge imagination and execution, it offers filmmakers, brands, and agencies the ability to create expansive worlds within a controlled environment, without compromising on realism, flexibility, or cinematic integrity.

#### THE RISE OF VIRTUAL PRODUCTION: WHY THE INDUSTRY NEEDED A CHANGE

Traditional filmmaking has always been an exercise in managing uncertainty. Locations are unpredictable, weather is uncontrollable, schedules are tight, and budgets rarely allow for endless



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experimentation. Even the most meticulously planned shoots often lose valuable creative energy to logistics.

Virtual production emerged globally as a solution—not to replace filmmaking, but to enhance it. By bringing environments into a studio through LED volumes and real-time rendering, creators gain unprecedented control over light, space, and time.

Light Craft Virtual was conceived at this exact intersection: where creative ambition meets production reality.

### THE PHILOSOPHY BEHIND LIGHT CRAFT VIRTUAL

What sets Light Craft Virtual apart is its philosophy. This facility was not designed as a technological showcase meant to impress visitors—it was designed as a working studio, where real productions could function efficiently.

From day one, the team behind Light Craft Virtual understood a crucial truth:

Virtual production only succeeds when it respects the language of cinema.

That belief shaped every decision—from stage layout and camera tracking to lighting integration and on-set workflows. The goal was never to limit directors or cinematographers, but to give them more control, more consistency, and more freedom.

### BUILDING THE FACILITY: A STUDIO DESIGNED FOR FILMMAKERS, NOT JUST TECHNOLOGY

Unlike conventional studios, a virtual production facility must be built backward—from the shot to the space.

#### Light Craft Virtual's development focused on:

- Camera movement and lens behavior
- Real-time parallax accuracy
- Seamless blending of physical and virtual elements
- Fast iteration without breaking creative flow

The result is a space that feels intuitive to filmmakers. Camera teams can move naturally, directors can block scenes confidently, and

cinematographers can light with intention—knowing that the virtual environment will respond in real time.

### ADVANCED CAMERA TRACKING: THE BACKBONE OF BELIEVABILITY

One of the most critical elements of virtual production is camera tracking. Without precision, even the most beautiful virtual environment can feel artificial.

Light Craft Virtual employs advanced tracking technology, including the RedSpy 3.0 system, enabling accurate synchronization between camera movement and the virtual world. This ensures:

- Natural depth and perspective
- Realistic parallax during movement
- Freedom to use cinematic lenses and camera motion
- Consistent realism across multiple takes

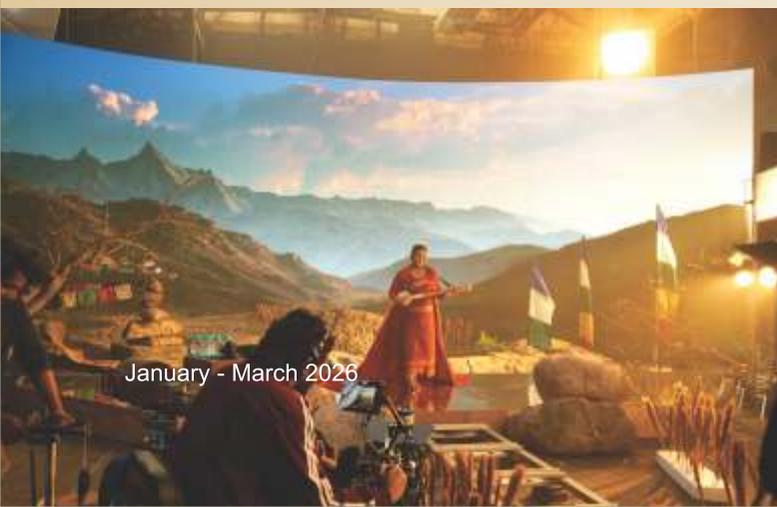
For directors of photography, this accuracy is not just technical—it is emotional. It allows them to trust the frame, knowing the illusion will hold.

### VIRTUAL ENVIRONMENTS THAT SERVE STORYTELLING

At Light Craft Virtual, virtual environments are never treated as generic backdrops. Each environment is developed to serve the narrative tone, brand language, or cinematic intent of the project.

#### Whether the requirement is:

- A hyper-real urban skyline
- A stylized abstract brand world
- A realistic interior impossible to build physically



January - March 2026



06

## CineView M7 Series



	M7	M7 Pro	M7H Pro
Display	7-inch Touchscreen Color Calibration 3D/ID LUT Support	7-inch Touchscreen Color Calibration 3D/ID LUT Support	7-inch Touchscreen Color Calibration 3D/ID LUT Support
Monitoring Tools	Professional Monitoring Tools Anamorphic Display Mode Custom Background Image	Professional Monitoring Tools Anamorphic Display Mode Custom Background Image	Professional Monitoring Tools Anamorphic Display Mode Custom Background Image
Wireless Transmission	✗	TX & RX	TX & RX
Wireless Transmission Distance	✗	350m	350m
HDMI® Video Input/Output	DCI 4K60	DCI 4K60	DCI 4K60
SDI Video Input/Output	1080P	1080P	✗
Signal Conversion	SDI & HDMI Cross Conversion	SDI & HDMI Cross Conversion	✗
Resolution Range	720P-4K	720P-4K	720P-4K
Camera Control	Bi-directional Record Trigger Aperture Control Shutter Speed/Angle White Balance & Touch Focus ISO/EI	Bi-directional Record Trigger Aperture Control Shutter Speed/Angle White Balance & Touch Focus ISO/EI	Bi-directional Record Trigger Aperture Control Shutter Speed/Angle White Balance & Touch Focus ISO/EI
Operating System	Android OS	Android OS	Android OS
Live Streaming	✓	✓	✓



**This real-time feedback:**

- Reduces post-production surprises
- Speeds up approvals
- Improves creative alignment
- Saves both time and cost

For commercial productions, this efficiency is invaluable.

**A SPACE WHERE CINEMATOGRAPHERS FEEL AT HOME**

Virtual production is often met with skepticism by cinematographers who fear losing control over lighting and depth. Light Craft Virtual addresses this head-on.

The studio is designed to integrate real lighting with virtual environments, allowing DPs to shape light naturally. Reflections, shadows, and ambient interaction are treated with the same seriousness as on physical sets.

This respect for craft is why many camera teams appreciate the experience—not as a compromise, but as an expansion of possibility.

**FEEDBACK FROM THE INDUSTRY: WHAT PROFESSIONALS NOTICE**

While every shoot is different, industry professionals consistently respond to a few key strengths when working in a well-executed virtual production environment like Light Craft Virtual:

- **Stability:** Tracking and playback remain reliable throughout the shoot
- **Efficiency:** Faster resets and fewer technical interruptions
- **Creative Confidence:** Directors and DPs can commit to shots earlier

- Or a controlled outdoor environment unaffected by weather

The virtual pipeline allows these worlds to exist convincingly—while remaining flexible enough to evolve during the shoot.

Time of day, sun position, color temperature, reflections, and depth can all be adjusted live, giving creators the power to experiment without penalty.

**WHY BRANDS ARE EMBRACING LIGHT CRAFT VIRTUAL**

For brands, storytelling is no longer about single films—it’s about campaign ecosystems. Deliverables must adapt across platforms, formats, and audiences, often within compressed timelines.

**Light Craft Virtual enables brands to:**

- Shoot multiple variations within one controlled setup
- Maintain visual consistency across campaigns

- Reduce dependency on unpredictable locations

- Achieve premium visuals without inflated logistics

This approach has attracted brands such as KFC, Tata, Hyundai, Realme, Zepto, and Gopal Snacks, who have trusted Light Craft Virtual for their virtual shoots. Each project demonstrates how virtual production can be both efficient and creatively liberating.

**THE COMMERCIAL ADVANTAGE: SPEED WITHOUT SACRIFICING CRAFT**

One of the strongest advantages of Light Craft Virtual is its ability to compress timelines without compressing quality.

In traditional setups, creative decisions are often postponed to post-production. Virtual production flips this process—allowing directors, agencies, and clients to see near-final visuals on set.



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- Collaboration: On-set decisions feel inclusive and immediate

For technicians and camera crews, these factors translate into smoother days and better results.

### MUMBAI AS A STRATEGIC ADVANTAGE

Being based in Mumbai places Light Craft Virtual at the center of India's creative economy. The city's ecosystem of agencies, filmmakers, technicians, and talent creates a natural demand for high-end, efficient production solutions.

Light Craft Virtual leverages this advantage by offering a facility that aligns with the pace and expectations of Mumbai's industry—fast, professional, and uncompromising in quality.

### SUPPORTED BY REAL-WORLD PRODUCTION EXPERIENCE

While Light Craft Virtual stands firmly on its own as a virtual production studio, it benefits from the operational experience of Light Craft & Sound Pvt. Ltd., a company deeply rooted in on-ground production services.

This foundation ensures that the virtual studio is not isolated from real-world filmmaking—it is informed by it. That understanding shows in how the studio is run, scheduled, and supported on shoot days.

### THE FUTURE: WHERE VIRTUAL PRODUCTION IS HEADED

Virtual production is no longer an experimental tool—it is becoming a standard part of high-end workflows. As technology improves and creative teams become more fluent with the medium, its applications will only expand.

Light Craft Virtual is positioned to be part of that future—not by chasing trends, but by refining execution. The focus remains on:

- Improving realism
- Enhancing collaboration
- Supporting cinematic storytelling
- Making virtual production accessible without diluting quality

### MORE THAN A STUDIO: A CREATIVE PARTNER

What ultimately defines Light Craft Virtual is not its technology alone, but its mindset. It operates as a creative partner, invested in the success of each project.

- For filmmakers, it offers freedom.
- For brands, it offers reliability.
- For the industry, it represents a shift toward smarter, more controlled production.

### CONCLUSION: A NEW CHAPTER IN INDIAN FILMMAKING

Light Craft Virtual is part of a new chapter in Indian filmmaking—one where imagination is no longer limited by geography, weather, or logistics. It proves that when technology is thoughtfully integrated into the creative process, it doesn't replace artistry—it amplifies it.

As virtual production continues to reshape how stories are told, Light Craft Virtual stands as one of Mumbai's most compelling examples of how the future can be built—quietly, intelligently, & with deep respect for the craft of cinema.

Feedback: Mob.: 9821188325  
arjun.lightcraft@gmail.com





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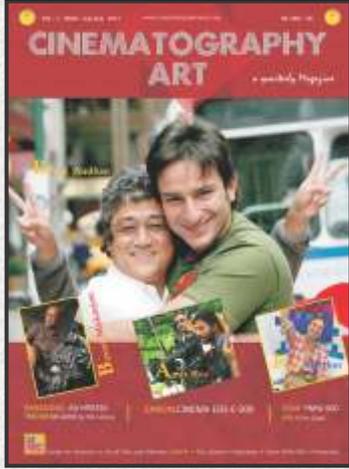


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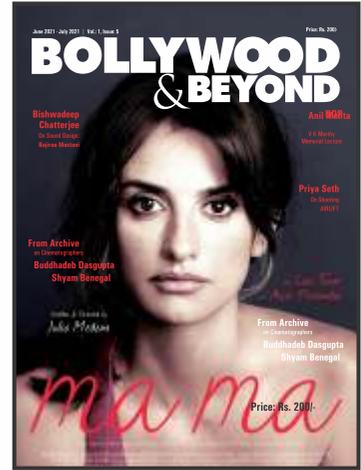
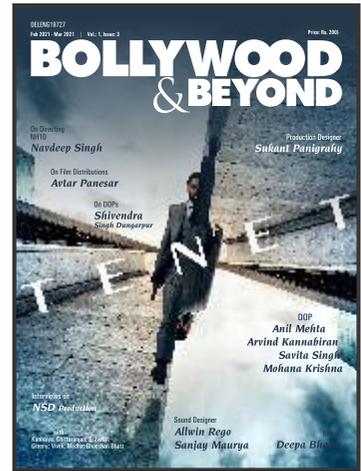
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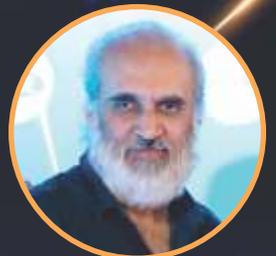
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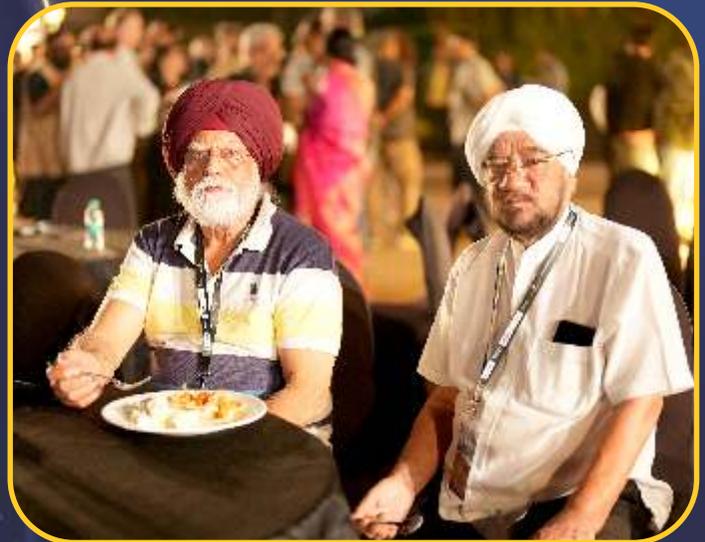


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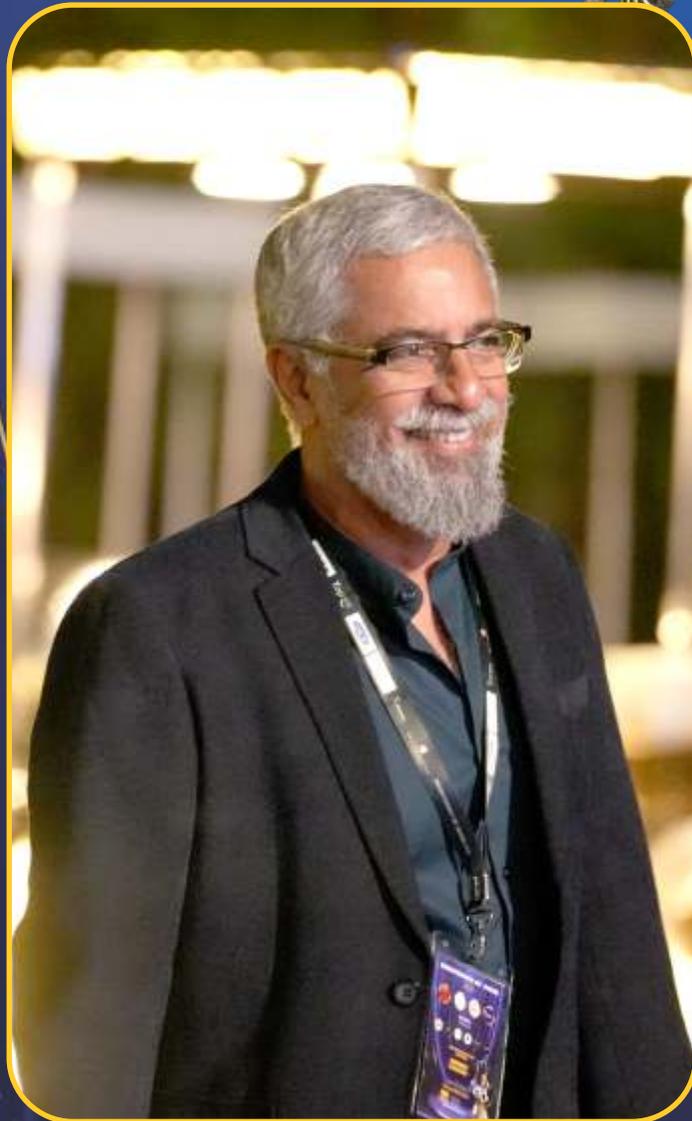
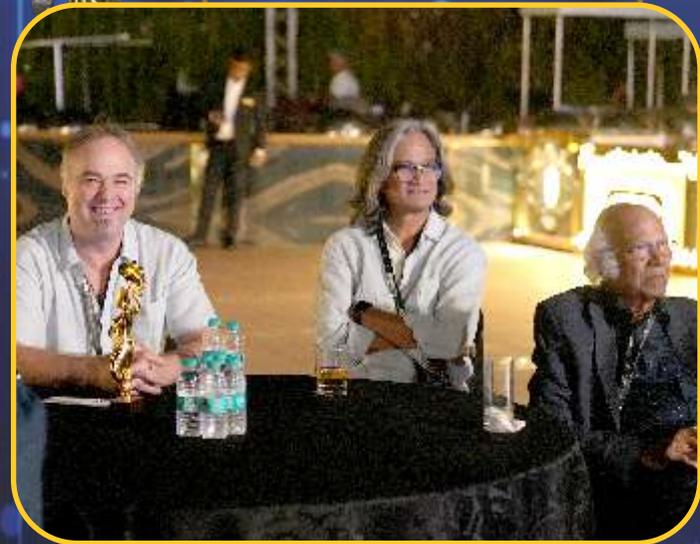
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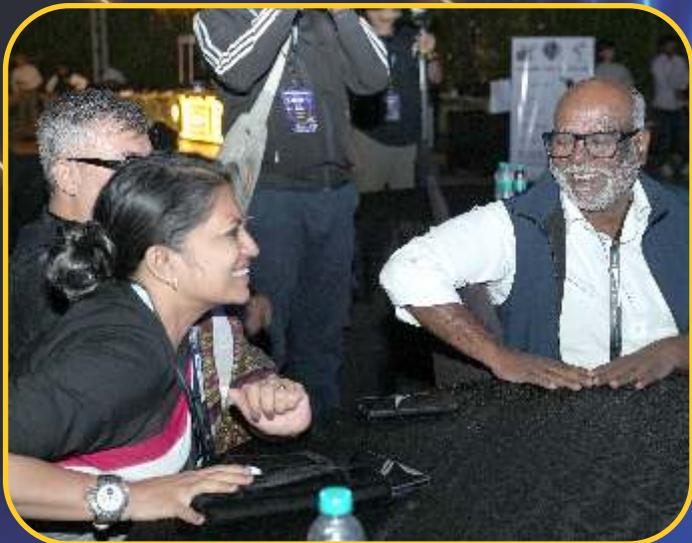
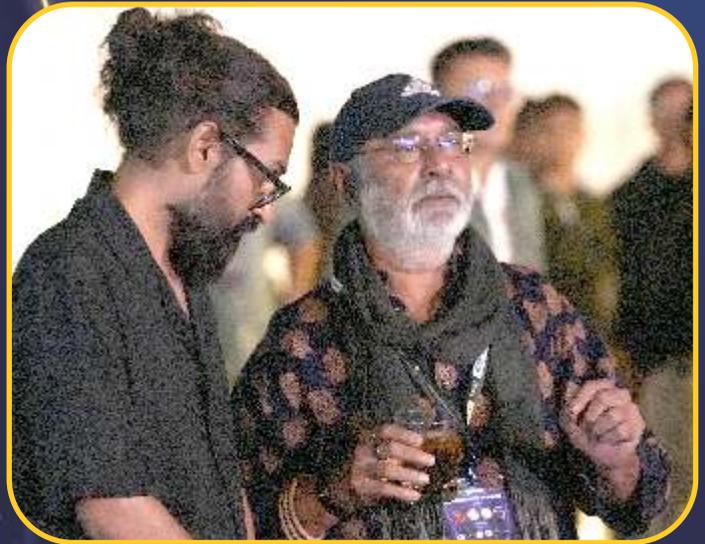
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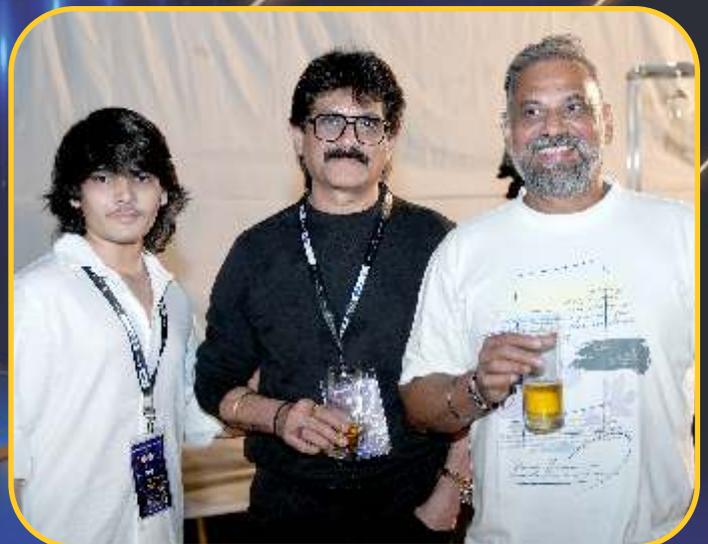
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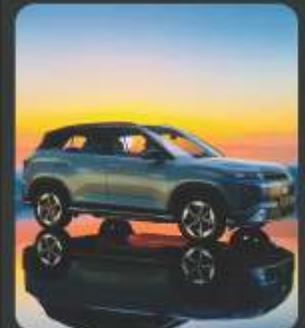
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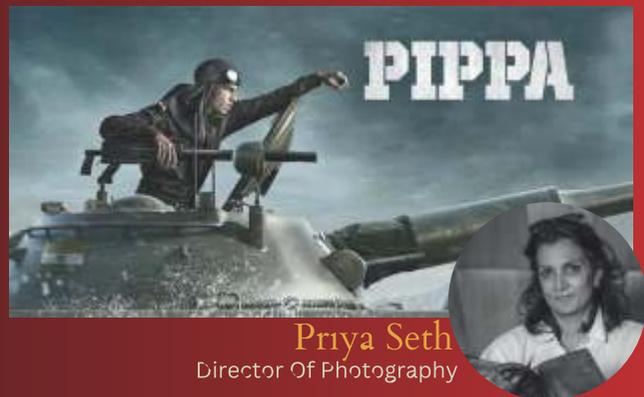


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### Editor's Desk

This was the 3rd edition of the Cinematography Art Awards, where the scope of recognition was further expanded with the introduction of Production Design and Costume Design as award categories. The event reflected a significant scale-up in production values, featuring intelligent stage lighting and a high-resolution LED backdrop, creating an immersive visual experience befitting the cinematography community. The awards evening saw the presence of over 125 distinguished guests, including more than 20 eminent film personalities who presented the awards.

Most notably, the event was attended by some of India's leading cinematographers, including Sudeep Chatterjee, Vikas Sivaraman, Binod Pradhan, Ravi K. Chandran, and Ravi Varman, along with over 50 other Directors of Photography from across the country, making it one of the most significant gatherings of cinematographers in recent times. Notable attendees included: Sukumar Tudu, Honey Trehan (Director), Gopal Singh, Rajendra Gupta, Pramod Pathak, Smriti Mishra, Rajshri Deshpande, Mannu Rishi Chadha, Bauddhayan Mukherji, Nila Madhab Panda, Shefali Bhushan, Karan Sharma, Mayank Shekhar, Vinay Jain, Suhail Tatari, Manish Tiwari, Aseem Sinha (Editor and Trustee, CRAFT), Indira Tiwari, Padma Shri Sudhakar Olwe, and Ashok Mishra (Screenplay Writer). The evening was gracefully hosted by Indira Tiwari, acclaimed actor of Gangubai Kathiawadi fame and an NSD alumna, lending warmth and gravitas to the proceedings.

**Cheers!!**

**Naresh Sharma**

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## DI Company of the Year: Inside Nube Studio's Colour Legacy

Nube Studio's "DI Company of the Year" honour by Cinematography Art Magazine recognises Navin Shetty's long-term vision of building a world-class colour ecosystem out of Mumbai. One recognises the studio as an institution; this is the perfect moment to tell the story of how Nube Studio and Nube Cirrus have quietly redefined colour grading in Indian cinema and advertising over the past decade, and outline their future plans.

Navin Shetty: From Lab Floors to Leading an Ecosystem

In the 1990s, he was learning the grammar of images at Adlabs Films, then one of India's most important film processing and post-production hubs. Subsequent years at leading facilities saw him handle everything from trailers and television commercials to feature films, giving him a 360-degree understanding of how colour sits within

the larger production and distribution chain.

By the time digital intermediate workflows took centre stage in India, Navin had already spent decades at the coalface—shifting with the industry from celluloid to data, from lab chemistry to LUTs and HDR. In 2015, he channelled that experience into founding Nube Studio in Mumbai, with a clear mandate: to create a hub for excellence in colour grading and high-end post-production that pairs world-class craft with a deeply collaborative, director- and DOP-first ethos.

What started as a premier DI and colour correction studio has, over time, evolved into a globally connected post-production powerhouse, seamlessly integrating VFX, advanced workflows, and collaborative creative practices.

In an era when post-production studios often attempt to scale rapidly, Nube's growth has been deliberate, thoughtful, and purpose-driven. Each

DI Done in Nube Cirrus



expansion—whether into VFX, episodic content, or global collaboration—has been anchored in the studio's foundational values: artistic integrity, technical excellence, and respect for the creative process.

Today, Nube Studio serves leading production houses, advertising agencies, OTT platforms, and filmmakers across the world, operating at the intersection of craft and technology while remaining deeply attuned to the emotional grammar of cinema.

### A CULTURE OF MENTORSHIP AND SHARED VISION

Nube was conceived as a powerhouse of talent paired with cutting-edge technology, but the heart of the operation has always been knowledge-sharing and collective growth. From its earliest days, the studio has prioritised building artists, not just output.



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**Vyshakh Shivaganesh-Best Colorist, Kerala State Award-2023**

Senior colourists at Nube actively mentor younger artists, bringing them into direct creative collaboration with directors, cinematographers, and showrunners, rather than confining them to narrowly defined technical roles. This approach ensures that emerging colourists develop a deep understanding of story, tone, and visual intent—skills that are essential in an era where colour grading is as much about narrative as it is about technique.

Navin Shetty’s parallel role as co-founder and producer at Fundamental Pictures reinforces this storyteller-first mindset. Producing films such as Zoo,

Cargo, Two Sisters and a Husband, and Privacy has kept him closely connected to the realities of independent filmmaking—from unconventional shooting formats and limited resources to festival circuits and evolving OTT requirements. This lived understanding flows directly into how he guides teams at Nube Studio and Nube Cirrus.

The underlying belief is simple yet powerful: when colourists understand story and constraint as deeply as they understand technology, their work travels farther and resonates longer.

Beyond its in-house teams, Nube has also supported filmmakers as a co-production partner, backing projects such as Songs of Forgotten Trees and Stolen. The studio has further contributed to the ecosystem by supporting work-in-progress grants at the NFDC Film Bazaar, including The Shape of Momo, a project that has since gone on to receive recognition at several international festivals. These initiatives reflect Nube’s long-standing commitment to nurturing voices beyond the mainstream production pipeline.

### IMPACT, RECOGNITION, AND A GROWING LEGACY

The combined impact of Nube Studio, Nube Cirrus, and a diverse network of national and international artists is visible in how Mumbai—and increasingly Indian cinema at large—looks today. Advertising work passing through Nube’s grading suites has normalised a higher floor for visual polish, making global-level colour grading a baseline expectation in brand storytelling.

On the long-form side, the studio’s involvement in marquee OTT titles and theatrically released films has helped align Indian content with international visual standards, particularly in areas such as dynamic range management, show LUT design, and consistency across multiple delivery formats.

This excellence has been recognised at the highest levels. Vyshakh Shivaganesh of Nube received the Best Processing Lab and Colourist Award at the 54th Kerala State Film Awards for

Aadujeevitham (The Goat Life)—a landmark achievement reflecting exceptional artistic sensitivity, narrative understanding, and technical mastery. A film demanding restraint and emotional depth, Aadujeevitham showcased colour grading not as spectacle, but as an invisible force guiding the audience’s emotional journey.

Further cementing this reputation was the VAM Award 2025 for Do Patti, following earlier wins for Ajeeb Daastans and Kaafir. On the international stage, Nube’s work has also received recognition through Dehancer Colourist Award nominations for IC 814 and Aadujeevitham, underscoring the studio’s growing global presence.

For the broader industry, Nube Studio’s “DI Company of the Year” award acts as a benchmark—signalling what sustained creative leadership and excellence in post-production can look like in practice. For emerging colourists and post-production professionals, Vyshakh Shivaganesh’s Kerala State Film Award offers a more personal beacon: proof that it is possible to build a distinctive artistic voice within a collaborative studio structure, and that work done quietly in grading suites can—and does—earn national recognition.

**Reflecting this expanding vision, Nube has announced the launch of its Chennai branch,** extending the same philosophy to South India and creating closer access for filmmakers across the region. Taken together, these recognitions tell a coherent story: a founder who spent decades mastering and modernising the craft; a studio that has become a reference point for colour and finishing in Mumbai; and a new generation of colourists whose work is now setting benchmarks of its own. In spotlighting both the institution and the individuals behind it, this moment offers a rare opportunity to step inside the grading rooms that are—quite literally—colouring how a generation experiences cinema, series, & advertising, from Mumbai to South India, and now from India to the world.



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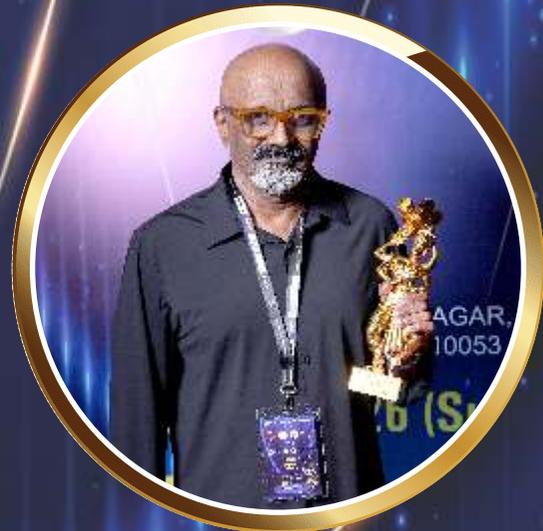
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**CHIDIYA UDD**  
**LAWRENCE DCUNHA**



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**THUG LIFE**  
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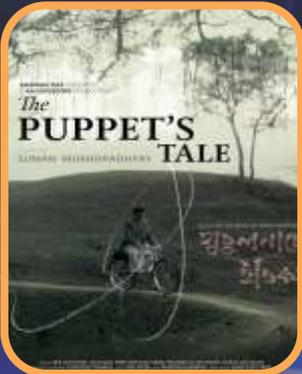
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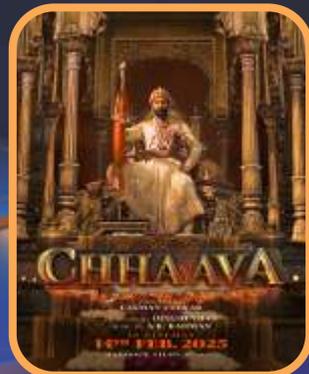
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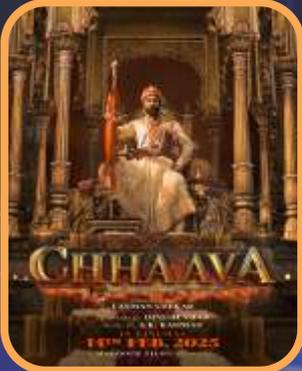
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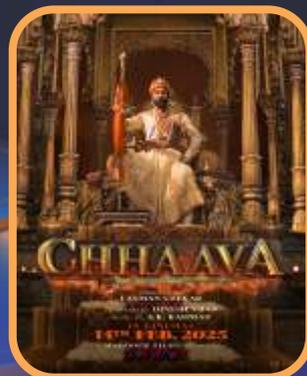
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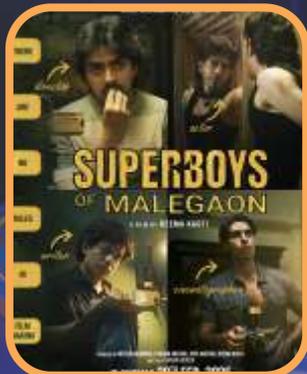
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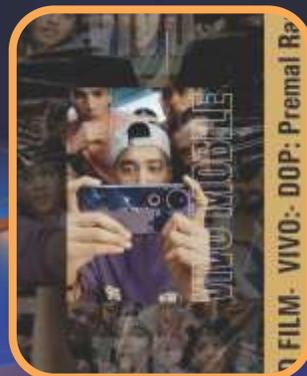
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**VIVO TR4**  
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LIFETIME ACHIEVEMENT AWARD  
RAMESH MEER

LIFETIME  
ACHIEVEMENT  
AWARD



# CINEMATOGRAPHY ART AWARDS 2026



**EDITOR'S CHOICE AWARD**  
**RAVI K. CHANDRAN**

**EDITOR'S  
CHOICE  
AWARD**

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**ICONIC CINEMATOGRAPHER OF THE YEAR**  
**JEHANGIR CHOUDHARY**

**ICONIC  
DOP  
OF THE  
YEAR**



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**D I Company of The Year**  
**NUBE CIRRUS**  
**Founder NAVIN SHETTY**



# CINEMATOGRAPHY ART AWARDS 2026



VFX Company of The Year  
**FUTUREWORKS**  
Founder **GAURAV GUPTA**



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The Helm Award For Storage Leadership  
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Cine Lens Service Engineer of The Year  
**CLT INDIA**  
Founder **KAMAL KADWANI**



# CINEMATOGRAPHY ART AWARDS 2026



Key Grip of The Year  
RAVI SHAH



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Leading Cine Equipment Distribution Company  
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Founder **KUNTAL SHAH**



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ARPIT RAJPUT, Receiving Award for ARK INFO SOLUTION

