

Jaina Mistry

"South Asia Heritage
Month 2024"



Editor's Introduction

Portrait of HP: Jaina Mistry

"South Asia heritage Month 2024 ".

Under the auspices of South Asian Heritage Month 2024 and with the support of the HP UK&I Multicultural BRG, this 18th Issue of Portrait of HP is dedicated to Jaina Mistry.

I have known Jaina since she began her professional journey as an HP print category intern in 2018. Following her internship and her degree in International Business with Spanish, she worked for Computacenter, where she quickly rose through the ranks and was recognised as "Highly Commended CRN Graduate of the Year '22". Now, she has returned to HP as our Home Print Category Manager.

From the outset, Jaina has felt at home working for HP. In her own words, HP fosters a sense of community and belonging, where people make you feel welcome, and the open-door policy creates a friendly and borderless environment.

On the day we conducted the photo shoot at the HP offices in Reading, the first thing Jaina showed me was a camera that belonged to her grandfather. She then shared numerous printed photographs, which serve as her family's memory bank -a form of safeguard of her heritage-. These photos capture faces and moments that shape lives and give coherence to actions, thoughts, and stories people tell themselves.

As we observed and discussed these photographs, we realised that printed images serve a different function to digital ones. With printed photos, we noticed the importance of curation, demanding meticulous attention to detail and focusing the viewer's gaze on the story the images tell, thus making both the visual narrative stronger and the observer increasingly curious and engaged. There is also a clear start and finish, and an unexpected depth that felt different to scrolling through the screens of numerous daily images.

Jaina shared her heritage story: her mother was born in India, whereas her father, though of Indian descent, is from Kenya. In homage to this cultural mix, I paid special attention to the background textures of her portraits in this edition, drawing inspiration from the aesthetic of Seydou Keita—the great African portraitist—while playing with Indian patterns instead of African ones.

Jaina explained the celebration of Navratri, a Hindu festival lasting nine nights and ten days, dedicated to the goddess Durga through fasting, prayer, and dance, among other rituals.

During our discussion about DE&I in the IT industry, Jaina highlighted the importance of seeing more women who look like her at all levels of the organisation. This visibility would help to inspire and, fundamentally, to develop the next generations to reach their full potential. This conversation brought my thoughts back to the goddess Durga, whose name stems from the Sanskrit word "durg" meaning "fortress" or "that which is difficult to overcome." Durga is a powerful, warrior goddess known for her ability to combat and destroy evil.

Durga represents Shakti, or divine feminine power. She is a symbol of strength, morality, and protection, and serves as an empowering figure for women.

For this Issue of Portrait of HP, Jaina and I collaborated to create an image that visualises her empowerment. We succeeded in creating not just one image but two. The first features Jaina dancing Garba, a circular dance performed around a lamp or an image of Durga, symbolising the cycle of life from birth to death and celebrating feminine energy and fertility. The second image shows Jaina with her kickboxing gloves, a sport she is passionate about.

At last, our conversation turned to the nuances of living with Artificial Intelligence, prompting me to create a thought-provoking photograph that raises questions about AI-generated images versus photographs documenting a specific person. The final image of this issue consists of a traditional portrait of Jaina, alongside four other portraits created using prompts from four colleagues in the UK&I Multicultural BRG by four different AIs.

With this image, I hope to prompt the reader to consider the following questions:

How does the emotional perception of an image vary between an AI-generated image and an authentic photograph of a real person? What does it mean to document life through images, and how does this meaning change with the introduction of AI? What is the relationship between text, image, and the reality in the context of AI-generated images compared to traditional photographs? How crucial is it to have a credible representation of your identity, memories, and ancestors in an image, whether real or AI-generated? When someone describes a person we don't know, how does our imagination work, and what biases and prejudices might we project based on real or AI-generated images?

This 18th Issue of the Portrait of HP shows a journey through Jaina Mistry's family history, celebrating South Asian Heritage Month 2024. We aim to reflect on female empowerment in the context of DE&I. This Issue also serves as a visual exploration that prompts reflection on the nature of images, from their inception to document and seek truth, to the emergence of multiple questions that synthetic images provoke in today's context.

I invite you to read, reflect, and enjoy this Issue, which highlights the power of the rich tapestry of diverse stories of our collective experience.

Rodrigo Moctezuma
Portrait of HP Project Lead / UK&I INK Category Manager
Chair, HP Global Hispanic/Latino BRG

A black and white portrait of a woman with long, wavy hair, looking directly at the camera. She is wearing a striped top and a necklace. The background is dark. The portrait is framed by a thin blue border.

Jaina Mistry
UK&I HPS
Category Manager

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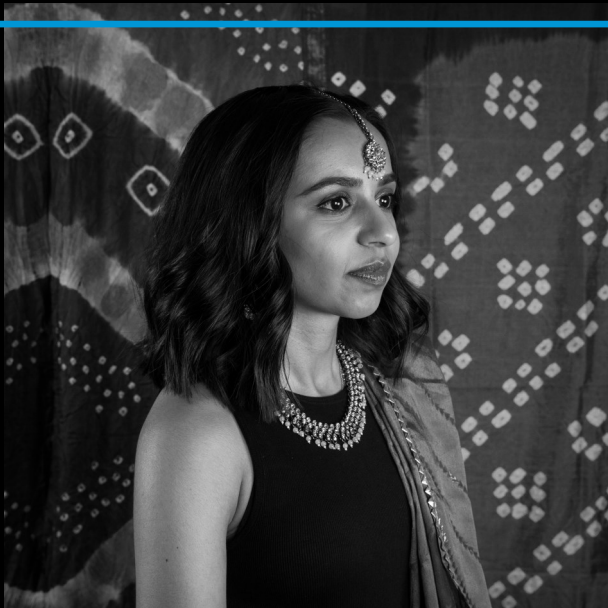
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NAVRATRI



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Jaina Mistry

Rodrigo's text translated from Spanish, reviewed and copy-edited by Gosia Polanska (Mojek).

"Moctezuma: The Corporate Human" is the artistic name of Rodrigo Moctezuma (Roddy).

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