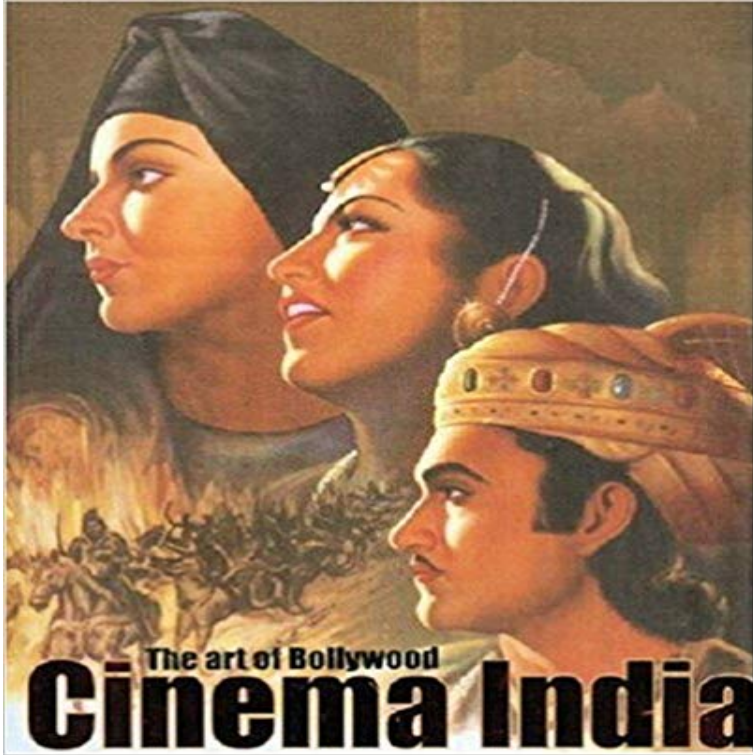


Cinema India: The Art of Bollywood



An exuberant history of Bollywood posters. Today, its movies delight movie-goers everywhere, and India makes more films than any nation.

Hand-painted movie posters that made Bollywood a winner. Since its inception in the second decade of the 20th century, the Bombay-based Indian film industry has become a global phenomenon. The vibrant, colourful world of Bollywood comes to the Powerhouse Museum in June with a major exhibition celebrating one of the worlds most prolific film industries. This title looks at the hand-painted movie posters that made Bollywood a winner. Since its inception in the second decade of the 20th century, the Bombay-based Indian film industry has become a global phenomenon. The success of the latest Shah Rukh Khan blockbuster Chak De India (dir. Shimit Amin, 2007) once again raises for cultural theorists, film buffs, sociologists and film historians. Zehreela Insaan (1974) vintage Bollywood poster from: The art of Bollywood 100 years of Indian cinema: Top 50 hand-painted Bollywood posters. Hand-painted movie posters that made Bollywood a winner. Since its inception in the second decade of the 20th century, the Bombay-based Indian film industry has become a global phenomenon. Graphic Thought Facility has designed a poster for the Victoria & Albert Museum exhibition Cinema India: The Art of Bollywood, which will be on display at the NGV. The all-singing, all-dancing film genre has shimmied its way into the NGV. Hand-painted movie posters that made Bollywood a winner. Since its inception in the second decade of the 20th century, the Bombay-based Indian film industry has become a global phenomenon. In The Art Of Bollywood authors Rajesh Devraj and Edo Bouman document the hand-painted movie posters that made Bollywood the love of