

potpourri

Film art goes on bags, wallets for 'poster'ity

The dying art of painting film posters and trucks have just got a new lease of life

BIJOY BHARATHAN

DECCAN CHRONICLE

In what looks like a novel initiative to help revive the dying art of film poster painting, enterprising individuals are setting out on ventures to give the age-old art form a new twist.

A self-funded entrepreneur from Mumbai recently introduced a portal called Indian Hippy, which offers a line-up of wallets, handbags and ethnic furniture that carry hand-painted images of classic and modern-day Bollywood film posters and actors.

Hinesh Jethwani, the founder of *Hippy.in* says, "The

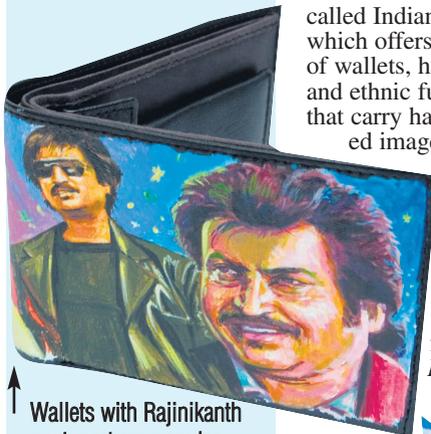


idea germinated almost six months ago. I personally have been a fan of poster art and it pained me to realise that in this age of digital vinyl posters, these artists were on the brink of extinction. So I decided to provide them with a platform to show-

'SUCH ART HAS TAKERS AMONG NRIS'

case their work and make a living." Such art has takers among NRIs, he adds. The wallets are priced in the range of Rs 2,000 upwards.

Closer home in Chennai, entrepreneur Kaveri Lalchand who published two books namely *Times New Roman & Countrymen* and *Heroes, Gundas, Vamps, and Good Girls: Hindi Pulp Cover Art* and also incorporates such art on cloth bags, is optimistic about the trend. She says, "It's not only film poster art that needs resuscitation. Even artists involved in painting trucks and covers of Indian pulp fiction need an avenue to exhibit their talents. What's encouraging is that the community of serious art aficionados are now looking at such *desi* works of art with considerable interest."



Wallets with Rajinikanth poster art are popular



Old Hindi film posters are incorporated in postcards

City celebs do charity for 'idiots'

A special charity show of Bollywood film 3 *Idiots* was held at Inox recently, and several known faces turned up to watch the show. The much hyped film starring Aamir Khan also has

Madhavan playing a crucial role. City stars seen at the show included **Bharath**, **Sandhya**, **Swarnamalya** singers **Chinmayee**, **Srinivas**, **Harish Raghavendra**, director **Vasanth** among others.



Swarnamalya



Commuters need to depend on autos as busy areas lack stations

Trains stations needed in busy areas in city

A few trains bound south from Chennai Egmore station stop at Chennai Mambalam in both directions. As the Mambalam and T Nagar areas are already congested with heavy traffic, one cannot understand the rationale behind making the Mambalam station a boarding and disembarking point between Chennai Egmore and Tambaram. As the city bus terminus at T Nagar is located at a distance from the station one has to depend on autorickshaws. This is causing a lot of trouble to the commuters. I request authorities in charge to do the needful.

R.Murali Kumar, Chennai

Tighten security for employees' safety

As the festive season has already arrived and the entire city is gearing up for the celebrations, it is a must that people are safe in the wee hours of the night. Many IT professionals and employees working in travel agencies are



Sandhya

letters

working late into the night. Hence, police patrolling and security checks need to be tightened to maintain law and order. I request authorities to look into this matter as soon as possible.

Wilson Baby, Chennai

Lake beautification project should start

Since everyone is talking about beautification these days, including the beautification of the Marina beach, one more similar project needs to be taken up immediately. The work on the Velachery lake beautification must start as soon as possible. Not only will this project add to the beauty of the city, but people, especially those living in and around Velachery will get some much needed recreational facilities. I request the concerned authorities to start this project at the earliest.

R. Ganesan, Velachery

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Revellers on 'safety...'

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Parents on their part too feel that shelling out a little more for an upmarket car, hiring a reliable driver or going in a smaller group will help them relax knowing their kids are safe. Sadhana Sukumar, a homemaker and the mother of college going sons points out, "Even though I know my sons are aware of their limit when it comes to drinking and driving, taking this risk on New Year's Eve is a bit too much. That's why I insisted they hire cars instead and ensured that they hired strong, sturdy vehicles, in addition I've told them that if it gets too late they can stay back at their friends' place; this way I can also be at peace knowing they're safe."

Choosing their company is also a priority for many youngsters. Explains Shivangi Vijay, a second year B.Com student; "I'm very cautious about the gang I party with as I need to be home before 1 am. If I hang out with a bunch of friends who don't care about curfews, that will spell the end of my social life. So I'll be partying with a few close like-minded pals."

Also, warding off pesky partygoers and certain anti-social elements is a major concern. "Very often at huge parties or even in hotels, I've noticed that there is always someone or the other who isn't able to control their alcohol intake and this becomes a hazard for us women. That's why I've decided to carry a pen-knife with me on 31st night, I might not need it but it just makes me feel safer," says Shivangi.