

For as little as ₹5,000, you can replace Dilip Kumar in *Mughal-e-Azam* or Deepika Padukone in *Om Shanti Om*. TEAM VIVA tells you how?

# Get framed, Bollywood style



Imagine your photograph being replaced with that of Madhubala or Dilip Kumar on the evergreen poster of *Mughal-e-Azam*! This is no mere a dream as a website, Indian Hippy, is customising your portraits to handpainted Bollywood and Hollywood posters. Hence you can bring smile to your dear ones by gifting a vintage handpainted poster and also revive the dying art form of Hindi film posters. This two-year-old online company run by Hinesh Jethwani offers handpainted portraits customised to suit your preferences, replica of old handpainted posters, products painted by poster artists in Bollywood style. "I've always been fascinated with the poster art which is no more encouraged in the age of digital art. Hence, I brought back the existing poster artists under one roof and revived this art form in painting customised posters," said Jethwani.

Even though the concept is appreciated now, it was not easy for 29-year-old Jethwani to put his plans into action. "The main challenge was to get back these old artists who are on the verge of retirement. With film poster artists being displaced by this wave for nearly two decades, it was like looking for a needle in a haystack. Most artists had sought early retirement and had returned to their villages. A few had shifted careers entirely," said he, who is working with a dozen of poster and billboard artists. Indian Hippy has given the artists a new lease of life.

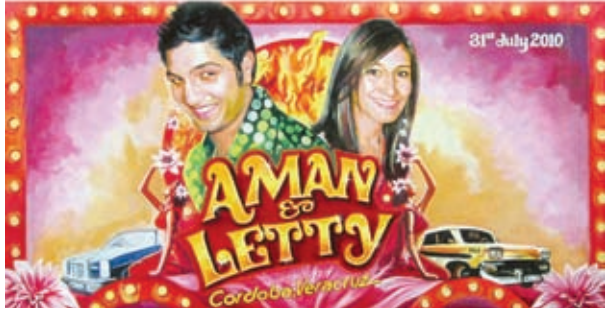
put in, the number of hours consumed and the size of the poster," said Jethwani.

The price range of these posters depends on various factors, like layout, number of faces, size (as small as A3 size and as large as 30 feet), quality of the medium — oil or acrylic paints — and canvas used. Depending on these factors, prices vary. The price of an A3 size portrait starts at ₹5,000 onwards. It usually takes seven to 10 days to complete an order.

When asked which posters are the most sought-after, Jethwani said, "We receive orders for posters ranging from vintage Bollywood movies to the more recent hits as well as the occasional Hollywood film. Among vintage films, *Mughal-e-Azam* is the most preferred one."

It's not just Indians who are crazy about this concept, people from all over the world have been sending orders. Placing the order is easy, get onto the website, [www.hippy.in](http://www.hippy.in), select your favourite film poster, send photographs of the person whose picture needs to be on the poster and it is done. "Our customer segment comprises a mix of both. Our online, e-commerce website allows us to serve a worldwide audience. Customers looking for handpainted customised posters are pouring in from all over the world. We've completed works for clients far and wide including countries like Italy, Netherlands and the UK among others," said Jethwani.

Inputs IANS



"The sets, songs, costumes etc in our films are so colourful and grand that when translated into poster art, the results are truly fascinating. What appealed to me most about Bollywood film posters was the amalgamation of so many different concepts — advertising, art and storyboard depiction — all rolled into one canvas," said he.

Indian Hippy offers handpainted posters for those who commissioned them and doesn't make use of photoshop or any other digital trickery. People can choose from thousands of movie posters, from the 1960s to

"Our generation was lost and forgotten after everything became digitised. Hand-painting disappeared, leaving us with no job. Most of us changed jobs and some were left with no jobs. It was a difficult phase," said 58-year-old artist Lucas Mondal.

"We used to sit and remember the times when we used to make posters and billboards and what fun it used to be. While walking on the road, we could say, 'I have painted this. Now we have just memories. But Indian Hippy has come as a bright spot in our lives. It encouraged us to pick paint brush again and do what we love doing. Even financially it has helped us a lot. We are also learning new designs now and the work is very satisfying," added Mondal. The artists are paid on an assignment basis.

"The payment depends upon the detailing of the poster, how much effort has been



# Breaking the barrier

With the missing link between north and south Delhi complete, NANDA DAS finds out if the class-conscious South Delhiwalas will now use the public transport or not

My first introduction to South Delhi, a couple of years ago, was no less than a show of class. Waiting at the Moolchand Flyover, I was greeted by two Suzuki Hayabusas, a couple of convertible Mercs and the show-stopper — a Hummer. The deeper I ventured into the area, the more ostentatious it seemed — with imported cars being the order of the day. So, when the Metro started running from Central Secretariat to Gurgaon, crossing most of South Delhi areas, there was this sudden urge to find out how these high-heeled take to a public mode of transport.

At the INA Metro Station, I was shocked to say the least on seeing the number of vehicles. After circling thrice for 20 minutes in the parking area, I did finally manage to squeeze in my car between two SUVs. The parking guy told me that there is immense rush in all the parking slots bet it Saket, Malviya Nagar, Hauz Khas, Green Park or Jor Bagh. "Usually our parking has ample space. But this kind of rush was not anticipated. On the first day, they got full within one hour of resuming the service. We had around 300 cars," he says.

I got the answer for this maddening rush from two ladies, dressed in business suits, who were climbing the stairs. "Metro has given us relief from the worst traffic jams. It's definitely a respite as we can make it on time for our meetings," they said. The statement was proof enough of the fact that if people are given good public transport they will certainly lap it up.

I entered the Metro station and a long queue ushered me at the ticket counter. I looked around and found the station is being beautifully decorated with the Indian art and crafts.

After purchasing the ticket when I headed towards the platform, the concourse area displayed 58 paintings from various schools of art, handloom artifacts and murals on cloth, paper and wood panels. "I am amazed to see the station here. Look wise, it is better than those in London. In fact, going by the crowd, the Delhi Metro seems to be fast becoming the lifeline of the city just like the one in New York," said a man standing behind me. As we discussed further I came to know that he will be boarding the Delhi Metro for the first time and used to work in London three years ago. "I have never boarded the Delhi Metro. I used to hire a cab and shell out ₹500 to reach Gurgaon from South Extension. It used to take one-and-a-half-hour to reach there but now in just ₹20, I will complete my journey, that too in comfort," said the man who was holding a laptop and the earphones of his eye pod were wrapped around his neck.

As we entered the train the fashion consciousness of south Delhi was evident. Women in smart business suits, capris, saris matched with appropriate clutch bags, wearing designer perfumes greeted me. I was amazed to see the corporates and the well dressed people of South Delhi enjoying the ride with the lower section of the society as well. DMRC has given the workers (who were involved in the construction work) a free ride. May be the Metro will bridge the gap between the higher and lower section of the society.

When the train stopped at next station, AIIMS, a few students from the medical college who were partially drenched in rain got in. They have bunked their classes and were going to the Millennium City. The train stopped at Green Park for more than five minutes. I looked out of the window and saw a guy slipped in order to catch the train. He hurt his elbow and was bleeding profusely. Metro official present at the station provided him the first aid. He was in safe hands. So are we.

photo AP

# Delhi on your fingertips



TEAM VIVA

If you want to know more about Delhi's art and cultural hubs, best eateries, economical accommodation and enthralling nightlife then the information about all these and more is now just a touchscreen away. All you need to do is to step into one of the 30 user-friendly kiosks, aptly named Tourist Info Cafe, that have been installed at prime market locations across the Capital.

This project is the brainchild of 54-year-old Delhi-based designer Ved Pohoja who, along with three other friends from various fields, has come up for one common cause — to turn Delhi into a brand that has been lost due to the negative publicity of Commonwealth Games.

Pohoja, who has been working on this project for the last 20 months, said, "As I am a student of designing and advertising, I know how important branding is. We are going to host such a mega sporting event and we haven't yet branded Delhi. A Tourist Info Cafe acts as that perfect tribute to this wonderful city so that she is loved, recognised and valued."

The touchscreens, measuring 30 by 20 inches, will operate on a simple set of commands to make it user-friendly. It can interact in eight different languages, both Indian and foreign, and will provide information about important tourist destinations like Agra, Jaipur and the NCR other than Delhi. "During Commonwealth Games, the city will be providing quite a bouquet of events. To ensure the visitors get to know the rich cultural heritage of Delhi and India as a whole, we have provided information in

languages like Spanish, French et al," said Pohoja.

These cafes, to remain operational between September 15 and November 15, has three major components — an information screen that will provide information someone requires, a quick bite-cum-coffee corner and souvenir counter which will sell India and Games-related memorabilia. "We have also manufactured merchandising such as T-shirts, caps, coffee mugs consisting replicas of some famous monuments and personalities that have been connected with Delhi. We have never projected the Capital's rich cultural heritage before to the world," informed Pohoja.

The creative genius said this concept is not new as he had displayed the same machine at India International Trade Fair last year. "Since then I've been trying to install it at various locations but the response from the government's end had been lukewarm. I displayed the prototype of this machine last year too and received innumerable applauds but when I showed my interest to install this machine to help people during CWG, the government didn't approve it. I had to face a lot of difficulties and after undergoing a lot of trials in the Ministry, I got the approval after six months."

The Tourist Info Cafes, to be manned by 200 youngsters, will provide livelihood to 3,000 people and the crew of 200 is being trained to converse in English," he added. To ensure safety and security of tourists, these touchscreen machines will also display contact numbers of the nearest police station within a 3 km radius.

# 'Photography has arrived as a universal medium'

Lenswoman DAYANITA SINGH captures her journey as a chronicler of the urban middle class to a writer penning her own photo-stories in her biography

Photography is not just an art form but needs to be seen as a language, says India's leading contemporary photographer Dayanita Singh, known for her works in black and white. Singh, who has carried snapshots of everyday India across the world through their striking realistic photographs, mostly in black-and-white frames like lensman Raghu Rai, is known for her photo essays in the international circuit. She shoots her images in series narrating stories of the lives of the Indian urban middle class, evolution of cities, faiths and the marginalised communities across the country.

For Singh, photography is a narrative. "Many of us speak English. We use it to communicate or e-mail or write. Others use it to write poetry, fiction, biographies and reportage. We could start to think of photographers in this way: Is she a novelist, a journalist, a diarist, a biographer...?" said the 49-year-old Singh.

"Photography has finally arrived as the universal medium it set out to be. I think it is perhaps more useful to think of photography as a language," she said. Her new biography, *Dayanita Singh*, captures her journey as a chronicler of the urban middle class to a writer penning her own creative photo-stories.

Published by Penguin Studio, it also follows her through her black-and-white years to the heyday of colours. "I think photography, now more than ever before, needs to look at other arts like music, literature and cinema," she said.

"Making photographs is a very small part of the process now. It is more about what one does with these photographs,



self as a bookmaker. "I am essentially a bookmaker. I was involved in every aspect of the biography — from the paper, the printing, the binding to the choice of writing. I think maybe it's time to speak of the book as an art form," she said. Most of Singh's photo-essays are in black-and-white. I was always hesitant to use colour as I did not know if I could find a way of my own with it and if I could create the same experience in colour as I could in black and white," she said.

The *Blue Book*, one of her creations, was a series of photographs of empty spaces — rooms, hospitals and factory premises shot with daylight films after sunset. The effect was a bland monochrome blue that filled the photographs with sudden depths and light.

"In 2007, standing on top of a tall factory tower, I discovered by accident what happens to a daylight film after sunset. I realised that it was in the limitations of colour films that I would find my sources for a language in colour," she said.

Recalling the creation of the essay, *Ladies of Calcutta*, Singh said, "All the women were friends and friends of friends so there was a certain trust already established. I made these photos mainly in 1997, 2002 and in 2005. In 2008, I had an exhibition, *Ladies of Calcutta*, and on the last day, the women took their photos from the walls home. The 108 portraits now hang in 66 homes in Calcutta."

An avid reader, Singh's photographs are a reflection of the books she reads. "I am inspired by Italo Calvino, Michael Ondaatje, Vikram Seth, Amitav Ghosh, Sunil Khilnani, Geoff Dyer, WG Sebald," she said. The photographer is presently working on a series *House of Love*.

IANS



what form one gives them, what it is composed of, what we are reading, experiencing, listening..." According to her, a fifth of the world's population has access to photography.

The greatest gift that photography has given her, she says, is Mona Ahmed. In 1989, Singh began to photograph the dramatic existence of marginalised communities in India. She stumbled upon Mona Ahmed, a eunuch who became her sister, friend and confidante. For 13 years, she shot Mona.

Myself, *Mona Ahmed* was the protagonist of Singh's pictorial essay of the eunuch's life. The journey of Mona — from a man to a woman and eventually a victim of depression and agony — became a book in 2001.

"Mona is one of the most precious gifts that photography has given me. In this class-ridden society of ours, there would have been no meeting point for Mona and me, were it not for photography," she recalled. She describes her-

## HEALTHPILL

### Formula milk has 40 times more aluminium than breast milk

Formula baby milk, which can have 40 times more aluminium than breast milk, may have an adverse impact on children's health, a British study has found.

According to scientists, traces of the metal in milk of some of the leading brands were found to be much higher than is permissible in water.

One formula made by Cow & Gate — specifically marketed for premature babies — had the steepest level of more than 800 micrograms per litre, reports the *Daily Mail*. European law states that water can contain no more than 200 micrograms of aluminium per litre, according to the journal *BMC Paediatrics*.

Chris Exley, who led the study at Keele University, Staffordshire, said, "We've known about the high aluminium content in infant formula for many years and there is evidence to show it is potentially quite dangerous. It has been linked to



neurological diseases and bone defects in later life and there are even links with dementia."

"Everyone has aluminium in their body but infants are especially prone to absorbing it and are not so good at getting rid of it," he added.

Manufacturers say they do not add aluminium to their products but many formulas are often packaged in aluminium foil. It also occurs naturally in soya plants due to the acidic soil they are grown in, so experts advise soya milk formulas should be used only on the advice of a doctor.

Exley, whose team tested 16 of the Britain's leading formula milk brands for children up to the age of one, said: "It is concerning, especially when the product with the highest level of aluminium we found was aimed at premature babies who are likely to be the most vulnerable of all. It is really shocking."

## TECHNOCRAT

### Now zoom into universe through Windows

Global software major Microsoft has designed a computer programme that allows you to scan the universe and zoom into outer space through its Windows.

"We have designed a virtual telescope that can be run on Windows or a web client with our Silverlight plug-in to tour the universe and zoom into outer space," Microsoft research programme manager Yan Xu said at a demo workshop.

Touted as a worldwide telescope, the programme enables students and scholars to conduct astronomical research, promote science education and create entertainment. "As a virtual platform for the universe or outer space, it has huge data of images collected from Hubble and 10 other earth-bound telescopes," she said. As a space telescope, Hubble is the largest and most versatile observatory in the earth's orbit since 1990.

Built by the US-based National Aeronautics and Space Administration (NASA) with contributions from the European Space Agency (ESA), Hubble takes extremely sharp images of the universe, solar and other planetary systems without the distortion of the earth's atmosphere.

"At a click away, one can go on an



astrological tour dating back to 1500 BC, trace objects in outer space or track an eclipse and even watch the Chinese Valentine story," Yan pointed out.

The Valentine story is a love story of the seventh daughter of Emperor of Heaven and an orphaned cowherd, who are allowed to meet only once a year on the seventh day of the seventh lunar month of the Chinese calendar.

The extra-terrestrial tour through the telescope comes with commentary also in Hindi, the widely spoken language in India, and in other languages, including Chinese, German, Russian and Spanish of Latin American version. "You can also view the sky in many wavelengths of light through the telescope," Yan noted.

### New tech improves voice clarity on mobile phones

Technology that improves voice clarity on mobile phones by filtering out unwanted sounds is on offer. High Definition (HD) Voice claims to reduce the background noise and "hisses" that often mar mobile phone calls and offer users "crystal clear" sound.

HD Voice, which went live Wednesday, should help those people who frequently make calls from trains and noisy workplaces, reports the *Daily Mail*.

The firm also claims that HD voice is able to "eliminate the perceived distance between callers making it easier to hear the emotions in people's voices."

Jonathan Leggett of mobile phone comparison website *Top10.com* said, "It's ironic that as smartphones have become more multi-functional, they're arguably not much better at their primary function as a conduit for calls. We don't expect Orange's HD Voice technology to sway young smartphone users."

"However, improving the calling experience will appeal to less tech-hungry consumers who use their handsets



predominantly for making calls and texting," added Leggett.

Recent research from Orange has shown that a third of business leaders say they routinely struggle to hold phone conversations due to the noisy environment they work in. Other countries already have networks using the technology including Moldova and Germany.