



# Get a piece of Bollywood!

**W**HEN Mangala Srinivas and Michael Wartmann married recently, they chose a hand painted Bollywood poster to celebrate the occasion, with themselves as *Jodha Akbar*. Dubai-based Mahesh K Balani chose a vintage *Dewar* poster as a wedding gift for his best friend. He says, "That's his favourite movie. His jaw dropped to the floor when he saw it. It will go up in their living room once he and his wife are back from their honeymoon."

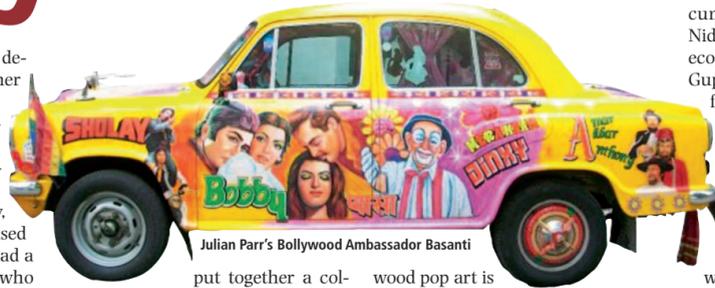
Bollywood kitsch is no longer restricted to a few appearances on the runway, these restaurants or weddings. It's closer home, literally, with products designed to suit your bedroom or sport as a fashion accessory.

The movement is propelled by designers, entrepreneurs and other Bollywood enthusiasts.

Mumbai-based Hinesh Jethwani, who holds a degree in computer engineering, put his outsourcing venture on the backburner and started Indian Hippie, providing hand painted customised Bollywood posters. He says, "I read a news report on billboard artists who were out of work because of posters going digital. I managed to source a few of these artists and decided to work with them to keep the art alive. Film posters may have served as advertising earlier, but today, they are considered art. We get orders from within India as well as NRIs. Also part of their portfolio, are hand-painted bags, clutch purses, wallets, etc, all handpainted with Hindi film motifs and costing Rs 5,000 upwards. Next on the list are wall murals and garages, which will soon get a kitsch facelift!"

It was a similar love for Bollywood billboards that fired designer Nida Mahmood's imagination, as she got five former billboard artists together in her studio at Shahpur Jat in Delhi, to put together a collection of Bollywood-inspired shoes, wall-clocks, trunk tables, chests, notebooks, canvases, Gabbar jackets and blouses. "I love *Don*," says Nida, who is an Amitabh Bachchan fan. She adds, "Bollywood kitsch is big. I have done two seasons of it and am tired, but there's still a demand for it, particularly among tourists wanting to pick up souvenirs." A tote bag from Nida's New India Bioscope Co. comes for about Rs 4,500 while a trunk with *Ab tera kya hoga Kaaliya* emblazoned on it for Rs 40,000 upwards and a shrug for Rs 25,000.

Bollywood pop art is contemporary as well as vintage. For designer and painter Cimmarron Singh, a former stage actress, it's been a six-year-old love affair with Bollywood. She combines street signs, calendar art and old cinema billboards to create watches, handbags, coasters, wall clocks, storage boxes, even silver jewellery, which can cost from Rs 800 to Rs 5,000. She recalls,



Julian Parr's Bollywood Ambassador Basanti

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"My first piece was a watch, where I used a vintage black and white Bollywood image. I wanted it to look old, something that had been handed down, rather than a shiny, new piece of metal. My watches are still bestsellers." Fashion designer

Care for some Bollywood kitsch? Wear it on watches, t-shirts, or pep up your living room, says Anuradha Varma

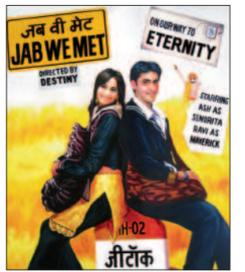
cum-mediaperson Nidhi Singh and ecopreneur Gaurav Gupta, meanwhile, formed Indigreen last year to put across a social message through kitsch. Last year, their theme was 'Going green Bollywood style' with cheesy lines and posters hand painted on t-shirts, tunics, belts and bags. For instance, a belt reads, "Piya tu ab to aaja, global warming se

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While their limited edition Bollywood poster art tees cost between Rs 2,400-2,800, a dialogue tee comes for Rs 800-1,200, and belts Rs 1,500-2,400. They retail in outlets like Kimaya in New Delhi and Tribal Route in Mumbai.

It's time to wear your love of Bollywood on your sleeve, in your home or even on your car... that's what the erstwhile Londoner and now New Delhi-based Julian Parr did three years ago when he devoted his old Ambassador's



A customised Jab We Met poster

exterior to movie memorabilia. His car, which he has fondly named Basanti, sports Amitabh Bachchan in *Coolie*, *Mughal-e-Azam*, *Mother India*, *Rekha*, and more! Julian was once stopped by the police for "commercial advertising on his vehicle". "He recalls, "I asked them — What?! Advertising *Mughal-e-Azam* from the 1960s? My car sparks a lot of curiosity; many people stop to click pictures." He isn't going to change to any of the new movies anytime soon. He says, "Kites was dreadful, *Raavan* awful..."

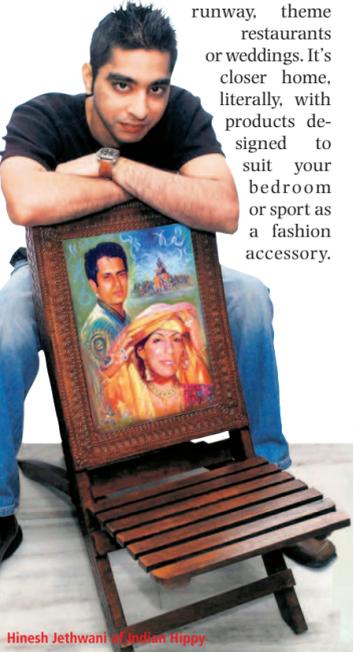
Vintage sells, anytime!

■ TIMES NEWS NETWORK anuradha.varma@timesgroup.com

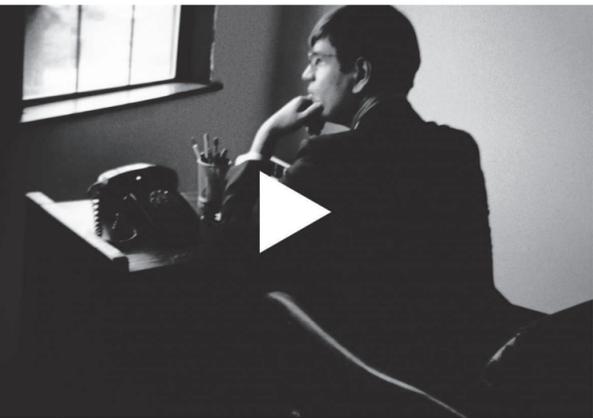
earth bahke, Ab to bacha ja!"



Says Nidhi, "We are totally anti-prints! The poster art in all our collections is painted by former Bollywood poster painters. By paying them an artist's fee, we are keeping this very Indian art alive and also making one of the most exclusive designs in the world. We have had some customers who buy the t-shirts to actually hang on their walls, once they are done wear-



Hinesh Jethwani of Indian Hippie



## The 4 am nightmare.

It creeps up on you, silent like.

A sneaky tentacle of fear slithers in, between the pauses of your shallow breaths.

It poses a question, with all the sensitivity of an executioner.

"Will you be chained to a job all your designation-gathering life?"

Then it asks another.

"How many ulcers will your soul have when you see yet another entrepreneur strike it rich?"

You twist and turn, until the dawn chases your demons away.

Then you wake up, bathed in the sweat of your regrets.

That's when it hits you, it wasn't a nightmare at all.

It was a wake-up call.

## Start up



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Last date for entries: July 14, 2010.

In association with



## Celeb Cook-in Anjana Sukhani Actor

**MY FAVOURITE DISH** | "I'm a great foodie and my taste buds keep changing. Currently, I'm in love with Chinese cuisine, especially Dim Sums. Since I'm a vegetarian, I crave for Veg Dim Sum. I enjoy making and eating pasta and my preferred sauce is a mix of red and white. I prefer the Indian version of the authentic pasta!"

**I LIKE TO EAT AT** | "I find Thai food tempting, so I love going to Thai Pavilion at The President, Mumbai. My other favourite haunt is Pan Asia restaurant at the Grand Sheraton."

**MY FAVOURED CUISINE** | "The list is endless — Chinese, Italian, Thai and, of course, Indian! I'm a proud Sindhi, so I love *Sindhi Kadhi*."

**MY NON-FOOD PASSION** | "I enjoy reading, travelling and a little adventure trail, whenever possible. Right now, I want to learn para-sailing."

**BEST MEAL I'VE EVER HAD** | "I recently ate a lovely meal at a seaside restaurant in Barcelona. I tried their traditional local dish called 'Paella'. The dish was served with their local rice, which is similar to our *basmati* but the grain is longer and thinner."

**MY FAVOURITE RECIPE**  
| Veg Dim Sum.



## Anjana's Veg Dim Sum

**INGREDIENTS**  
| Carrots (shredded): 100 gms | Snow peas: 100 gms | Celery (chopped): 50 gms | Water chestnut (chopped): 80 gms  
| Bamboo shoot (chopped): 20 gms | Shitake mushrooms (chopped): 50 gms | Soy sauce: 2 tbs | Oil: 2 tsp | Sugar: 1 tsp | Salt: 1½ tsp | Sesame oil: 1 tsp | Pepper to taste | Dim Sum wrapper: 12 nos | Tapioca flour: 2 tbs.

**METHOD**  
| Blanch all the vegetables briefly in a large pot of boiling water and set aside.  
| Now heat oil in wok and saute chopped celery and add soy sauce and seasoning, add tapioca flour and simmer till thick.  
| Put the blanched vegetables in a food processor and blend briefly, add the sauce and blend until thoroughly mixed.  
| Chill the Dim Sum stuffing in a refrigerator for about two hours. | Take a wrapper and place the filling in centre and fold in desired shape. | Steam the dimsum for 12 mts and steam in batches, don't overcrowd the Dim Sum while steaming. The Dim Sum should be spaced far enough. They shouldn't touch each other.  
| Serve hot with dipping sauce.

Celeb Cook-in introduces you to the lesser-known foodie hidden in our better-known faces

(Chef Sum) Atharve from Kanada Plaza Film Group, Mumbai, serves Anjana's Veg Dim Sum

