

Rs 150

Jan - Mar 2011 Volume 8 Issue

the SINDHIAN

سینڈھیان

روح
spirit of success

BOLLYWOOD'S NEW HIT ON THE BLOCK RANVEER SINGH

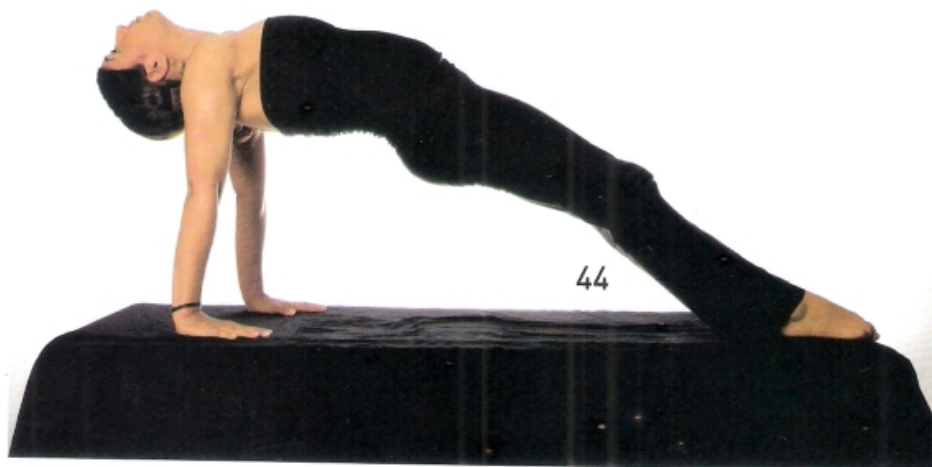
**GUILTY AS
CHARGED,
AND PROUD OF IT!**
A SATIRE ON SINDHIS
"Y V R THE WAY V R"

**NOT YOUR
AVERAGE "JO"**
Bharat Jotwani
of New York

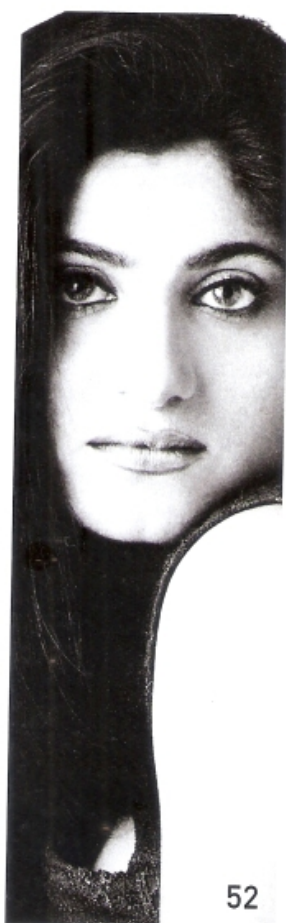
**STORIES ON
CANVAS**
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**ROOTED IN
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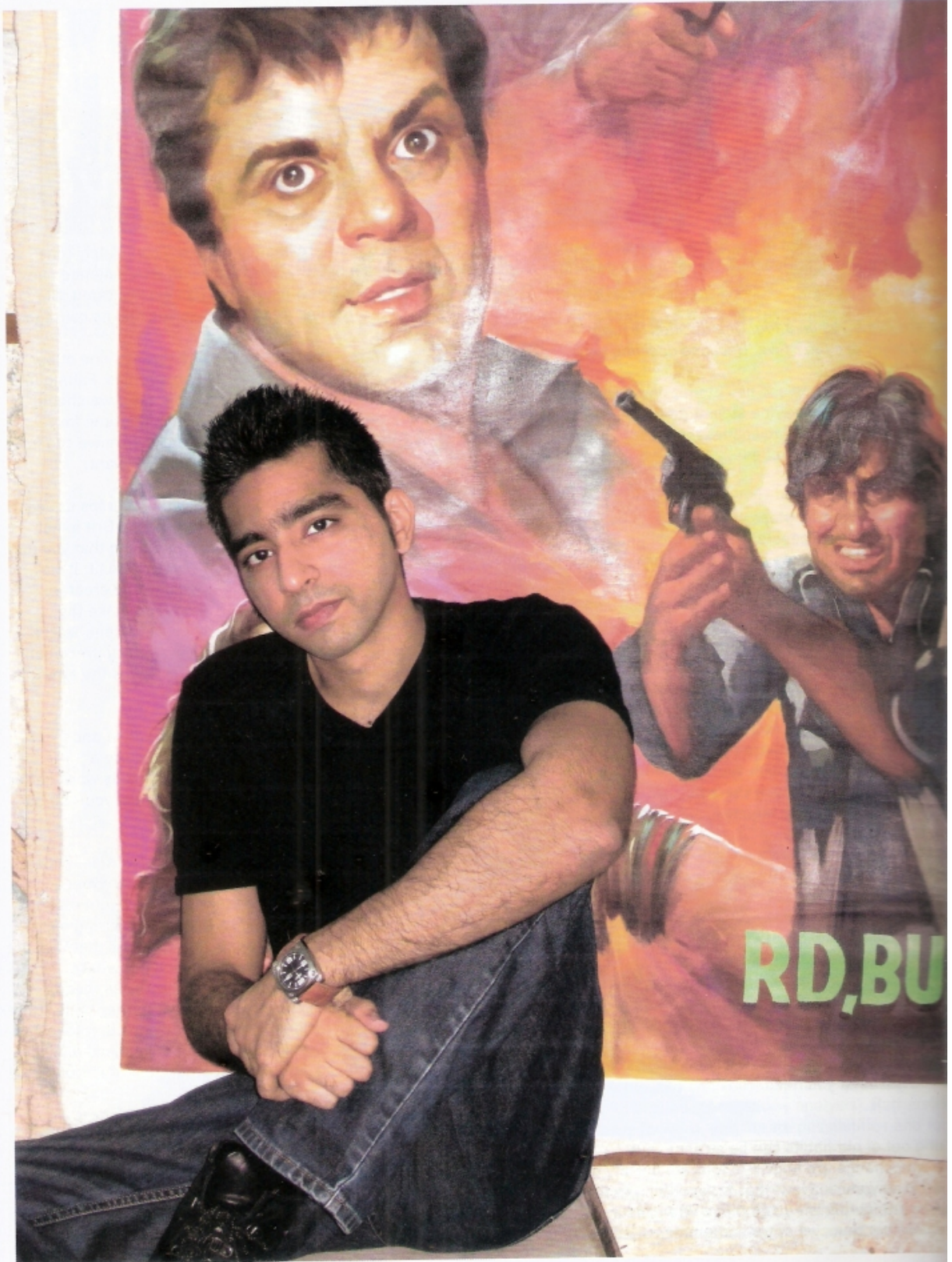
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PAINTING IT BOLLYWOOD STYLE!

WITH THE WISH TO REVIVIFY THE ART OF BOLLYWOOD POSTER PAINTING OF THE 70'S AND THE 80'S, **HINESH JETHWANI** (29) IS ALL SET TO PRESENT THIS ART FORM TO THE WORLD IN A VERY UNIQUE AND AN INTERESTING WAY. HE SHARES HIS THOUGHTS AND IDEAS WITH **PRACHI MODI**



VENTING life into the art of Bollywood poster painting, Hinesh Jethwani has run a full circle, from dabbling with Technology journalism to Program and Partner marketing for a multinational company to finding his inspiration in the poster paintings of 1970's and 1980's. A Computer Engineer from TSEC, Mumbai, Hinesh made up his mind to support the poster artists, when he came across an article in a newspaper that spoke about the dying state of the hand-painted Bollywood poster paintings in this new-found digital world.

"Something just struck me when I read that article. Through my work I have always wanted to represent my country and what better than showcasing Bollywood in a different style. The huge movie billboards that were hand-painted by the artists were never looked upon as an art form by the common people then, and yet, I always felt that these posters depicted a larger than life picture and were very intelligently made. Just imagine, the artists who made them had to use just one medium to convey so many concepts - advertising, art and storyboard depiction - in just one poster! It isn't an easy task to paint such pictures on huge billboards," expresses Hinesh.

Inspired and committed to his belief, Hinesh's next step was to search for the few poster artists, who could help him achieve his dream. "It was extremely difficult to look for such painters, who were initially involved in painting posters and large billboards. A very small number of them remain now. Quite a few are retired or old and have gone

back to their villages, or have become drivers and security guards. As of now, I have been able to connect with about a dozen of them, all of whom are working with me," enunciates Hinesh.

Bitten by the entrepreneurial bug, this true blue Sindhi launched his company, which he called the 'Indian Hippy', in 2009. The young firm, which has a plethora of services and products to offer its clientele across the world, aims at merging art with functionality in its offerings. "For example, the artists working with me paint Bollywood themes on fashion accessories, furniture and decor items like chairs and coffee tables. This set-up helps the artists to not only paint, but also experiment with different concepts in different ways," quips the Sagittarian. Some of the popular Bollywood themes include *Sholay*, *Mughal-e-Azam*, *Namaste London*, *Jab We Met* and a few others.

With the word spreading about the kind of work this native of Shikarpur has to offer, Hinesh's patrons have only

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increased double fold and includes several locals and NRI's, who want to get their favourite posters personalised. "People find it very fascinating to get their portraits painted in a traditional Bollywood style! Unique and a lot of fun, my customers are very happy to see their faces superimposed on the faces of their favourite actors.

This kind of painting involves a lot of detailing, which only highly experienced poster artists can accomplish", says Hinesh. At *Indian Hippy*, the collection of some of the Bollywood posters is simply amazing.

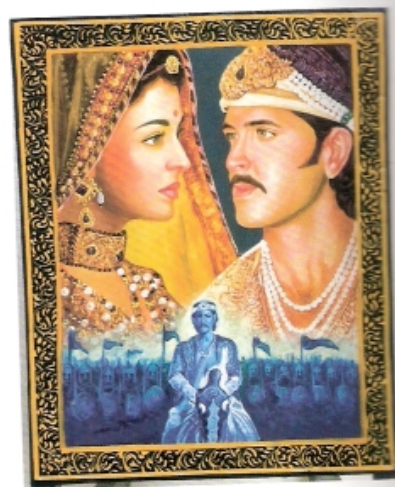
Very retro in flavour, the products of this company have merged contemporariness with traditional Bollywood strokes to offer its clients the best of both times. Apart from the products, some of the services that *Indian Hippy* has to offer include doing huge background posters for weddings and Bollywood-themed parties. "I strongly feel that the uniqueness of

these posters lies in the detailing. Nowhere in the world will you find cinema depicted in the way these artists do. A great way to represent Bollywood to the world, I feel my company can make huge billboards for film festivals in India and abroad. It will

be a great platform for the artists, who are still so passionate about painting, to showcase their work to the world. I am

also in talks with Mumbai Darshan, wherein we could paint the entire bus with the traditional movies, which define our Indian cinema," concludes Hinesh.

Sharp business acumen combined with a strong belief in his work, Hinesh Jethwani has already carved a niche for himself in this hugely competitive world. Donning an extremely creative mind, he is sure to go places. *The Sindhian* wishes him all the best for all his future endeavours and may he move from strength to strength.



NOWHERE IN THE WORLD, WILL YOU FIND CINEMA DEPICTED IN THE WAY THESE ARTISTS DO. A GREAT WAY TO REPRESENT BOLLYWOOD TO THE WORLD

