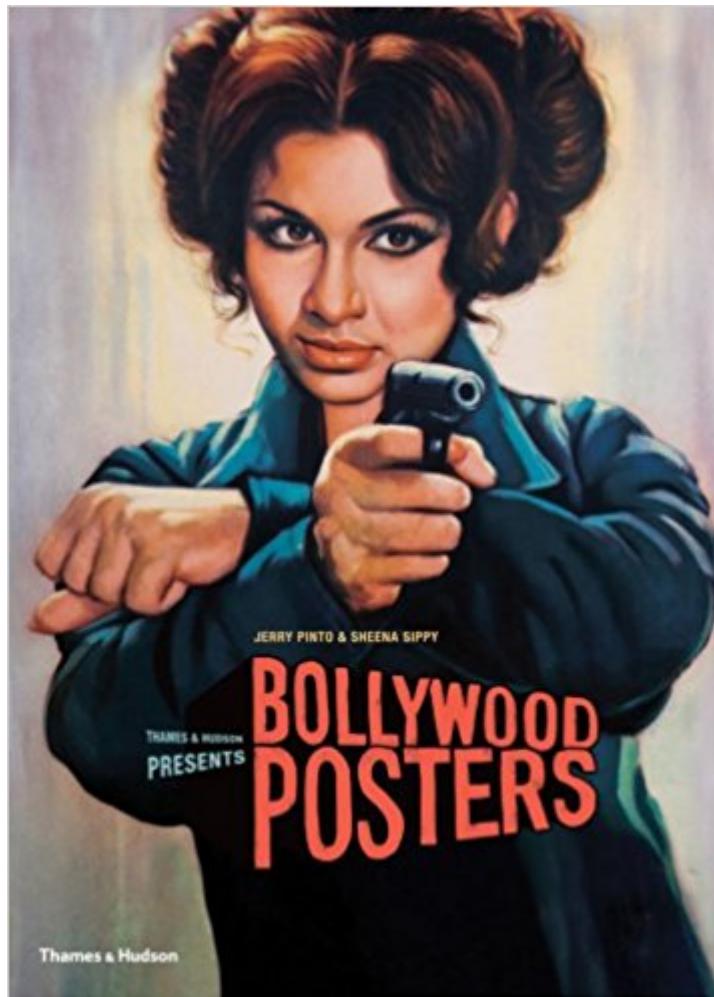


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# Bollywood Posters



## Synopsis

On the streets of the vibrant and anarchic city of Mumbai, the film poster is a familiar splash of color. It is an invitation to the pleasures of Bollywood, the world's largest film industry. The collision of this most democratic of art forms with one of the liveliest movie genres results in a glorious explosion of color, form, and typography. On the streets of the vibrant and anarchic city of Mumbai, the movie poster is a familiar splash of color. It is an invitation to the pleasures of Bollywood, the world's largest film industry. The collision of this most democratic of art forms with one of the liveliest movie genres results in a glorious explosion of color, form, and typography. Bollywood's film posters have a long and illustrious history, and it is brilliantly celebrated here. The posters included span the entire history of Hindi movies, from the early twentieth century to the present day. Bollywood movies are a much-loved international phenomenon, and this book is sure to have an avid audience among its fans. But its appeal extends beyond that--graphic designers and artists will find much to inspire them as well. Jerry Pinto has written several books on the Indian film industry, including *Helen: The Life and Times of an H-Bomb*. Sheena Sippy is a photographer whose work has been featured in *Vogue*, *Elle*, and *Time*. 225 color illustrations

## Book Information

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## Customer Reviews

From the early 20th century to the present day, this large-scale, brightly colored, coffee table book features the very best (and also the very cheesiest) advertisements for the hottest movie releases and stand-alone Hindi classics. It's the perfect addition to any

book-loverâs or movie buffâs collection.â - Zinkâ "The oversized presentation and lavish, full-page posters in full color make for a fine and highly recommended survey of an industry little covered outside of India.â - Midwest Book Review

Jerry Pinto has written several books on the Indian film industry, including *Helen: The Life and Times of an H-Bomb*. He lives in India. Sheena Sippy is a photographer whose work has been featured in *Vogue*, *Elle*, and *Time*. She lives in India.

I've seen lots of more interesting posters throughout my life that aren't included, but all in all the book is awesome to look at.

I like that the book was shipped fast with other items in good condition. everything as described. Book had some wear but better than expected..The book has some great photographs of Bollywood posters, reminders of my childhood.

Over 200 color illustrations permeate **BOLLYWOOD POSTERS**, a unique survey of the film posters of Bollywood that belongs in any film or arts library, or any collection strong in India culture and arts. These film posters have a long history and this survey covers the entire history of Hindi movies from the early 20th century to modern times. An oversized presentation of full-page color reproductions makes this outstanding: a highly recommended pick.

A delightful compilation of posters, conveniently categorized under genres. A treat for buffs of the neglected art form of poster design. The posters range from ridiculous (Rocket Tarzan!) to resplendent (Utsav) and everything in-between. The accompanying commentary is informative. Production value is excellent, which was an unexpected and welcome surprise. The posters pop out from the pages in all their kitschy glory. Highly recommended.

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