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A North American premiere, this exhibition of original vintage Bollywood cinema artworks features the greatest Bollywood celebrities and award-winning films from India's recent film history. These pieces embody the quirky and colourful style of India's cinema culture, which holds a growing fascination in the West, and is a deep cultural tradition in the East. With an emphasis on cinema showcards from the 1950s to the 1980s, the exhibition includes more than 60 original showcards from the Hartwick collection, a private collection assembled in Mumbai over several decades. Commissioned to promote Bollywood films, these showcards were produced by local artisans who used a combination of photo collage and hand painting to create dynamic and colourful interpretations of scenes from Bollywood films. Along with posters, lobby cards, cinema booklets and photographs from the ROM's collection, Bollywood Cinema Showcards traces a historical and visual journey through the world of Bollywood Cinema.

The ICC is planning a complementary series of lectures, films and tours to accompany Bollywood Cinema Showcards – check ICC Events for more details to be announced soon.

<http://www.rom.on.ca/exhibitions/special/bollywood.php>

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