

National Film Archive of India
Ministry of Information and Broadcasting
Government of India

Press Note

NFAI to screen rare footages of freedom struggle; host a poster exhibition and a live demo of the process of hand-painting of film posters this Sunday

To commemorate India's 71st Independence Day, NFAI will be screening rare footages of our freedom struggle from its collection. Also on the cards is a poster exhibition depicting India's freedom movement. The event will take place on Sunday, 13th August 2017 at the National Film Archive of India.

One of the major attractions of the event is a live demonstration displaying the process of hand-painting of a film poster by veteran artist Subodh Guruji.

Hand-painted film posters are an art form unto themselves. Before photographic posters became commonplace, hand-painted posters were widely used for film publicity. They were displayed outside cinema halls and would attract audiences in large numbers to experience the magic of cinema. Painters would use stills from the film for reference, and use their imagination to paint enchanting posters to convey the vibe of the film.

Film enthusiasts have an extremely rare opportunity to witness first-hand the process of painting a poster. The live demo will be given by Mr. Subodh Guruji of Samarth Art Service, Mumbai. He has been active in the field of film publicity since the past 40 years. It will surely be a treat to see the poster come alive in front of one's eyes, transforming from a rough sketch to a full-size vibrant painting.

Cinema is an effective medium to capture the intense struggle and the fervent wave of patriotism that had swept the nation during the freedom movement. Like the films themselves, the film posters from that era also conveyed the mood through impactful designs. As a part of the event, NFAI will be hosting an exhibition of posters depicting the freedom struggle. The exhibition will feature posters of 20 films from different eras and languages, including Pehla Admi (1950), Andolan (1951) and Anandmath (1952).

NFAI will also host screenings of films concerning India's freedom movement. The highlights include Joy Yatra, a footage of the Independence celebration ceremonies; clips depicting

Independence Day in Delhi, Lord Wavell welcoming leaders in Shimla, Gandhi and Jinnah negotiating for communal unity, India going to the polls, and British Parliamentary Delegation in India; “Life of Subhashchandra Bose” which is newsreel footage depicting Bose’s actions and “Maker of Modern India: Gopal Krishna Gokhale,” a docudrama depicting the life and times of Gokhale, and his contribution to the Indian freedom struggle and the making of the Mahatma. Two feature films, “Andolan” (1951) by Phani Majumdar and “Jhansi ki Rani” (1953) by Sohrab Modi, will also be screened.

The schedule is as follows:

10:30 am – Live demo of hand-painting a poster by Subodh Guruji

11:30 am – Joy Yatra (10 min)

11:40 am – Life of Subhashchandra Bose (110 min)

1:30 pm – Break

2:30 pm – Maker of Modern India: Gopal Krishna Gokhale by Rima Amrapurkar (30 min)

3:00 pm – Andolan (1951) by Phani Majumdar (135 min)

5:20 pm – Moments from the Freedom Struggle (40 min)

6:00 pm – Break

6:30 pm – Jhansi Ki Rani (1953) by Sohrab Modi (145 min)

As a part of the Independence Day celebrations, the NFAI campus will be lit up to mark the occasion.

All are welcome to join the festivities. Entry is free to all, seating will be on first come first basis.