




OUR BANGALORE

Follow us  @OurBangalore  ourbangaloreweekly  ourbangaloreweekly

April 20 - April 26, 2024 | Pages 16 | ₹2.00

www.ourbangaloreweekly.com

BESPOKE INTERIORS THAT HAS STOOD THE TEST OF TIME



atom
INTERIORS

50 YEARS OF TRUST

1000+ COMPLETED PROJECTS | 45-DAY DELIVERY | TRANSPARENT PRICING

HOME INTERIORS | OFFICE INTERIORS | RENOVATION | HOME AUTOMATION

WWW.ATOMINTERIORS.COM
STUDIO - NEW BEL ROAD

SIDDHARTHA 9513327301
CHINMAYEE 9513327308



SCAN TO
LEAVE YOUR DETAILS

Bindu Gopal Rao

Did you know that during World War I, one of the earliest places to be bombed was a stamp office, and during WWII, it was the Raphael Tuck & Sons shop in London? These events highlight the significance of postcards as a mode of communication and how wartime restrictions on postal services were employed as a strategic measure.

For enthusiasts captivated by the allure of postcards and the narratives they harbour, the Museum of Art & Photography (MAP) presents "Hello & Goodbye: Postcards from the Early 20th Century." Step into the past with nearly 80 vintage postcards from India's Pre-Independence era, unveiling not just historical snapshots but also the lasting echoes of colonialism.

Each postcard unveils a unique tale, from chronicling significant events to sharing intimate messages among loved ones. Dive deep into themes of colonial influence, the shaping of identities, and the indomitable human spirit as you traverse this captivating exhibit.

Witness the evolution of postcard styles, from European presses stereotyping Indians and propagating Crown propaganda to Indian presses fervently supporting the nationalist cause for independence. Through these visuals and messages, viewers are transported to a bygone era, offering glimpses of lesser-known histories waiting to be rediscovered.

The inception

When MAP received a generous gift of over 1300 postcards from Kenneth and Joyce Robbins, they saw an opportunity to delve into this fascinating world. As the team at MAP explored the collection, they were struck with so many ideas, but three persisted - the exploration of Print Culture, Colonial Gaze, and Identity, Memory and Colonial Nostalgia.

These themes formed the backbone of the exhibition, shaping it into three distinct sections. The thought process behind the exhibition on postcards stemmed from the recognition that postcards, often overlooked, possess significant cultural and historical value. "By organising the



POSTCARDS FROM THE PAST



Unlock the secrets of yesteryears at Museum of Art & Photography's 'Hello & Goodbye,' an exhibition unravelling the stories woven into early 20th-century postcards

History beckons

The exhibited postcards offer a glimpse into the past by providing a window into the everyday lives of people navigating their way through life. In contrast to the tendency to reduce historical figures to mere statistics or to only remember the famous, these postcards illuminate the experiences of ordinary individuals.

"Through the messages exchanged on the postcards, we witness firsthand the ways in which people communicate and maintain connections across distances; whether it be writing to family and friends in a foreign land or conducting business correspondence between professionals. The imagery depicted on the postcards offers further insights into the cultural attitudes and perceptions of the time. We can discern what types of imagery were most consumed, how colonists viewed the colonised, and how different groups consumed visual content," says Bansal. Ultimately, these postcards shed light on the complexities of human interaction, communication, and cross-cultural exchange.

Stories untold

Postcards leave much to be uncovered. This exhibition provides a glimpse into its circulation at its peak in the early 20th century. When the team were browsing through the collection, they had a stack of almost 100 postcards of which around 40 were of the Taj Mahal. It really urged them to think about how this iconic monument became synonymous with India during that time.

"We hope for visitors to come into the space and interact with a few of the reprints because the act of going through it physically is unmatched! Additionally, we hope that people can reconnect with the idea of sending postcards, whether it is to a loved one or to themselves," says Bansal.

Outside the exhibition space, visitors will have the opportunity to create digital postcards or send physical ones, with the assurance that MAP will ensure delivery if a correct address is provided. So, what comes in between a hello and goodbye for you? Check out the namesake exhibition and make your own discovery.

exhibition around these themes, we aimed to shed light on the complex interplay between print culture, colonial perspectives, and personal identity as reflected in these seemingly mundane works. Through this exploration, we hope to challenge preconceived notions and provoke meaningful conversations about the enduring legacy of colonialism and the construction of identity through visual culture," says co-curator Khushi Bansal.

Choosing right

The process of selecting postcards for the exhibition began

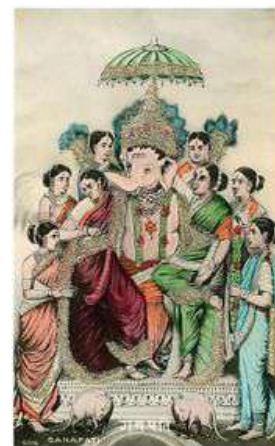


WHAT, WHERE, WHEN

- **DATE:** April 6, 2024 - August 18
- **VENUE:** Infosys Foundation Gallery, Ground Floor of Museum of Art & Photograph
- **ENTRY:** Free
- **CURATOR(S):** Khushi Bansal, Meghana Kuppa
- **ACCESSIBILITY NOTE:** Wheelchair access, guide dogs allowed, lift on every floor

with the daunting task of narrowing down a large collection of over 1300. Given the space constraints, the team faced the challenge of condensing the selection to the 77 postcards ultimately displayed.

"To achieve this, we organised the exhibition into three overarching sections and then further subdivided the postcards



based on the stories we wanted to highlight within each section. This involved a long process of inclusion and elimination, where we carefully considered which postcards best exemplified the themes and narratives, we most wanted to explore. Through iterative rounds of selection, we refined the numbers in the exhibition to ensure that each postcard showcased contribute meaningfully to the overarching narrative," says Bansal.

