

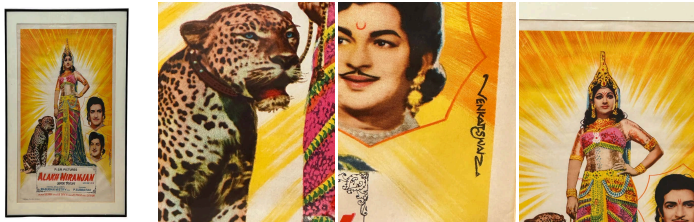
Vintage Original Alakh Niranjn Bollywood Movie Poster

As low as \$650

In stock

SKU

LU825841784022



Details

Filmmaking is a reflection of the culture it arises from, and Bollywood cinema has been forever intertwined with the Indian identity. The posters from the 1970s, especially the 1975 Alakh Niranjn, resonate with a formative period in the evolution of Bollywood, where the socio-political landscape was continuously shaping the narratives portrayed on screen. The film industry began to explore more complex character representations, especially those of women by integrating them as central figures. During this period, Bollywood began to solidify its role as a cultural touchstone that mirrored the aspirations and anxieties of Indian society. The presence of the panther that the actress holds on a leash is not only a stylistic choice; it reflects themes of power, dominance, and the connection between nature and human emotion, frequently explored in the films of that era.

In Hinduism (Sanatana Dharma today), Alakh Niranjn is a term commonly used to refer to the Creator. It is also referenced to describe the qualities of both God and the Self, known as the Atman. The word Alakh translates to "that which cannot be perceived or seen," while Niranjn means "free from blemishes or impurities."

Similar to Ghanaian horror posters that reflect the unique cultural fears and narratives of their society, Bollywood posters from the same era delve into the complex layers of Indian identity, societal values, and the psychological landscape of their audience. These posters frequently utilize vivid colors, bold depictions of film stars, and symbolic and graphic elements to encapsulate the essence of the films they represent. In doing so, they convey the drama, and excitement inherent in Bollywood cinema, offering us a glimpse into a passionate and emotional world proposed on-screen. That's why, these posters hold such great value for collectors who appreciate their cultural importance as well as their artistic merit.



This particular iconography, promoting the Indian film Alakh Niranjana, takes up many of these features. The leading figure, a glamorous woman adorned in a Hindi musical film costume, shining, and colorful attire, belly free, stands tall, haloed by beams of diffracted light radiating from a hidden source behind her. Her pose is one of confidence and poise, reflecting the power and the divine often attributed to female characters in mythological and religiously inspired films. The panther by her side further emphasizes the film's fantastical and mythical elements, as such creatures are commonly used in visual storytelling to signal strength, wildness, or indomitability.

To the right of the starring actress, two smaller portraits of the film's male characters are displayed, highlighted with an octagonal red outline, giving prominence to the leading actors without distracting from the heroine's dominant position. Their gazes, directed in opposite ways, suggest that they will compete for her.

The color scheme of the poster—dominated by gold, bright yellows, pinks, and greens—adds to the fantastical quality of the image initially painted before having been printed. The combination of these hues with the beams of light that emanate from the background conveys a sense of divine intervention or supernatural influence, which is common in Bollywood films.

There is no limit to excess; this is the motto of these Bollywood posters.

REFERENCE NUMBER: LU825841784022

PERIOD: 1970-1979

CONDITION: Good

MEASUREMENTS: Height: 34.25" Width: 24.25" Depth: 0.88"

COUNT: 1

MATERIAL: Paper

COUNTRY OF ORIGIN: India