

India Heritage Museum in collaboration
with the George Eastman Museum
Presents

INDIAN CINEMA
A ROCHESTER CONNECTION

May 8 - June 13
Saturdays and Sundays 12:00 to 5 pm.

Vinod and Vinay Luthra India Heritage Center of
India Community Center
2171 Monroe-Wayne County Line Road
Macedon, NY 14502

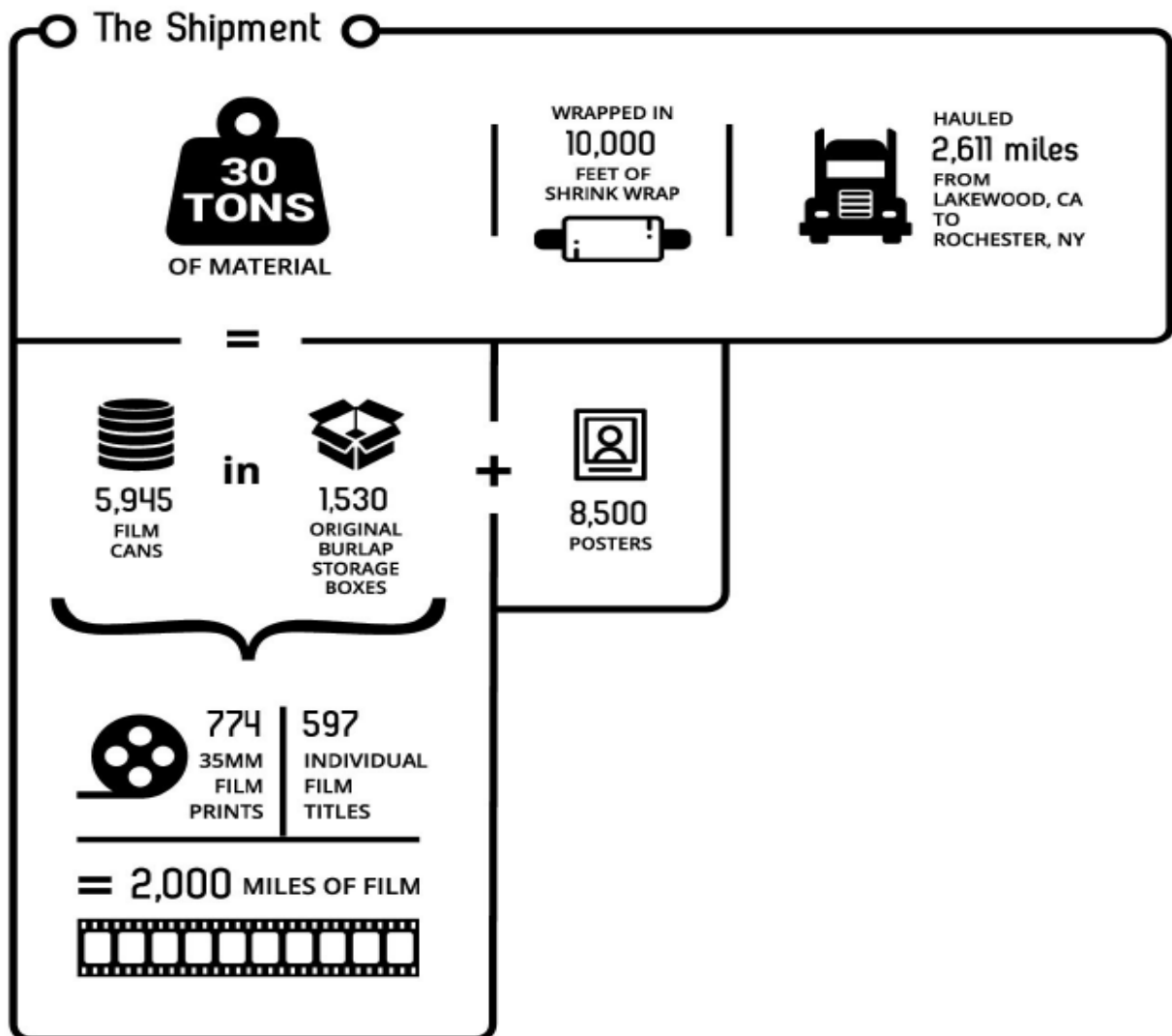
Free admission
Masks required while visiting the exhibit

Ihmrochester.org

Inauguration by
George Eastman Museum Staff

George Eastman Museum

Material Shipment – Infographics



Visit our Website: www.ihmrochester.org

See the videos of our earlier exhibits

Take a virtual tour of “Konark Sun Temple”

We are grateful to Jaya Chakra for creating and maintaining the website.

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Unrestricted Donations

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Mahesh and Raj Popli, Krishan and Jaimala Thanik
Surinder and Satvinder Devgun, Jolly and Dana Caplash
Darshan Suri

At one level, the exhibition helps tell the story of the rescue of a large group of Indian films. At another level, the exhibit uses the original posters from films produced between 2003 and 2011 to connect with its timeless themes to provide a historical overview of Indian cinema from 1913 to the present age.

The Indian motion picture industry is an important center of cinematic creativity and produces the largest number of films annually, but its success is driven by the film maker's ability to create an emotional connection at a personal level with each individual member of the audience.

To amplify the spirit of Indian cinema, the exhibit hopes to recreate a little bit of the 'Cinema experience' by way of personal stories, memories, and connections of our community with Indian cinema along with fun and interactive events for the family.

About the George Eastman Museum in Rochester

The George Eastman Museum holds unparalleled collections—encompassing several million objects—in the fields of photography, cinema, and cameras and related technology. The museum is located on the National Historic Landmark estate of entrepreneur and philanthropist George Eastman, pioneer of popular photography and motion picture film. Established in 1947 as an independent nonprofit institution, the Eastman Museum is the world's oldest photography museum and one of the earliest film archives in the United States. The

museum's cinema collection holds 28,000 titles and millions of publicity stills, posters, scores, scripts, and pre-cinema artifacts.

The Eastman Museum's preservation efforts for its Indian cinema collection continue. The work is labor-intensive and requires ongoing funding for staff, materials, and climate-controlled storage facilities. Staff must inspect each print to determine if all the reels are present, assess its condition and whether it can safely be projected, and identify the language and if subtitles are included. Once those details have been established, the film prints can be made available for screening in the Eastman Museum's Dryden Theatre or other archival cinemas worldwide.

About India Heritage Museum

India Heritage Museum was formed in 2019 as a DBA of the Hindu Heritage Summer Camp, Inc. The primary objective of the IHM is educational, to create awareness in the Rochester community of the culture, art, tradition, diversity, and technological advances of India and to highlight the accomplishments of Indo-American community of Rochester. The IHM plans to present a series of exhibits to accomplish its objective.

"Indian Cinema: A Rochester Connection" is the fifth exhibit of IHM. The first four exhibits were "Indo-American Artists of Rochester", "States of India – through the lens of youth", "Religions of India" and "Punjab – Land of Five Rivers".

“Indian Cinema: A Rochester Connection

Acknowledgements and Thanks

George Eastman Museum Staff

Bruce Barnes, Ron and Donna Fielding Director

Peter Bagrov, Curator in charge of the Moving Image

Department

Amy Schelemanow, Director, Publishing, Exhibitions & Design

Victoria Falco, Production Designer

Nancy Kaufmann, Archivist, Stills, Posters and Paper

Collections, Moving Image Department

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and Engagement

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Nick Marshall, Head of Exhibitions and Programs

Community Members

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Rujuta Dholakia

Nita Genova

Renu Kannan

S. Kumar

Sharada Menon

Lakshmi Rao

Manisha Srivastava

Indian Cinema: A Rochester Connection

The George Eastman Museum connection

On a Friday in November of 2014, the George Eastman Museum got a call that an abandoned multiplex in Lakewood, California, was about to be razed, and their cache of Indian films would be destroyed. That set off a heroic effort by the museum staff to rescue over 775 prints representing 598 titles, all in 35mm format, and haul over 30 tons of invaluable film material from Southern California to Rochester.

In its 2017-2018 season, the Eastman Museum presented "*Stories of Indian Cinema: Abandoned & Rescued*" an exhibition to share the behind-the-scenes story of this rescue and preservation effort.

In 2017, the Eastman Museum added a collection of 68 Tamil-language prints rescued from an abandoned cinema in Houston, Texas. In 2020, a film projectionist from Bristol, Connecticut, donated 21 more prints in Tamil and Telugu. As an international institution dedicated to preserving and promoting the art of film in all its forms, the George Eastman Museum is now the steward of the largest collection of 35mm South Asian film prints outside the subcontinent.

The India Heritage Museum exhibition

The India Heritage Museum feels very fortunate that Rochester is home to a world-class film museum. This exhibition on 'Indian Cinema – A Rochester Connection' builds upon the Eastman Museum's collection of posters and artifacts of Indian cinema produced between 1999 and 2013.

India Heritage Museum

Committee Members

Padmanabh Kamath, Co-Chair

Vinod Luthra, Co-Chair

Jyothsna Ponnuri, Executive Director

Hema Ganesan, Secretary

Abhas Kumar, Public Relations

Jaya Chakravarthy, Web-master

Baal Bhagat

Aruna Bhargava

Srinivasa Chakravarthy

Narasimharao Dontula

Amrith Kamath

Sriganesh Madhvanath

Rajeev Ramchandran

Natasha Sodhi

Jayanti Venkataraman

An Appeal

The budget of the India Heritage Museum is estimated to be about \$ 25,000 per year. It is our goal to keep the admissions to the exhibits free. The only source of income for IHM is the community donations. We appeal to you to generously donate to help IHM continue its mission. The donations to IHM are tax deductible to the extent permitted by law. Please make the check payable to India Heritage Museum and mail to 15 Bretton Woods Dr., Rochester, NY 14618. Thank you.

India Heritage Museum Committee