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Chennai Chapter

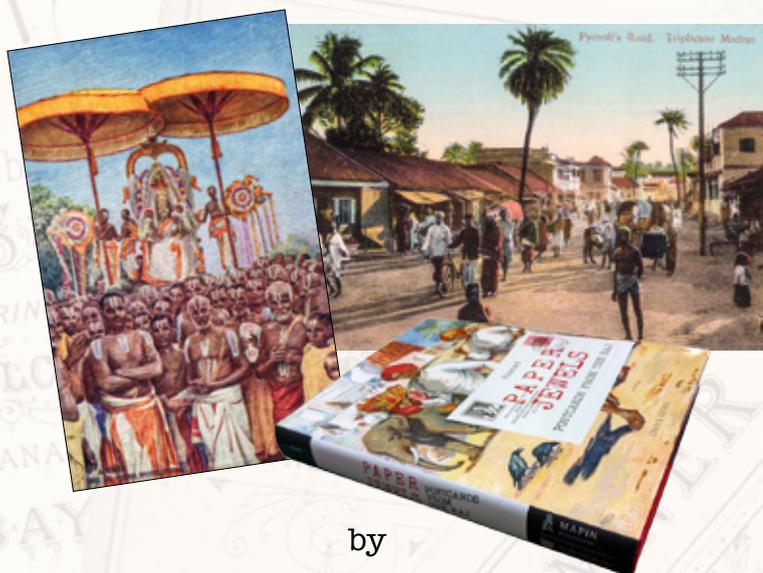
in collaboration with

Mapin Publishing and The Alkazi Collection of Photography

invites you to the book launch of

PAPER JEWELS

POSTCARDS FROM THE RAJ



by

OMAR KHAN

at **6.30 p.m.** on **Thursday, August 30th 2018**

at **Amethyst, Whites Road, Royapettah,**

Chennai 600014

Phone: 044 28541917

ALL ARE WELCOME

INTACH CHENNAI CHAPTER

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34 YEARS OF DEDICATION TO CONSERVATION SINCE 1984



ABOUT THE SPEAKER

Omar Khan grew up in Vienna, Austria and Islamabad, Pakistan and is a graduate of Dartmouth College, Columbia and Stanford Universities. He has researched early photography and ephemera of the subcontinent for thirty years and acquired

a large collection of the early postcards featured here. He is an avid historian, award-winning web designer and aspiring filmmaker. Khan's previous book is *From Kashmir to Kabul: The Photographs of John Burke and William Baker 1860–1900* (Prestel/Gallimard/Mapin, 2002). He has run the website harappa.com since 1995, and is Chief Technology Officer at Common Sense Media in San Francisco, California where he lives with his wife and two daughters.

ABOUT THE TALK

Omar Khan's book *Paper Jewels: Postcards from the Raj* (Mapin, 2018) tells the story of the first colour and global visual communications medium to represent India between 1892 and 1947. It weaves together the postcard artists, photographers, and publishers who define the rich history of the postcard in the subcontinent.

The talk, based on the book, covers the earliest illustrated postcards of India and the many factors—technical, commercial and political—that went into shaping this then new form of communication, from the first artist-signed postcards of India and the Ravi Varma Press to the first Raj publishers to cater to mass audiences in multiple cities; the great Indian postcard artist M.V. Dhurandhar, the people and stories he illustrated; London-based Raphael Tuck & Sons, the biggest global Indian postcard publisher; early advertising postcards of India interestingly by Singer, Liptons, Nestle and others. The postcards played a role in the independence struggle, from the First Non-Cooperation Movement through the Dandi March and Partition and some of the earliest cards included major political figures like Mahatma Gandhi and Mohammed Ali Jinnah.

Postcards were the Instagram of their time, and consequential in depicting the subcontinent, its people, places and preoccupations to the world and domestic consumers. The 'Paper Jewels' talk takes us through a largely unknown and little-researched visual history.