



INDIA

BOLLYWOOD TALKIES

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RAHUL BOSE, ACTOR, AT THE PREMIERE OF
"MARGARITA WITH A STRAW" AT THE INOX
MULTIPLEX IN NARIMAN POINT (MUMBAI)



THE HISTORIC SINGLE SCREEN CINEMAS ARE RECENTLY EXPERIENCING A DEEP IDENTITY AND ECONOMIC CRISIS, LEADING THEM TO A FAST DISAPPEARANCE. SIMULTANEOUSLY, MULTIPLE MODERN SCREEN CENTERS ARE AT THE PEAK OF THEIR DEVELOPMENT AND SUCCESS. AS WELL AS THE ENTIRE INDIAN FILM INDUSTRY. THE VIDEOS PARLOUR INSTEAD - BIG ROOMS WITHOUT ANY COMFORT AND EQUIPPED ONLY WITH A PROJECTOR - WERE BORN IN PROVINCIAL AREAS WHERE THE OLD CINEMAS WERE CLOSING DOWN, TRYING TO KEEP ALIVE THE TRADITIONAL MOVIE THEATERS MARKET IN A CHEAPER WAY. BUT TODAY, DUE TO GROWING PIRACY, THE SPREAD OF NEW TECHNOLOGIES (SMARTPHONES, TABLETS, LAPTOPS) - AND LAST BUT NOT LEAST BECAUSE OF THEIR INTRINSIC ILLEGALITY (VERY FEW VIDEO ROOMS ARE FULLY LICENSED) - THEY ARE EXPERIENCING THEMSELVES ALSO A MAJOR CRISIS. THUS IN A FEW YEARS THE WORLD OF CINEMAS IN THE COUNTRY COULD CHANGE RADICALLY.

EVEN IN INDIA THEN, IN RURAL AREAS AS IN LARGE CITIES, SMALL THEATERS ARE BEING REPLACED CONSTANTLY BY MORE ADVANCED BUT ANONYMOUS VIDEO CENTERS. TODAY THESE THREE TYPES OF THEATERS - VIDEO PARLOUR, SINGLE SCREEN HALLS AND MODERN MULTIPLEX - ARE STILL ATTENDED BY DIFFERENT KIND OF PEOPLE IN A VERY EXCLUSIVE WAY: EACH ONE IN FACT HAS ITS OWN TYPICAL GOER THAT IDENTIFIES IT UNDER A SOCIAL AND ECONOMIC CATEGORY. TODAY THEY REPRESENT A PERFECT PICTURE OF INDIA SOCIAL COMPLEXITY TO BE STUDIED AND CONSIDERED UNDER A LIGHT-BLUE BOLLYWOOD TWILIGHT.



WAITERS OF THE INOX MULTIPLEX
LOCATED INSIDE THE AMANORA TOWN
CENTRE MALL (HADAPSAR - PUNE)

MATINEE SHOW AT THE NEW
ROSHAN (GRANT ROAD - MUMBAI)



MARATHA MANDIR CINEMA ENTRANCE.
MAN PRAYING IN FRONT OF SAI
BABA JUST BEFORE A SHOW



AUDIENCE AT PRABHAT TALKIES IN PUNE



AUDIENCE IN THE HALL OF AN
ILLEGAL VIDEO PARLOUR NAMED
DHARAVI (DHARAVI - MUMBAI)





PORTRAIT OF A BOY IN THE STAR
CINEMA GALLERY DURING A PROJECTION
(MUMBAI CENTRAL - MUMBAI)



EXIT



PEOPLE OUTSIDE OF THE DEEPAK /MATTERDEN CINEMA
DURING AN ARTISTIC PERFORMANCE HELD IN THE MOVIE
THEATER COURTYARD (PAREL - MUMBAI)

INTERIOR OF THE INOX MULTIPLEX
LOUNGE LOCATED INSIDE THE
INORBIT MALL IN MALAD (MUMBAI)





ONE OF THE EMPLOYEES AT THE PRABHAT MOVIE THEATER IN PUNE



INTERIOR OF THE MOVIE THEATER
EDWARD (KALBADEVI)



AUDIENCE IN BHARATMATA CINEMA,
THE ONLY MARATHI MOVIE THEATER
IN TOWN (PAREL - MUMBAI)



A YOUNG MAN RESTING AT EDWARD CINEMA.
MANY WORKERS SPEND 2-3 HOURS SLEEPING IN
THIS MOVIE THEATER (KALBADEVI - MUMBAI)

WOMEN WAITING FOR THE FILM IN
THE INOX MULTIPLEX LOBBY LOCATED
INSIDE THE INORBIT SHOPPING
CENTER (MALAD - MUMBAI)





AUDIENCE IN THE HALL DURING THE FILM "DILWALE
DULHANIA LE JAYENGE" PROJECTED EVERY DAY IN
THE SAME CINEMA AT MARATHA MANDIR SINCE 1995
(MUMBAI CENTRAL - MUMBAI)

INSIDE AN ILLEGAL VIDEO PARLOUR
(DHARAVI - MUMBAI)



A MAN WATCHING A MOVIE IN A VIDEO
PARLOUR IN ORLEM (MUMBAI)



FAMILY ROOM INSIDE THE
MULTIPLEX METRO BIG CINEMAS
CHAIN (MARINE LINES - MUMBAI)





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PARALLELOZERO, VIA DONATELLO 19/A MILAN - INFO@PARALLELOZERO.COM - WWW.PARALLELOZERO.COM - +39 02 89281630