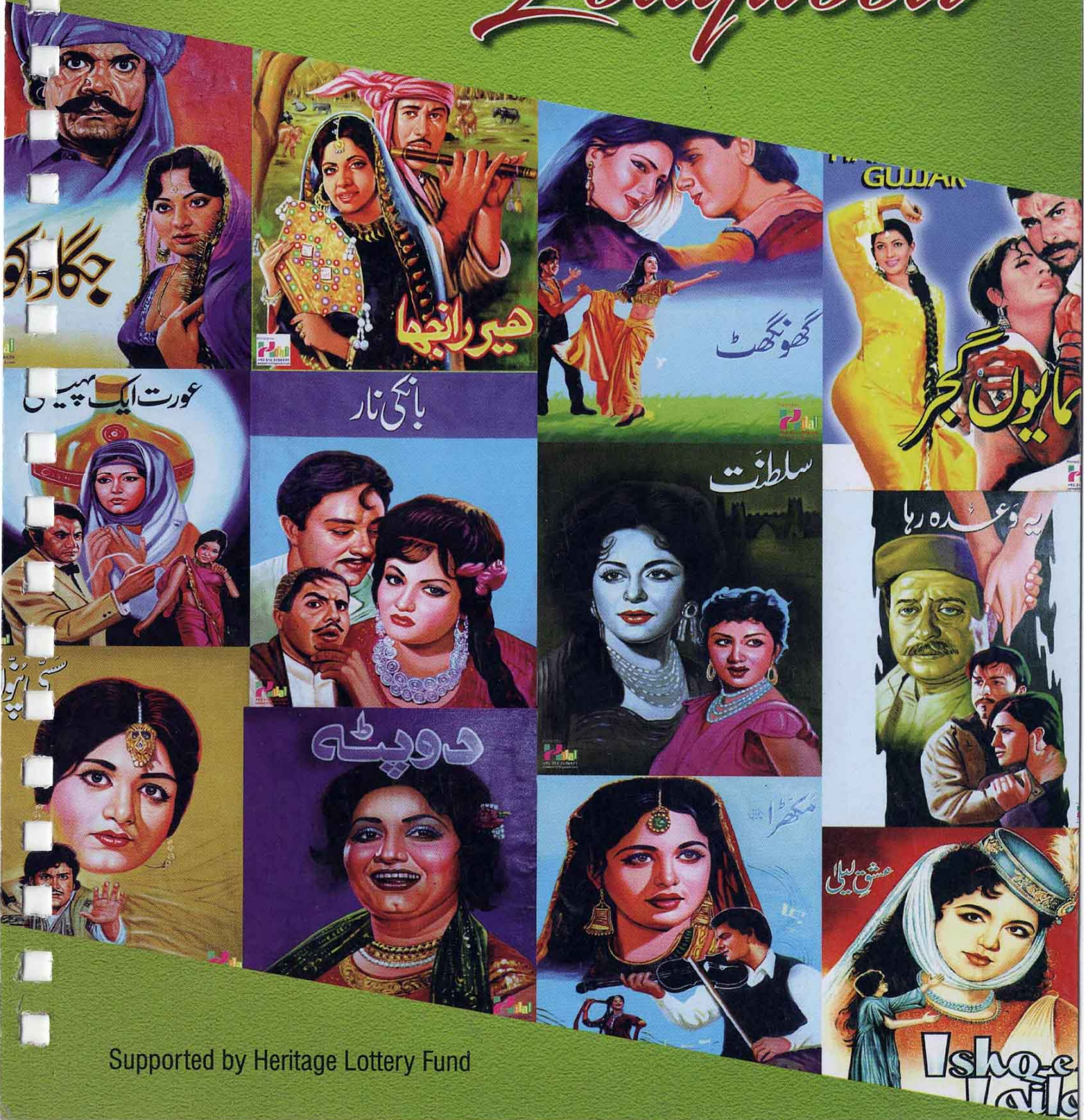


# Mera Virsa

My Heritage

# It is Lollywood



Supported by Heritage Lottery Fund

## **MULTICULTURAL RESOURCE CENTRE**

Multicultural Resource Centre exists to develop community cohesion and racial harmony. It also works to provide information, support and resources to BME Communities requiring assistance in a culturally sensitive manner; to develop monitoring mechanism which will assist in identifying the effectiveness of those services. We also deliver projects with issue-based activities, mental health, arts and health and children/adult abuse. We also provide training and educational opportunities wherever possible. We have management committee and pool of freelance session workers who deliver our projects with the help of paid staff and volunteers. Activities will enable local people to accept this diversity, to overcome their fear of difference and of change. During the sessions the Artist promotes dialogue and increase understanding between faith communities.

10 Milkstone Place

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## **PROJECT**

From 1920 till 1970, in India and Pakistan each cinema had large oil painted billboards on front side of the cinema wall.

As of today, this art is extinct. Documentation on it is scarce. Unfortunately, nobody began a collection until it was too late.

The heritage focus for this project was to collect the original billboards, which was the cultural traditions of cinema in India and Pakistan since 1920. We have recorded the history of billboard art through people's memories and experiences. In the early days of Indian cinema there were neither glossy film magazines nor critics to write for them, nor TV in every house, nor the internet. One of the main reasons of popularity of billboard was, they worked with emotions, the same emotions as those used in the movies. A film has a limited time frame. Afterwards, sequences or images of the film may continue in a spectator's mind for a while. The billboards, however, were constantly available, free of charge to everybody on the street – until their replacement, when the next film with the same familiar main actors was released. We want to record those feelings and emotions of the people of local community who were there at that time.

The wooden parts of old billboards were often recycled as firewood. When the billboards were painted on tin foil, the foil was overpainted with new images and, after replacement, often used for the roofing of huts in the slums. The few existing leftovers are today expensive collectibles. Since the billboards were painted by anonymous teams, almost no names of these painters can now be determined. In their time, billboard painting was considered a rather inferior craft. [Film History.com]

These were created by artists with their imaginations. Artists had never been to any art school.

**The first ever feature film made in Lahore, Pakistan**





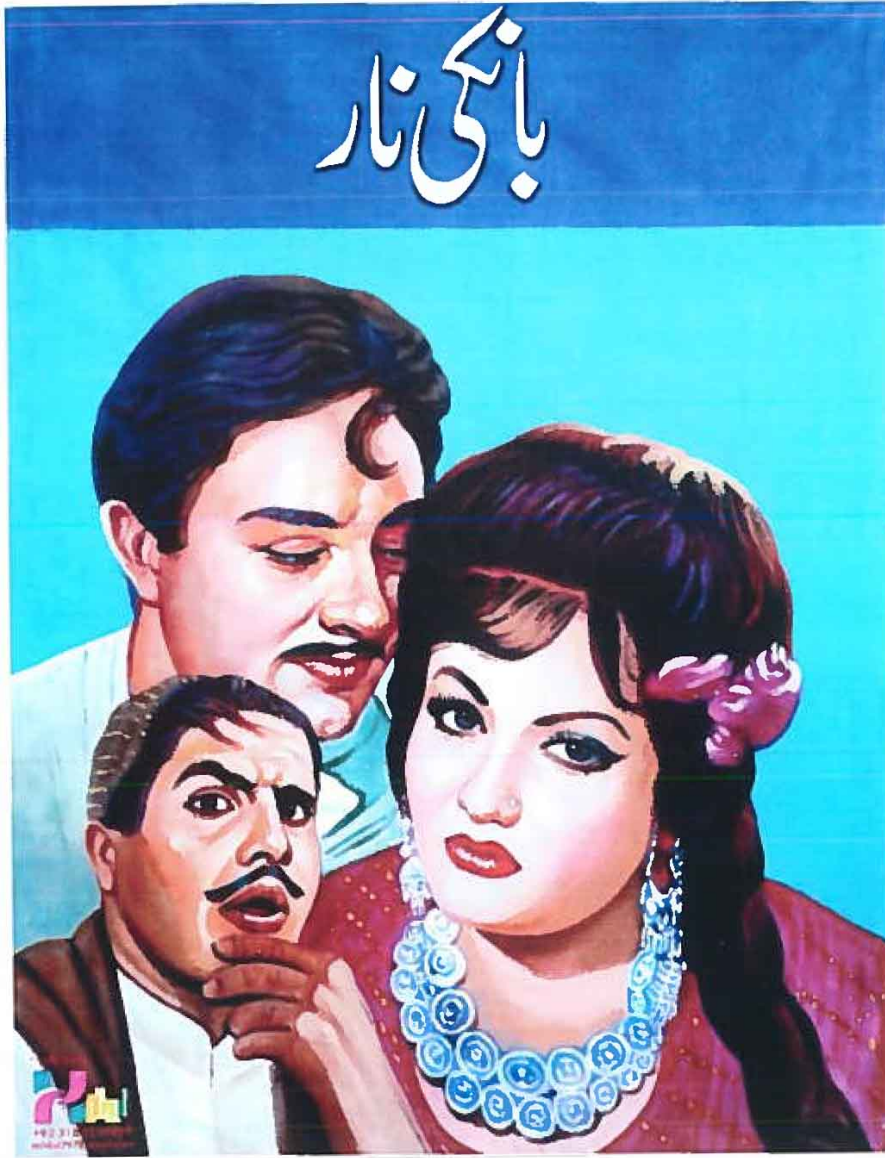
This was my first film which I saw with my aunty in our village.

Without knowing my grand father

**Shahnaz Akhtar**

<b>Pakistan Film Database</b> From 14.8.47 to 31.8.2018	
4471	Total films
1769	Urdu films
1499	Punjabi films
788	Pashto films

There are also 73 Sindhi, 10 Siraiki, 2 Gujarati, 1 Hindko, 4 English and 3026 prePartition films.



I still remember those days when Pakistani people saw the country's first martial law administration led by Field Marshal Ayub Khan. He amended the "Cinematography Act" and rewrote the "Code of Film Censorship", which sought to bring the industry under control.

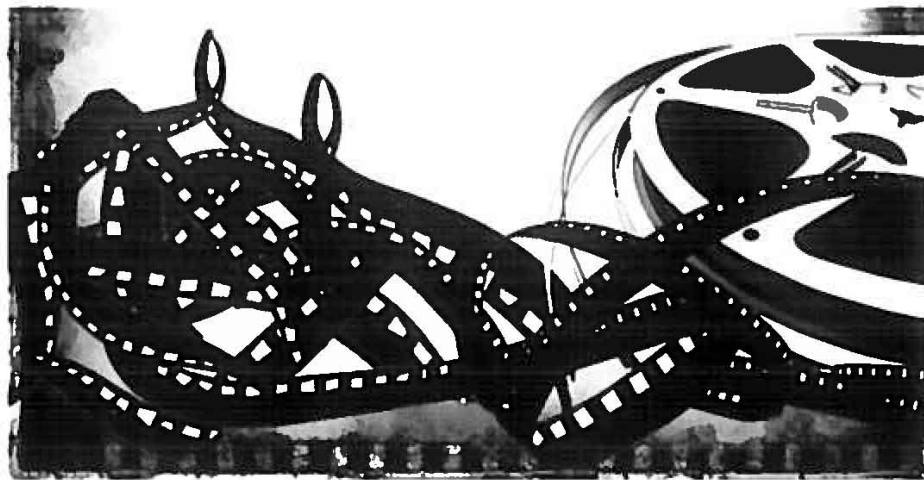
**Zahid Zafar**

**ASR**

## **Cinema in Indian Sub-continent**

1902, J.F. Madan and Abdullah Esoofally launched their career with Bioscope shows of imported short films.

1931, the first film Alam Ara was produced by the Imperial film company.





## Zarqa



The dance scene thus had a general, played by character actor Talish, forcing a Palestinian girl to dance, while her comrades were forced to watch the humiliation. The general was shown to make the girl scream by torturing her with lit cigarettes.

Too Ke Nawaqif-i-Aadab-i-Ghulami Hai Abhi

Raqs Zanjeer Pehen Kar Bhee Kiya Jata Hai!

(You are unaware of the tenets of slavery! You can also dance in fetters!)

## PAKISTAN - Lahore Film Industry

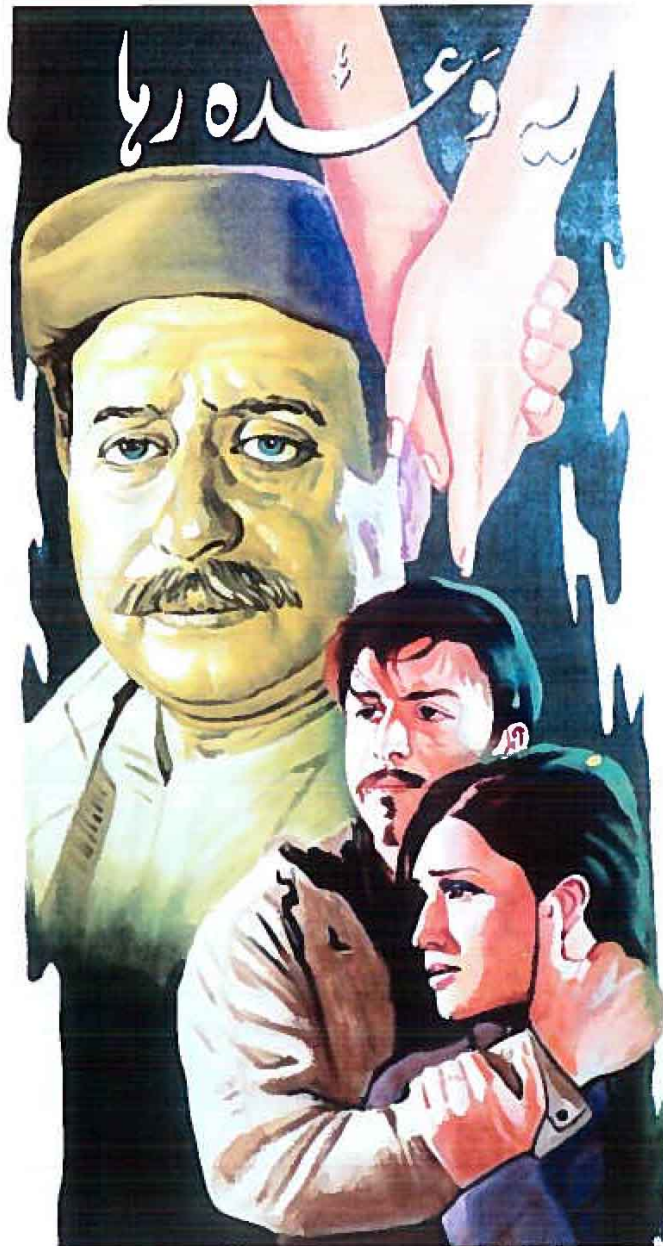
Lahore film industry is 23 years older than Pakistan, as the first movie camera to arrive in Lahore had been imported by a Railway officer named G.K. Mehta. He filmed documentaries and newsreels and passed them on to Metro Goldwyn Mayer (MGM). In 1924, he launched an Organisation, called Premier Film Company and produced a feature film titled "Daughter of Today". Starring A R Kardar, Wilayat Begum, M Ismail and Ghulam Quadir, it was directed by Shankar Dev Arya.





I still remember this classic

**Saeed Ahmad**



When last did you see hand painted bill-board advertisement for a film?

50 YEARS AGO

**Mrs Shafqat**



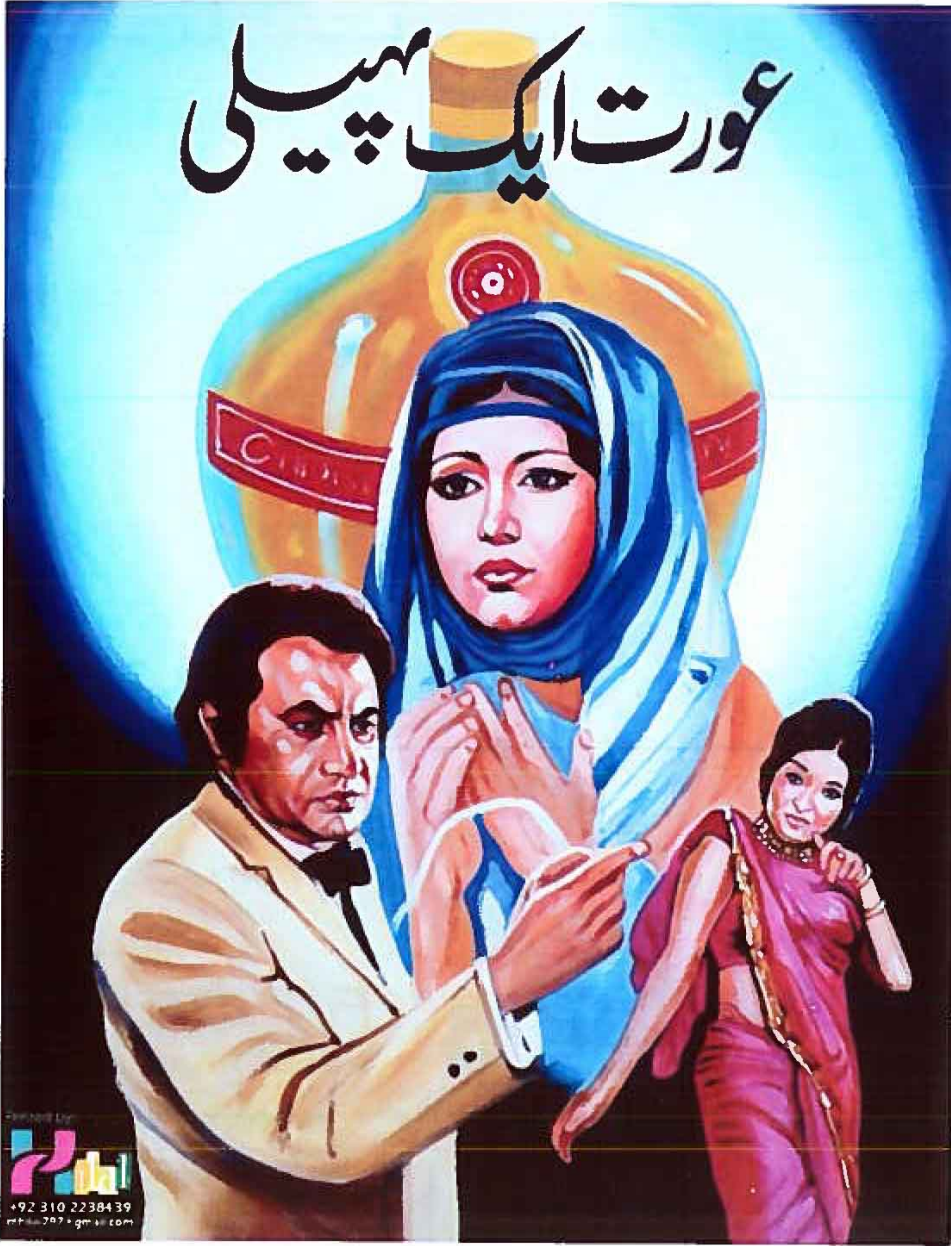
I still remember the first Pakistani-film produced was Teri Yaad, directed by Daud Chand in 1948 and I saw the first show with my school friends.

**Zafar Iqbal**



Going to cinema was a family entertainment.

**Razia Shah**



After 44 years I have seen this today

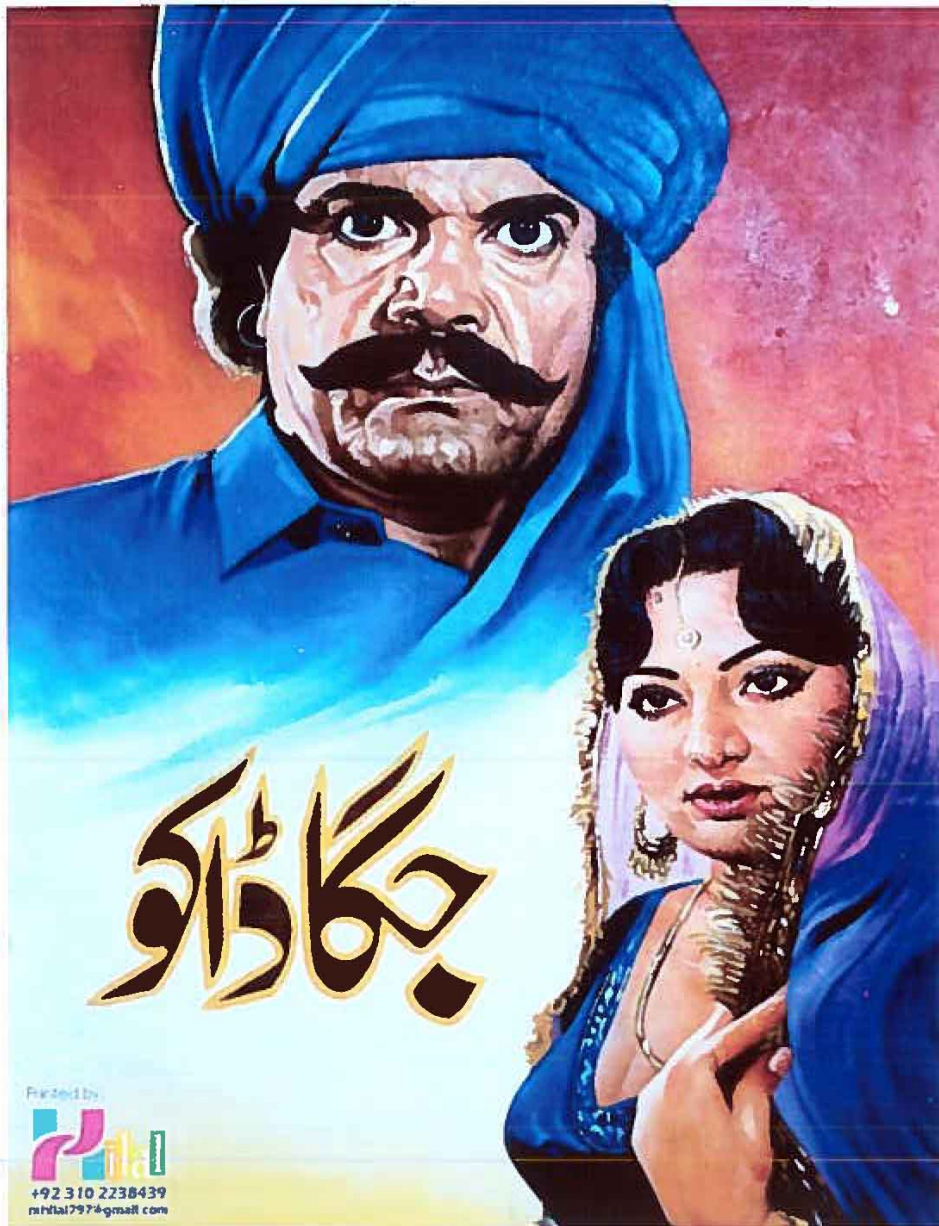
**Muhammad Bashir**



I really enjoyed the exhibition very unique.

**Mrs Ahmad**





It is very interesting and learning about the history of the cinema billboards from old films of Pakistan

**Annette Baker**

Carers Hub Rochdale, Carers support worker

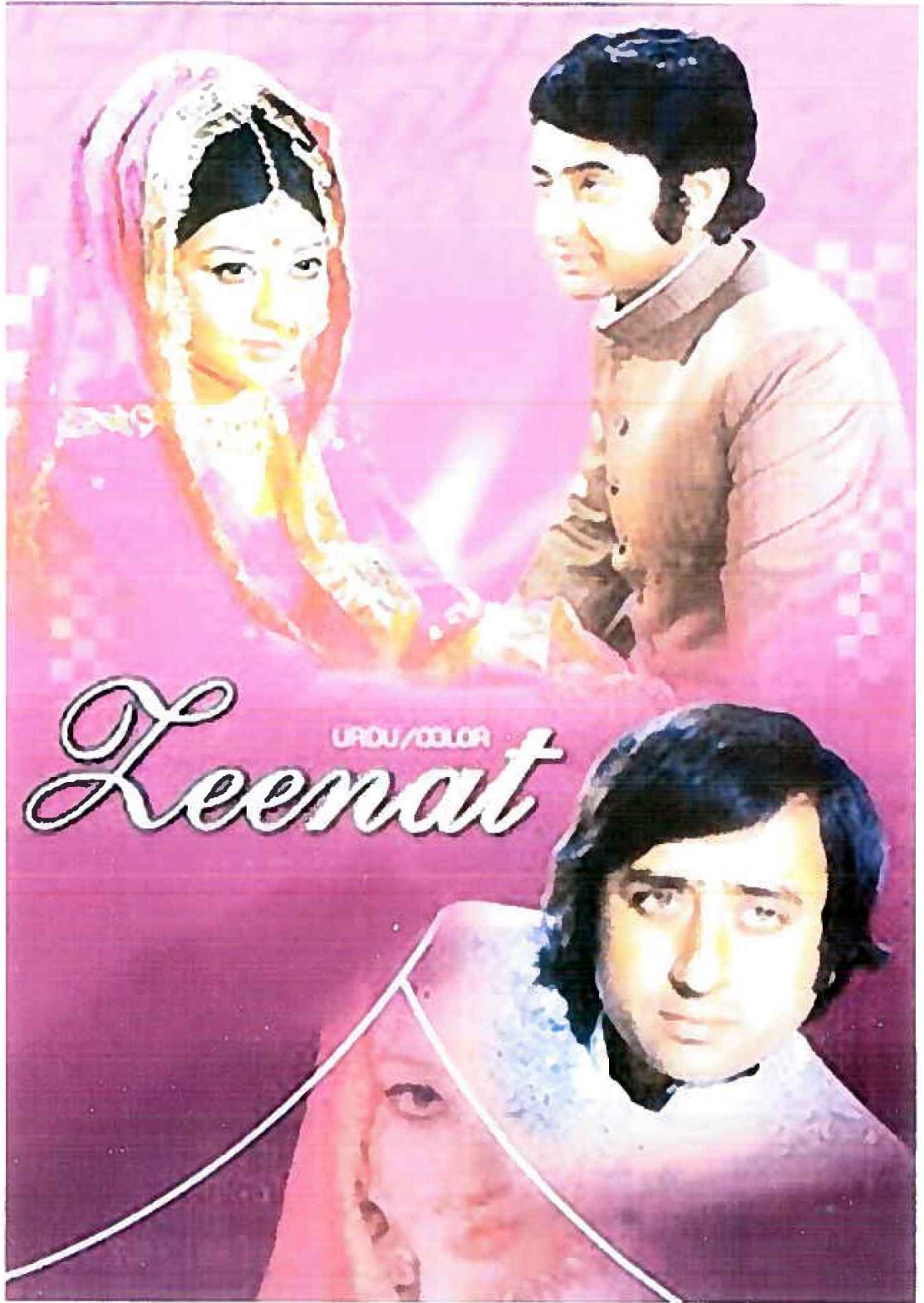
# TERI SURAT MERI ANKHEN

GEVA COLOUR

DIRECTED BY S. SULEMAN

تیری صورت  
میری آنکھیں  
یواگر





URDU/COLOR  
*Leenat*



I am in Pakistan. Thank you so much  
**Shafiq Ali**



I still remember when Artist were painting this on streets.

**Ismail Khan**



Never seen these before

**Rizwan Khan**



I wish if those days can come back.

**Safia Bibi**



**Salam Choudhry**

I am from Kenya and I have seen Billboards of Bollywood but it was first time to see Lollywood





Refreshed my teenage memories

**Mrs Zahida Iqbal**

Carers Hub Rochdale, Carers support worker



Remind me my past I feel like I am

In Pakistan

**Fazal Begum**







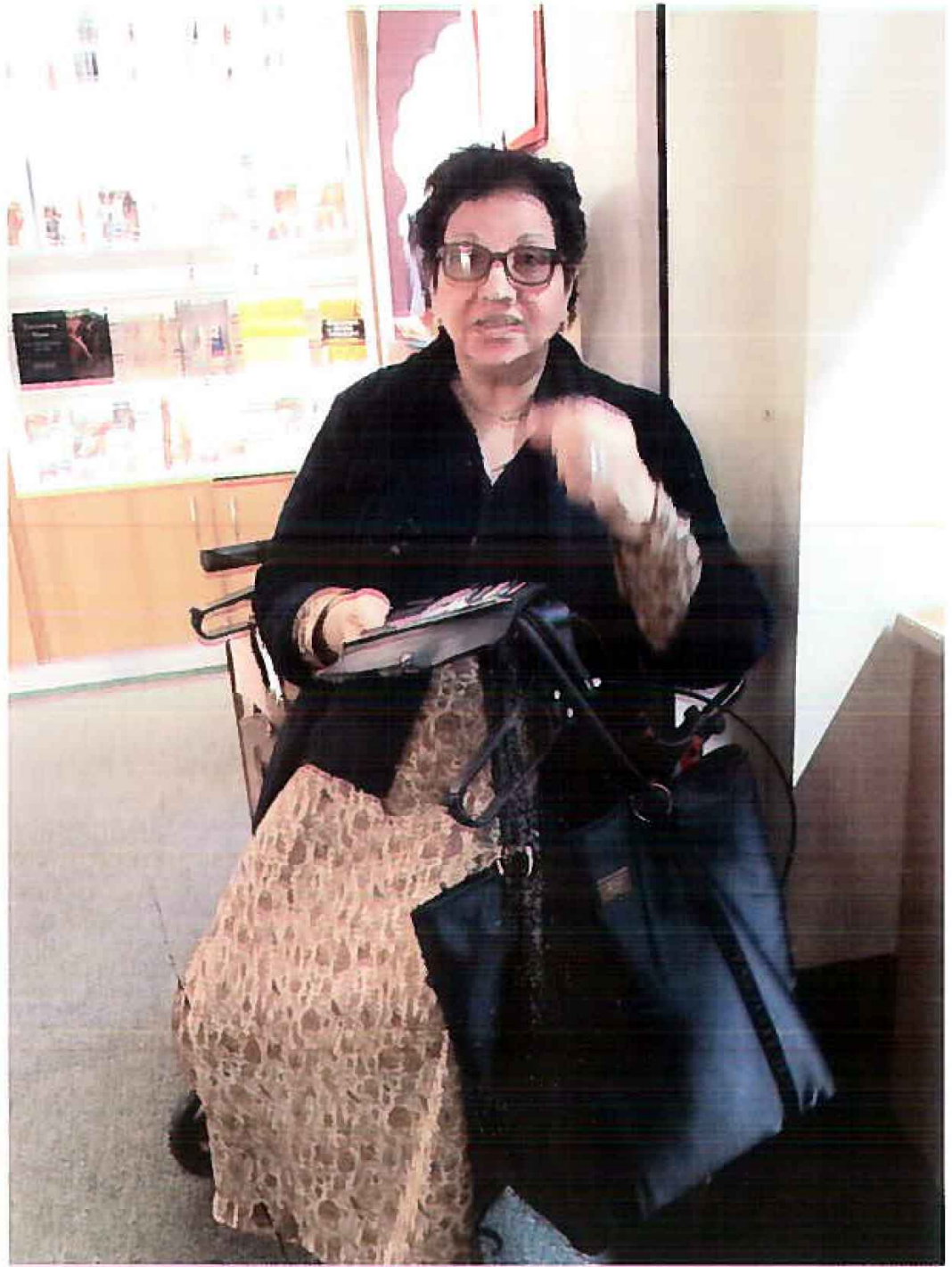










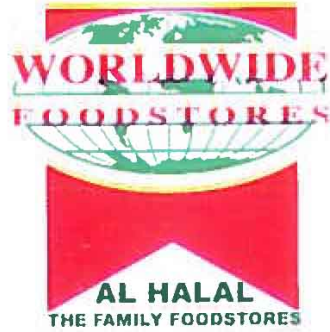






These hand-painted posters are like a love letter "written with emotions, sweat and tears. It conveys raw emotion and energy to the reader.

Councillor Sameena Zaheer



Printed by:



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mhilal797@gmail.com