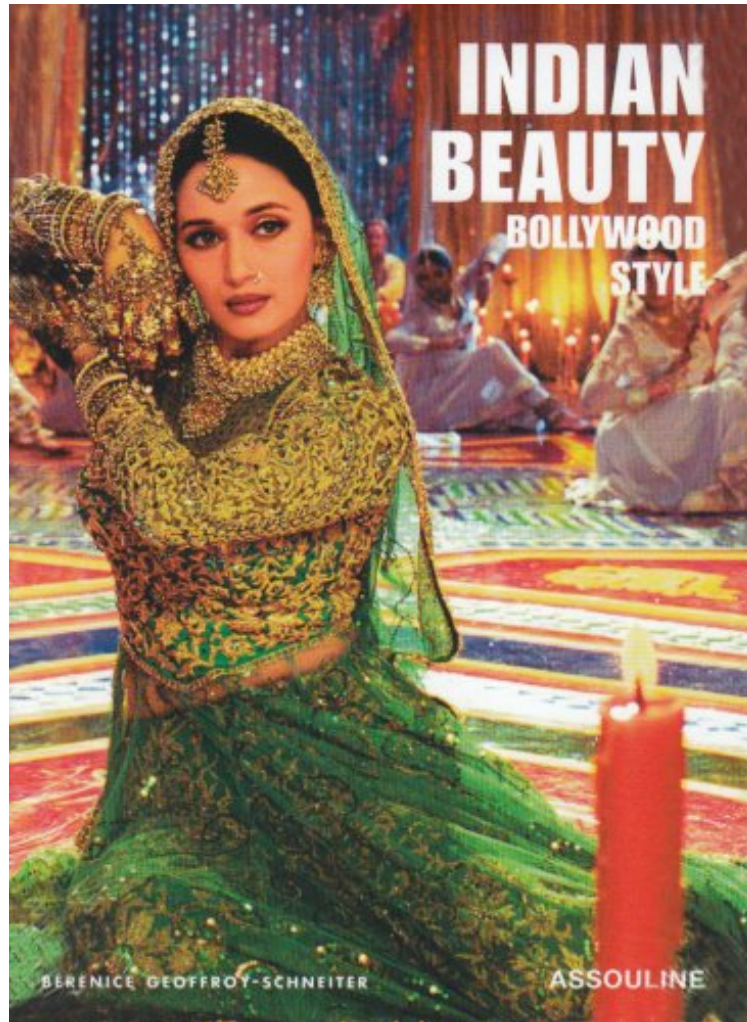


[E-BOOK] Indian Beauty: Bollywood Style (Memoire)

Indian Beauty: Bollywood Style (Memoire)

Berenice Geoffroy-Schneiter
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The movies made in the studios of Bombay brimming with ravishing eyes, generous hips, ample breasts, syrupy music, and sultry dance routines, and set in wedding-cake dcors have spawned a distinct style now identified by a succinct moniker: Bollywood. This genre s unique blend of kitsch and eroticism has not only invaded the screens of the Indian diaspora, but is now influencing art and fashion throughout the West. More than a sociological and aesthetic discussion of the recent phenomenon, this book explores the visual and narrative origins of Bollywood style, grounded in Indian art and religion. It shows how Bollywood s frenzy, sanctity, sensuality, and sentiment are variously indebted

to Mughal miniatures, racy statues of Ganesh and Shiva, erotic temples in Khajuraho, and vivid passages from the Kama Sutra.