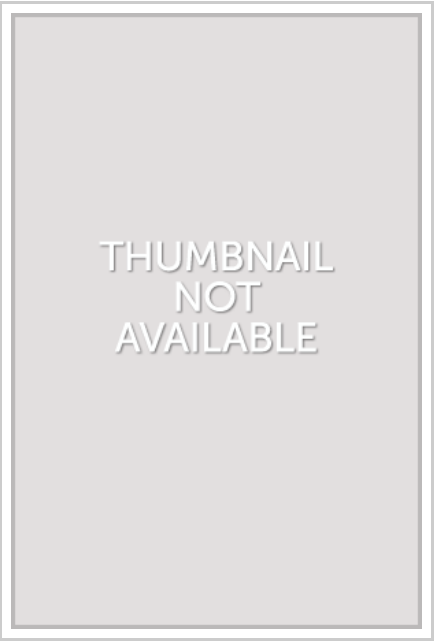


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Gods in the Bazaar: The Economies of Indian Calendar Art

By Kajri Jain

Duke University Press. Paperback. Book Condition: new. BRAND NEW, Gods in the Bazaar: The Economies of Indian Calendar Art, Kajri Jain, "Gods in the Bazaar" is a fascinating account of the printed icons known in India as 'calendar art' or 'bazaar art', the colour-saturated, mass-produced images often used on calendars and in advertisements, featuring deities and other religious themes as well as nationalist leaders, alluring women, movie stars, chubby babies, and landscapes. Calendar art appears in all manner of contexts in India: in chic elite living rooms, middle-class kitchens, urban slums, village huts; hung on walls, stuck on scooters and computers, propped up on machines, affixed to dashboards, tucked into wallets and lockets.In this beautifully illustrated book, Kajri Jain examines the power that calendar art wields in Indian mass culture, arguing that its meanings derive as much from the production and circulation of the images as from their visual features. Jain draws on interviews with artists, printers, publishers, and consumers as well as analyses of the prints themselves to trace the economies - of art, commerce, and religion - within which calendar images and ideas about them are formulated.For Jain the bazaar, or popular commercial arena, is crucial to understanding...

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Reviews

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