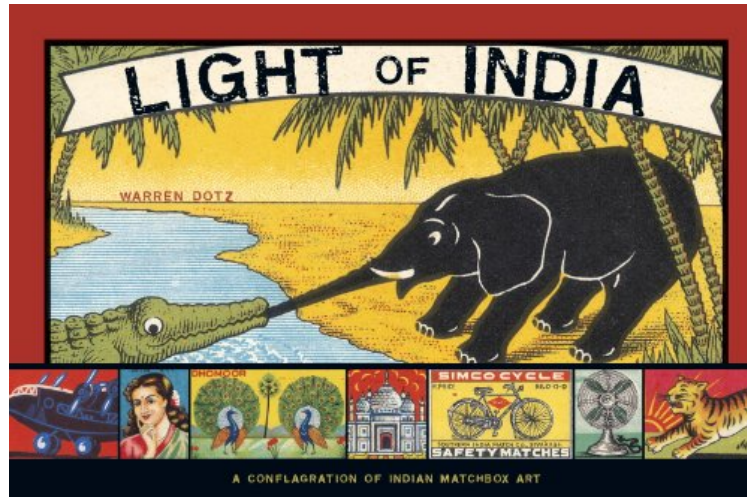


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## Light of India: A Conflagration of Indian Matchbox Art

Warren Dotz

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**Warren Dotz : Light of India: A Conflagration of Indian Matchbox Art** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Light of India: A Conflagration of Indian Matchbox Art:

3 of 3 people found the following review helpful. Fun, Fun, Fun! By Bouganvillea Wonderful photos and information on Indian matchbook pictures through the years, including development of the art form. When I looked at the chapter titles in the table of contents, I said "that makes sense" again and again, as each chapter highlights a theme very tightly related to Indian culture, like Hindu gods, mangoes, tigers, elephants etc. If you don't know Indian culture or history, you'll still enjoy the great and unusual pictures. It shows how much art can be squeezed into something so small, cheap and mundane! 0 of 0 people found the following review helpful. Wonderful. By Sunna Ben Wonderful book, funny, informative and beautiful. I loved it. 4 of 4 people found the following review helpful. Visually Delightful By A.S. This is small but bold little book. The collection of images of matchboxes are colourful, humourous, curious and extremely entertaining. A must have for anyone interested in Indian graphics.

With all the zany vibrancy of a Bollywood musical, the colorful matchbox labels of LIGHT OF INDIA present a fascinating confluence of popular culture and a sophisticated graphic arts tradition that stretches back for centuries. Populated with pouncing Bengal tigers, regal jungle elephants, and Hindu gods and goddesses, these miniature masterpieces are worlds unto themselves, skillfully illustrated with a naive yet irresistible charm. This delightful art book is sure to fire the imagination of all who wish to study, preserve, and celebrate India's more humble, but no less brilliant, visual arts heritage. A dazzling collection of more than 300 vintage matchbox labels from India, dating from the turn of the century through the 1950s. Includes a discussion of Hindu iconography, recurring visual themes and symbols, and the cultural and historical significance of matchbox art. A great resource for graphic artists and designers, collectors of paper ephemera or advertising art, and students of Indian culture. Gift edition slipcase includes a textured novelty "striker strip" along the spine.

"Perhaps no book this Fall offers the pure fun of Light of India"--American Express Departures "Miniature masterpieces, bright, bold, diminutive and dramatic"--Little India Magazine "Surprisingly illuminating, beautiful,

enchanting and exotic"--Errant Dream sFrom the Publisher\*emsp;A dazzling collection of more than 300 vintage matchbox labels from India, dating from the turn of the century through the 1950s. \*emsp;Includes a discussion of Hindu iconography, recurring visual themes and symbols, and the cultural and historical significance of matchbox art. \*emsp;A great resource for graphic artists and designers, collectors of paper ephemera or advertising art, and students of Indian culture. \*emsp;Gift edition slipcase includes a textured novelty "striker strip" along the spine.About the AuthorWARREN DOTZ is a pop culture historian and the author of eight books on advertising art. As an authority on product label art, his commentary has appeared in Advertising Age, Brandweek, and the New York Times Magazine. He lives and works in Berkeley, California.