



From Cinema Hall to Multiplex: A Public History

Dr. Adrian Athique

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Abstract

This lecture addresses the various ways in which the spatial politics of film exhibition in India have been shaped over the century of Indian cinema. Contrary to the ‘virtualisation’ of contemporary media studies, the cinema ritual continues to require public assembly within highly specific physical environments. As such, it is powerfully implicated in the material production of public space and public assembly. It comes as no surprise, therefore, that the shaping of film policy provides a reflection of how long running concerns around the cinema crowd have determined the configuration of India’s cinemas. More broadly, India’s cinema infrastructure has also been subject to a range of other policy initiatives intended to remake and renew India’s urban spaces. In demonstrating the unfolding story of the cinema hall in India, I will discuss the legacy of segregation in the colonial era, urban migration during the socialist decades and the commercial arcadias of post-liberalisation India.

About the Speaker

Adrian Athique is presently Chair of the School of Arts, University of Waikato and a fellow of the New Zealand India Research Institute. Previously, he was director of the Media, Culture and Society programme at the University of Essex and a Postdoctoral Fellow at the University of Queensland. Adrian has written extensively on media studies and sociology with an international focus. His research interests include media audiences, urban spaces, digital environments and the Indian film industries. His books include: *The Multiplex in India: A Cultural Economy of Urban Leisure* (2010, Routledge, with Douglas Hill), *Indian Media: Global Approaches* (2012, Polity) and *Digital Media and Society* (2013, Polity). Adrian has also published widely in international journals including *Media, Culture and Society*, *Continuum*, *South Asia*, *South Asian Popular Culture* and *Contemporary South Asia*.

Event Details

Venue: Network Governance Lab, CCMG

Date: Thursday, 24 October, 2013

Time: 11:30 am