Film Show

Joan Avina
Cinematography
Guilherme Bedini Filho
Ethan Jackson
Les Liepe
Anna Palakunnathu Matthew
Tara Srinath
Stephanie Snyder
Ryan Stone

Film Show

San Francisco Art Commission Gallery
San Francisco, California
May 20 - July 12, 2023

Doug McCombs Memorial Art Gallery
Redwood City, California
August 27 - October 8, 2023

Annu Palakunnathu Matthew

Film allows us to navigate the world at will. The very first motion picture was, for the most part, complete and entertaining to an audience in a theater or art gallery. However, the new film industry—known as "Bollywood"—is the largest and most popular. Its films are melodrama, yet oddly chic—musical-potraits that mix a Britney Spears video, great with syrup, painted-Hyphen and umbra passions. Bollywood's movie posters are forever loud and sensational, reflective, in the words of artist Annu Palakunnathu Matthew, of the melodrama and stereotypes of Indian life. Matthew was born in India, grew up in India, and now lives in the United States. Fusing strong graphic imagery with language, she takes on the news and entertainment media, Matthew—in the spirit of the Guerrilla Girls and Barbara Kruger—seeks media strategies to launch a critique of US and Indian society and, because of her re-location to the States, Western assimilation as a cultural hybrid. Bollywood. Seduced, she is reading movies posters, turn advertisements for chocolates, soap opera-like stories into biting commentaries on arranged marriages, and suffering, and domestic violence, to name just a few of her concerns. Gary Hess, in a recent introduction to her solo show, notes that throughout her career Matthew has used photography as a means to make connections with her own cultural background. Engaging with Indian society through the other side of the looking glass, he writes, "Matthew ... underscores the very aspects of Indian society which make up a part of her from as much, if not more, than geographic distance."