Cuppa flows over: Tea for thought at show

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Do you know that your morning cuppa comes with a rich and varied history, that it was a point of contention among eminent nationalists and played a key role in bringing about socio-economic change?

An exhibition on tea advertising citled, From an Imperial Product to a National Drink: Changing Images in the Culture of Tea Drinking in Modern India, begins on December 7 at Gaganerdra Pradarshashala. It maps the social practices and cultural nuances that have been associated with tea drinking for over a century. The seven-day show organised by the Centre for Studies in Social Sciences, Calcutta (CSSSC), will feature

sections called Tha Raj and the Tea; Trend to drink, Time to oppose; A Drink for a Nation; Nation and its aesthetics; Camera Lucida and Afterthoughts. It will have photographs of billboards and newspaper advertisements, posters, calendars, cartoons, drawings, illustrations, lobby cards of theatres. actual billboards featuring tea ads and several artifacts like the sand dial, samovar and teasets. A book on the history of tea drinking will also be launched at the inauguration.

"The exhibition has contributions from private collector Parimal Ray and the Hitesh Ranjan Memorial archive," says Goutam Bhadra, professor of history at the CSSSC, who has conceptualised, researched and



One of the ads that will be on display at the exhibition

put together the exhibition. Every section has a story "With the birth of nationalism, tea viewed as a drink of the British — heated up an exchange of conflicting ideas. Rabindranath

Tagore, Annoda Sha and Raishekhar Bas cudgels on behalf of through the written Prafulla Chandra R lighted its ills throu fures," says Indira member of the CSS Nation And Its Aest cuses on creative ad tea - where cna is cerebral tonic. This showcases works of trious names in thele like Makhan Dutta L Rananarayan Dutta bani Ganguly, inclub published drawings Munshi," says Bhad Lucida is devoted : 07 images of tea drink like Mahanagar, Chi Dui Purush and Agi Apart from film stilltion will also have p by amateur lensmetcaptured the stark of the two cultures - 6 ing around road-side and the other confir plush drawing room