

Yours Sincerely

Postcards from
Hello & Goodbye

DISCOVER MAP



GENERAL POST OFFICE, CALCUTTA.

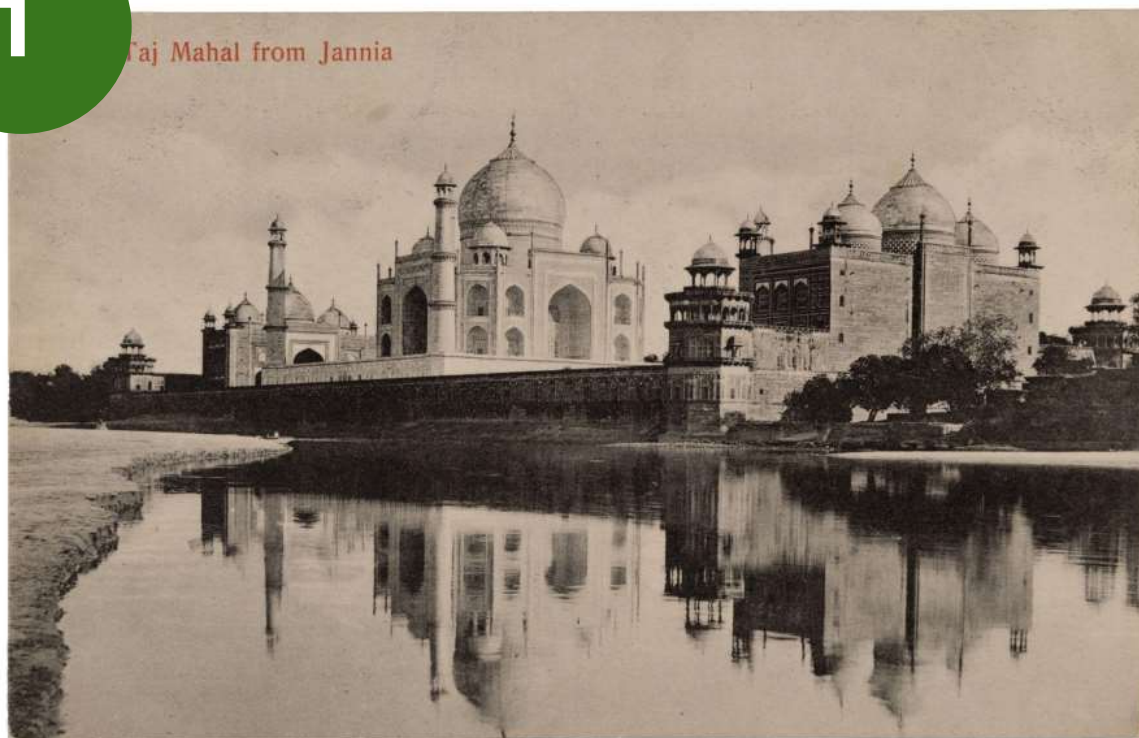
Let's start with a quick exercise.

Here is an interesting object. It is quite small, light, and very old. It has an image on one side and text on the other. Can you guess what it is?

This is the front



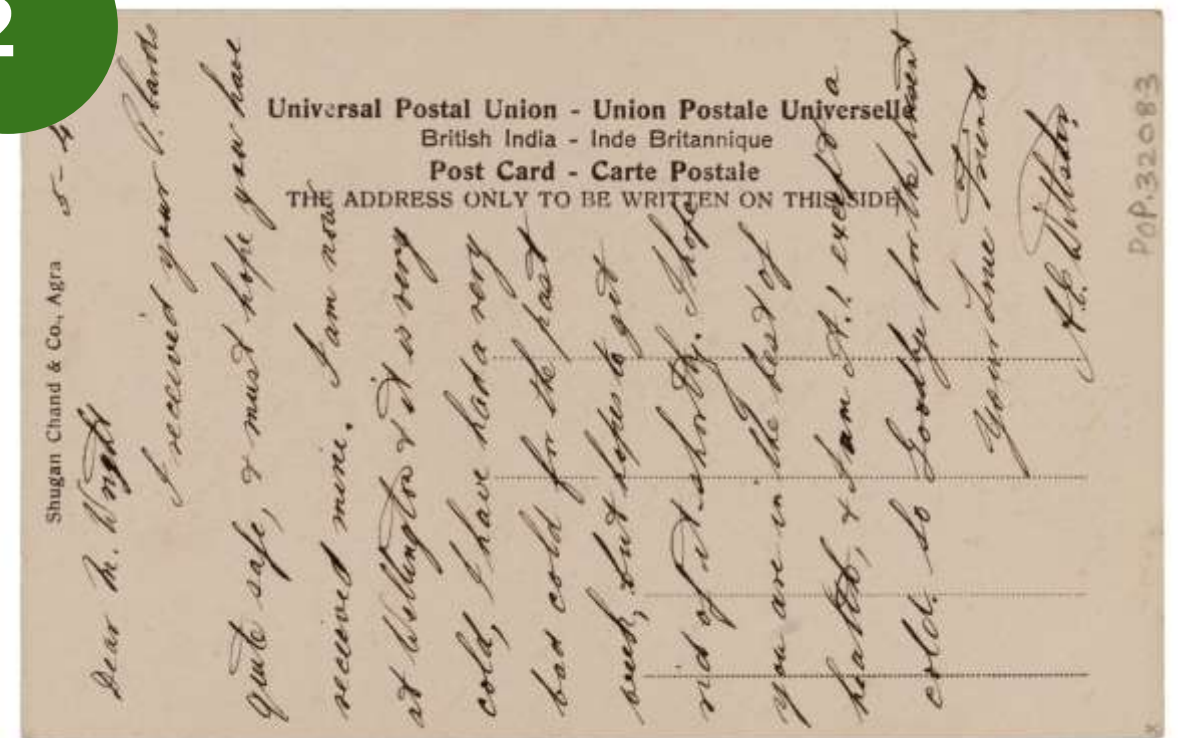
1



And this is the back



2



POST

+

CARD

It is a POSTCARD!

What do you think this object did?

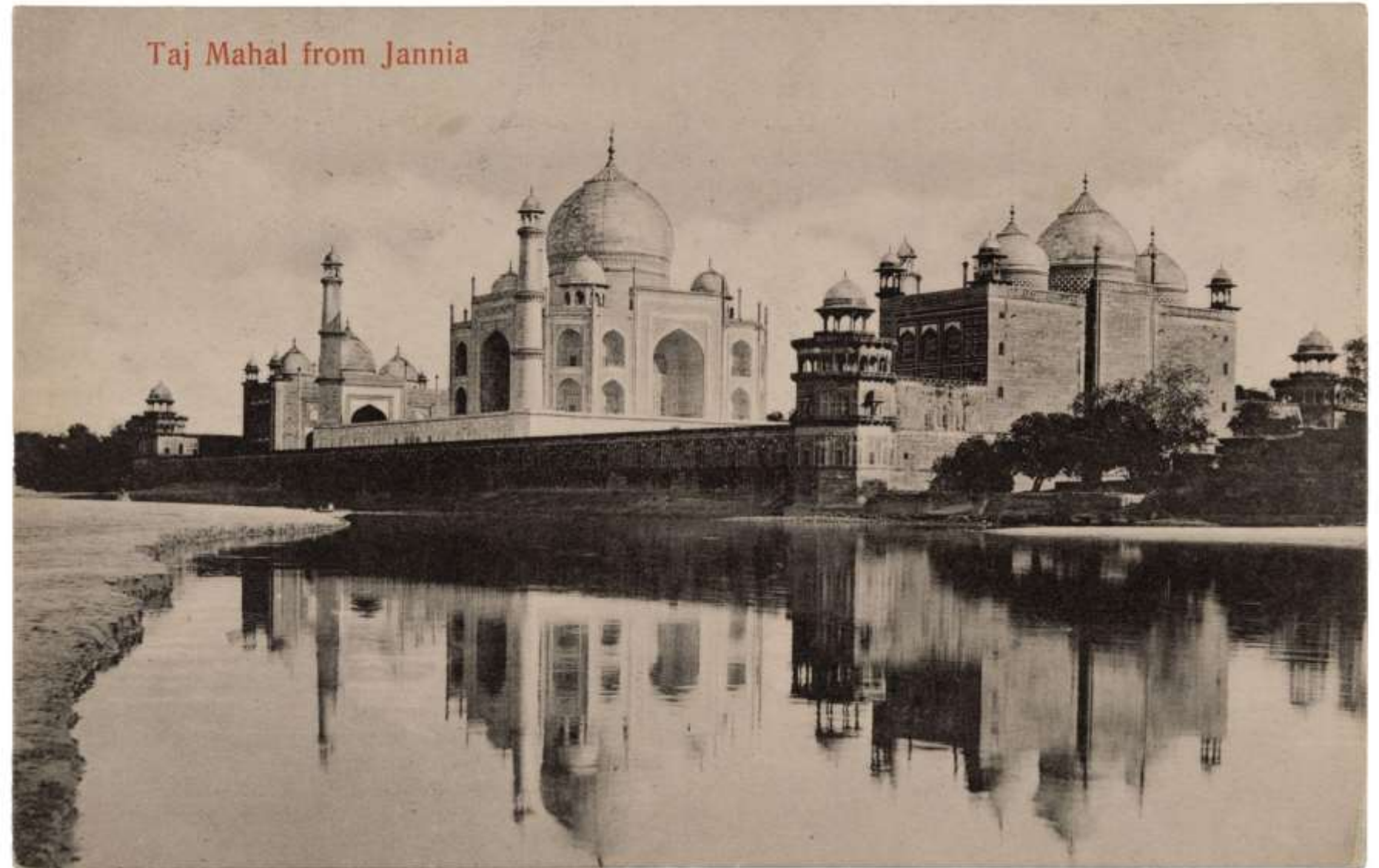
Read the name closely.
There is a hint for the answer!

Let's LOOK CLOSELY at the front

Read the caption and
guess which Indian
city this is:

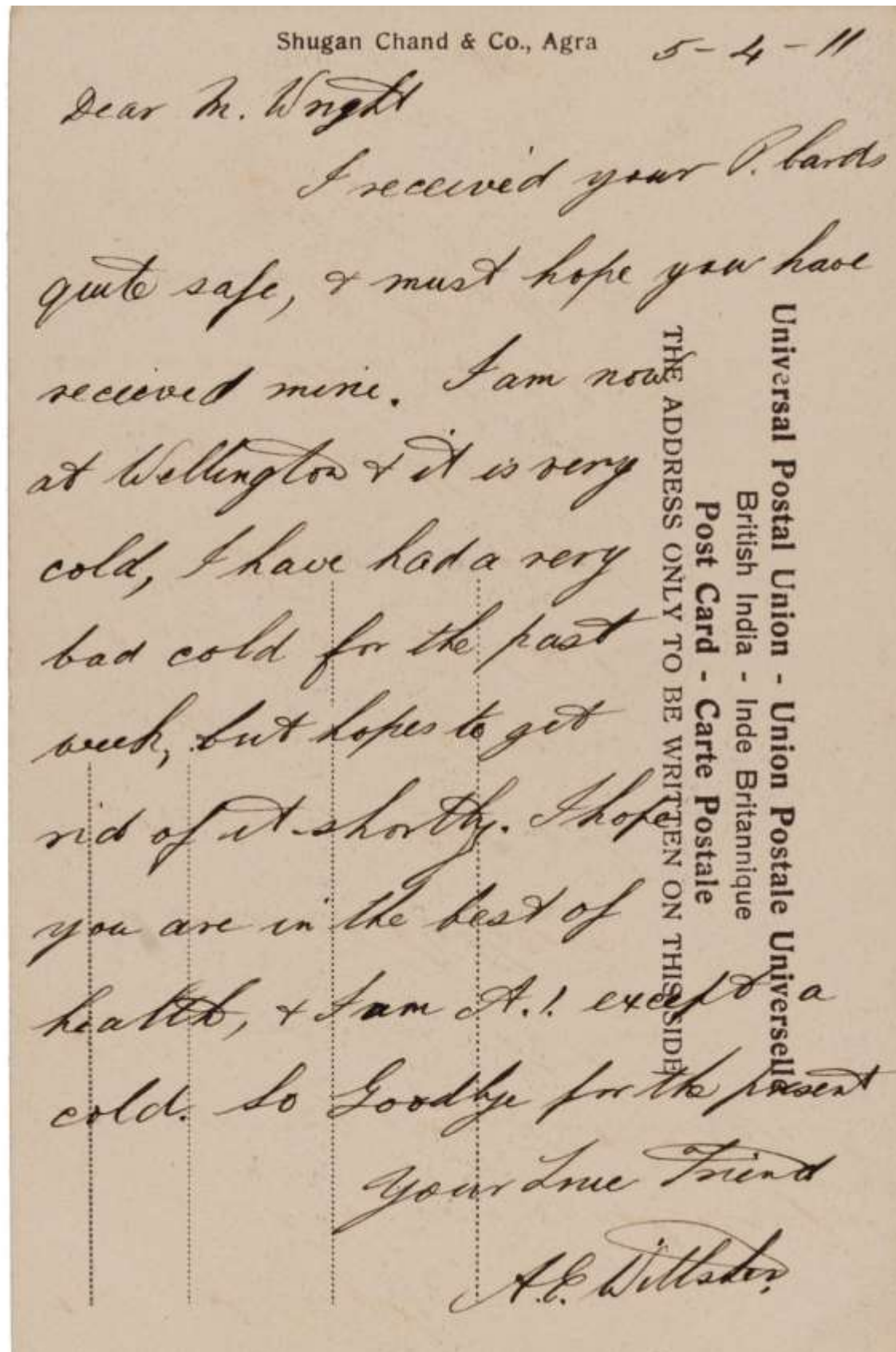
- Delhi
- Agra
- Mumbai

This is the city of
Agra, house of the
world famous Taj
Mahal. Note how the
name of the river
Yamuna is
misspelled here, can
you guess why?



DID YOU KNOW?

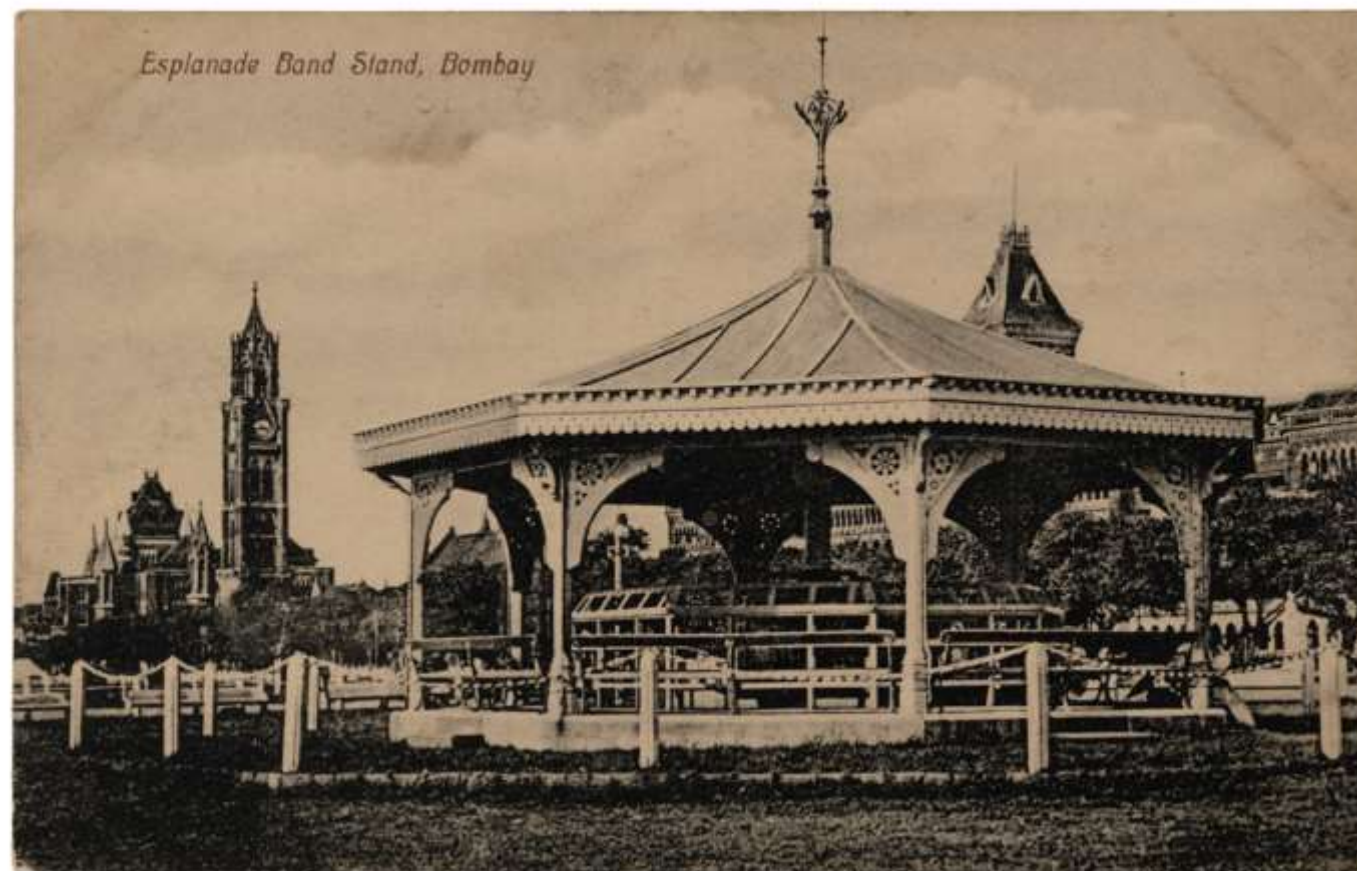
Postcards were introduced to facilitate speedy
communication, which was 2 weeks at the time!



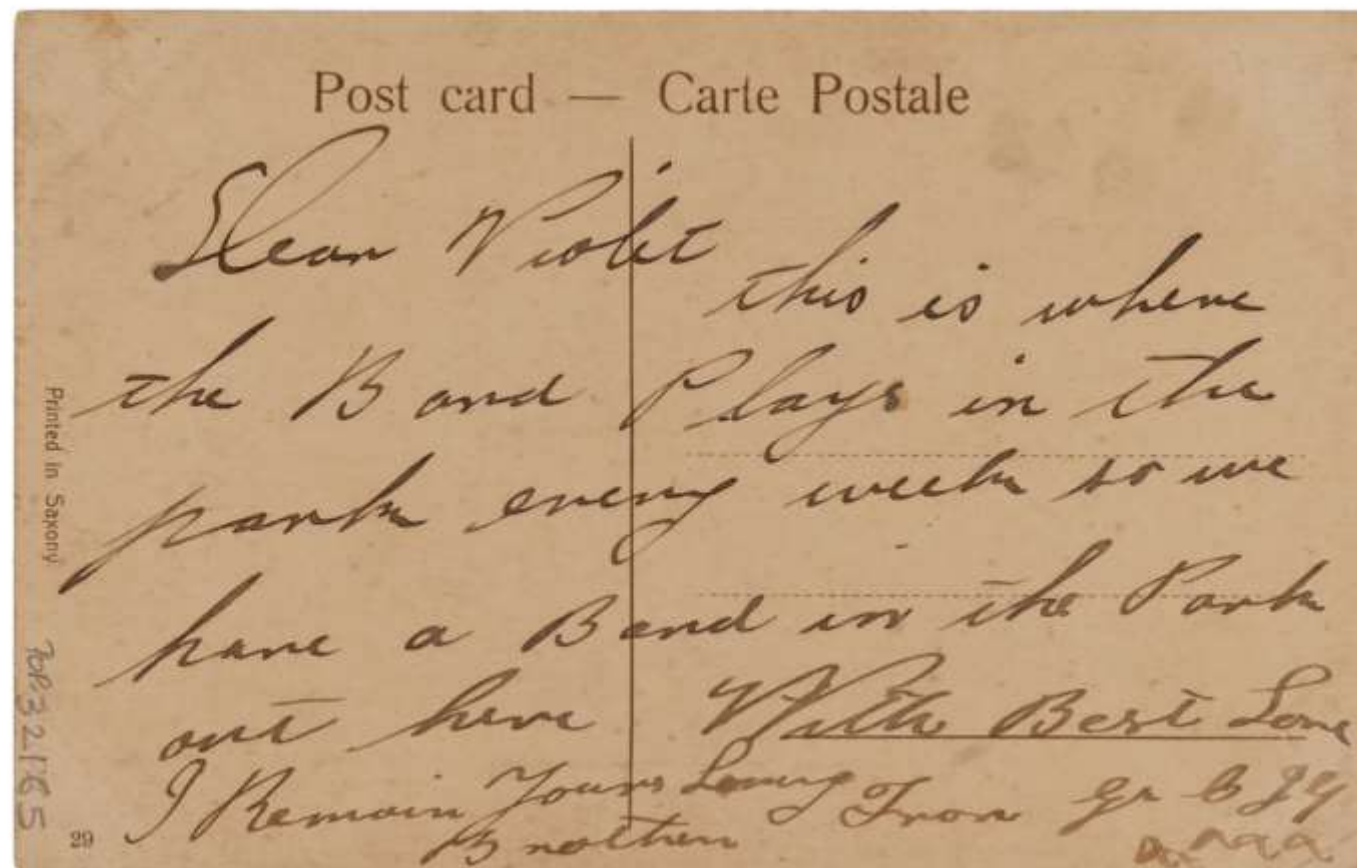
Keep going and LOOK CLOSELY at the back.

- Read the date. Which century would this be? Ask a grown up if you are not sure!
- Read the message and try to find these words!
Cold
Safe
Week
Goodbye

Postcards are rectangular pieces of paper with a picture on one side and blank space for writing on the other. They were used to convey messages, much like letters. Postcards could be posted without envelopes.



They were widely in circulation in the **late 19th and early 20th century**. In 1900, a postcard could travel thousands of miles, more than anyone at the time would travel in a lifetime.



LEARN MORE.

You can learn more about the history of postcards here!

REFLECT.

We send messages all the time in the 21st Century. What is different about how we convey them today?

Think about

- The time it takes to send a message today
- The medium of the message
- The language we use

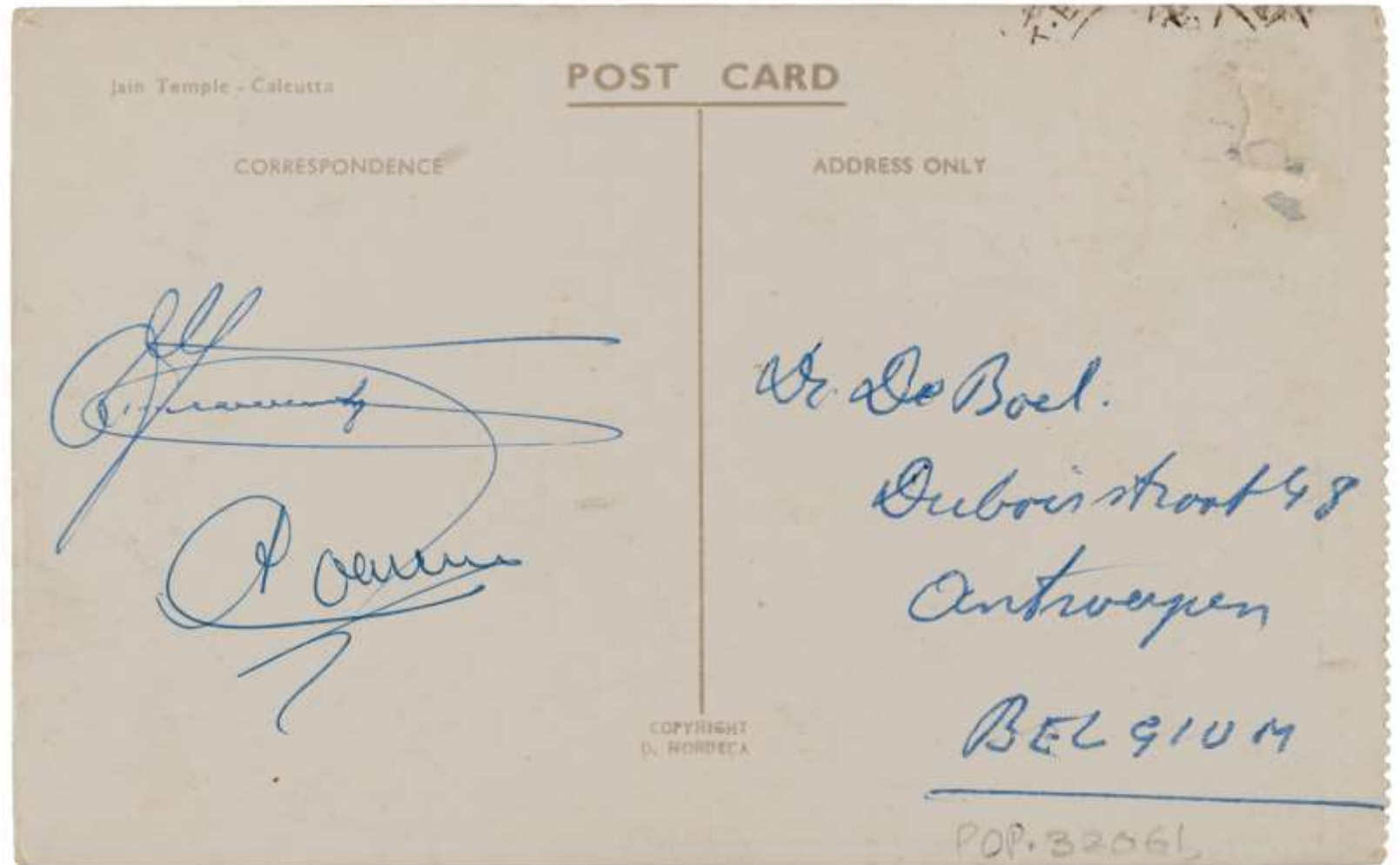
EXPLORE.

Try to find a postcard in your home. See if you can find:

- The name of the sender
- The date it was sent
- Who it is addressed to

The journey of postcards did not end once it reached the receiver, as you will see soon.

In this pack, we look at five fascinating postcards from *Hello & Goodbye* and see what extraordinary stories they can tell us.



**Do you see a line in the middle?
Why do you think it is there?**

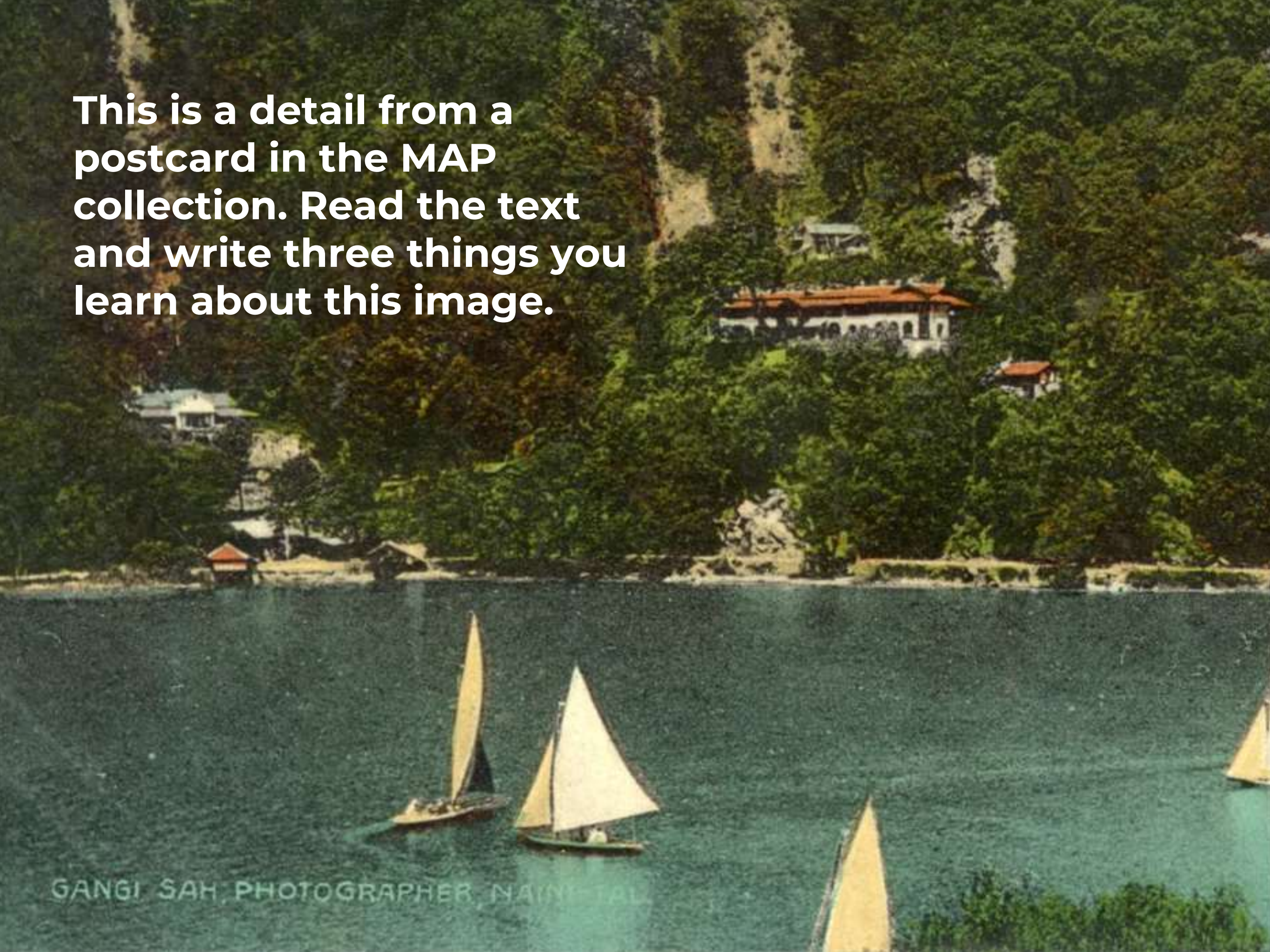


GENERAL POST OFFICE, CALCUTTA.

#1

**Postcards as
Collaborative
Exercises**

This is a detail from a postcard in the MAP collection. Read the text and write three things you learn about this image.



GANGI SAH, PHOTOGRAPHER, NAINITAL

POST CARD

Printed

in

Britain

The Address only to be
written here

**This is the back of the card.
What else do you learn from
reading the text here?**

This is the complete image. Do you get any other information from it now?

As you may have noticed, postcard making was a collaborative process involving photographers, printers, distributors and of course, the writers!



In this case, the photograph of the lake was taken by Gangi Sah who lived in Nainital (India), patented and printed in a press in Britain, and sent back to India to be circulated!

Head over to **Stories with Art** to do a fun exercise with photographs on postcards!

Post card — Carte Postale

Dear Violet This is where

The Band plays in the

park every

have a Band

out here

I remain Yours Love
B nother

#2

Postcards as
time travel
machines

Post card — Carte Postale

Dear Violet
This is where
the Band plays in the
park every week so we
have a Band in the Park
out here with the Best Love

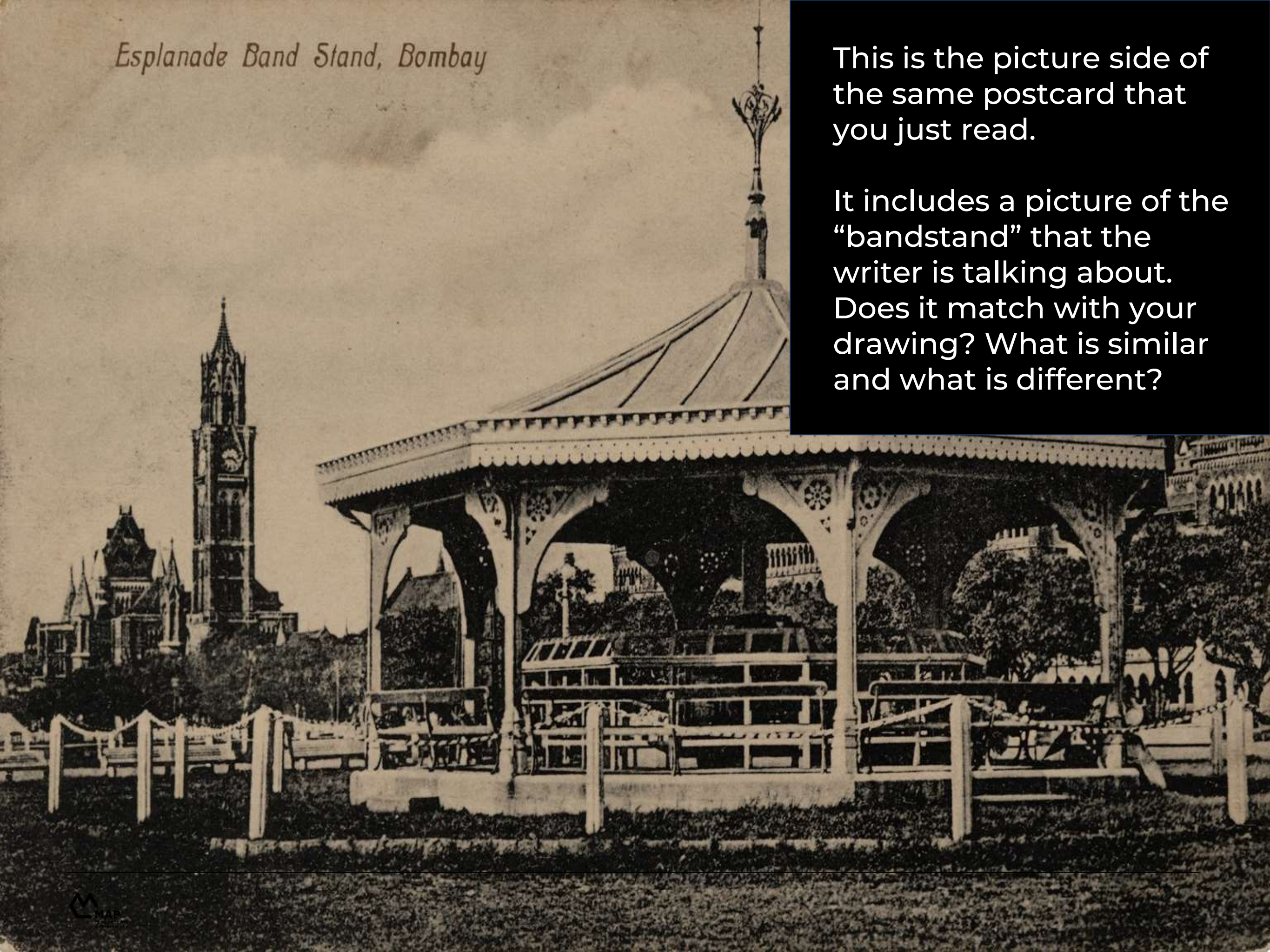
IMAGINE.

Read through the text. Can you imagine what they are describing?
Try drawing it!

Esplanade Band Stand, Bombay

This is the picture side of the same postcard that you just read.

It includes a picture of the “bandstand” that the writer is talking about. Does it match with your drawing? What is similar and what is different?



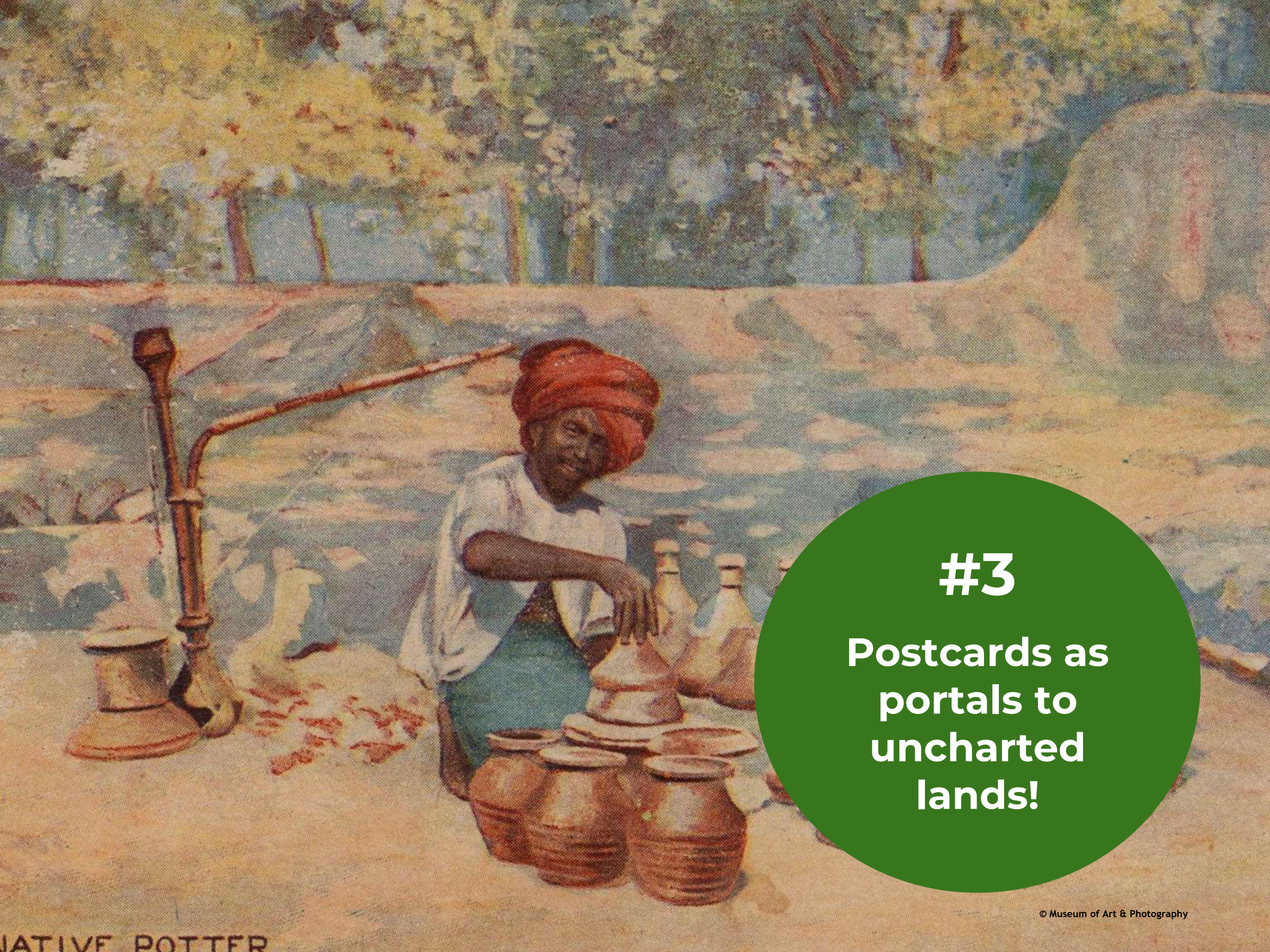
CONNECT.

Today, when we see something interesting, we click a photo and send it to our friends or family.

Similarly, people often sent postcards to describe their surroundings to their loved ones - and capture the world the way they saw it.

Just like the message describing the Bombay Band Stand!





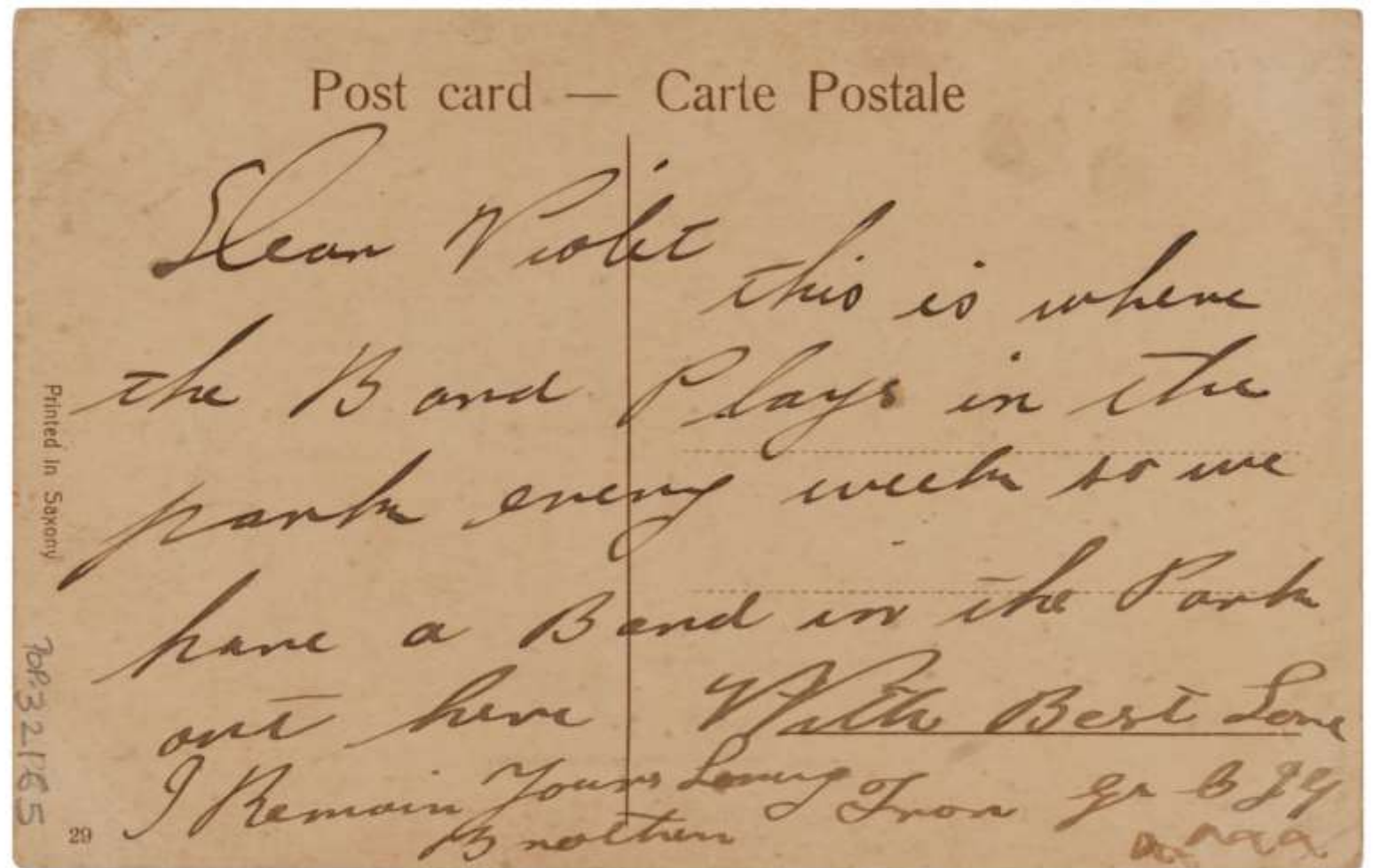
#3

**Postcards as
portals to
uncharted
lands!**

Postcards are pieces of history that we hold in our hand.

The messages at the back contain deeply personal narratives, adding a human touch to our understanding of history.

Here, the way the band stand is described is very different from how we might look at it today. These messages give us a glimpse into how life was in those days.



CREATE.

Head over to our **DIY Guide** to design and write your own postcard!

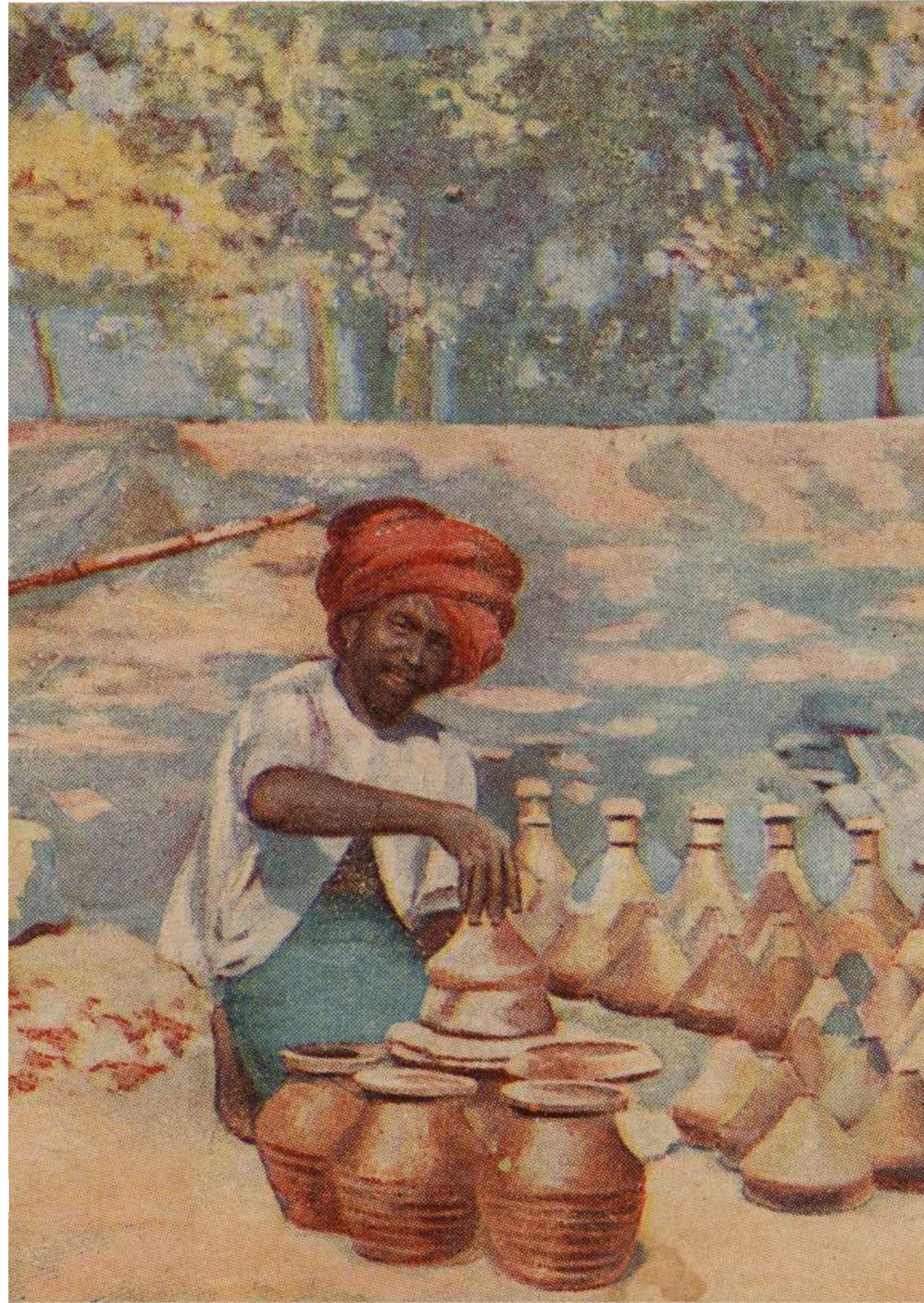
LOOK CLOSELY.

1. Is it a photograph or a painting or something else?
1. What materials do you think is used to make it?
1. What do you think the man in the picture is doing?

THINK.

Why do you think this scene is printed on a postcard?

Answers:
1-It's a print!, 2- a printing press and some special paints!, 3-The man is a potter!

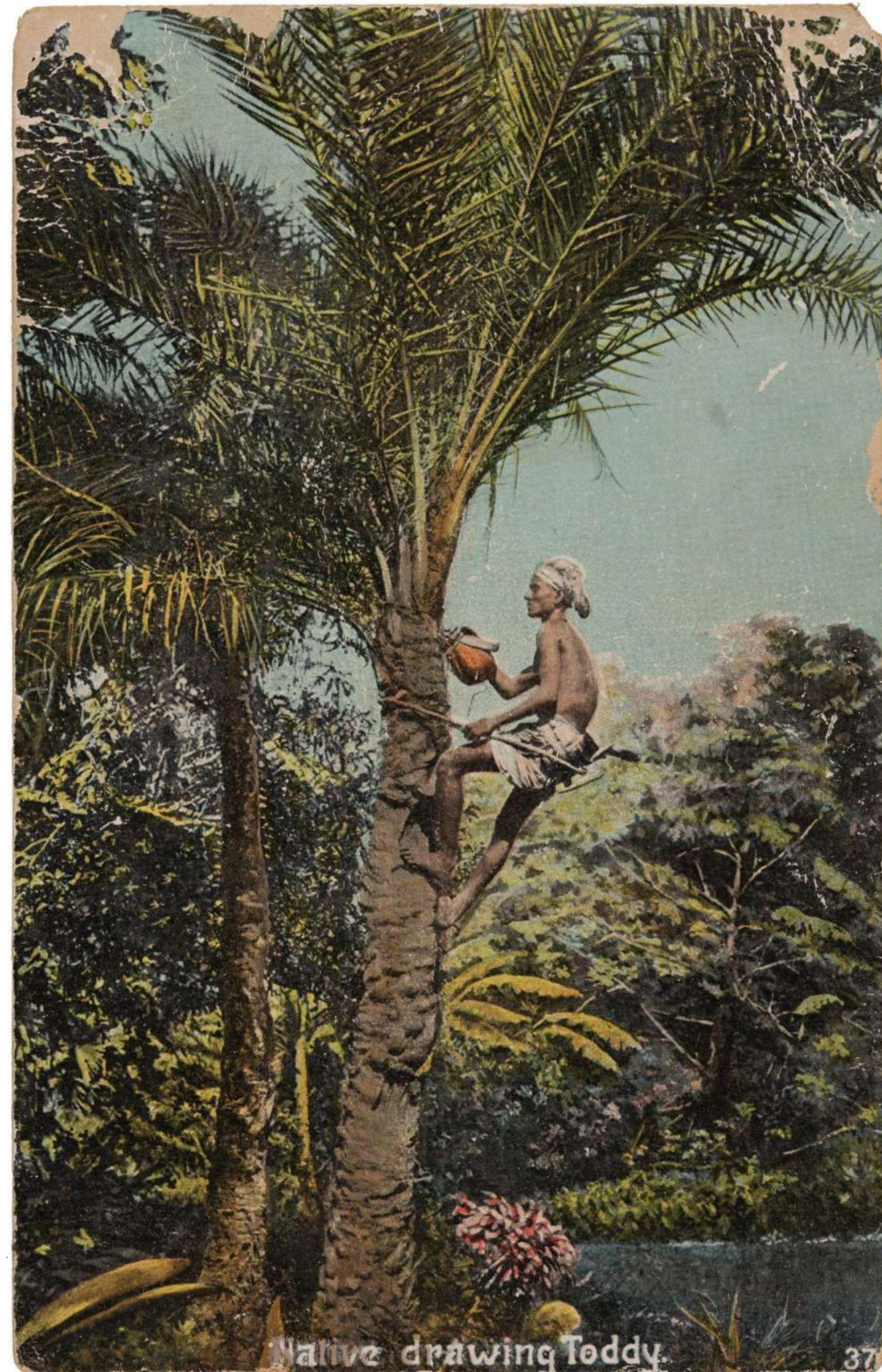


European printing presses often printed images of activities that they found to be 'exotic' or unfamiliar to them in India. These included cultural practices, buildings, and also professions!

ACTIVITY TIME!

Head over to the next page to match the pictures with the occupation or activity the people are doing. You can use the help of a family member!

Imagine if you could step inside this image. What would the weather be like?



A



A toddy tapper

B



An Archer

C



A weaver

D



A barber

Answers: A-Weaver, B-Toddy tapper, C-Barber, D-Archer



#4

**Postcards as
home decor**

IMAGINE.

Imagine if you could touch this postcard.

- How would the texture on the face feel?
- What about the shawl draped around the figure? How would that feel like to touch?

Do they feel the same or different? Why do you say that?

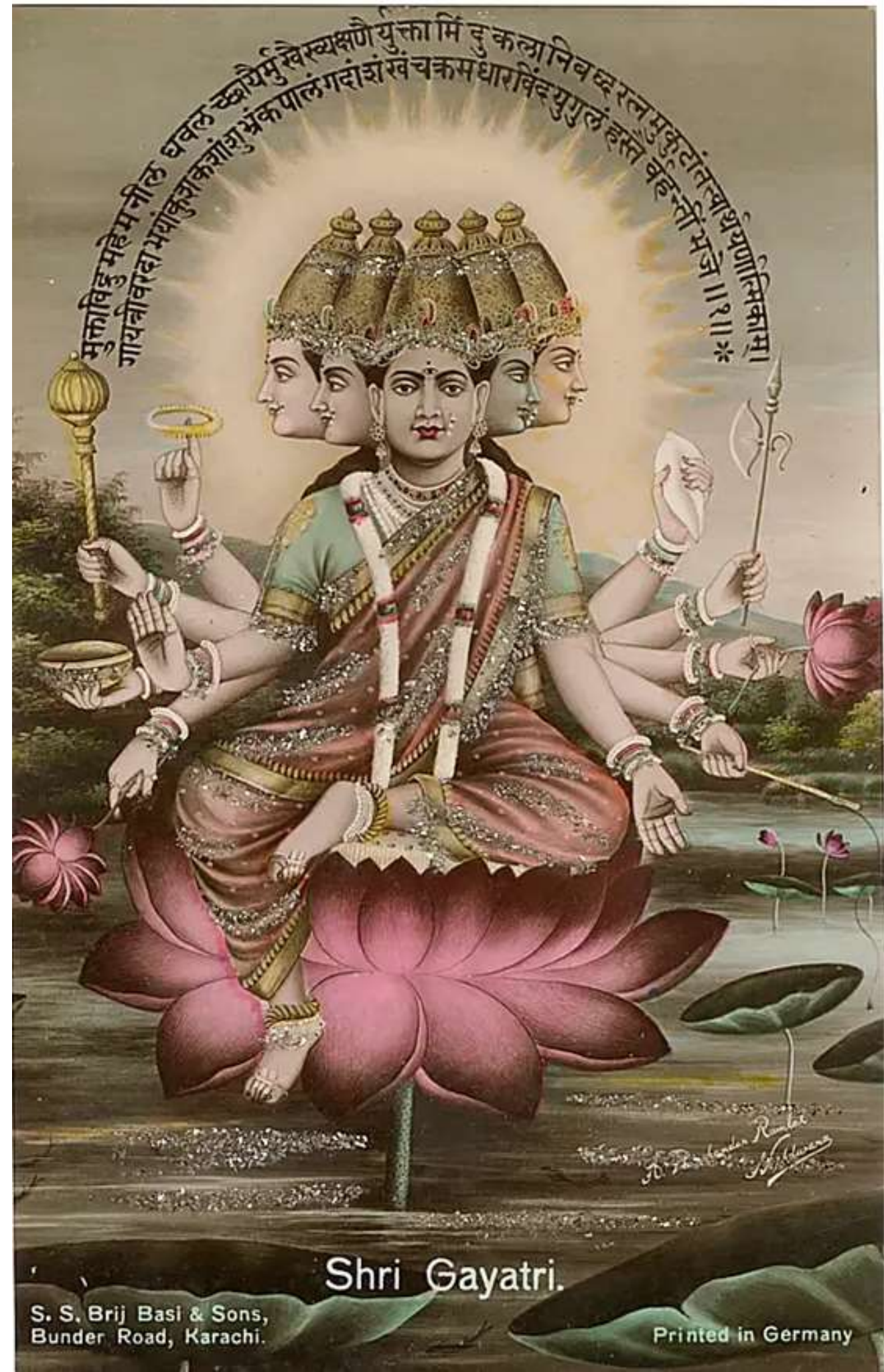


Once the postcards reached their receivers, they were sometimes embellished* and used as keepsakes.

These embellishments are speculated to have been done by women as a DIY craft - perhaps for entertainment purposes or for something else. Could you think of a reason for this practice?

Imagine a chat between the many heads of this figure. What would they be talking about?

*Embellishment means adding details or decorations to something to make it look more interesting.



CREATE.

Let's embellish our own postcard. You will need a picture, glitter, glue sticks and a friend!



Pick a picture of your choice and print it out.
Exchange it with your partner.

Now make glue outlines on the image as you like
and cover it entirely with glitter. Remember, do not
dust it off yet!



Now exchange the pictures back with the glitter
cover. Dust the glitter off your picture. How does it
look? You can put it up on your wall, or stick in in a
picture book!

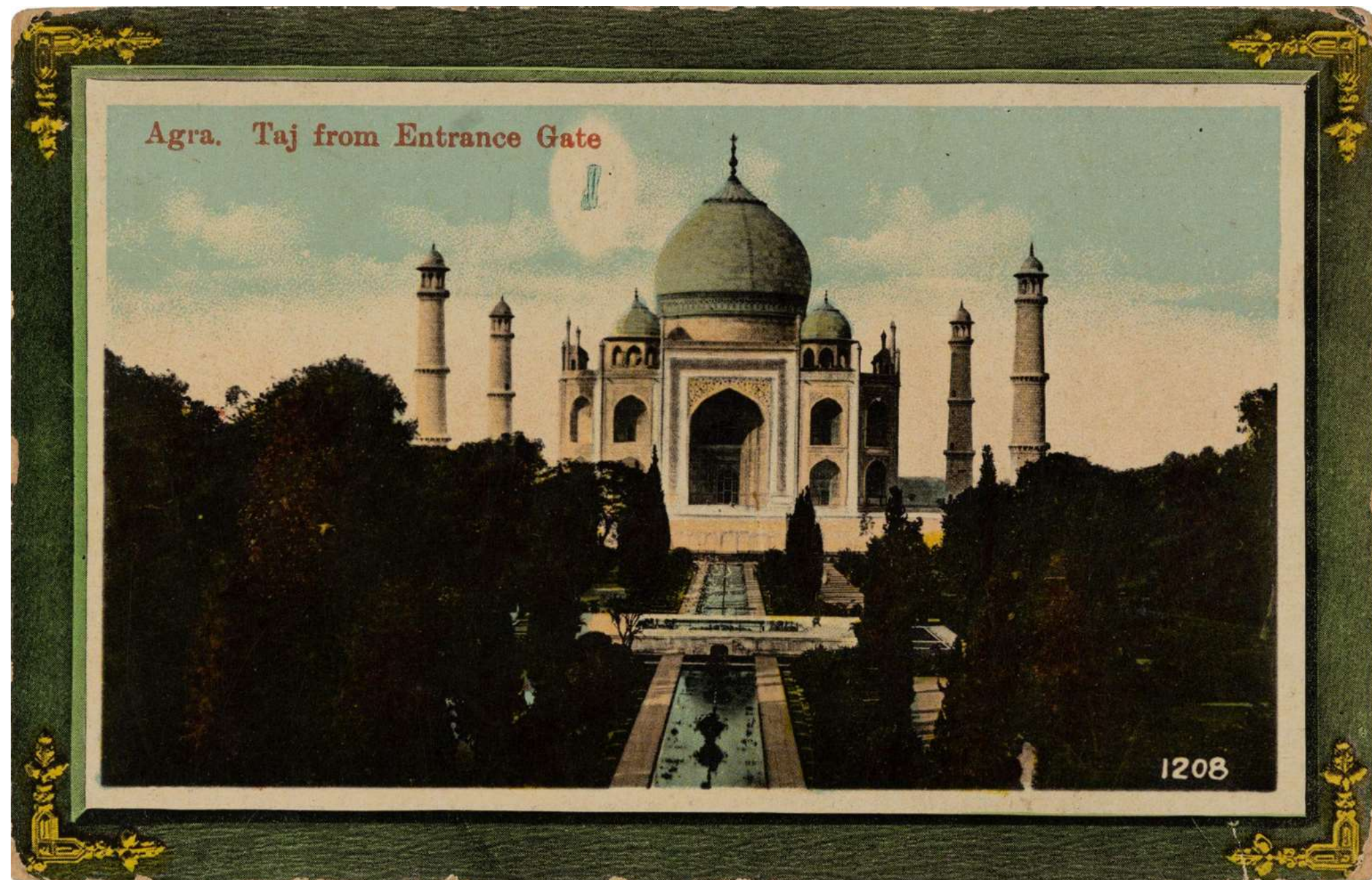
Send us your creations at education@map-india.org.

Agra. Taj from Entrance Gate



#5

**Postcards as
works of art!**



LOOK CLOSELY.

Compare this postcard with the ones you've seen in the pack. Do you notice any differences?

THINK.

What might have been the idea behind adding a border to the picture?

IMAGINE.

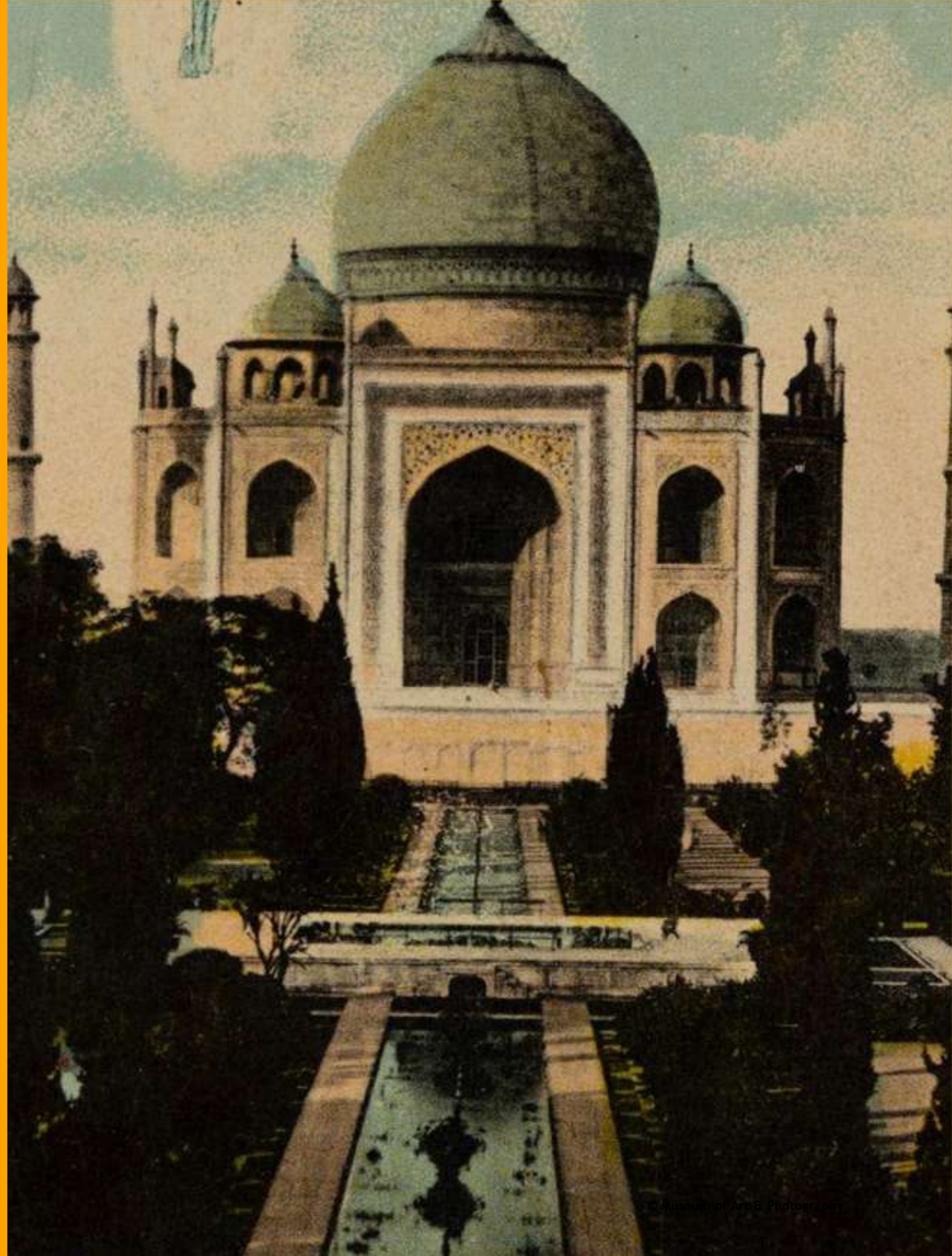
Imagine you're in this space. What kind of sounds can you hear?

CONNECT.

Can you think of any example of a viral image? Do not limit yourself to the internet, look around and find physical items in print as well!

DID YOU KNOW?

The Eiffel Tower is one of the most featured monuments on postcards! 5 billion postcards featuring it have been sold since 1889.



Viral images like the Taj Mahal became means of encouraging tourism to the Indian subcontinent. The borders added value to the photograph, increasing their use as keepsakes or mementos by the receivers and collectors.

The MAP Collection contains many such postcards, some of which are on display at the physical exhibition *Hello & Goodbye*. Click [here](#) to know more about the exhibition!

REFLECT.

Why do you think museums collect and exhibit postcards?

What do postcards teach us about history?
Is it different from how we learn about our past from our textbooks?





Taj Mahal from Jannia, 1911
Shughan Chand & Co.
Collotype
POP.32083



Esplanade Band Stand, Bombay,
1900s
Unknown Maker(s)
Collotype
POP. 32165



Lake & Ayarpatta Hill, Nainital
20th Century
Unknown Maker(s)
Collotype
POP.32307



General Post Office, Calcutta, c. 1920
D. Macropolo & Co. Ltd.
Coloured Half-tone
POP.31810



Maruti (Hanuman), early 20th
century
Unknown Maker(s)
Chromolithograph, embellished
with glitter
POP.00732



A Native Potter Bilette, c. 1913
Raphael Tuck & Sons
Oilette
POP.32309



Taj Mahal from Entrance Gate, Agra, c.
1910
Pushpender Ramlal S.S. Brij Basi & Sons
Coloured Half-tone
POP.32174



Shri Gayatri, c. 1930
Pushpender Ramlal S.S. Brij
Basi & Sons
Chromolithograph with
embellishments
POP.04917



General Post Office, Calcutta, c.
1920
Clifton & co.
Collotype
POP.31664



Native Drawing Toddy, Early 19th
century
Unknown Maker(s)
Coloured Collotype
POP.32365



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