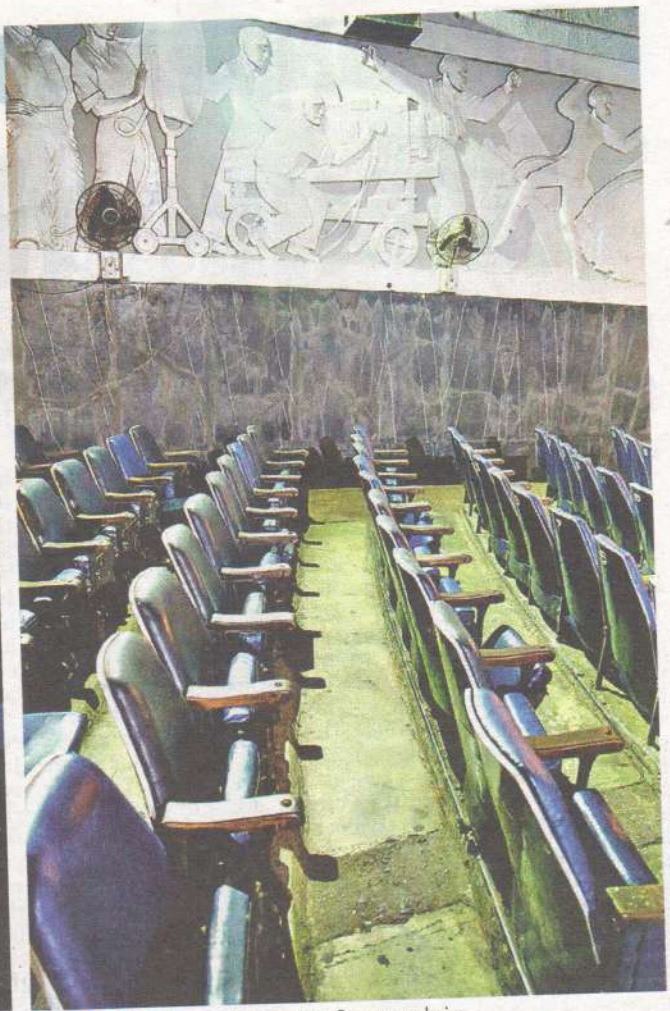




eye-catching as the exterior



EASY VIEWING: American Seating Company chairs



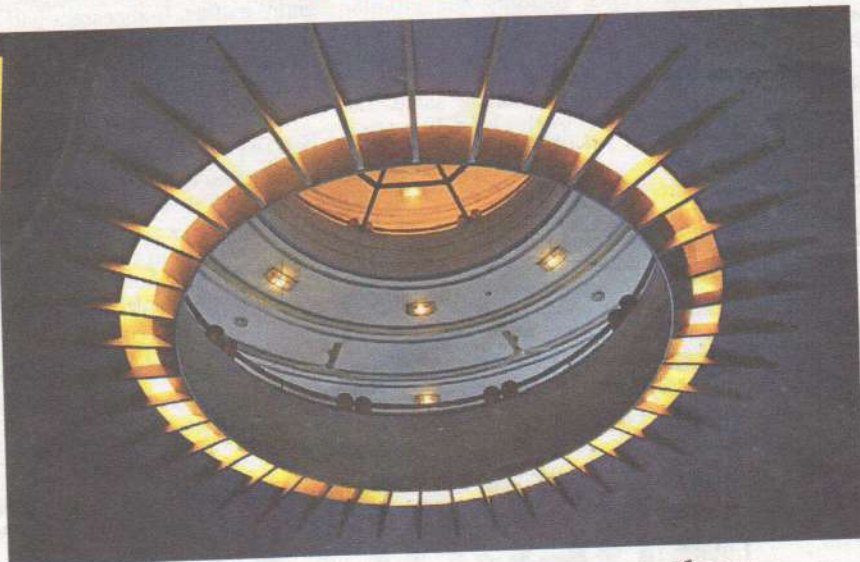
THE THEATRE: Not says Janak Rawal

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so many years flew remember my early os. Unlike today, people lined up out-day to get tickets. It laborious task, con-he crowd," he

who used to make the banner from scratch with the help of a private artist, using a poster for reference. They used to start one night before the release, but still make a painstakingly exact replica. Many of us in security liked to keep them company and see the painting take shape."

Rawal recounts, "Although the movie *The Exorcist* ran for over 20 weeks, it gave many people a good scare. There was an ambulance stationed near the theatre for ladies who became unconscious after watching horror scenes. One night after the movie was screened, I entered the empty hall to clean leftovers of eatables, only to hear weird noises in the hall. I was so terror-stricken that I ran away and sat at the theatre's entrance all night. Only later did I discover that



LOOKING UP TO EROS: Sunburst motifs used in the ceiling above the lobby

course, enthused about the proposal and would like to see the Victorian Gothic and Art Deco ensemble as a World Heritage Site.

Well-known social activist and former advertising professional Gerson da Cunha, who lives in one of the Art Deco buildings near Eros, says, "If the nomination gets finalized, it will not just earn recognition for Mumbai but will ensure proper protection of the heritage site. Nowhere can one find such a beautiful and unique blend of both architectural styles. This status will strengthen the hands of those who have contributed to preserve the precinct till date. It will also ensure that nobody

journalist in the Press Trust of India (PTI). Mainly because the choice of films screened during the 1940s to '60s, was great. As a journalist, on most days, I would go for the 9.30 pm show with my friends. Even after I took up advertising, I have frequented Eros cinema as most ad films were screened in the mini theatre for the approval of clients. So, I have had both happy and sad moments depending on whether our film was approved or not."

Virendra Bayani, one of the partners of Mahavir Gas Service, which has had its premises in the Eros building since 1973, says, "It will be a symbol of pride for us if the

Charm

Shirin Netarwala and Shernaz Icecreamwala have been visiting Eros cinema for over 10 years now.

"It is important that the place gets nominated for the UNESCO World Heritage Site, because here is one of the few places in Mumbai, which has buildings of great architectural splendour. Also, the Oval is a green gift we are fortunate to have, and it should be well protected," says Netarwala.

Icecreamwala says, "I think it is a great place to watch movies with friends and family. Shirin and I always love to come here whenever we find time. It has a certain charm.

Bharat Dattani has an even better association to look back