

Message from Shah Rukh Khan for the Opening of the Conference “Shah Rukh Khan and Global Bollywood” , September 30th 2010

I would like to begin by thanking the President of the Republic of Austria for his message, the University of Vienna, Vice Chancellor Arthur Mettinger, the Vice Director of the Museum of Ethnology Barbara Plankensteiner, His Excellency Dinkar Khullar, the Ambassador of India and all the dignitaries, scholars and friends who have come here today.

I would also like to thank Vice Dean Elke Mader and her team for initiating and organising what I believe to be a most humbling event - I am truly overwhelmed to be the subject of a three-day seminar in this gorgeous country, Austria.

I am primarily an entertainer, everything else is rather incidental or accidental. I am blessed to have had the opportunity to touch hearts and bring smiles. The love or at least the attention..of all you lovely people is my greatest remuneration and reward which drives me to go beyond my limitations and excel, and if I may add, the paycheck is not bad either..

The language of Cinema erases boundaries of nationality, caste, creed, religion and unites and enthral the individual who submits himself to the darkness of a cinema hall and brings to him smiles tears and takes him on a journey away to a different world of enchantment for 90 minutes or 3 hours if you are watching an Indian Film... At times this journey is just enjoyable AND at other times it leaves an indelible impression. This journey could be in the present, past or future or to a non-existent land but it always reflects a part of our society that is, has been or could be. I am truly honoured and blessed to be one of the many presenters of this magical journey.

The various distinguished speakers at this forum I believe are not just mere spectators of cinema, instead they have dedicated time and effort to analyse THE IMPACT OF CINEMA beyond the realms of the obvious and I salute their effort. Their efforts, this study and interpretations will be noteworthy to say the least and teach us to understand the cinematic art and its impact around the world much better.

I am most proud, that my being discussed here today is evidence to the fact that Indian cinema has already made in-roads into the hearts of people in nearly every corner of the globe and am hopeful that this effort will contribute in creating close and emotional bonds between India and the rest of the world.

I wish I could have been here in person and participate in this conference, but my shooting schedule could not be changed. It would have been enriching to see my minuscule contribution to this art form being de constructed. I believe de construction leads to much more creative and constructive teaching than any other form of discussion. It would have been my great pleasure to be in Vienna and share with you our thoughts on

cinema, BUT I DO ASSURE YOU ALL, THAT I am with you in spirit with all my love and best wishes.

P.S. MY KIDS BELIEVE I CAN FLY, BUT THEY STILL DON'T BELIEVE THAT THERE IS A CONFERENCE BEING HELD WITH ME AS A SUBJECT. THANK YOU ALL FOR YOUR INTEREST.

SHAH RUKH KHAN.