

Multimedia Exhibition on Life and Philosophy of Mahatma Gandhi, Guwahati

Overview of the multimedia show at Guwahati

The multimedia exhibition on life and philosophy of Mahatma Gandhi created a considerable hype in Guwahati, India. The exhibition displayed multiple digital and latest technologies to celebrate Gandhiji's 150th birth anniversary. The exhibition was inaugurated by Governor of Assam, Shree Jagdish Mukhi, and MP Queen Oja.

Client: Ministry of Information & Broadcasting

Start Date: 14th October, 2019

End Date: 20th October, 2019

Location: Sonaram Higher Secondary School Field, Assam Trunk Rd, Bharalumukh, Guwahati

Area: 10000 square feet

Objective of the Exhibition

With more than 1000 visitors every day, the objective of the Ministry behind running this exhibition was to educate children and society as a whole. Majority of visitors constituted of school & college students, families and government dignitaries. For school students, it was an engaging educational trip which polished knowledge about Gandhiji and his teachings.

Archival data

The techniques incorporated depicted an objective of Mahatma Gandhi along with some rare pictures of his visit to various places in Assam. Handwritten letters of Gandhiji, images from his stay in South Africa, a flipbook and a complete timeline of Mahatma Gandhi were also showcased.

Technologies incorporated

An assortment of highlights from Bapu's struggle for freedom well-displayed through digital mediums. The event was designed using multiple multimedia technologies ranging from AR/VR systems, LCD touch displays, projection mapping, interactive wall displays, rotoscope interactive displays, bioscope movies, state-of-the-art design installations, to motion-sensing augmented reality games for spreading the need of cleanliness and teachings of Mahatma Gandhi's through generating real-life experiences. Other than these there were various stage shows and events which enhanced overall performance of the exhibition.

Design and Project Details

Our main objective was to associate people with the life and happenings of Mahatma Gandhi through digital installations. It was an installation-wise exhibition.

- Digital Tribute

Gandhiji dedicated his whole life in the service of mankind and to bring peace and harmony in the nation. In order to pay a tribute to the great 'Mahatma Gandhi' on his 150th birth anniversary a fancy button application was installed. Amidst other ongoing deliberations, the audience seeped into an opportunity to praise the standing figure of Bapu, spreading flowers by simply pressing a trigger button.

- Library – Book shelf

Gandhiji's unique creations can be understood from his different works in literature. He is till date an inspiration to young writers. He has a touch of realism in his writings with an intellect of philosophy. A chunk of his work can be read via help of a static library. This amazing installation will offer you time to relax and unwind while flipping through stories written on him.

- Famous Teachings on Display

There are indeed a very few nationalists who were capable of grabbing the interest of the masses during their time. Mahatma Gandhi being a man of intellect was also a man of abundant experiences, his quotations from then situation of India gained huge popularity. A big screen panel unleashed quotations by him which spurred the attendees.

- Vows of Gandhiji

Gandhiji solemnly promised to do specified things in life. He took an oath by himself to bring a positive change in India. He paid special attention to follow certain beliefs throughout his life. His famously laid 11 vows are shown at the exhibition through an Interactive Software attached with Kiosk to help audience read through importance of his vows which are very much being referred to in today's world. Truth, non-violence, removal of untouchability are those ideals which today actually makes sense to people.

- Touch Application Interactive Timeline

Mahatma Gandhi is an internationally esteemed figure, who received fame for his non-violence protest. He made a notable nationalist, a social activist, a lawyer and a writer. Although he attained a doctrine of popularity across the globe, his life was filled with numerous struggles and new agendas. Walk through his different stages of life since the time he was born in 1869 till his martyrdom in 1948.

- Flipbook Touch Application

With an earnest intention to outshine Bapu's heroic struggles, new technological medium – Flipbook touch application is incorporated to take one to the views of eminent personalities about Gandhiji. Learn what Martin Luther King Jr., Winston Churchill, Albert Einstein, Barack Obama, George Orwell, Dalai Lama, Ho Chi Minh, and Nelson Mandela.

- Video Play Photo Collage

Bapu's life in various stages of his excursion is addressed using a high-end video play application. Rare pictures of Gandhiji are displayed using supreme ways of interaction. An engrossing experience of seeing mahatma through the lens teach people a lot about different facets of Mahatma, his public realm and a remarkable journey.

- Mini Theatre Inspired by Bapu

Mahatma Gandhi has always occupied special attention from Indian cinema. Because of his different outlook in life there are many movies made on his life experiences. A very interesting and engaging installation of a mini theatre was incorporated to give people a live theatre feel. His movies displayed on celluloid is a reminiscence of his perpetual presence in Indian cinema. Wear the headphones, pick your screen and watch your favorite.

- Touch Application - Plastic Free Campaign

On the auspicious occasion of 150th birth anniversary of Mahatma Gandhi, the exhibition is aimed at promoting 'No plastic' agenda. Through an immersive and communicative interactive software with kiosk, an activity is put in front of the people, wherein they have to save some plastic items which would automatically add to its saving plastic numbers on a big screen.

- Waste Management through AR

Some new age AR games didn't lag behind in describing superimposed movement of 'Waste Management'. Well-installed technology infused a sense of interactive and personal experience amongst people to simply befit the motive of throwing wet waste and dry waste in different tins by hovering their hand over the items. This installation viably explained 'How to do Waste Management'.

- Thank You for Making India Clean – Digital Dustbin

By quoting the importance and spreading awareness on cleaning India. An encouraging video is performed showcasing the creation of a virtual firsthand experience to the audience.

- Stage Performances

Visitors got a chance to delve in the delights of cultural functions, stage performances, skits and speeches aligned in the event planner. An immersive activity was given to his social-political campaigns, public morality, constructive programs, open-ended and significant history of Gandhiji.

- Video Play App in a Train

Bapu's life in various stages of his excursion is addressed using a high-end video play app technique. Key activities are displayed using supreme ways of interaction. An engrossing experience of seeing mahatma traveling through places teach people a lot about his ideology, his public realm and a remarkable life experience.

- Video Play App on a Hut

Mahatma Gandhi was a learned person who visited various countries to come back and bring a rightful change in India. On his return to Sabarmati Ashram, he explained people about the importance of sanitation and hygiene. He himself participated in cleaning the roads to promote cleanliness amongst the masses. Same idea is today followed by the Prime Minister of India 'Narendra Modi' to make India a 'Swachh Bharat'. The video play on the touch wall urged the students to follow the idea of "Clean Village Healthy Village Healthy India".

- RFID Card Placement

Gandhiji guided the nation towards independence. When he returned to India from South Africa, started various peaceful protests and tried to bring harmony in the country. His 4 major movements for making India a better country can be read by using RFID cards once by putting them over a supporting panel, information run on the attached screen.

- Letters of Mahatma Gandhi

A letter by Mahatma Gandhi wrote to Annie Besant, 1924 is displayed at the exhibition. It is a letter from the time when he agreed to unite all the parties for the freedom struggle.

- South Africa Map

Mahatma Gandhi arrived in South Africa on a contract as a lawyer of an Indian firm. Soon he realized the inhuman racial discrimination being met out to Indian diaspora. He took up the cause. Gandhi wrote petitions, organized Indians and manufactured public opinion to secure the rights of Indians. A map of South Africa is displayed to read all the related information.

- Assam Map

Gandhiji had paid four visits to Assam. His first visit took place in the year 1921, second visit in 1926, third in 1934 and the fourth and the last one in the year 1946. These four visits by Gandhiji to Assam were in the nature of destiny provided new link to cement the emotional bonds between Assam and the people of rest of India. All information about these visits is illustrated in the Assam map.

- Digital Panels

Digitally interactive panels carrying important archival information regarding all sort of interaction happened between Mahatma Gandhi and the Freedom Fighters can be read here.

- AR Selfie and Social Media

It is the most playful installation executed to attract visitors, for clicking selfie and then uploading it on social media tagging the event.

- Interactive Quiz on Mahatma Gandhi:

Check your knowledge by answering to questions about Mahatma Gandhi. It is an interactive installation offering a fun activity.

- Stage Performances

Visitors got a chance to delve in the delights of cultural functions, stage performances, skits and speeches aligned in the event planner. An immersive activity was given to his social-political campaigns, public morality, constructive programs, open-ended and significant history of Gandhiji.

Technical Installments

A variety of highlights from Bapu's struggle for freedom were staged at the exhibition with great pomp and shows. The exhibition was designed using multiple multimedia technologies - ranging from AR/VR systems, LCD touch displays, projection mapping interactive wall displays, rotoscope interactive displays, bioscope movies, state-of-the-art design installations, to motion-sensing augmented reality games for spreading the need of cleanliness and teachings of Mahatma Gandhi's philosophy through real-life situations.

Impact and Learnings

Besides this, there were stage shows showcasing the talents of school children and performances. This was a part of Behavioral Change Communication strategy to engage citizens for the cause of clean India movement.

