

Multimedia Exhibition on the Life and Philosophy of Mahatma Gandhi, Cuttack

Overview from the Multimedia Exhibition in Cuttack

The multimedia exhibition at Cuttack, India based on life and philosophy of Mahatma Gandhi embarked a new wave of hope to protect the nature of our nation. The exhibition was displayed with multiple digital multimedia and latest technologies celebrating Gandhiji's 150th birth anniversary. The entire set up covered 3000 square feet of the Ravenshaw University from October 21 to 25.

Client: Ministry of Information & Broadcasting,

Start Date: 21st October, 2019

End Date: 25th October, 2019

Location: Ravenshaw University, College Square, near Railway Station, Cuttack, Odisha 753003

Area: 3000 square feet

Objective of the Exhibition

At the exhibition, a huge awareness rally on Swachh Bharat, Green India and boycott of single-use plastics was held to arouse the students about lurking use of plastic in each nook & corner of our country. A road rally was later joined by all groups of people marking a Jan Andolan to banish people's exposure to plastic use, spreading a clear message of "Say No to Plastic". Students of Achilles Public School, cadets of NCC, and many other schools and colleges wholeheartedly participated in this cause. By welcoming more than a 1000 visitors every day, basic aim of the Ministry behind running this exhibition was to educate children, women, and society.

Design and Project Details

The design of the exhibition is laid in a way to talk about the intrinsic role of Bapu in attaining India's freedom. To highlight these contents, a mix of digital and conventional tools of communication copiously put the entire exhibition to action. A combination of interesting workshops, seminars and cultural programs staged along with "Swachhta Hi Sewa" campaign.

Brief about Different Installations

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

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 Quotes 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.

- 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.

- 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.

- Digital Bioscope Satyagrah to Swach Movement

Mahatma Gandhi was a firm believer of the truth. He believed that many problems can be solved by speaking the truth. He started 'Satyagraha' and a different ray of amusement spread in the country. Reviving the same old feeling, enchanting videos are run inside the digital bioscope to educate people about Satyagrah movement till Swachhagrah explaining Gandhiji's motive behind running them.

- Interactive Touch Wall

Mahatma Gandhi was a learned person who visited various countries to come back and bring a rightful change for in India. 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".

- 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 benefit 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 – Physical 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.

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.