

## Mahatma-on-Celluloid Multimedia Digital Exhibition, IFFI 2018

### Overview of the Bapu's Life and Ideologies

The National Film Archives (NFAI) of India in collaboration with the Bureau of Outreach and Communication, had to organized a multi-media digital exhibition in tribute to Mahatma Gandhi. The idea was to have an exhibition based on his life principles in an interactive way. To pay ode to Mahatma Gandhi on his 150th Birth Anniversary, a digital exhibition that displays his philosophy of truth and non-violence is showcased. Titled as 'Mahatma on Celluloid', the exhibition commissioned Tagbin to offer viewers a digital experience allowing visitors to relive the life of Mahatma. The National Film Archives of India (NFAI) in collaboration with the Bureau of Outreach and Communication held a multi-media digital exhibition as a tribute to the Mahatma, who inspired countries around the world with his philosophy of truth and non-violence (Satyagraha and Ahimsa).

### Inside of the Museum Creation and Designs

#### HALL 1

- Gaited at the entrance is a tunnel picturing backlit frames on both the wall sides and ceiling. These images picture the movements started by Bapu, and his principle teachings.

#### HALL 2

- As you walk through the passage, projection mapping is the technique been implemented to create a 3D effect on wooden squares, which outstrips pigeon (for peace) and a charkha (as an embodiment of Gandhiji).
- The entire timeline of Bapu flows through a series of stories created by Bapu. There is a camera reel pointed stagnant on a big panel of timeline. As soon as you move the reel one LED strip tends to move and flash information passing through events listed in the background. These events include important episodes of Bapu's life starting from May 1883 when he got married to Kasturba, went to South Africa in 1893 and some other important events.
- With great works of Mahatma, his spectacles also define a firm vision. Tagbin team used two big glasses inside which 11 important vows of Bapu were written with the help of an overlaid projection mapping to let his vision do the talking.
- The initiative of Swachh Bharat stroke up in the air once again. The Prime Minister 'Narendra Modi' started with a campaign in 2014 to clean India. Installation of a flipbook was done to better explain this neat and tidy concept.

#### HALL 3

- Gandhiji promoted the idea of clean India when he returned from his trip to South Africa. Bapu spread the importance of sanitation, and hygiene starting from a small town. He was a person who initiated the concept of 'Swachh Bharat' way back. A few glimpses from his initiative used and served in front of the people.

- The journey of Bapu's life made a history. Therefore, a huge touch wall is planted of 16x5 feet detailing Bapu's philosophies. There is a circular structure designed of fiber which will take you to movies inside the making of mahatma. Another silver screen showcase trailer of movies in which mahatma played an important role.
- History of Gandhi is projected in a video in the most engaging and immersive installation with a new content.

#### HALL 4

- The Mahatma's impact was evident in the movies of Phalke, Shantaram, Mehboob Khan, Raj Kapoor, Hirani etc. These films dealt with core themes of Gandhian ideology — non-violence, love and sacrifice, Hindu-Muslim unity, the rural-urban divide, rejection of crass commercialism, women's emancipation and fear of moral decay. These movies and initiatives of Gandhi are displayed in a bioscope.
- A selfie theatre is created to connect people with the idea behind making of this museum.

#### HALL 5

- A screen is structured to play movies on Mahatma Gandhi. It is projected on a big panel mounted on the wall.

#### Techniques Installed at the Event

To introduce the life and ideologies of Mahatma Gandhi, Tagbin implemented a hoard of techniques and illustrations to help visitors understand the entire concept:-

1. **Movie collage**  
Installation showing all movies on Gandhiji's life in a collage installation.
2. **Multimedia Tunnel**  
Visitors enter through a multimedia tunnel consisting of static backlit panel and dynamic screen content related to Mahatma Gandhi.
3. **Backlit Timeline**  
Timeline of Gandhiji is shown in a dynamic backlit light installation.
4. **Flipbook**  
Government initiatives were projected on the book.
5. **Spectacles video**  
Bapu's vows are showcased through his spectacles in a video
6. **Projection mapping**  
Once the visitors walk past the tunnel they see a GOS audio visual projection on frames which acts as a teaser for the event
7. **Bioscope**  
Movies and initiatives of Gandhi displayed in the bioscope.
8. **Camera Lens**  
Life history of Gandhiji is showcased which visitors can rotate as and when they require to read or view a new content.
9. **Touch Wall**

An interactive projection on the wall is done to motivate people about babu's initiative of swachh bharat.

#### 10. LED wall

An interactive session of quiz on Gandhiji's life is displayed.

### Challenges faced

#### Research

The 'Mahatma on celluloid' exhibition showcased state-of-the-art digital experience to viewers who can get inspiration from life and learnings of the father of our nation. The content used in the making of the museum is treasured from old ancient records; private papers, photographs, paintings, sketches, contemporary newspapers, clippings and journals. To plug in the emotions we have done hefty research & gathered information from old public records. At many places you will come across the proscribed literature which includes audio archives, film clippings and video tapes from the situation of that time. Colors also form an essential part of the design theme, differentiating one zone from the other and indicating mood of the zone.

#### Event Left an Emotional Appeal on the Visitors

Installed displays and games made exhibition more engaging. With a host of games including quizzes, a viewer can gather all the knowledge while being entertained at the same time. It involved a lot of audience. The overall digital exhibition was a remarkable experience in recreating life of Mahatma Gandhi through interactive technology.

#### From Experts Desk

"It is a very interactive exhibition. This exhibition has been taken around the entire country earlier but now we have brought it here in Goa," said Rajyavardhan Singh Rathore, Member of Parliament, Lok Sabha.

Client: Bureau of Outreach and Communication, Ministry of Information & Broadcasting, Government of India

Project: Mahatma on Celluloid

Venue: Kala Academy in Campal-Panaji