

Museum on 70yrs of J&K Saga - National Archives Museum

Events and exhibitions are organised on a daily basis around the world and it is only once in a blue moon that you organise an event that cannot be measured on a scale or defined in words. Tagbin got one such opportunity to provide experiential solutions and to take care of the technological deliverables for the Digital Exhibition of National Archives of India (NAI).

Client: Ministry of Culture

Location: Janpath, New Delhi

Project Start Date: 30th Oct, 2017

Project End Date: 20th Feb, 2018

Area: 15,000 sq. ft.

Video: https://youtu.be/FdHchnOOL_I

We Allowed Viewers to Witness the Original

National Archives of India, which is an attached wing of the Ministry of Culture, is the biggest repository of archival material in South-Asia. The exhibition was organised in a section of the National Archives Museum which was inaugurated by Mahesh Sharma, the Minister of Culture and Tourism and Civil Aviation in January 2018. It is home to documents of historical importance. The motive of the Government behind digital exhibition was to display historical journey of Jammu & Kashmir completing 70 years' accession to India. Keeping in mind the same, Tagbin installed the finest experiential tools which allowed viewers to witness items like original documents, maps, archival letters, photographs and videos pertaining to the Kashmir conflict.

Behind the Scenes: Tagbin Efforts

Tagbin decided to set-up 25 installations at slotted spaces. These experiential tools assisted in displaying actual purpose behind NAI's digital exhibition. Keeping in mind sequence of the events, various installations are mounted in a chronological order. With each depicting a storyline, these displays are expanded into 8 Halls.

HALL 1.

- Latest technology imbibed a thought provoking experience for visitors. Starting with a mesmerising 200 feet LED pillar, picturing the entire exhibition in a nutshell. It gives a glimpse of stories secretly falling into a sequence of incidents that took place. The pillar stages Kashmir's story unfold.
- Moving ahead with the map of India which substantially changed in 1947. Various areas of India's independence movement, highlights princely states and British provinces.

- Come across archival documentation from times of struggle which includes; the treaty of Lahore and the treaty of Amritsar – to clearly give viewers an understanding of how Kashmir went out to be during the British raj.
- Find an interactive wall talking about Kashmir's perspective- its history, geography, demographics and geo-political importance. Truly adding a magical element to content available both in Hindi and English. The visitors can tap on any topic to know more.
- Next, there are archival maps from as early as 800. These maps are huge with ample information to read. Addressing this challenge, Tagbin created a touch screen map application, which will help you find locations and bring information from any part on the map. Also, a talking robot is placed to offer interaction.
- This whole concept is designed to educate the youth. There are books based on assassination of Kashmir. But due to their fragile nature, these books are kept under the surveillance of technology and you can easily read them through by clicking on the touch panels. The user can flip through them digitally & can view multiple books in succession.

HALL 2

- It starts with a bilingual digital library. Where you can browse the books on screen and read each chapter in English and Hindi, supported with expressive images. The design is attractive and realistic giving the user a real feel of reading from a book.
- On an 8 feet tall vintage TV a documentary is displayed in the hall. This is made possible using a rejection technology along with a mechanism to switch languages and restart it transporting visitors to 1947.
- Find different graphics on the walls. Each given an immersive feel. To mark certain important events a calendar shaped graphic is made, highlighting crucial dates of the events.

HALL3

- It takes a viewer to the turbulent time in Jammu and Kashmir, when the Pakistani Asia invaded in by force. This invasion caused the state to suffer in raid, loot, assassin and bloodshed. Keeping in mind the impact of the event a broken wall interaction is designed illustrating the destruction that took place. And small documentaries are projected in between spaces.
- The Hall also pays tribute to the martyrs of the Kashmir saviour. Those who laid down their lives fighting for the state.

HALL 4

- Shows the rare footage of Indian army taking a stand to settle the fuel. This video illustrates the beginning of indo-pak war.
- On other walls is displayed a panel listing information about war operations. It illustrates the fighting spirit of the soldiers and the tools used.

- Other walls showcase actual letters and instruments of accession like important papers, further adding to the rustic feel of the exhibition.

HALL 5

- During the work of this project the company worked closely with the Indian army and the ministry of external affairs. For the researched and copyright of all the content displayed in the screen of operation Kashmir is projected with a tablet based documentary.
- Panels are displayed from Indian Army and Air-force. A 3 D installation of all numbers, many artistic elements have been combined with technology.
- A huge 3D wall collage with popping images in the centre is created to showcase war time pictures from 1947 to 1948.

HALL 6

- This hall situates the post war situation in Kashmir. Staring with the arrival footage of Nehru to Kashmir in 1948.
- Another wall displays the cease-fire line map in a 3D graphic using LED lights.
- One whole wall of newspapers collage shows how the conflict of Kashmir was projected all over the globe.
- Dr. Shyama Prasad Mukherjee played a significant role in fight for abolition of article 370 of the constitution. A single wall is designed bombarding his quotes on Kashmir.
- A Rotoscope is implemented in a moving linear line. It is projected to highlight the events on the touch screen from the timeline behind it.

HALL 7

- A new and innovative touch screen transparent box is used to display an archival photo album of Indian Army. It avoid people from touching the real album thereby giving a more realistic feel.

HALL 8

- It is the last hall which is designed in the alley of the museum. It talks about the lives of the fighters who fought during the war time. Here you will witness stories of heroism and vandalism and sacrifice of our armed forces.

Main Tools Incorporated to Make Exhibition a Memorable Event:

Interactive vintage tv

In order to highlight chronological events that took place after partition, an 8 feet Interactive Vintage TV was set-up at the venue. A bilingual time lapse documentary of rare photographs and footage was created to give visitors an immersive experience to visitors. The huge Vintage TV set-up was installed with the help of special projection technology along with special mechanisms to switch languages and read out the documentary. This set-up proved to be a huge-hit with the audience as this Vintage TV's look made them nostalgic.

Touch screen transparent box

A Transparent Touch Screen Box was setup at the venue with an intention to display a photo album of Indian Army. Since it was an old and a fragile item, it had to be displayed very carefully. Focusing on the same, Tagbin decided to place the album in a transparent box and showed the album with the help of a touch screen placed right above it. People could swipe digital pages and look at the old photos from the war.

Interactive touch wall

Interactive Touch Wall is the hottest experiential solution in events as it allows your audience to view the entire range of products, ideas, and information in an interactive and engaging manner. Now, an interactive touch wall was set-up with an intention to understand the Jammu & Kashmir conflict. Its history, demographic and geography were explained with audio and visuals. A digital flipbook was also embedded in the wall to exhibit history. The content was viewable in both English and Hindi. Interactive Touch Wall is the best tool for brands or organisations if they want to share information with their audience.

Interactive projection

Moving ahead, Interactive Projection Wall and Interactive Touch Wall always do wonders at events and keeping in mind the same, Tagbin installed the former to display a map of India before and after independence. It highlighted princely states and British provinces prior to partition. The colourful projection wall gave people an exact idea of the scenario as it was interactive, engaging and entertaining.

Touch screen application

Touch Screen Application is another experiential tool perfect for a museum as it can share information, videos and photos. Touch Screens are also a hit among people as they love interacting on a personal level. The Touch Screen Application installed at NAI helped people get up and personal with old maps. They could touch, scroll, zoom-in/out along with searching key locations.

Archival book display

In order to show a few books authored in 1947 specifically concerned with Jammu and Kashmir, Tagbin specially curated a solution called Archival Book Display. NAI wanted to people to go through the books and know about them however, the books were fragile as they were really old. Tagbin decided to place the books in a transparent glass case along with providing a button on the side. The moment someone touched the button, the content of the book came alive on the big screen placed next to it. Hence, this is how we kept the books safe and also made content available to public.

Other Techniques used in the Museum

Other experiential tools that made Digital Exhibition of National Archives of India a memorable one were Rotoscope, Flipbooks, LED Pillar, i-Robot, Bilingual Digital Library, Digital Graphics, Tablet LED and others.

Learnings from the Event

It was truly an honour to serve National Archives of India. The event was well received by the respected dignitaries. We were able to showcase the history and the entire journey with the help of our tech solutions. Tagbin also received a huge appreciation from the Ministry for spectacularly exhibiting the event.