

IFFI 50 Digital Exhibition

Panaji, Goa

About its forming: a closer overview

The Regional Outreach Bureau (Maharashtra and Goa region) under the Bureau of Outreach and Communication in association with the National Film Archive of India, the media units of the Ministry of Information and Broadcasting, Government of India, organized an interactive digital multimedia exhibition, IFFI@50. The exhibition traces the journey of International Film Festival of India from 1952 to its 50th edition in 2019, and its contribution to the Indian film industry. The visitors embarked this journey through various interactive & hi-tech installations.

It is a modern-day interactive digital exhibition designed and executed by Tagbin – Experiential Innovators. The exhibition covered a total of 20,000 sq. ft. of the space at Darya Sangam near Kala Academy, Panaji Goa. Merriments of the exhibition continued for 8 days from 21st November till 28th November 2019. Its inauguration was graced by the chief guest Amit Khare, Secretary, Ministry of Information & Broadcasting, Government of India.

Client: Ministry of Information and Broadcasting

Location: Darya Sangam near Kala Academy, Panaji Goa

Project Start Date: 5-11-2019

Project End Date: 28-11-2019

Experience Zone Opening Date: 21-11-2019

Experience Zone Closing Date: 28-11-2019

Type: Temporary Multimedia Digital Experience Zone

Area: 20,000 sq. ft.

Video Link: <https://youtu.be/bRwGv0JDBIQ>



Main concept behind its making

This exhibition traced complete journey of IFFI started way back since 1952. It laid a joyous footing to celebrate success of the filmmaking industry. Its main objective was to offer an immersive experience to dignified international and domestic film historians, media and public figures plus students of all age groups.

Major highlights embracing the exhibition were designated to glorify 50 successful years of IFFI. It is the first and biggest film festival celebrated in Asia. At the event, the success of cinema is celebrated screening some popular films from across the globe. IFFI is therefore one huge platform for new filmmakers, enthusiasts and potential cinematographers.

This year in 2019 the number of participants quadrupled with 1000 entries from over 100 countries.

Major Attractions of the Exhibition



■ Backlit Pyramids

Every single cube of the pyramid honors each edition of the International Film Festival of India. Technology permeated in this installation are backlit boxes, flashing relevant pictures and logos from different International Film Festivals of India till now.



■ Grand Entry

Famous festival of film making presented an immersive LED entrance by giving a shape to breathtaking exteriors. Visitors got greeted by a glowing welcome followed by information on IFFI 2019.



■ Peacock Hologram

An admiration is paid to the awardees of the Dadasaheb Phalke Award and the Golden Lotus Award. In the effigy of digital hologram stands great personalities from the world cinema, gracing the entry for visitors.



■ Zoetrope

Zoetrope is the center of attraction honoring countries of focus-IFFI. Its elegant and smooth performance remains unmatched. It is theoretically a cylindrical structure that creates motion with a rapid sequence of static images. This modern and slit cut installation is the showstopper of the exhibition, creating an illusion of film videos altogether.



■ Facade

Revel in the joys of 50 years of IFFI. The motto of IFFI "Vasudhaiva Kutumbakam" which states 'world is one family' truly speaks of itself in this installation. Projection on the façade display clips of famous movies from across the world. And brought people close to cinema.



■ 360 Degree-Selfie Camera

For the first time in history, zoetrope is clubbed with an installation of 360 degree-selfie camera. Enter the zoetrope, stand in the center, make an action and get captured on ring cameras stay-put above its surface. All camera shots compiled into one gives a 'Studio Bullet Time 360 ° version'. Choose your own theme of GIF to enjoy this game.

■ Digital interaction (LED Walls)

The Arrival of Cinema

How did filmmaking start? What inventions led to the art of filmmaking? Starting with these two basic queries, this installation takes you to the adventures of the first motion pictures, the role of the Lumière brothers and of George Méliès.

Indian Cinema, 1913-1952

This installation gives a quick glimpse of the contributions of Dada Saheb Phalke, the father of Indian cinema. We continue to see selective clips of the movies by him and then to some of the highlights of Indian cinema till 1952.

Indian Cinema, Post 1950s-2019

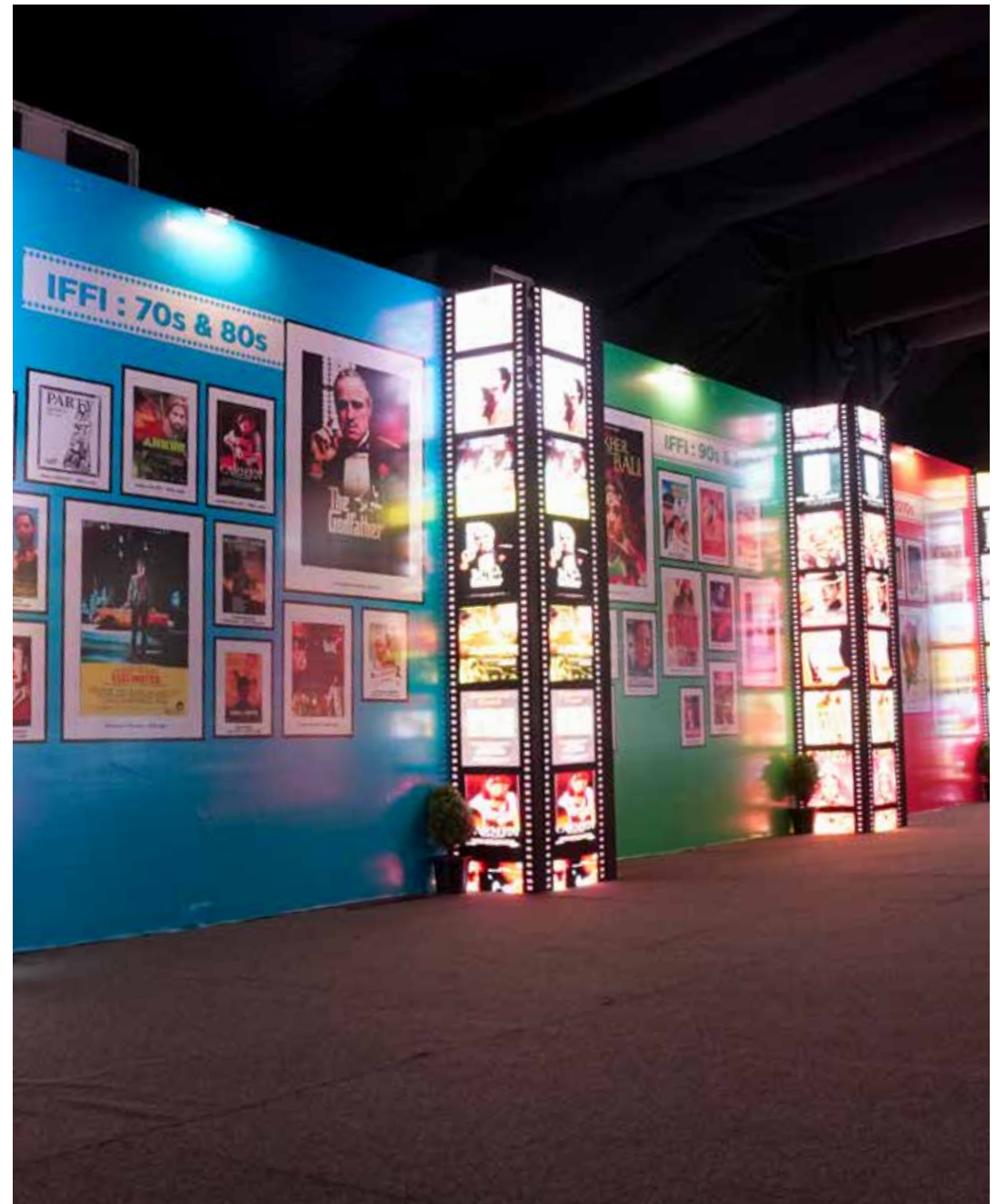
Poster! Posters! Posters! This set of installation takes us on a nostalgic visual journey of the Indian cinema grouped decade-wise till 2019.

50 Editions of IFFI

IFFI is celebrating its 50th Edition in 2019. It has been playing a very important role in bringing cinemas of the world to India and introducing Indian cinemas to others. In this section, we are treated to posters and other glimpses of IFFI in its 50 editions.

IFFI: A Pictorial History

We continue our journey of 50 editions of IFFI through a collage of photographs. Many eminent people from the film industry and different generations of participants have been witness to this journey. Let's take a trip down memory lane.





■ Interactive digital rack

Showcasing International Film Festival of India in Press. What' in? What's the scoop? Which films are being screened? In this section, you are invited to discover the press coverage on IFFI through the years.



■ Touchscreen

Informing the audience about Government Initiatives. From its inception in 1952, IFFI has received government support in different ways. In this installation, we take a look at some of the ways in which Indian government has extended this support to IFFI and Indian film industry.



■ Digital standees

The Golden Peacock and Silver Peacock Awards are the two main category of awards by IFFI. In this exhibit, we see the awardees through the years in format of digital standees.

■ LED screen

Documentaries and short films

Documentaries and short films are two very important parts of the film industry. In this installation clips, photos and posters of some of the documentaries and short films screened at IFFI over the years are showcased.

Konkani Films

Goa, the land of sun, sand and stunning visuals, is also the heartland of Konkani Cinema. Since 2004, Goa has been the permanent location for the IFFI. The installation here focuses on some of the most celebrated Konkani films.

Fans and Critics

What is an art without its critics and fans! Let's look at a small collection of bytes on IFFI.





■ Projection and touch kiosk

It is the right time to see Mahatma on Celluloid. Gandhi may not have liked cinema but his message and his life have been inspirations for many movies. In this installation, we glimpse a selection of movies inspired by his life.



■ Multiple LEDs

What's on at IFFI 2019? In this installation, you can have a quick look at the program of IFFI 2019.



■ A.I Bollywood Game

Time to pitch yourself against Alexa in this quiz on Bollywood. In this installation you can have a quick question-answer session with your interesting host Alexa. This swift to play game simply helped participants revise interesting facts about the cinema.



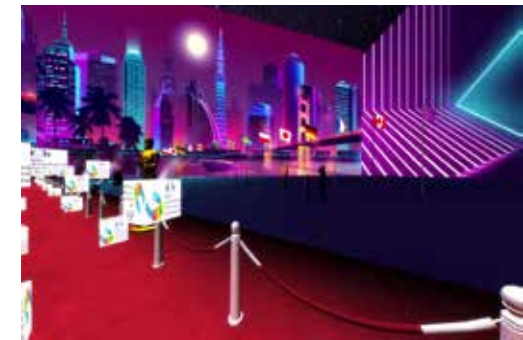
■ Immersive Room

By tapping into our senses of sight, hearing and sensations, Down the Memory Lane invites you to immerse in the history of IFFI and witness execution of Projection mapping in the immersive room.



■ Augmented Reality Experience

Visitors were able to experience how special effects are blended in the movies. This Mega AR Installation allowed them to take picture with special effects added in augmented reality.



■ Virtual Reality Red Carpet

Who says we can't be superstars! Walk down the red carpet and get your photo shoot. An attractively designed VR red carpet ramped up in welcome of the visitors giving them a real life feel.

Behind the scenes from teamwork:

It only took a little span of 15 days to plan and execute this big an exhibition. Being through different stages of a project timeline include: R&D, content development & curation, infrastructure management, mega/small installations sample & testing, mega/small installation execution, technology integration, fabrication and production. One key factor which made all of this possible is a strong working management. Especially tasked managers are assigned to monitor quality and timely delivery of task at different levels.



Bulletin of Risk Management:

All mega installations were one of the first in India, so to ensure fail safe measures we made smaller models of the installations for testing before actual execution, which ensure zero friction and zero iteration during final execution. We have a team of special professionals well-versed at what they do. Four special teams - the research & content team, designing team, engineers & fabrication team and the main execution team are superheroes of getting the work done on time.

Risk is unpredictable in nature. It could be man-made or climatic. Our team is always packed in prior to deal with possible risk occurrences. We make sure implementing the correct techniques to detect and fix any unexpected calamity change.



Backup Equipment for all Installations:

We keep extra backup of the equipment at work so that we can rebuild it each time when it's needed to be prepared.

Monitoring Health of all Systems:

Entire system is on network with an IT control room, monitoring everything from health of all equipment to its critical levels.

Ensuring zero downtime (Tier 2 IT Hub):

This was used for easy switching of systems and equipment on failure.

Impact and result of the exhibition

This IFFI50 exhibition was the first of its kind to grab attention of many. High-end multimedia techniques and digital installation created a buzz on all media channels & social media platforms. Even reckoned newspapers such as Times of India, BW BusinessWorld and others gave readers' a walkthrough of an ever-immersive digital exhibition.



Feedback from Eminent personalities

"I just went through the entire multimedia experience at 50th IFFI golden jubilee celebration. It is one of the best experiences I have had in this particular event. And hats off to the entire team. Congratulations to the organizers of IFFI to put up such a brilliant show over here and best of luck for all your future endeavors. And ... How is the JOSH!"

Aditya Dhar, *Director of the movie – Uri-the surgical strike*

Phenomenal, breathtaking, great cinematic experience, loved it.

Anil Kapoor, *Indian Actor*

Congratulations Prakash Ji, director of NFIA and his team for this brilliant presentation of the IFFI 50. With such amazing concept and execution to correct the younger generation of cinema students and every Indian.

Subhash Ghai, *Indian Filmmaker*

An amazing travel to the history of Indian Cinema was an emotional experience. GREAT JOB!!

I think this kind of a presentation, I think is more about the research and there's a lot of understanding about from where we started and where we have reached. And what was the yesterday and what is today that makes us tomorrow. I think this is the best experience for people to get inspired and go ahead with cinema. And I was pretty shocked that I got touched emotionally while walking through the whole thing. In a small time, in a little bit of time, I could understand from where the growth of cinema has happened in this country. THANK YOU!

Priyadarshan, *Indian Film Director*

This has been a wonderful exhibition documenting not only the journey of IFFI but also documenting the journey of Indian Cinema from the last 100 years. Some of the best films which has been showcased at IFFI are here. And now with this exhibition we are able to reach out to the younger generation. It is a very different digital experience for the children to understand Indian Cinema. And I hope to see more of these exhibitions across the country to make us more proud of the chemistry that has headed Indian Cinema. Thankyou.

Smita Vats Sharma, *DG - Film Division of India*

I can see the input of hard work, dedication and imagination. And they have exhibited it in a very simplest and artistic way that everybody can understand. By going all through this history is a boost kind of an energy, a push towards cinema more. It demands you to make more movies. And thanks to everyone and people who are associated with it. It's a great work, amazing!!

Ram, *Tamil Filmmaker*

My heartiest congratulations to BOC and NFAI for making this extremely informative exhibition on Indian Cinema & 'history of Reel' connected IFFI & filmdom so very exciting by REAL – it was, colorful even when shown in black and white. BEST WISHES!

Shri Babul Supriyo, *Union Minister of State for Environment, Forest & Climate Change*

I am actually stunned. Because it is very nice to see an initiative like this. You know I have known national film archives for many years now and one always know that this one rusty old place where scholars go rummaging through all the information. And when it is available on the finger tips, it is absolutely superb.

Suhasini Mulay, *Veteran Actress*



