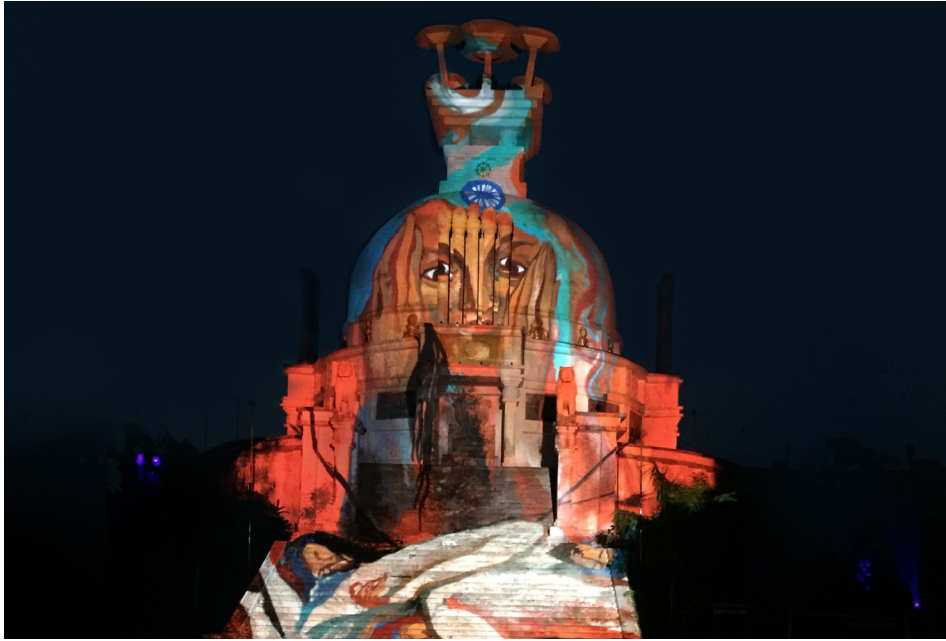


# Dhauri Shanti Stupa

## Case Study



▲ Christie projectors light-up the Dhauri Peace Pagoda in India.

## Christie helps make history come alive at Dhauri Peace Pagoda

There are many monuments all over the world, dedicated to war heroes, veterans and those who died in war efforts. However, no war throughout India's history can match in intensity or in results as the ancient Kalinga War.

At the end of River Daya in Odisha, India, one can make out the outline of a pagoda standing atop a hill not too far away. Many know the significance of the Dhauri Shanti Stupa pagoda, which is a symbol of peace in war-free periods. However, many do not know the reason it was built. The bloodshed of the Kalinga War (circa 261 BC) prompted Mauryan King Ashoka to adopt Buddhism and devote his life to non-violence. King Ashoka ensured that Dhauri became

the center of Buddhist activities.

This dignified monument of peace became the canvas of a projection mapping show in August 2015. The Indian Tourism Development Corporation commissioned Tricolor India Schauspiel to bring this rich history to life.

Himanshu Sabharwal, Creative Director of Tricolor India Schauspiel, said, "Dhauri Shanti Stupa is a sentimental and important monument in the city of Bhubaneswar and the story of the great king Ashoka is a legend since the third century BC. This is a very important project for Tricolor and we want this monument to be able to edify the many visitors that arrive."

### Customer:

Indian Tourism Development Corporation

### Location:

Bhubaneswar, India

### Industry/Market:

Projection mapping/Tourism

### Partners:

Tricolor India Schauspiel

### Requirements:

- High brightness and high resolution images
- Reliable 24/7 operation

### Summary:

Christie technologies have enabled history to come alive on the dome of the magnificent Dhauri Peace Pagoda. Four Christie Roadster S+22K-J 3DLP projectors were used to project a captivating light show depicting the ancient Kalinga War and subsequent conversion of Mauryan King Ashoka to Buddhism.

### Products:

- Christie Roadster S+22K-J

### Results:

A permanent projection mapping installation using Christie projectors, the light show at the Dhauri Peace Pagoda is a first for Christie in the state of Odisha, India.



▲ The projection mapping covers a surface area measuring about 700 square meters

In order to make the magnificent Dhauhi Peace Pagoda come to life through a captivating light show depicting the Kalinga War and subsequent conversion of King Ashoka to Buddhism, Sabharwal chose the Christie Roadster S+22K-J 3DLP® projectors.

Bright and beautiful visuals recounting the great battle – and consequent transformation of King Ashoka into a peace-loving ruler who served his subjects well – were shown using four Christie Roadster S+22K-J projectors. They offer more lumens per watt to provide the best natural color accuracy and image quality. The projector also couples the benefits of xenon illumination – for the most natural color accuracy and stability – with the next level of technology, performance and flexibility.

The content for the show was visualized by Himanshu Sabharwal and created by experts from The Projection Studio in the United Kingdom, in partnership with Tricolor India Schauspiel. This was complemented by enchanting live-painted visuals by famous Edinburgh-based Russian artist, Maria Rud, and music composed by musical group Indian Ocean.

Making use of advanced Christie technologies, Tricolor India Schauspiel was able to project a series of paintings depicting the

story onto the pagoda. The projection mapping showed an artist painting every crucial point in the story, from the battle scenes, to the victory and even to the change in King Ashoka after the battle. This made the audience feel as though the story was painted in front of their very eyes.

It was truly engaging, making the audience relive the history of the battle. The image of blood flowing was projected vividly along the steps leading up to the pagoda, showing the extreme violence. King Ashoka's band of horses that charged ahead was also displayed vividly. The image of Buddha shone brightly against the white pagoda, signifying King Ashoka's change of heart and conversion to Buddhism.

This creative idea made it stand out from the other projects Tricolor India Schauspiel had done, introducing another feather in Tricolor's cap of designing and installing capabilities.

However, this was not without its own unique set of challenges. The Dhauhi Shanti Stupa pagoda, with its intricate architecture, was a challenge when it came to installation. In addition to that, the area in front of the monument was not large enough for a large-scale projection mapping.





▲ The façade of Dhauli Peace Pagoda in the day



▲ Christie Roadster S+22K-J projector

The Tricolor India Schauspiel team managed to overcome these challenges by installing the projectors in custom-built towers in front of the monument. They were stacked on top of each other and visuals were projected onto a surface area measuring about 700 square meters. The customized towers were also equipped

with hydraulic pan-and-tilt capabilities so that the projectors installed inside can be positioned and calibrated accurately.

Sabharwal commented, "It took us six whole months to implement this show from start to finish. Looking at the installation and the results makes me very,

very proud of my team and the Christie India team who worked on this."

Lin Yu, vice president, Christie Asia Pacific was very pleased with this result. "I applaud Himanshu and his team for their creativity and innovation in utilizing a live painting concept to tell the inspiring story of King Ashoka. We're also delighted that the Christie Roadster J Series projectors installed have provided the best visual experience for the audience."

With the monument, temples, and various other efforts, what King Ashoka wanted was to build an environment where Buddhism flourished and for peaceful times to come. With this beautiful projection mapping show, audiences were able to experience and understand the true meaning of what Dhauli Shanti Stupa really stood for.

### Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.

#### Corporate offices

Christie Digital Systems USA, Inc.  
Cypress  
ph: 714 236 8610  
Christie Digital Systems Canada Inc.  
Kitchener  
ph: 519 744 8005

#### Worldwide offices

Australia  
ph: +61 (0) 7 3624 4888  
Brazil  
ph: +55 (11) 2548 4753  
China (Beijing)  
ph: +86 10 6561 0240  
China (Shanghai)  
ph: +86 21 6278 7708  
France  
ph: +33 (0) 1 41 21 44 04

Germany  
ph: +49 2161 664540  
India  
ph: +91 (080) 6708 9999  
Japan (Tokyo)  
ph: 81 3 3599 7481  
Korea (Seoul)  
ph: +82 2 702 1601  
Mexico  
ph: +52 55-4744-1790

Republic of South Africa  
ph: +27 (0) 11 510 0094  
Russian Federation  
and Eastern Europe  
ph: +36 (0) 1 47 48 100  
Singapore  
ph: +65 6877 8737  
Spain  
ph: +34 91 633 9990  
United Arab Emirates  
ph: +971 4 3206688

United Kingdom  
ph: +44 (0) 118 977 8000  
United States (Arizona)  
ph: 602 943 5700  
United States (New York)  
ph: 646 779 2014

#### Independent sales consultant offices

Italy  
ph: +39 (0) 2 9902 1161



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