

# Dharti Aaba

## Case Study



▲ Christie Roadster S+22K-J 3DLP projectors were deployed due to their high brightness and ruggedness.

## Christie projectors light up Kanke Dam to honor one of India's most respected folk heroes

Anyone who has studied India's history will certainly be familiar with Birsa Munda, one of the country's most honored folk heroes. Munda spearheaded an Indian tribal indigenous religious millenarian movement that rose against the British colonial system in the tribal belt of modern-day Bihar and Jharkhand during the late 19th century, thereby making him an important figure in the history of the Indian independence movement. His achievements were even more remarkable for having been accomplished before his death at the age of 25.

Munda grew up in tribal areas and studied in a school run by German missionaries. It was there where he was transformed into a fighter for tribal rights. By the time he was in

his twenties, his activities in the tribal areas had already begun to worry the British establishment to a considerable extent. With the support of local tribes, Munda staged a series of revolts and uprisings against the colonial regime to demand the upholding of traditional rights of the tribes. However, he was eventually arrested by the British and died soon afterwards under mysterious circumstances in Ranchi Jail.

Today, Munda's portrait hangs in the Central Hall of Indian Parliament. He is the only Indian tribal leader to have been given this honor. His birth anniversary, which falls on November 15, is the foundation day of Jharkhand State. There are also a number of organizations and structures named after him, notably Birsa Munda Airport Ranchi, Birsa Institute of Technology

### Customer:

Indian Tourism Development Corporation

### Location:

Jharkhand, India

### Industry/Market:

- Projection mapping
- Tourism

### Partners:

Tricolor India Schauspiel

### Requirements:

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

### Summary:

A "son et lumière" commissioned to honor Indian folk hero Birsa Munda in his home state of Jharkhand has been made possible using Christie Roadster S+22K-J 3DLP projectors. The projectors are housed in a custom cabin constructed by Tricolor India Schauspiel to deliver the best visuals on the face of a hill overlooking the scenic Kanke Dam.

### Products:

- Christie Roadster S+22K-J (4)

### Results:

The "Dharti Aaba" light and sound show not only entertains locals and visitors to Jharkhand, but also helps them to understand more about the life of Birsa Munda. Christie's visual technology used for this show produced bright and mesmerizing visuals that helped to transport viewers to the time of "Ulgulan".



▲ The visuals projected measured 60 meters in length and 25 meters in height.

Sindri, Birsa Munda Vanvasi Chattravas, Kanpur and Birsa Agricultural University.

In an effort to relate the story of Birsa Munda to more locals and foreign visitors, as well as to promote the rich history and culture of the folk hero's home state of Jharkhand, the State Tourism Department and Indian Tourism Development Corporation (ITDC) decided to commission a "son et lumière", or a light and sound show. A hillside overlooking the beautiful Kanke Dam near Rock Garden park in Jharkhand's Ranchi district was eventually selected as the venue, with Christie's valued partner, Tricolor India Schauspiel, given the important task of producing the show after winning the ITDC tender to do so.

Tricolor India Schauspiel is no stranger to large-scale events, having planned and executed a number of outstanding shows across India, including Dhauli Shanti Stupa in Bhubaneswar, and Guru Tegh Bahadur Memorial Park in Delhi. Even then, the job of creating a light and sound show that recounted the exploits of Munda and how he fought valiantly against the British colonizers to attain freedom had to be carefully planned.

"It took us six months to conceptualize, plan and execute the project from start to finish. We had to make sure that all aspects that make up this light and sound show, from the contents to visuals, audio and equipment used, had to be carefully taken into consideration," said Himanshu Sabharwal, Creative Director, Tricolor India Schauspiel. "Furthermore, this is a show about one of India's most famous and respected national heroes, so we had to take extra care to ensure that everything is perfect."

The 40-minute projection mapping show, titled "Dharti Aaba", which means "father of the earth" in Hindi as a tribute to



▲ The 40-minute projection mapping show is presented in English and Hindi.

Munda, was visualized by Sabharwal with Indian film celebrities Om Puri and Kabir Bedi providing the voiceovers in Hindi and English respectively. The background score was composed by Indian Ocean, the band famous for producing alternative, earthy music.

In terms of visuals, Sabharwal turned to Christie® technologies to transform the rocky hillside of Kanke Dam into a canvas for this fascinating light show. "We have always wanted to use Christie projectors to deliver the visuals for this show, and eventually decided to deploy the Christie Roadster S+22K-J 3DLP® projectors because of their unmatched brightness and robustness for such an outdoor install," he explained.



▲ The show site during the day.

Ideal for large venues and live events, the Roadster S+22K-J has a brightness of 22,000 center lumens, offers superior performance, high brightness and crisp, clear images and more lumens per watt in the smallest chassis in its class. This series of Christie projectors also couples the benefits of Xenon illumination – for the most natural color accuracy and stability – with the next level of technology, performance and flexibility.

Rich and vibrant visuals depicting significant stages of Munda’s life, projected onto the rocky face of a hill overlooking the scenic dam, had been made possible with four Roadster S+22K-J projectors. Installed in a specially-built control cabin situated about 100 meters away from the projected surface, the projectors were rigged in portrait mode with the visuals

measuring 60 meters long and 25 meters high – almost the size of a football field – which can be fully enjoyed by hundreds of spectators at each session.

Sabharwal noted that the biggest challenge encountered was to map the hill’s uneven terrain without losing light with a limited number of projectors. This was resolved by arranging and edge-blending the projectors to cover the entire hillside. Another challenge was to be in the center point while creating a housing solution for the projectors. The Tricolor India team eventually overcame this issue by constructing a custom cabin at an optimum angle to hit the hill in the right places.

“This is perhaps our first install in India on a hillside, and we have learned to play with dark surfaces by creating the

content in a particular way and also to transform a huge structure while being economical. Overall I’m pleased with the performance of the projectors and our clients are also happy with the transformation of the hillside,” said Sabharwal.

“We are delighted that our partner Tricolor India Schauspiel has chosen Christie visual solutions to deliver this inspiring and spectacular light show to honor Birsa Munda, who’s one of the most respected folk heroes in India,” said Lin Yu, Vice President, Christie Asia Pacific. “I applaud Himanshu and his team for their excellent conceptualization, planning and execution of the show, as well as resourcefulness in creating innovative ways to overcome the challenges faced in the deployment and setting up of the projectors, so as to provide the best visual experience for the audience.”

“Dharti Aaba” was inaugurated by Raghubar Das, the chief minister of Jharkhand, during a ceremony on June 21 attended by more than 2,000 guests. The show is the first permanent projection mapping installation using Christie projectors in the state and is presented every evening to countless guests.

#### Contact Christie

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

*All photos courtesy of Tricolor India Schauspiel*

#### 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



For the most current specification information, please visit [www.christiedigital.com](http://www.christiedigital.com)

Copyright 2016 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.’s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. App Story July 2016

**CHRISTIE®**