

# Jang-e-Azadi Show

## Case Study



## Christie projectors mesmerize audiences at Jang-e-Azadi Memorial

The Jang-e-Azadi Memorial, located in the town of Kartarpur in Punjab in Northwest India, is a monument to honor the contribution and sacrifices made by the Punjabi community in the Indian Independence Movement.

Designed by renowned architect Raj Rewal, the Jang-e-Azadi memorial covers some 25 acres and houses statues of 10 martyrs. Based on a circular enclosure which houses the focal center of the memorial, Jang-e-Azadi integrates a ceremonial path and group of galleries that commemorate the struggle and sacrifices of the Independence movement. In addition,

the complex features a convention center, auditorium, movie theatre, amphitheatre, and library and research facilities.

To bring to life the story of the freedom fighters' contribution of Punjab to India's 95-year struggle for independence, the Jang-e-Azadi facade is transformed into the canvas of a mesmerizing light and sound show conceptualized and executed by Christie's valued partner, Tricolor India Schauspiel.

Tricolor India Schauspiel already had an impressive track record in India. The company has designed and implemented

### Customer:

Jang-e-Azadi Memorial

### Partner:

Tricolor India Schauspiel

### Location:

Kartarpur, India

### Industry/Market:

- Culture and Tourism

### Requirements:

- High-brightness and high-resolution visuals

### Summary:

Located in the town of Kartarpur in Punjab, the Jang-e-Azadi Memorial is a monument and museum to honor the contribution and sacrifices made by the Punjabi community in the Indian independence movement.

### Products used:

- Christie Boxer 2K30
- Christie Link transmitter
- Christie Q Series
- Christie J Series

### Result:

Using Christie projectors, the Jang-e-Azadi facade is transformed into the canvas of a mesmerizing light and sound show. A total of 12 Christie 3DLP and 1DLP projectors comprising the Boxer 2K30, Roadster S+22K-J, and DXG1052-Q are used for this showcase, which is currently the largest permanent projection mapping installation in India.



a number of large-scale shows across the sub-continent, including the Guru Tegh Bahadur Memorial Park in Delhi, Dhauli Shanti Stupa in Bhubaneswar, and the Dharti Aaba projection mapping show at Kanke Dam in Jharkhand, all of which are powered by Christie's visual solutions.

"Our fight for independence is the defining factor in the creation of modern India," says Himanshu Sabharwal, Creative Director, Tricolor India Schauspiel.

"Having worked with Christie® solutions in our other major shows, we knew that Christie's technology would be able to create a respectful but moving and inspirational show."

After eight months of planning and four months of execution, the result of

Tricolor India Schauspiel's hard work is a mesmerizing 40-minute light and sound showcase, featuring 3D video mapping, a water screen, laser projections and more. It is currently the largest permanent projection mapping installation in India.

A total of 12 Christie projectors are used to deliver this breath-taking show, comprising eight Boxer 2K30s, a Roadster S+22K-J, and three DXG1052-Q projectors.

According to Himanshu, the 2K resolution and 30,000 lumens were an absolute essential for a site and structure of this size and complexity. The configuration chosen by Tricolor India Schauspiel reduced the numbers of units used, making it economical, without compromising on the brightness.

The Boxer Series 3DLP® projectors are renowned in the industry for their ability to combine exceptional resolution and brightness with an unmatched range of features. The Q series is the highest quality 1DLP projector in its class, and Christie's J Series 3DLP projector offers more lumens per watt to provide the best natural colour accuracy and image quality.

Tricolor faced a number of technical challenges during the installation. The most difficult task to overcome was the shape of the building. The context of the story required that the running curve of the facade be used as a projection canvas.

"The placement of the projectors and the choice of lensing to achieve the optimum effect was quite an uphill task," says Himanshu. "This show is far larger than the other projects we have undertaken in India, and we had to call on all our resources to meet the client's – and the public's – expectations."

In the end, the eight Boxer projectors were deployed on the front facade of the building and the Roadster S+22K-J was used on the huge water screen – 25 metres wide and 12 metres high. The DXG1052-Q projectors were deployed on the domes of the building.

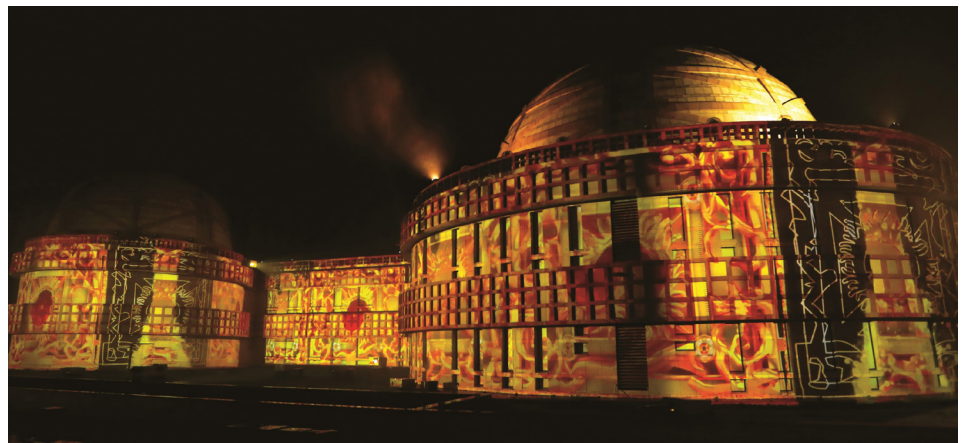




Rajesh Patkar, Deputy General Manager, Christie India, said: "This demanding project has demonstrated the exceptional ability of our valued partner, Tricolor India Schauspiel. The performance of our projectors is resulting in one of the brightest shows in India, and visitors are enthralled by the way the multi-media presentation brings history to life."

Lin Yu, Vice President, Christie Asia Pacific, added: "Our partner, Tricolor India Schauspiel, has produced a truly immersive experience at Jang-e-Azadi. It is a moving testimony to the Punjab people's struggle for independence. We have had a strong presence in India for more than 10 years, and the success of the challenging Jang-e-Azadi project gives us confidence to continue taking advantage of the growth in the Indian market."

What's next for Tricolor India?



"We are looking forward to winning more such projects," says Himanshu. "We always learn from every project we undertake – Jang-e-Azadi has taught us how to manage projection mapping on modern buildings with undulating curves."

The combination of India's growing interest in major projection mapping projects and the fascinating subjects to be drawn from

the country's wealth of history, suggest a busy future for Christie and Tricolor India Schauspiel.

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

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