

Project 2

Designing an Experience at Elephanta Caves

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M.Des 2016-17

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Motivation

Temple Restoration - During The Internship
(Chennai - Summer)

Process

- Visiting the site
- Reading
- Observing
- Ideation



Main cave entrance

About Elephanta Caves

- 5th to 8th AD
- Konkan Mauryas, Badami Chalukyas, Kalachuris, Rashtrakutas, Gujrat Sultanate, Portuguese, British
- Archaeological Survey Of India
- Unesco World Heritage Site (1987)



Current Experiences

Boat (Ferry) Ride From
Gateway Of India To Elephanta Island



Current Experiences

Toy Train
Souvenir Shops





Current Experiences

Welcoming Information Panel
Entrance Of Main Cave (Shiva Cave)
Total 7 Caves (5 Hindu, 2 Buddhist)

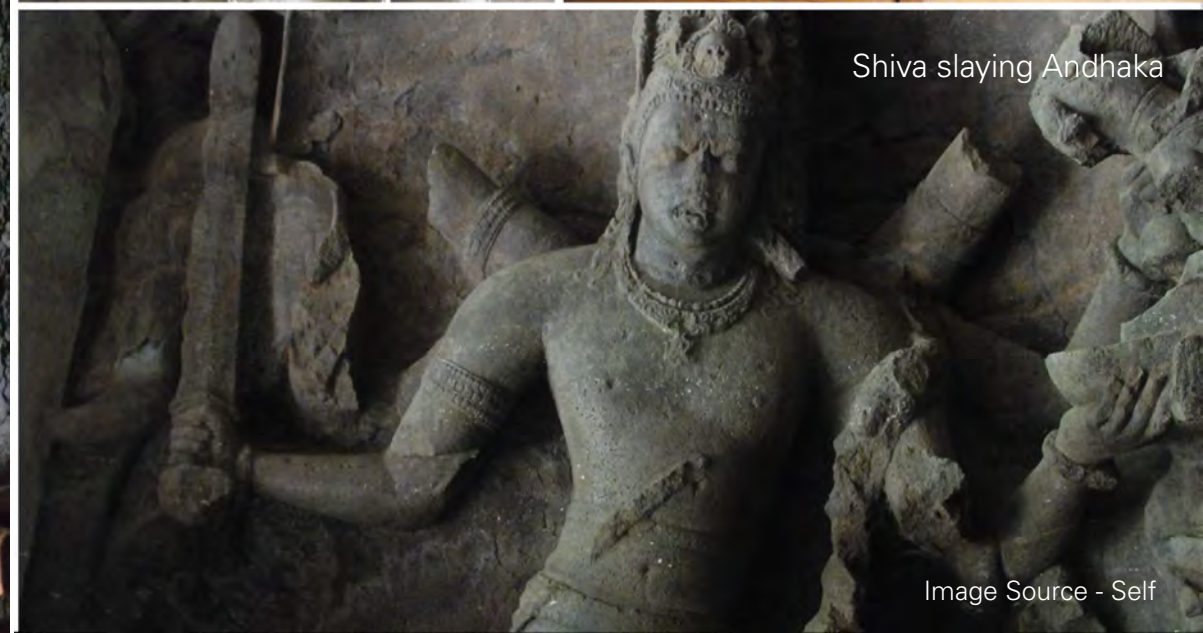




Ardhanarineshwara

Unique traits of Elephanta Caves

- Marvelous Sculptures
- Stories Behind The Sculptures



All Other Sculpture Panels

1. Ravanaanugraha
2. Shiva-Parvati, Mount Kailash
3. Ardhanarishvara
4. Sadashiva Trimurti
5. Gangadhara

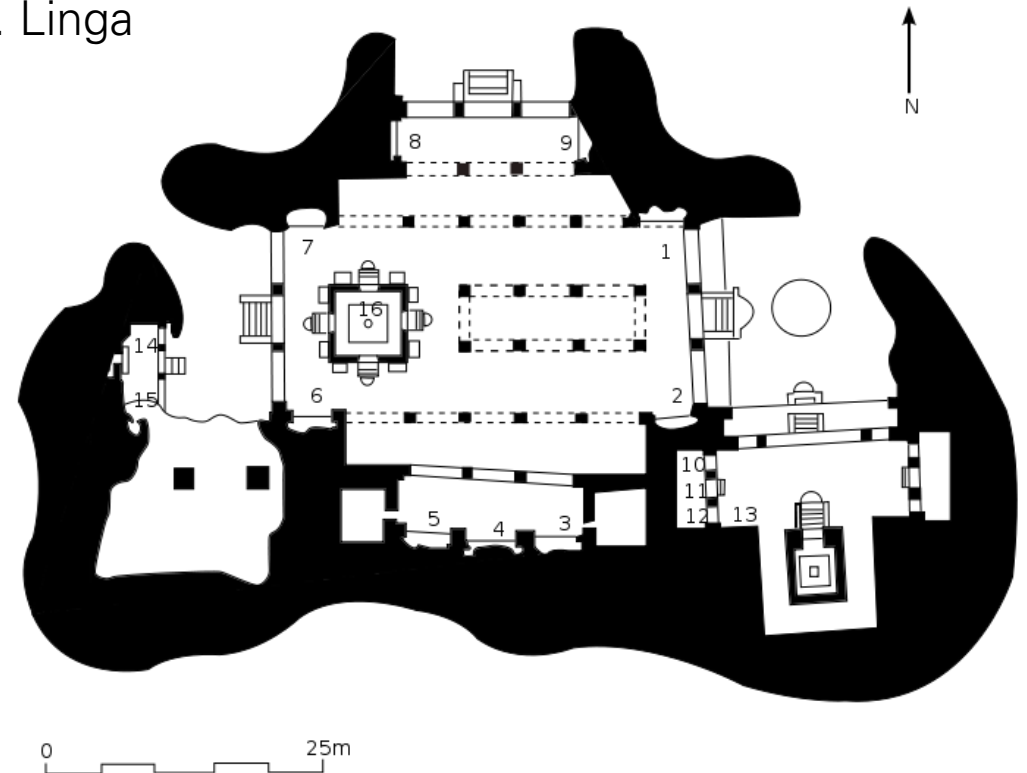
6. Wedding of Shiva
7. Shiva slaying Andhaka
8. Nataraja
9. Yogishvara
16. Linga

East Wing Shrine

10. Kartikeya
11. Matrikas
12. Ganesha
13. Dvarapala

West Wing Shrine

14. Yogishvara
15. Nataraja





Current Mediums Available At Site To Give Information About Sculptures

- Guide Books
- Personal Guides

Observation Of Current scenarios

Single Person Visiting - (Novice Tourist)

Rare Scenario

Enjoys The Journey - Ferry, Toy Train

Hardly Resort To Guides

If Doesn't Take Any Guide Then
Could Not Understand Or Relate To
The Sculptures.



“ Murtiyaan toh bahot achhi thi!
Lekin pata nahi tha ki unke
Piche koi story hai...”
(Tourist Statement)

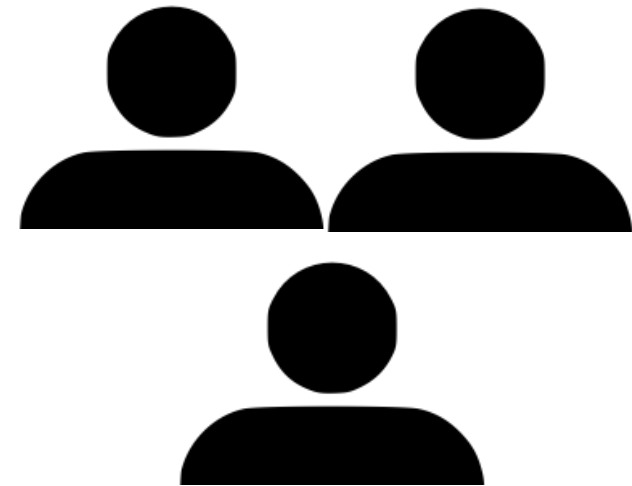
Observation Of Current scenarios

2-3 Friends Visiting And 1 Has Knowledge About The Site

The one who knows, acts as a guide and gives whatever information he has to his friends.

The information might be Correct or wrong.

Enjoys the journey - ferry, toy train



“Yeh caves buddha ke life ke uper hai.”
(Tourist Statement)

Observation Of Current scenarios

A Family Of 3-4 With Guide

Enjoys the journey - ferry, toy train

In this scenario the guide narrates the information he has, to the family.

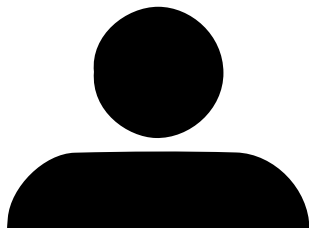
Each guide's depth of knowledge differs according to their experience and exposure.

Many of the times the blue security guards also acts as a guide to earn extra money. Charging less than actual guides.

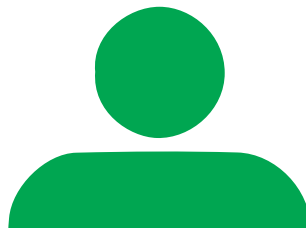


Observation Of Current scenarios

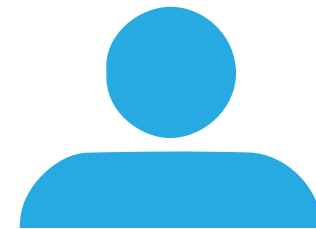
Characters Present In The Cave Environment



Tourist



Guide
(Not Certified)



Security Guard
(Manytimes Acts
As Guide)

Observation Of Current scenarios

Tourists Who Dont Take Guide

In this scenario, tourists think that the guide gives too much information and its not for them.

Since guides are not authorised and security impersonating as guide, tourists quetion the validity of data guides serve.

Tourist are not keen to pay for the information which is free on internet.



Guide(Book/Person)



Security Acting
as Guide



"Why should we take guide or booklet, google has everything and these guide also took the info from google only right!"
(Tourist Statement)



Insights From Observations

Tourists are not interested in information unless it's engaging and entertaining.

Tourists like to explore and are open For new experiences.

Tourists will not pay for the information if it's available free on the internet.

A few of the Tourists doesn't look at historical sites as a place to attain knowledge.

Target Audience

The project hopes to serve the users who are categorised as Novice enthusiasts. Below are the people who currently visit the site and the highlighted is the target.

Researchers

Architects

Archeologists

Art-History Lovers

Students

Tourists

Families

Locals

Novice Enthusiasts:

Has Basic or Less Knowledge about the place and are not experts but are ready to explore and open for new experiences.

What Are The Challenges Towards A Well Designed Information System?

Design Related Challenges

- Creating interest in people(Tourists) about the knowledge 'Elephanta' has, so they can understand what they are looking at.
- Making the knowledge giving experience entertaining and enjoyable.

Implementation Related Challenges

- Designing a solution which will not Affect(harm) the cave ecosystem.
- Convince and tag along with Archeological Survey of India (ASI). Which will build a trust factor in tourists about Design.

Referencing (Inspirational Experiences)

Mogao Caves, Dunhuang- China



The Irreducible Assemble- Hampi

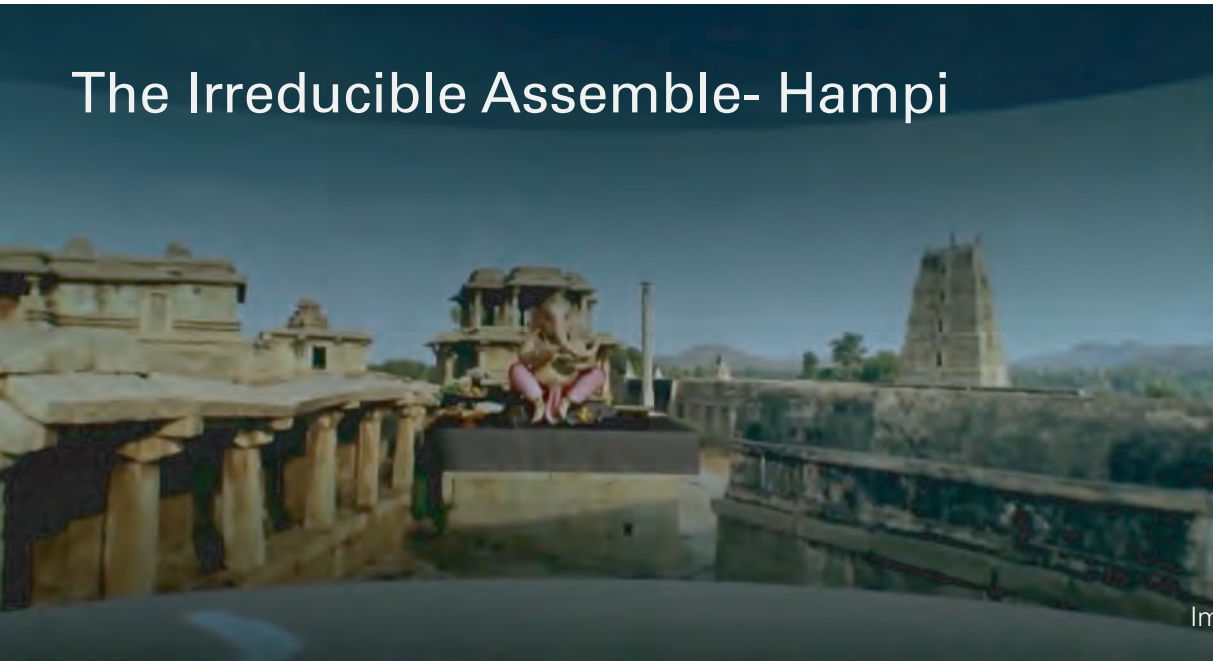


Image Source - www.youtube.com/results?search_query=sarah+kenderdine+ted+talk

Referencing (Inspirational Experiences)

Ajanta VR

Ajanta Caves

The Ajanta Caves are 30 rock-cut Buddhist caves in Aurangabad which date from the 2nd century BCE to about 480 CE

CLICK TO PROCEED

Cave 23

Click anywhere on the ground to slide ahead.
To view other options, look at the ground.

The London Street Museum AR

MUSEUM OF LONDON STREETMUSEUM

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Image Source - www.youtube.com | Behance

My Experience (Design Iterations)

Idea 1

The Sculptures are huge (18-20 Feet) so it goes beyond eye level and low light conditions makes it hard to see or relate to details.

Creating a secondary imagery with information behind the sculpture as brief for better understanding.



The Maheshmurti Sculpture

My Experience (Design Iterations)

Idea 1



The Maheshmurti Sculpture



My Experience (Design Iterations)

Idea 2

Many of the sculptures are damaged or have their parts missing.

“What if we recreate the missing parts!”

If we complete or try to revisualize the sculptures, an onlooker will get to experience the complete sculptures.



The Maheshmurti Sculpture

My Experience (Design Iterations)

Idea 2



The Maheshmurti Sculpture



My Experience (Design Iterations)

Idea 3

Many Sculpture Panels in Elephanata Caves have story behind it. How to tell the Story in interesting way?

'What if the current static sculpture start animating and tells you the story it is depicting.'



The Ravananugraha Sculpture

My Experience (Design Iterations)

Idea 3

Story - Ravananugraha (Ravana Lifting Kailasa)

Demon king Ravana drunk in his pride tried to uproot kailasha, the adobe of Shiva. He managed to shake and lift the mountain. Up on the mountain everyone even Goddess Parvati got worried and leaned towards Shiva. But Shiva the almighty was calm. Shiva pressed the toe of his foot on the ground and The mountain settled back on its original position, imprisoning Ravana below it.



The average amount of time spent by a person with or without guide is 2 - 3 mins per sculpture panel, hence the story has to be short

The Ravananugraha Sculpture

My Experience

Animation



My Experience

Animation Style -

The elements of the sculpture as the reference for visuals in animation.

I have kept the motion of the animation static so to give the feel of rock sculpture.

The yellow light and fire particals are to give the dramatic effect of telling The story under fire torch.

Medium AR -

The animation will be augmented in mobile devices and will appear after scanning the sculpture.

I have choosed AR as a medium because i want people to go onsite and experience the story infront of the sculpture. So they can relate with sculpture.



The last transition sequence where the fictional story elements fades out to real sculpture.

How Different It Is Than Other Available Experiences?

The Sculpture is the key to experience.

User gets to experience the story animation in front of the sculpture.

Audio-visuals help to set a mood of story environment so user can relate to the sculpture more effectively.



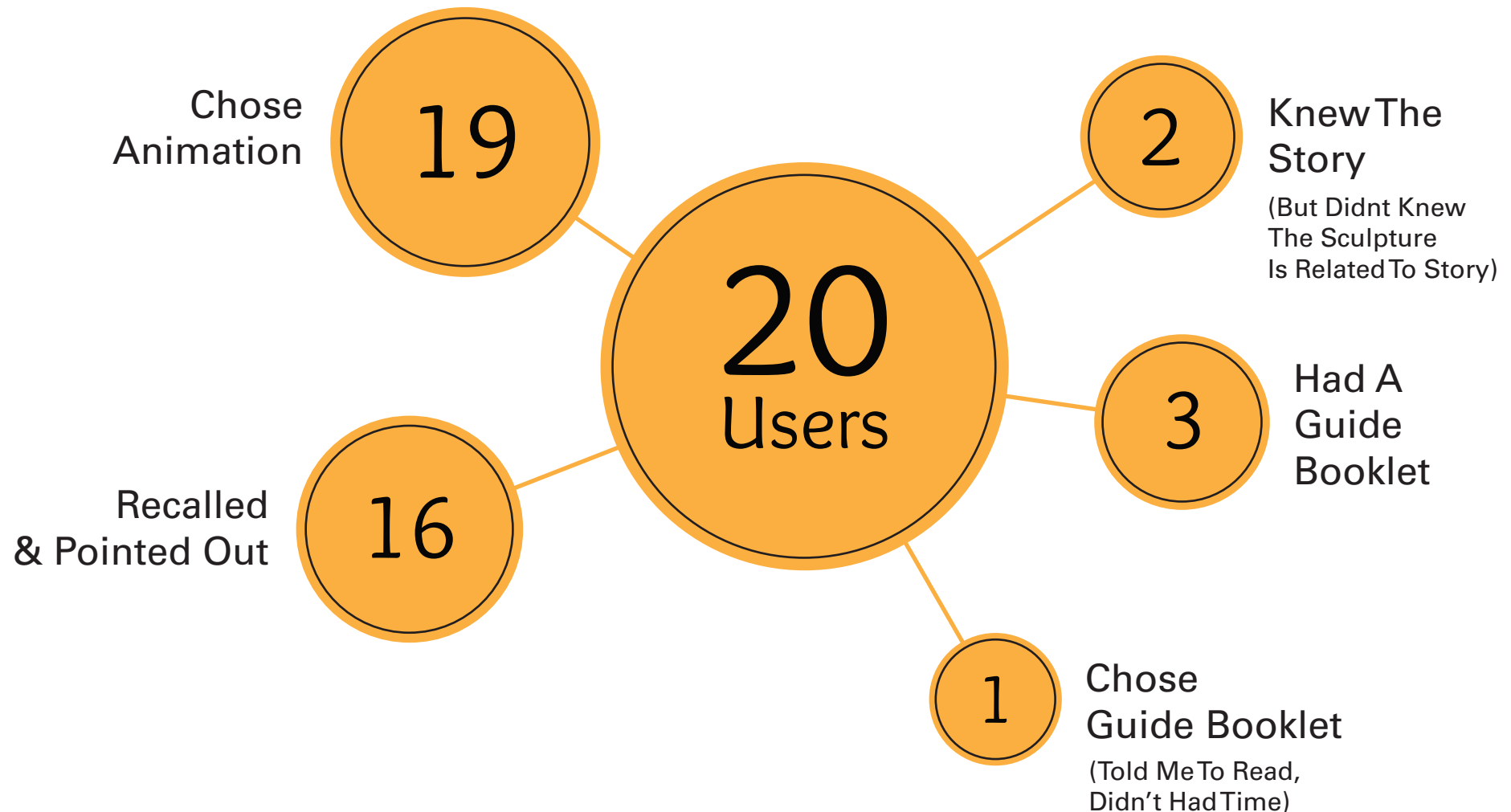
User Testing On-site

The Animation clip was then given to a small set of Tourists on-site to test the acceptability.

20
Users



User Testing On-site



User Testing On-site



“Really liked it! Would tell about it to my students and friends” (User Statement)

User Testing On-site



“Keep the length as it is. Don’t increase the length of animation, or people will get bored.” (User Statement)

User Testing On-site



“Keep the length as it is. Don’t increase the length of animation, or people will get bored.” (User Statement)

Further Conceptualization

Visual Identity

elephanata - a new vista



Motif on site

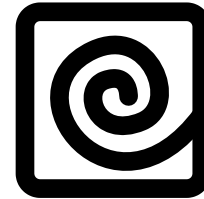


Curls from
Shiva sculpture



Elephant
Trunk

e



Typeface - Overlock

Colour Palette





Further Conceptualization

Experience Scenario



Conclusion

Learnings

Overall

Skill Based



Thank You