Digital Archive Project

Master

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Who we are

A collective of designers, researchers and architects trying to preserve and conserve the stories that people before us have told. In the process, we try to tell new stories of our own through our message and the medium.

Our interest lies in the meeting point of stories, art, design and technology and generating our work and inspiration from that.

Current problems

- Heritage Sites in India confront diverse natural and manmade threats, posing nearly impossible preservation challenges. Especially due to the climate change and rapid infrastructure development. These events not only erase the heritage but also cause emotional trauma for those connected to it.

- It's hard for researchers and people to explore religious heritage sites because they are not easily reachable due to religious beliefs. In India most of the heritage sites are religious ones.

- Communities associated to the sites are not aware about this possibility of digital archiving. There is lack of awareness, lack of fund for such an initiative and lack of future thinking.

What we do and Why we do

Digital Archive Project(DAP) aims at creating a digital archive for architectural heritage spaces. Most of our cultural heritages are being eroded by environmental changes, natural disasters or by infrastructure developments. This project is a step towards Discovering, Documenting and Distributing the lost narratives of our degrading heritage.

Our Goals & Objectives

Discover

The primary objective is to discover endangered sites with rich cultural and historical fabric.

Document

To capture near-real details of heritage sites using state-of-the-art photogrammetry technology, ensuring the preservation of architectural intricacies and historical nuances.

Through meticulous documentation, the project aims to create a comprehensive digital archive, safeguarding the essence of heritage structures susceptible to decay or loss.

Distribute

Archive the data in such a way that it's accessible and free to the public.

Build state immersive technology(Metaverse/VR/Inter active app) to build narrative experience showcasing tangible and intangible.

Engage and appeal to the youth with provoking them and building awareness about what we have lost.

How is DAP unique

- DAP documents both tangibles and intangibles of the heritage space.

- DAP is first of its kind initiative in India which embodies ~5000+ endangered heritage structures.

- Only DAP will possess the only existing evidence of demolished structures.

- DAP uses Edu-tainment to create an ecosystem of products which people can access- websites, metaverse, game and so on.
DAP is also future proof as we deal with the latest technologies to showcase our data

- While the project is currently focused on a South Indian context, DAP as a template can be applied anywhere in the world.

Road map

Pilot project

The Asoka hospital kozhikode, established in 1930, faced potential demolition in 2008 due to road-widening plans. Despite a rich history and family efforts, the private ownership and legal requisites led to its closure on January 15th, 2023, raising questions about balancing historical preservation with urban development.
We jumped at this opportunity merely because of restlessness to do something about it, and now its an idea which we truly believe can scale.

Understanding the process

Our Pilot project helped us in understand and build the process of digital archiving.
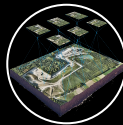
- understand stakeholder management
- understand logistics and operation at site
- learn the technology and infrastructure required
- learn how to with engage communities and local organisations

Tell our story

This stage was about taking the data we documented such as,- architectural drawings, 3D scans, videos, photos, literature and build narrative experiences through various medium

- Website 5k visitors, on first month of launch
- Instagram, social media engagement 50k+ impressions
- Covered by newspaper and radio
- Covered by Design magazines
- Conducted 3D scanning workshops and talks
- Conducted virtual metaverse heritage walk, first of its kind

Build the community

Telling our story right helped us reach a lot of like minded people. Now we are focused on building our community one area at the time. By work along with students, architects, Art/design groups, government organizations such as - IIA (Indian Institute of Architects), INTAC to **discover and document sites**

Fundraising - Look for grants, sponsors, Ngo funding to build the core team and infrastructure

Build the archive

Setup the team, get the right infrastructure and start building the largest digital heritage archive ever. The expansion plan is regional district> state > country

- Scanned 3 sites in kozhikode district already
- Build proposal to scan 13 sites across kerala state (project approved, final stages of execution)
- Aim to conduct similar campaigns on rest of indian states
- Aim to scan all heritage structures across india and build the largest digital archive
- expand outside India

DAP as a service

Through the digital archive project we will demonstrate our expertise in 3D scanning , documentation and immersive storytelling. These services now will be available for public for their use cases, we will venture into people and their use cases to provide the best solution to them using our expertise for a basic and affordable price.

DAP as art

We want to market our archive with help of art.
We will make our data and stories available for artist to create their interpretations. With spatial data playing a crucial role we aim at creating digital 3D art pieces.
We will achieve these with thematic online and offline exhibitions.

+   Build awareness and create conversations
+   Create familiarity with the medium and technology
+   Build collectables, NFT, Art pieces expand community
+   Create a space to explore the past with future tech

World is our stage

Build the largest ever virtual heritage museum. Which will be the only living memory of the lost spaces and stories.

The Archive

DAP archival of the tangible and the intangible is implemented across a palette of methods and formats.

- Photogrammetry/3D Scanning
- Metaverse
- Architectural drawings
- Video and photo documentation
- AR/VR/XR
- Gamification
- Literary and oral documentation

Visit our website : www.digitalarchiveproject.in

Digital Archive Project   an initative by xequalto

HERITAGE WALK/ ASOKA HOSPITAL via METAVERSE

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10 FEB 2024   11:00AM IST

Following the complete demolition of Asoka Hospital in Kozhikode, we are organizing a one of its kind virtual heritage walk utilizing the digital scan of the building within the metaverse.

How to register

1. Scan the the QR code
2. Fill the google form
3. You will receive a mail within a day
4. Follow the instructions in the mail to enter the metaverse

Itinerary

1. Introduction
2. History & context
3. Discovering the hospital through a narrative gameplay
4. Site visit

Scan to register

The Team

Creative director : Thommen Lukose
Former Art lead Mixed Reality
experience at Microsoft.

Architect : Nikita Jimmington
Lead architect for 2+ museums
projects with Government of india.

Storytelling lead : Krishnan gosh
Expertise in game design and recent
graduate from Royal college of arts

Operations lead : Aravind
Prior experience in 2+ startup
company in india.

Drone/camera operators (2)

3D generalist (2)

**Website/visual
communication designer(1)**

Accountant (1)

The Infrastructure

At present, our infrastructure comprises an equipped design studio, high-end PC, and a qualitatively diverse team. Drones and equipment are either rented or acquired through collaborative partnerships.

In the future, as we expand the wings of the project, we anticipate the need for multiple PCs and an expanded workforce. Additionally, we are considering the purchase of a LiDAR scanner to enhance our capabilities.

SWOT Analysis

Strength

- Highly scalable in terms of concept and body of work *(or)* **Scalability along the qualitative and quantitative** axii
- **Fresh approach** to digital preservation in (south) India
- Ability to efficiently handle **tangible and intangible** heritage
- Geographical advantage of vast **inexhaustible unexplored heritage**, rich in narrative.
- Project can be accessed by general public through a **variety of access points**
- Established and **qualitatively diverse team**

Weakness

- **Limited awareness** of medium and purpose in audience it is made for
- **Inaccessibility** to high fidelity outcomes from the project for a wider audience
- **Lack of backend** developmental support
- **Liability** due to scalability
- Capital risk

Opportunities

- **Untapped market**; So far 3D scanning has been used for survey and analytical purposes
- **Education and entertainment** market landscape
- **Seed into government** 3D scanning practices by providing additional layers of data
- Narrative driven
- **Upmarket scalability**; Eg. exploring Apple Vision Pro experiences
- **DAP as a service** provider for purposes other than archival.

Threats

- **Intellectual space** that DAP takes up in the market is **unknown**
- **Retention of interest** in DAP; Pacing DA projects to stay relevant
- **Legal and ethical challenges**, especially concerning ownership and right to heritage data.
- Rapid changes in technology may cause certain parts of the project out dated without continuous adaptation.

Project so far

Key milestones

Website Showcase
Developed a dedicated website featuring 3D models, historical narratives, architectural drawings, and a captivating photographic collection of Heritage site. **www.digitalarchiveproject.in**
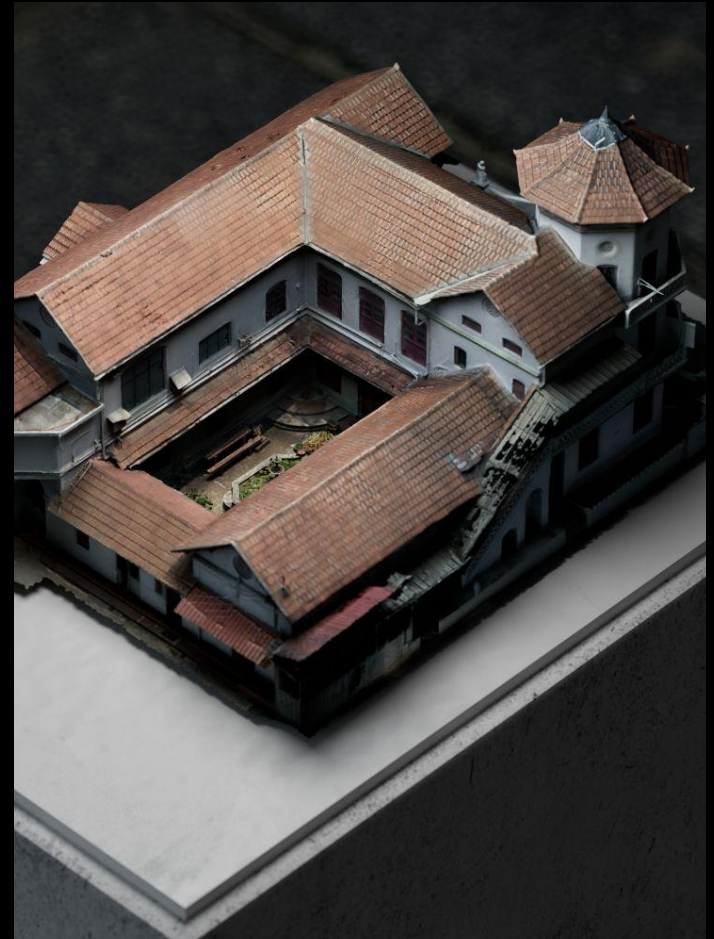
Collaboration with Sketchfab
Proudly secured collaboration with Sketchfab, USA, providing essential platform support for 3D model uploads and AR/VR capabilities.

Metaverse Integration
Successfully placed the hospital structure within the metaverse, offering users an immersive and interactive experience to explore its rich history and architectural significance.

Sponsorship to scan heritage site
We have received sponsorship from Indian Institute of architecture to scan eroding heritage sites across the state of kerala, india.

Join us in building the largest Digital Heritage Archive Museum

Note

As a collective, we have our own dreams and desires that we see actualised in this project. For some, it is the stories, for some it is the tech involved and for some it is the entire process that excites them. There are many more avenues of such dreams that we want to pursue and let others pursue. For that we, at the forefront, want to create a space that nurtures that thrives the dreams of us and our peers in thought. As we look around and fail to find inspiration, we want us to be that spark of inspiration for ideas yet to come, for the dreams yet to be dreamt.

With the introduction and normalisation of the narratives, art, design, tech and medium that we use, we hope that more and more people get to develop their passion for something that they did not know that existed.

Thank you :)
Let's discuss

**Reach out to us on: xequalto@gmail.com,
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