

World-class projection mapping and laser shows designed and commissioned by Headway Kreations illuminate Deoghar's sacred story at Shrawan Mela 2024



HEADWAY KREATIONS' VISUAL BRILLIANCE LIGHTS UP DEOGHAR'S SACRED STREETS

*Headway Kreations' team delivered a visual spectacle at Deoghar's Shrawan Mela 2024, conceptualising, designing, and commissioning the entire venue with **Epson** projectors. **Yogesh Choudhary**, Director, Headway Kreations, shares a detailed overview of the project in this feature, highlighting how the project turned into an awe-inspiring visual extravaganza.*

The sacred city of Deoghar, also known as *Baidyanath Dham*, stands as a pivotal religious destination in India, revered for its association with Lord Shiva. Nestled in the state of Jharkhand, this iconic pilgrimage site is home to one of the twelve Jyotirlingas, making it a magnet for devotees from across the country. The Shrawan Mela, an annual month-long fair held during July and August, brings hundreds of thousands of visitors to this



Yogesh Choudhary, Director, Headway Kreations

holy city, culminating in a vibrant amalgamation of faith, culture, and celebration. This year, the festivities took on a spectacular new dimension, with Headway Kreations delivering an awe-inspiring visual extravaganza that left attendees spellbound.

POWERING TRANSFORMATIVE VISUAL SPECTACLES

Headway Kreations, one of India's leading names in professional visual-technology services, was tasked with conceptualising, designing, and commissioning a series of breathtaking visual experiences across multiple sites in and around Deoghar. The company's expertise, honed over 17 years in the industry, shone brightly as they executed these intricate projects with finesse.

Yogesh Choudhary, Founder-Director of Headway Kreations, commented, "We have been part of this industry for 17 years, building trust and delivering excellence. Headway Kreations' journey began in 2007 under the name **Laser Vibgyor**, focusing on laser-based visual solutions. Over the

years, the company evolved, rebranding as Headway Kreations in 2017 to reflect our expanded portfolio and holistic approach to visual technology. Today, we stand as a trusted partner for clients across India, consistently delivering high-quality results that exceed expectations. Our long-standing relationship with the organisers of Shrawan Mela is a testament to our commitment to quality and innovation. From projection mapping expositions to immersive laser shows and unique aqua-screen projections, the audience experiences that we've coalesced at the Shrawan Mela 2024 celebration showcased a truly seamless blend of technology and creativity."

CELEBRATING MYTHOLOGY THROUGH PROJECTION MAPPING

The festivities extended beyond the temple precincts to include key locations such as *Dumka* – a neighbouring city that shares a common history with Deoghar; *Basukinath* – where 'Bol Bam' pilgrims pour holy water on the sacred 'Shivaling' after



Headway Kreations unveiled a breathtaking visual spectacle by harnessing the power of Epson EB-PU2220B projectors at Shrawan Mela 2024

a multi-day journey; and the iconic Clock Tower in Deoghar which is a popular marketplace that's always bustling with locals and tourists.

At the core of these visual spectacles was a carefully curated projection mapping narrative that brought to life the legend of Ravana's devotion to Lord Shiva. According to Hindu mythology, Ravana offered his nine heads to the deity, and as he prepared to sacrifice the tenth, Lord Shiva appeared, pleased with his offering. This tale, steeped in devotion and faith, was illustrated through intricate visuals designed by Headway Kreations; with the content not only celebrating the religious significance of Deoghar but also educating viewers about its cultural and spiritual heritage.

Detailing the nuances of the projection mapping content, Choudhary explains, "Our goal was to craft an experience that wasn't just visually striking but deeply immersive—while staying true to the cultural essence of the Shrawan Mela. We focused on creating a narrative that honoured Deoghar's spiritual significance, delivering a rich, visually captivating journey that was as enlightening as it was awe-inspiring."

The story was played four times each evening, from 7 PM to 11 PM, over the course of the month-long Mela. And each session lasted 40 minutes, immersing viewers in a blend of light, sound, and emotion that left a lasting impression.

CREATIVE GENIUS MEETS TECHNICAL BRILLIANCE

To ensure a seamless, cohesive, and high-quality viewing experience, Yogesh and his team began by conducting an in-depth analysis of the client's requirements and a meticulous evaluation of each individual site i.e. Dumka, Basukinath and the Clock Tower respectively. This detailed groundwork enabled them to envision a truly unique and awe-inspiring visual spectacle for audiences at every location. To bring this vision to life, they opted to deploy the innovative AquaScript water-screen from ASL (Aquatech Sound & Lighting) and the powerful D1-RGB60W lasers from LVS (Laser Vibgyor Systems).

Choudhary revealed, "ASL and LVS are both sister enterprises of Headway Kreations; and hence, they both embody a shared ethos of innovation and precision in visual storytelling. Engineered to perfection, their respective flagship technologies i.e. the AquaScript and D1-RGB60W exemplify this commitment; as both systems

are built to excel in crucial performance metrics like output brilliance, operational efficiency, and rugged durability. Throughout the course of the demanding 30-day event, these systems delivered flawless results, proving their ability to withstand the challenging and unpredictable Indian environmental conditions without compromising on quality or impact."

At Dumka, Headway Kreations unveiled a breathtaking visual spectacle by harnessing the power of **Epson EB-PU2220B projectors**, renowned for their 20,000 lumens of brilliance, to project vibrant imagery onto ASL's proprietary AquaScript water-screen. The audience experience was elevated further with the integration of 10 units of the cutting-edge LVS D1-RGB60W lasers, which delivered unmatched visual intensity and precision. A similar awe-inspiring setup graced the Basukinath site, where the seamless synergy of AquaScript water-screens, Epson projectors, and the D1-RGB60W lasers recreated the same magic witnessed in Dumka, as audiences in Basukinath were also left spellbound. And at the iconic Clock Tower, the celebration reached its zenith with high-performance projection mapping, as the Epson EB-PU2220B projectors bathed the historic structure in vivid visuals, transforming it into a glowing beacon of cultural pride and drawing thousands into the heart of the festivities.

OVERCOMING CHALLENGES WITH FORTITUDE AND EXPERTISE

A brilliantly immersive visual experience notwithstanding; executing such a grand-scale project was not without its fair share of challenges; as Choudhary informed, "To be honest, the main challenges we faced were more operational rather than technical. For example, the Dumka site, where the AquaScript water-screen was installed, presented significant operational hurdles. The pond designated for the installation was fraught with muddy water and even snakes, making it a daunting environment for the team to maintain operational efficiency while ensuring personal safety.

That being said, meticulous planning and unwavering determination allowed our team at Headway Kreations to overcome these obstacles and deliver a flawless performance. By addressing every potential issue with a detailed plan of every single move, we not only ensured

the safety of our team but also maintained a consistent high-quality output throughout the rigorous 30-day show run. The end result was worth every effort."

Beyond Dumka, the team also faced a separate set of challenges at the Clock Tower site as well. As the team was forced to mitigate the ever-looming presence of bustling crowds while ensuring the projection equipment stayed precisely in position and accurately active. "While working at the Clock Tower site, the objective for our team was to maintain world-class visual output without disrupting visitor movement in any way, shape, or form. I'm proud to say that once again, team Headway Kreations rose to the occasion, demonstrating their collective commitment to excellence," said Choudhary.

THE ROAD AHEAD

Beyond the awe-inspiring projection mapping and laser shows, the organising committee of Shrawan Mela 2024 was effusive in their praise for Headway Kreations for their exceptional professionalism and dedication to crafting world-class audience experiences. "Headway Kreations went above and beyond to deliver a spectacle that resonated with every visitor," said a Senior Organising Committee member. "Their work wasn't just about visuals; it reflected a deep commitment to celebrating the cultural significance of the event. Their attention to detail and their passion for excellence are unparalleled. They didn't just meet expectations—they set a new standard for immersive experiences at cultural events."

Without a doubt, the visual spectacles at Shrawan Mela 2024 have set a new benchmark for religious and cultural events in India; and Headway Kreations' ability to blend cutting-edge technology with storytelling has not only elevated the festivities but also underscored the potential of visual technology in enriching cultural experiences.

"The overall experience has been truly remarkable," concluded Choudhary. "Both the client and the viewers thoroughly enjoyed the entire month, and we're proud to have contributed to this unique celebration. As Headway Kreations looks to the future, our commitment to innovation and excellence remains unwavering. With a proven track record and a visionary approach, we are poised to redefine the possibilities of visual technology design and deployment in India."