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Adiyogi Divya Darshanam wins prestigious global award

6 May 2020, Coimbatore: Axis Three Dee Studios, the creators of Adiyogi Divya Darshanam, a light and sound spectacle of projection mapping at the Isha Yoga Center, has won the prestigious Mondo*dr EMEA & APAC Award for Technology in Entertainment in the category of House of Worship. Adiyogi Divya Darshanam was among several entries from Europe, the Middle East, Africa and Asia-Pacific region. Other entries in the shortlist included two chapels from UK and a church from France in the House of Worship category. The Mondo*dr awards celebrate the best installation projects from around the globe.

Avijit Samajdar, the founder of Axis Three Dee and the visual director of Adiyogi Divya Darshanam, said he was “overwhelmed and humbled” by the recognition and added, “I’m absolutely grateful to Sadhguru for giving me the opportunity to work with Adiyogi. Sadhguru was involved in every aspect of creating Adiyogi Divya Darshanam – right from writing the script for the story, to the actual narration, the music, the visualization and all the details. The music composed by *Sounds of Isha* greatly enhanced the spectacular show.”

Adiyogi Divya Darshanam is a 14-minute projection show mapped on the largest bust sculpture in the world, the 112-foot Adiyogi bust at the Isha Yoga Center just outside Coimbatore city in Tamil Nadu. Accompanied by a narration on Adiyogi in the voice of Sadhguru, Founder, Isha Foundation, the spellbinding show attracts thousands of visitors to the Yoga Center on weekends. (The show is currently suspended because of the pandemic lockdown).

Samajdar said that it was the first time that projection mapping had been attempted on a black contoured surface area of 8000 sq ft. Because black is said to absorb colours, the team had to devise a unique colour palette to overcome the challenge, according to Samajdar.

Adiyogi Divya Darshanam was unveiled to the public in 2019 during Mahashivaratri by President of India Shri. Ram Nath Kovind. Over 350,000 spectators watched the inaugural show on the towering 112-foot bust.

Axis Three Dee Studios was established in 2009 and has commissioned several projects around the world including Europe, Middle East, Southeast Asia and Asia. However, Samajdar and his “Dream Team” consider the Adiyogi project their most unique work which he terms “a labour of love”.

Mondo*dr is the leading international title focussed on technology in entertainment. Established in 1990, the magazine has held a presence in the international marketplace for more than 26 years and covers some of the most impressive installations around the world, from theatres, live music venues and clubs to stadia, museums and cruise ships.

If you would like to know more about this, please write to mediarelations@ishafoundation.org.