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AV ARCHITECT OF THE YEAR

NARENDRA NAIDU

Chairman and Managing Director, Rhino Engineers Pvt. Ltd.

Awarded for highest standards in adopting best innovation and vision in AV Architecture

This award has been instituted for an AV Architect chosen by AV-ICN platform to be recognised for the quality of his body of work, incorporating the best innovation and vision in AV architecture. In this feature, we highlight one of the most prestigious projects accomplished by Narendra Naidu – The Statue of Unity.

PALM AV-ICN platform dedicated to Audiovisual Communication and Audio Video Integration and Networking has instituted the **Best AV Architect** award as a Recognition of Excellence in AV Integration.

With this award AV-ICN aims to recognize professionals who have achieved excellence in adopting latest technologies in **AV Architecture Design, Installation and Program.**

This year, for his exemplary work for the **Statue of Unity Project and other**

visitor attraction projects, the Best AV Architect 2021 award is being conferred on **Mr. Narendra Naidu**, Managing Director, M/s. Rhino Engineers Private Limited.

October 31st, 2018 marked the inauguration of the world's tallest statue – The Statue of Unity in Kevadia, Gujarat. The approximately 600 feet statue is dedicated to the Iron Man of India - Sardar Vallabhbhai Patel. The colossal monument towers over River Narmada and the sprawling Sardar Sarovar dam.

The innovative, dynamic design of

hospitality, tourist and entertainment projects in the vicinity of the Statue of Unity site, including amongst others, the **Jungle Safari**, a state-of-art zoological park with unique collection of indigenous and exotic animals and birds from the various biogeographic regions of the world; the **Children's Nutrition Park**, a unique theme park providing entertainment and vital knowledge to the children on healthy eating habits and nutritional values; **Vishwa Van**, a global forest which is home to herbs, shrubs and trees native to all 7

continents, The **Valley of Flowers** (also known as **Bharat Van**), spread across 24 acres of land is a haven for colorful flowering plants along the bank of river Narmada and **Ekta Mall**, which houses handlooms, handicrafts and traditional textile showrooms from various states of India to promote Indian Handicrafts; The **Cactus Garden**, a unique botanical garden exhibiting a huge variety of Cacti and succulents.

The brief from the client, M/s. **Sardar Sarovar Narmada Nigam Limited (SSNNL)**, was that the digital media



The unity glow garden bestowed with colorful and stunning visuals



Multi-Colored Lights & Sound Show Adorns the facade of Sardar Sarovar Dam near Statue of Unity.

technology had to be unique, innovative, and attractive, not seen before. Commenting on the concept of the project, Mr. Naidu says, "The vision of the government with regards to Statue of Unity at Kevadia was grand, and inspiring. Honestly, initially I felt some trepidation trying to create something that matched the vision of the project, but after sharing my initial designs, I was relieved that the client understood and backed my ideas and concepts. Of course, the identity of our project is so different, and I think our installation takes into account local culture and transitions. We matched the requirements of the brief given to us and what we have created delivers a wow-factor & something innovative while staying true to the original push of the government."

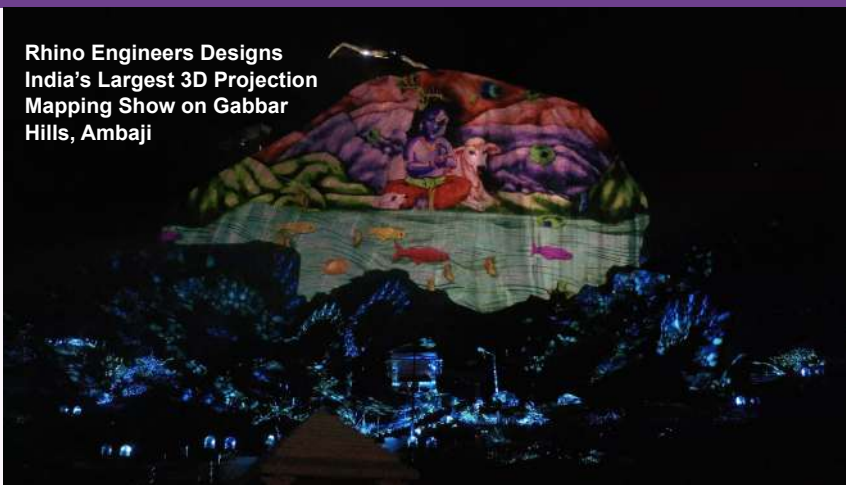
No project comes without its share of challenges. "There were a number of challenges for this project. When work started it was already monsoon season. All our lighting required the installation of electrical equipment, and you can imagine that all these tasks are complicated when it rains. Because of the bad weather we were also concerned if we would be able to deliver the project on schedule, however we successfully completed it within just six months. Lastly, this was a project with a number of stakeholders such as the agency, government department and local municipality. We had to make sure all of them were brought on for strategic decisions which required a fair bit of coordination," explains Mr. Naidu.

Some of Mr. Naidu's other successful projects in Digital Multimedia Technology include the **Mahatma Mandir Convention Centre**, Gandhinagar; **RJM Auditorium** at IIM, Ahmedabad; **Dandi Kutir Museum**, Gandhinagar; **Mahatma Gandhi Museum** Rajkot, **Morarji Desai Museum**, Valsad; **Children Nutrition Park**, Kevadiya; **Dinosaur Museum**, Balasinor (Phase 1&2).

Indian's Biggest 3D Projection Mapping on **Gabbar Hill** at Ambaji; **Somnath Temple**, Veraval, **Amar Javan Jyoti**, Jaipur, **Dhyana Buddha Statue**, Amaravati & **Mahatma Gandhi Museum**, Rajkot, **Kankaria Lake Periphery**, Ahmedabad, **Dwarika Temple**, Ambaji **Somnath Dwarka & Siddhpur Temple** etc.; Façade & Innovative Lightings at **Shore Temple**, Mahabalipuram Chennai, **Dhyana Buddha Statue**, Amaravati, etc.; CCTV Surveillance & ELV Systems at **Gujarat High Court**, Ahmedabad, **Mahatma Mandir**, Gandhinagar, **Jungle Safari**, Kevadia, **Vidhya Mandir School**, Palanpur, **Library IIM**, Ahmedabad etc.; Smart Classroom Solutions for **Indian Institute of Management**-Ahmedabad;

Musical Fountain & Laser Show at **NTR Beach**, Kakinada, **Musical Fountain**, Amarlingeshwer Vijayawada; **Musical Fountain Kankaria Lake**, **Musical Fountain at Shoolpaneshwar Ghat**, **Musical Fountain at Chilka Lake Odisha**, **Musical Fountain at Lakaram Lake Telangana**, **Musical Fountain at Siddipet Telangana & Sukana Lake at Chandigarh** (Proposed) etc. and many more ongoing and upcoming projects.

**Rhino Engineers Designs
India's Largest 3D Projection
Mapping Show on Gabbar
Hills, Ambaji**



Name of Project	Scope of Consultancy
Shrestha Bharat Bhavan	Dynamic RGBW LED Facade Lightings
Circuit House	Dynamic RGBW LED Facade Lightings
1.3 KM Sardar Sarovar Dam	25 Minutes Ornamental Laser, Light & Sound show
Jungle Safari	CCTV Surveillance & Network System
Children Nutrition Park	Digital technologies, ARVR, 3D Projection, Hologram, Interactive LED Screens, 5D theatre & Other cutting edge tech games & Facade lighting
Hillock & Roadside	Trees Green Lightings
Vishwa Van	Dynamic RGBW LED Facade Lightings
M&VC Building, Connecting Bridge, Wall of unity, Ticket Counter and Canopy	Dynamic RGBW LED Facade Lightings
Jungle Safari	PA System
Palm Island	More than 450 Innovative Glowing palm Trees
Food Courts	Dynamk RGBW LED Facade Lightings
Ekta Mall Main Gate	Gujrati, Rajasthani, Kathiawadi Handicrafts blinking --- Slogan Of "unity in Handicrafts Diversity"
Ekta Dwar	LED Screen with Dynamic HD Content (Welcorne to Statue of Unity & Thank You, Visit Again) n 7 international and 10 regional languages.
Dymanic Road Signage	10 X 10 ft, Dance and Garba Illuminated Panels
Valley Of Flower & Bharat Van	Dynamic RGBW LED Facade Lightings
India's First Glow Garden	LED Illuminated Trees, Animals and Flowers, Interactive dancing floor circles, Selfie points, State of Art Parachute, Dynamic fountains & Palm Trees etc
Gora Bridge	Dynamic RGBW LED Facade Lighting and Pixel Lighting
Street Decorative Lights	India's First Innovative RG6W Illumination Motifs 495 Nos. On street light of 10KM
Street Decorative Lights	India's First Innovative RGBW Illumination Gantries 48 nos. on street light of 10 KM
Valley of Flowers	Dynamic Panel -View Point 1 to enterance at valley with slogan of "Unity in Bio-Diversity - Valley of Flowers" and also from viewpoint 1 to flower of Kevadiya Jurassic Park (Letters) with Dinosaur element
Cactus Garden	India's Largest Illuminated Signage 5X57 Meters
Butterfly Garden	India's Largest Illuminated Signage 5 X 67 meters
Ekta Garden	India's Largest Illuminated Signage 5 X 52 Meters
Reva Bhavan	Green Lights Tree Illumination on Reva Bahva
Maze Garden	Innovative & Cutting-Edge LED Screens AV Show
Kalamam Nursery	Curved Projection & 360° Hologram AV Show
Miyawaki Forest	Curved Projection & Illumination AV Show
Cactus Garden	Life size hologram AV Show
Jungle Safari	India's Biggest Augmented Reality LED Screen Show
Shoolpaneshwar Ghat	25 Min Aqua Screen & Musical fountain in three languages.
Shoolpaneshwar Temple	Dynamic Lighting & Attractive Motif Lights.