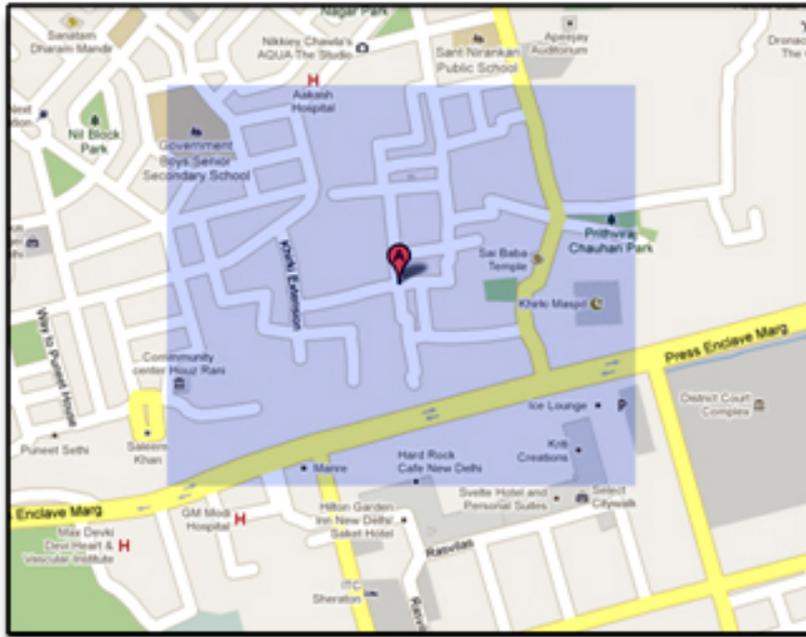


## Concept

In order to create **The Augmented Square Mile (ASM)**, we plan to mark out an area of a square mile, with its center at KHOJ's offices, at Khirkee extension.



**Fig 1: The Square Mile**

KHOJ has actively supported a sustained community and public arts programme in an attempt to connect with the larger community that KHOJ is located in. For over seven years, several artists have worked in the Khirkee community projects that range from shop make-overs and interactive media projects to art education and youth interest programmes. With an archive of over 3000 images of 35 community projects, KHOJ can not only offer an insight into the changing relationship with Khirkee community, but also the radical shift in the way art has been communicated, perceived and comprehended over the years.

Once the area of the square mile is mapped out, we will geo-tag a host of images and texts from KHOJ's database. While KHOJ already has a significant collection of images and texts, given the crowd-sourced nature of the work, we will also invite professionals and amateurs to geo-tag images and texts. These images will range from pictures of the structures in that area to putting up personal moments, creating an overlapping collage. The texts are expected to be snippets from works of fiction and poetry that were written in the area.

These geotagged images and texts will be made available on a Layar (an augmented reality browser, [www.layar.com](http://www.layar.com)), for free viewing on iOS and Android smart phones. Images can be easily

uploaded from smartphone or cameras to 'our layar'[1], creating a layer of words and images visible over the ever-changing landscape of this area.

By putting up geo-tagged images and texts in one concentrated square mile, we feel that in the augmented reality browser, people will experience a collage of emotions and thoughts of others who have been in the same space. This will be in sharp contrast to areas viewable in the square mile, but not a part of it, which have absolutely no augmented reality content. Thus, our layar will become a digital artwork in one of the most vibrant parts of the city.

Furthermore, since we plan to encourage the community to contribute images and texts, we feel that returning viewers will have a new experience every time they use our layer. Overtime, the very change in the layer will become a narrative of the changes in the square mile, telling us a story of Delhi and its people.