Experience the Future of Art Festivals with RFID Wristbands

Implementing IoT solutions for crowd control

Vrushti Mehta
SVKM's NMIMS School of Design
vrushti.mehta001@nmims.edu.in
Mumbai, India

Siddhesh Shirsekar
SVKM's NMIMS School of Design
siddhesh.shirsekar@nmims.edu
Mumbai, India

Arundhati Guha Thakurta
SVKM's NMIMS School of Design
arundhati.thakurta@nmims.edu
Mumbai, India

ABSTRACT

Colours, sounds, and stories come alive as India embraces the art festivals with open arms, celebrating its rich cultural heritage like no other. They enable audiences to witness a diverse range of intriguing artworks and bring communities together to celebrate their collective cultural traditions. India is renowned for its rich and diverse cultural heritage, with plenty of popular art festivals such as the Kala Ghoda Art Festival, St+art Foundation, Ellora Ajanta Art Festival, and many more taking place across the country. However, overcrowding at these festivals is a major challenge that poses a significant threat to the safety and enjoyment of visitors. The use of Internet of Things (IoT) technology in crowd management can help address these issues and provide a safe and enjoyable experience for visitors. RFID (Radio Frequency Identification) is a type of electronic tagging technology and a subset of IoT that uses electromagnetic charge to automatically identify and track objects, places, or people from a distance. The purpose of this document is to discuss the advantages of using IoT technology, specifically RFID, to manage crowds at Indian cultural art festivals. The paper focuses on the challenges faced by festival organizers and highlights how RFID wristbands can be useful in addressing these challenges. The goal is to provide information to festival organizers, artists, technicians, and others interested in organizing such events, about potential advantageous of this technology.

Keywords—IoT, Crowd Control, Art Festivals. RFID Wristband

I. Crowded to the Brim: Understanding the Causes of Overcrowding

The promotion and preservation of India's rich and varied cultural legacy are significantly supported by art festivals. However, the popularity of these festivals has led to overcrowding, which poses significant challenges for festival organizers, including security concerns and logistical issues.

One of the reasons why Indian art festivals tend to get overcrowded is because of their free entry policy. With no cost involved, more people are likely to attend, leading to larger crowds. Additionally, the convenient timings of many art festivals make it easier for people to attend at any point during the day. The factor that contributes to congestion is the variety of art activities available at these festivals, which can include workshops, talks, and demonstrations. Visitors may want to participate in these activities, increasing the number of people at the event. The presence of restaurants or food stalls also attracts crowds, as attendees can enjoy a meal or snack while exploring the festival. The spirited and vibrant festive vibes of art festivals make them popular destinations for people looking to enjoy a lively and engaging atmosphere.

Fig 01. Art enthusiasts at the Delhi art museum (Smith, 2018)

Overcapacity at most of the Indian art festivals is a significant problem, leading to discomfort for visitors, long waiting times, and even stampedes. In addition, security concerns such as theft, vandalism, and terrorism, as well as safety concerns such as accidents and health emergencies, are prevalent. Furthermore, overcrowding can cause logistical issues, such as traffic congestion, transportation problems, and inadequate facilities.

Fig.02- Overcrowding at Mumbai Ganesh Chaturthi Dance festival(Smith,2022)

The use of IoT-based crowd management solutions can help address these challenges and provide a safer and more enjoyable experience for visitors.

II. Crowded Canvas: A Case Study of Overcrowding at Kala Ghoda Art Festival

Fig.03-Example of Overcrowding at Kala Ghoda(Samosa, 2023)

The Bombay High Court set conditions for the Kala Ghoda Arts Festival, including avoiding congestion, noise pollution and inconvenience to locals. The organizers complied, but overcrowding remains an issue, particularly after the 2023 festival. In response to a petition submitted by a local resident in 2014, the Bombay High Court reportedly established a list of conditions before granting permission for the Kala Ghoda Arts Festival in Mumbai. The conditions included ensuring that the festival did not cause noise pollution, have proper arrangements for crowds, and that the organizers obtained all necessary permissions from the concerned authorities. The festival had lost its original objective to encourage art and culture and had instead become a commercialized event, according to the court's observations. The court ordered the organizers to ensure that the festival did not cause any inconvenience to the local residents and that noise levels and the number of people admitted during the event remained within permitted parameters. The organizers welcomed the court's decision and assured that they would comply with all the conditions laid down by the court. Despite taking measures to address the concerns raised by the court and residents, overcrowding remains an issue for the Kala Ghoda Arts Festival held in Mumbai. Many people complained that they were unable to enjoy the art due to the large crowds during the 2023 festival.

III. RFID to the Rescue

RFID (Radio Frequency Identification) technology is an IoT-based solution that can help manage crowds at art festivals, providing a safer and more enjoyable experience for visitors. To identify and track objects or people, RFID technology uses wireless communication and radio waves. RFID tags can be embedded in festival

wristbands or badges, which can be worn by attendees to monitor and manage crowd movement. RFID technology provides various options for rewriting data, storage capacity, and tag shapes. The tags can be read from any location within the range of the RFID reader, and some of them can store more data than normal barcodes.
RFID technology during the 2008 Beijing Olympics to improve security and logistics for the event. The tags were attached to all the equipment and supplies used during the games, as well as to the athletes' uniforms and credentials. It allowed officials to track the movement of these items and ensure they were in the right place at the right time.

Fig.04- RFID embedded in Beijing Olympics tickets (Wong, 2008)

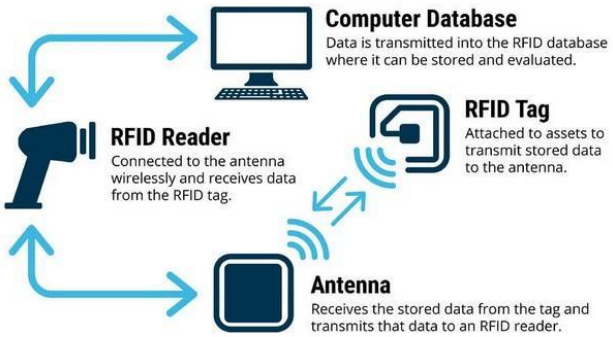

Fig.05- Functioning of RFID technology (Kiron, 2022)

Unlocking the Magic: How RFID Technology Works
An RFID system consists of the following three components

- RFID tag or transponder
- RFID reader or transceiver with a scanning antenna
- Data processing subsystem that can be embedded in a handheld reader

Radio-frequency signals bring RFID tags to life, as they converse through antennas - active tags with their power, and passive tags through reflection. Choosing the right frequency is key to unlocking the full potential of this technology. High-frequency RFID systems are suitable for longer read ranges, while low-frequency systems are commonly used in security access and asset tracking applications. The cost of tags and readers increases with the operating frequency. RFID systems can be used for short-range applications such as access control or medium to long-range applications such as reading across a distribution center dock door.

IV. Revolutionizing Event Management with RFID Technology

Want to make your event hassle-free and secure? RFID wristbands are the answer!
RFID wristbands offer an efficient and convenient crowd management solution for events due to their ease of use. These wristbands can be quickly scanned and worn throughout the event, reducing waiting times and lines. Furthermore, they enable event planners to monitor attendee movements in real-time, providing valuable insights into crowd size and movement patterns, which can help optimize the event layout and enhance the overall experience for attendees. RFID wristbands can also provide enhanced security features by blocking unauthorized

access to restricted areas. Additionally, these wristbands can be customized with branding, colors, and other design elements, further enhancing the attendees' experience.

Fig.06- Types of RFID wristbands (At, 2023)

Unlock the Ultimate Art Festival Experience with RFID Wristbands: Follow these Steps!

Step 1: Receive your wristband, either pre-programmed or activated on arrival.
Step 2: Wear your wristband throughout the event, keeping it visible on your wrist.
Step 3: Scan your wristband at various checkpoints to access different areas. Just hold it up to the designated scanner.
Step 4: Enjoy the festival to the fullest with hassle-free access to all the exhibits and attractions.
Step 5: When the event ends, return the wristband if required or dispose of it in the designated way.

V. Unlocking the Potential: Exploring the Scope of RFID Technology

RFID technology can provide a practical and cost-effective solution to some of the problems faced during festivals. Individuals can be provided with a wristband RFID tag that stores personal information such as name, address, and contact details. The tags can also be used to load an e-purse with optional amounts of money. This technology can aid crowd control by estimating the number of people at specific locations and enabling security personnel to control entry into high-risk areas. In addition, the presence of the wristband can be used to detect unauthorized individuals, helping the authorities to control the number of people per area. Some wristbands cannot be unlocked once fixed, ensuring that they are not lost or disposed of. The wristbands can be collected after one cultural event is over and reprogrammed for use in future seasons. IoT-based crowd management systems can be deployed in the form of sensors, cameras, and mobile applications. The sensors can detect the number of visitors and their movement, while cameras can capture real-time video footage of the festival site. The mobile application can provide real-time updates on crowd density, waiting times, and event schedules. These systems can be integrated with the security and emergency response systems, allowing for immediate response to potential security or safety threats. With RFID technology, festival organizers can monitor the flow of attendees, prevent overcrowding, and enhance security. RFID scanners can be placed at various points throughout the festival grounds to read the RFID tags on the wristbands or badges worn by attendees, enabling real-time tracking and data collection. This allows organizers to take proactive measures to address any issues before they become problematic, ensuring the safety of festival-goers. The benefits of IoT-based crowd management systems are far-reaching. They can improve safety and security, enhance the visitor experience, and provide valuable insights into the patterns of crowd behavior, which can be used to plan future events better. Additionally, these systems can help in revenue generation by providing real-time data on the popularity of different events and activities.

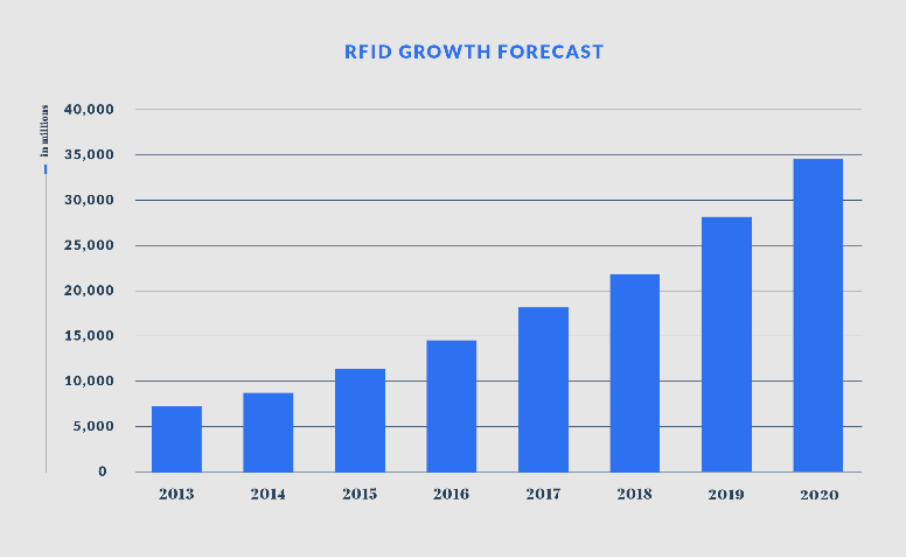

Fig.07- RFID Growth Prediction (Bite, 2030)

VI. Conclusion: Why you should use RFID Technology for Crowd Management?

Say goodbye to the hassle and hello to an unforgettable art festival experience with RFID wristbands.
Attending an Indian art festival can be overwhelming due to large crowds, long queues, and security checks. But with the use of RFID wristbands, event organizers can offer visitors a secure and enjoyable experience. The technology of Internet of Things (IoT) helps with crowd control and excess capacity issues, making the event management more efficient. RFID-enabled bracelets or badges reduce waiting times at security checkpoints, and also offer cashless payment options for food, beverages, and souvenirs. Furthermore, RFID technology can help with social media integration by allowing photographers to identify individuals in event photos by scanning their wristbands. RFID wristbands are a cost-effective and reliable solution for crowd control, and event planners can customize them to enhance the attendees' experience while improving their safety.

VII. Call to Action

Let's join forces to make Indian art festivals even better! The key is to embrace IoT-based crowd-management solutions that streamline the attendee experience, enhance security, and promote the cultural heritage of India. To achieve this, it's crucial for the government, festival organizers, and technology companies to collaborate and invest in these cost-effective solutions. So let's take action now and adopt RFID technology for art festivals to ensure a secure, effective, and enjoyable experience for all attendees.

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