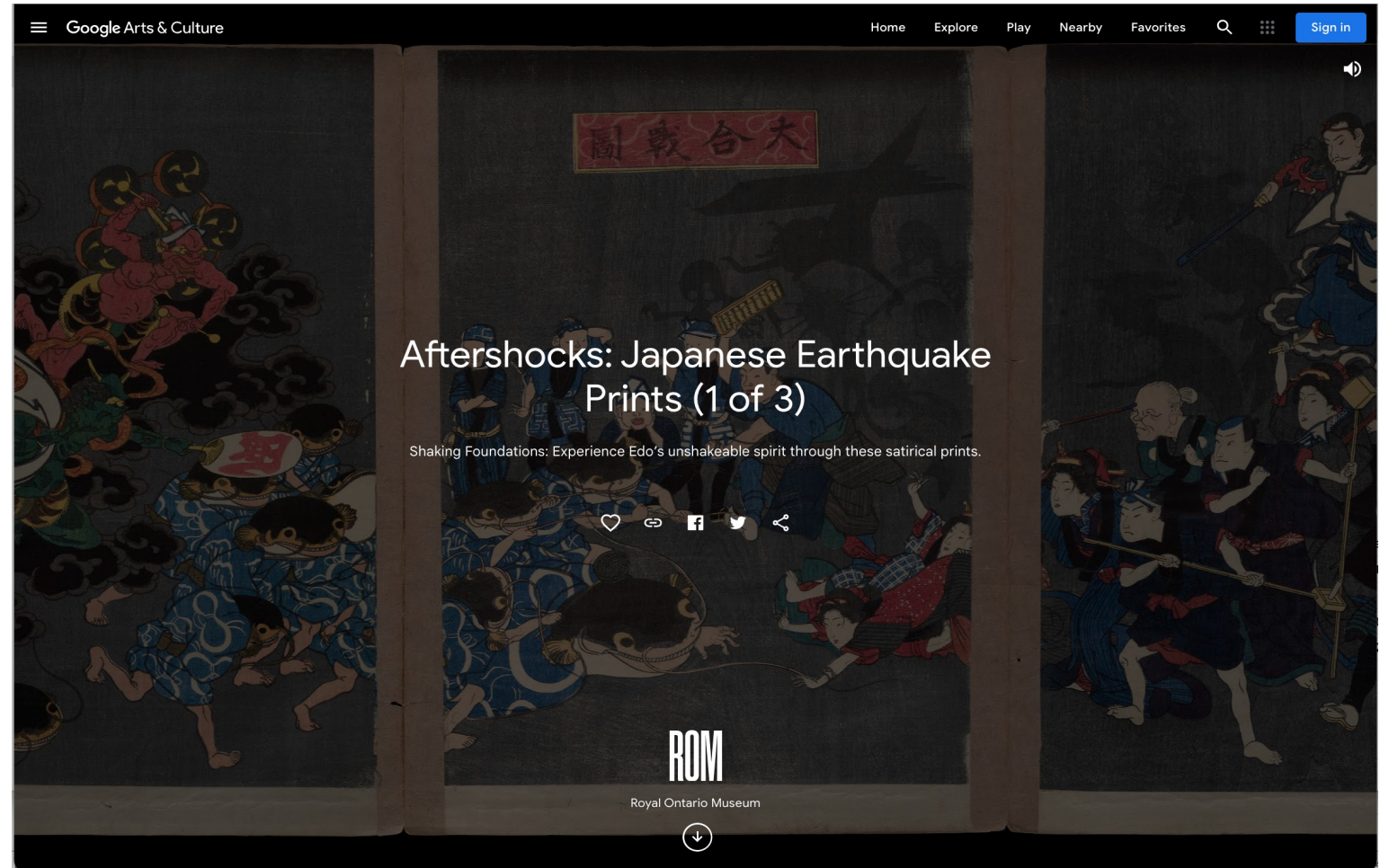
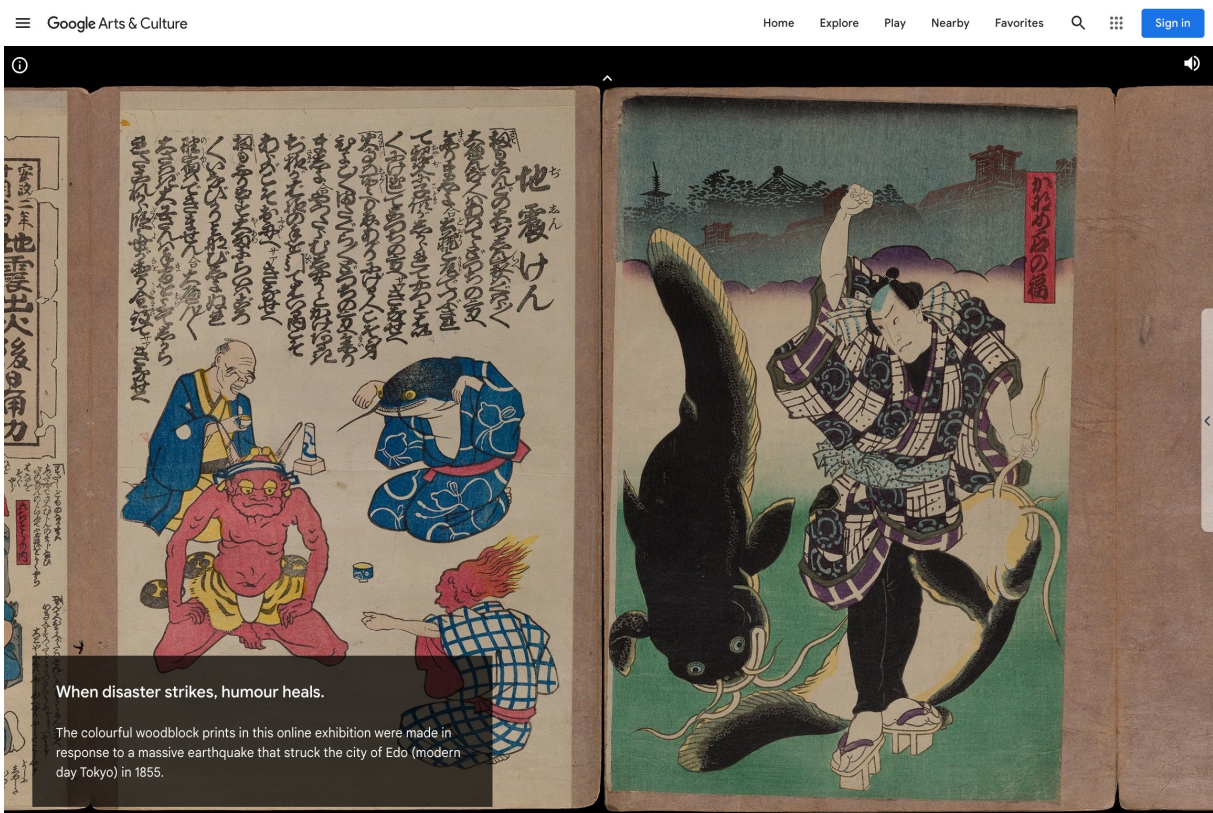
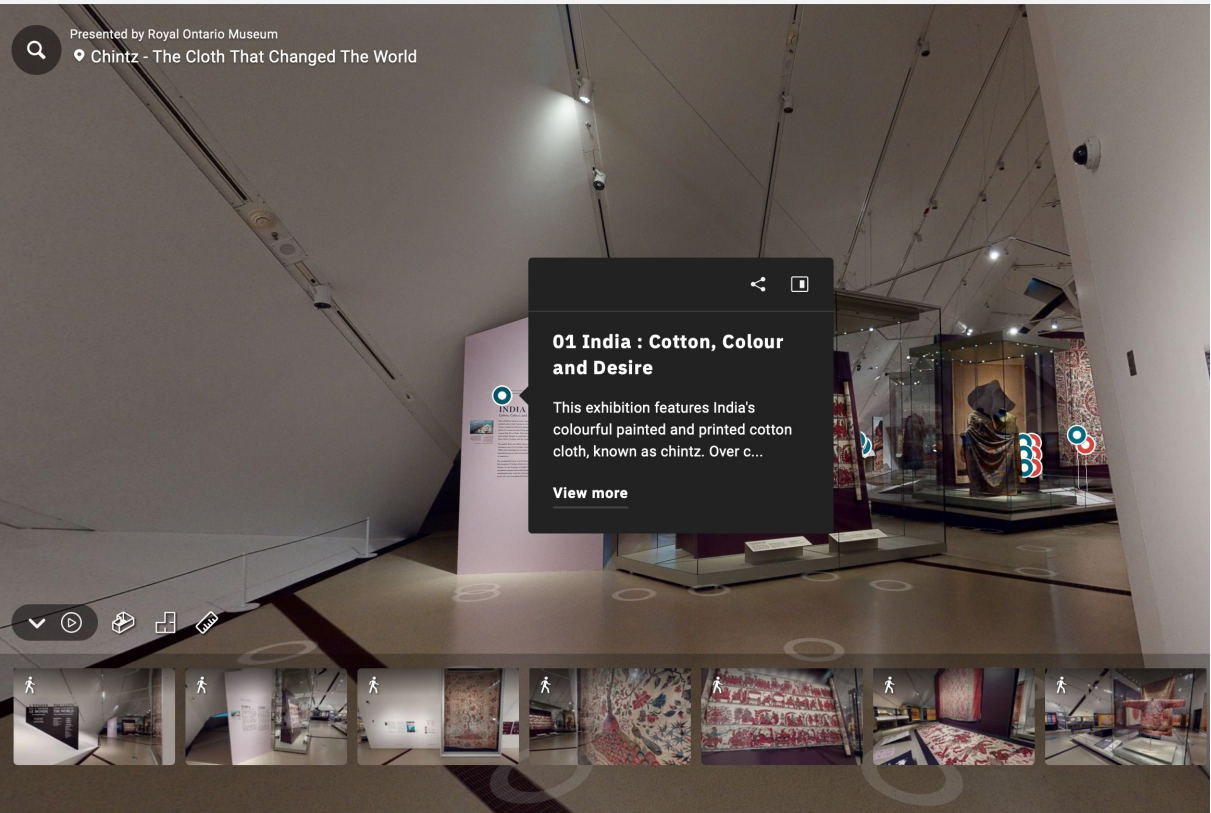


# ROM



## Interpretive Planning for Online Exhibitions

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Presented by WhatisReel?

Chintz - The Cloth That Changed The World Vers. 2.0

Patricia Harris Gallery of Textiles & Costume  
Gabrielle Patricia Harris des Indes et de son monde

## INDIA

Cotton, Colour, and Desire

**DE**  
arts et engagement

This exhibition features India's renowned printed and dyed cotton cloth, known as chintz. Over centuries, Indian artisans perfected complex methods using dye plants to create an astonishing spectrum of vibrant colours that did not fade. They developed dramatic and specialized designs to captivate new markets across Asia, Africa, Europe, and the Americas.

The global desire for Indian chintz produced far-reaching consequences—from Europe's industrial revolution in the 1700s that halted slavery for cotton production to modern manufacturing and the unsustainable consumption of resources.

The exceptional works of art in this exhibition demonstrate the elegance of Indian chintz as well as its crucial role in history. As you explore, consider how this luxury cloth shaped colonial culture and revolutionized fashion, industry, and global trade. Look for contemporary Indian chintz artists who are reinvigorating this venerable art form.

Cette exposition présente les célèbres tissus à motifs imprimés et teints qui ont révolutionné l'industrie textile mondiale. Pendant des siècles, les artisans indiens ont perfectionné les techniques complexes de la teinture à base de plantes afin de créer une extraordinaire gamme de couleurs éclatantes et durables. Ils ont créé et adapté des motifs spécialisés pour séduire de nouveaux marchés en Asie, en Afrique et en Europe et dans les Amériques.

Cette fascination mondiale pour les textiles a eu de profondes conséquences : l'industrie textile britannique des 1700s a mis fin à l'esclavage pour le coton et a conduit à la révolution industrielle et à la consommation excessive de ressources.

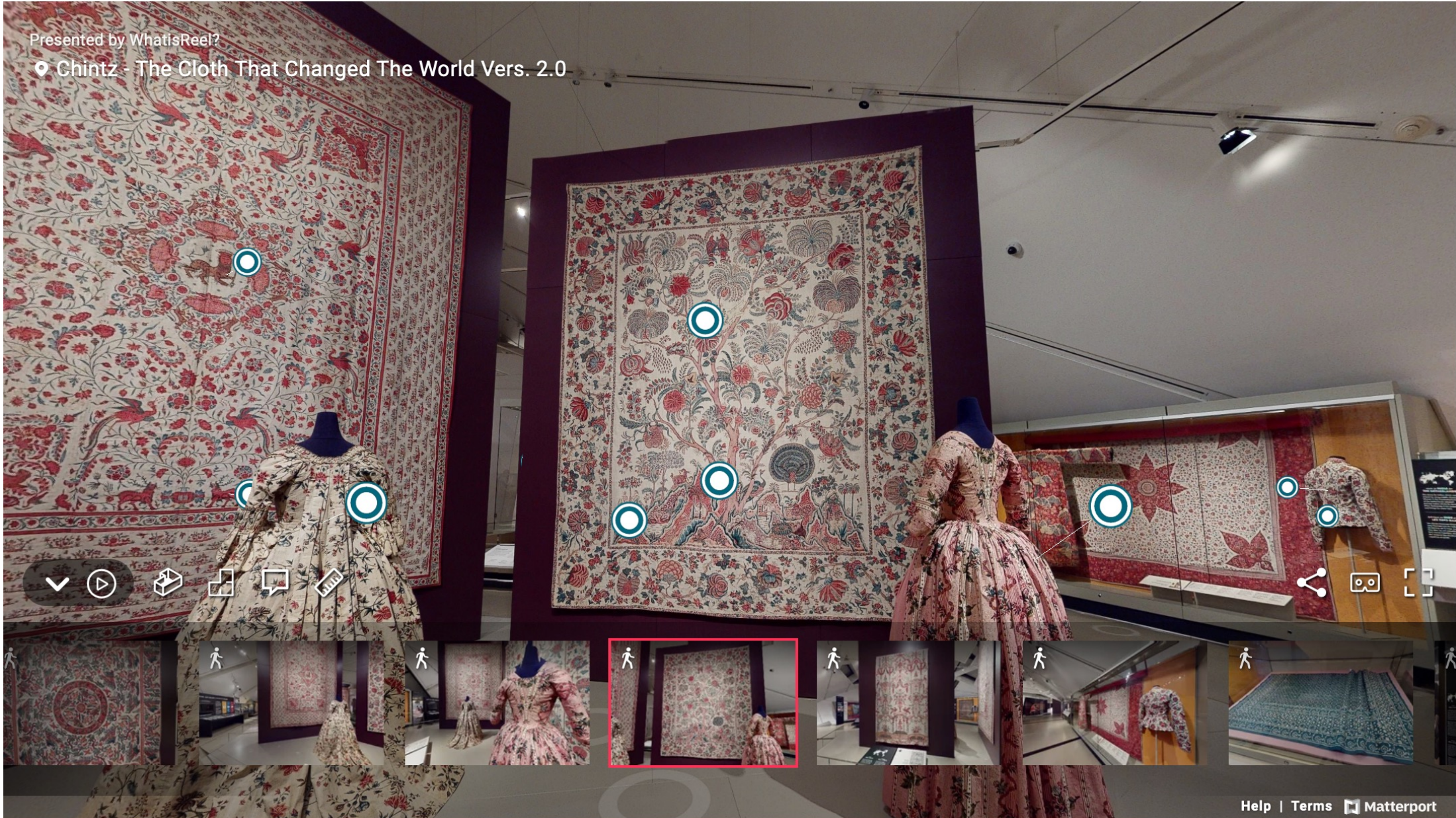
Les sublimes œuvres d'art de cette exposition illustrent l'élégance et l'histoire cruciale des Indes. À mesure que vous explorez, réfléchissez à la façon dont ce tissu de luxe a façonné la culture coloniale et révolutionné la mode, l'industrie et le commerce mondial. Cherchez les artistes indiens contemporains qui réinventent ce patrimoine de l'artisanat textile.



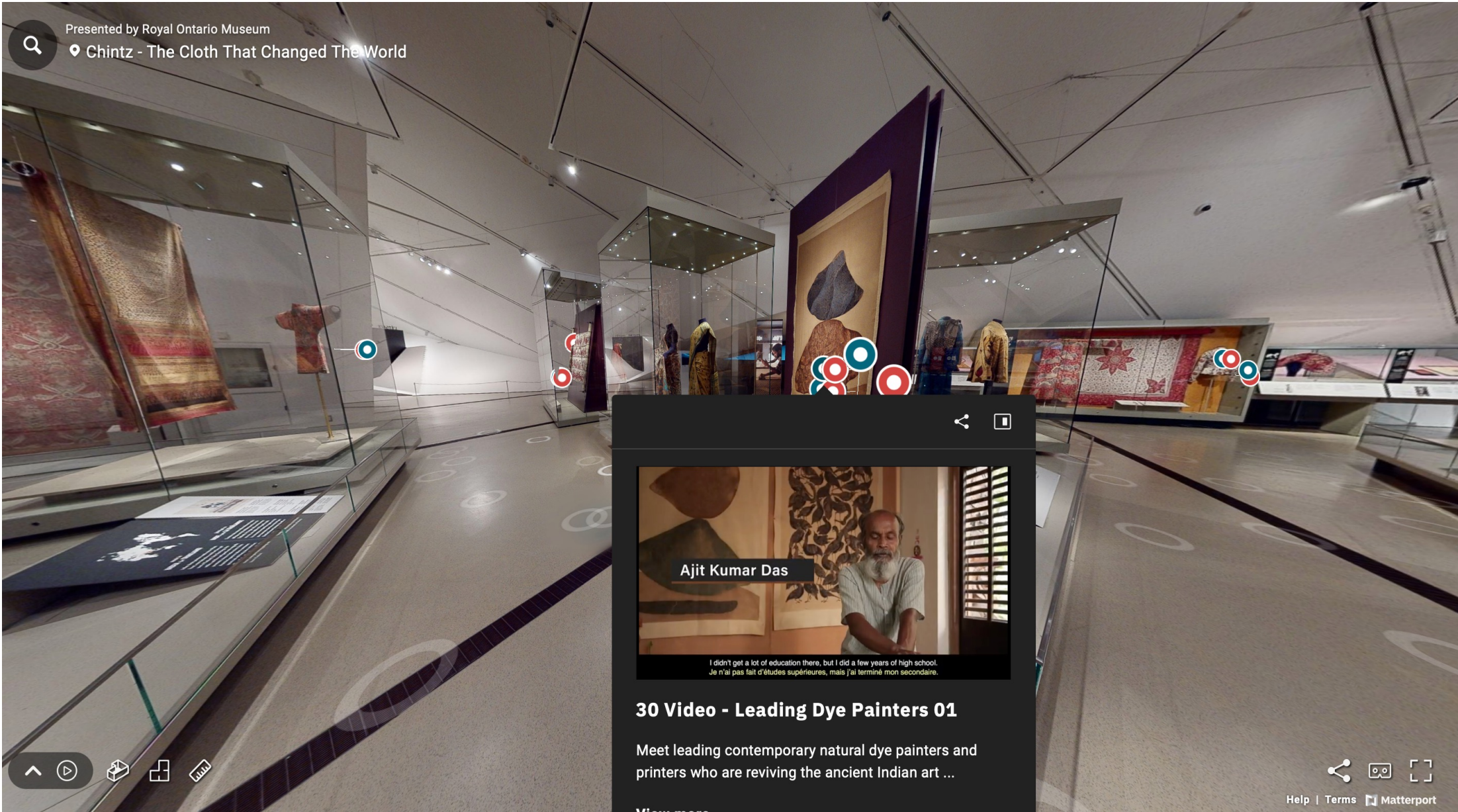
Presented by WhatisReel?

Chintz - The Cloth That Changed The World Vers. 2.0









Presented by Royal Ontario Museum  
 Chintz - The Cloth That Changed The World

Ajit Kumar Das

I didn't get a lot of education there, but I did a few years of high school.  
 Je n'ai pas fait d'études supérieures, mais j'ai terminé mon secondaire.

**30 Video - Leading Dye Painters 01**

Meet leading contemporary natural dye painters and printers who are reviving the ancient Indian art ...



*“Freedom to move freely through the exhibit, leapfrogging over exhibits instead of incremental steps to get from one space to another is great and reduced the time spent traversing the hall, and increasing time at each exhibit. Very simple and intuitive to use...”*

*“Easy to get from item to item and easy to figure out how to see descriptions, videos, etc., even for someone with my limited computer knowledge.”*

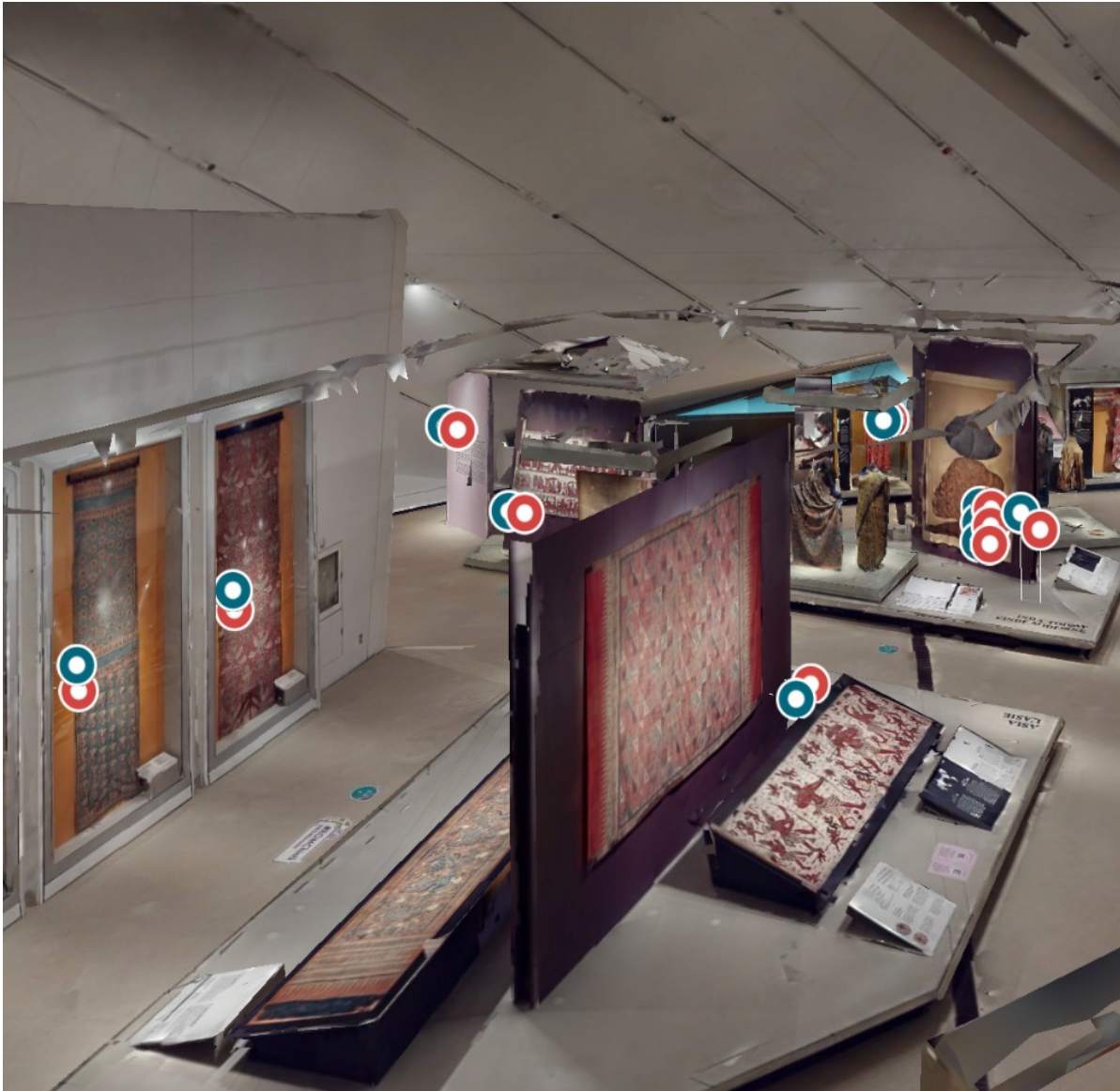
*“Very easy to navigate and informative. Almost as good as viewing an Exhibition on site. It is a good option to see an exhibit while not having to travel.”*

Q6 You gave the VR tour a rating of 4-stars (good) or 5-stars (excellent) for ease of use.

Briefly describe what you liked about the tour.

Source: ROM Online VR Experience Evaluation surveys, Nov. 2022; Matterport n=44; Thinglink n=64





*“ ...an introduction from the curator would have been nice. It's pretty boring just navigating through on your own.*

*“ It would be good if there are instructions at the beginning of the tour on how to navigate through it. It wasn't always intuitive about how to move from one object to the next...*

*“ Very difficult to navigate after zooming in on something; had to go back to floor plan. Text pop-ups required a click to open and then still had to scroll.*

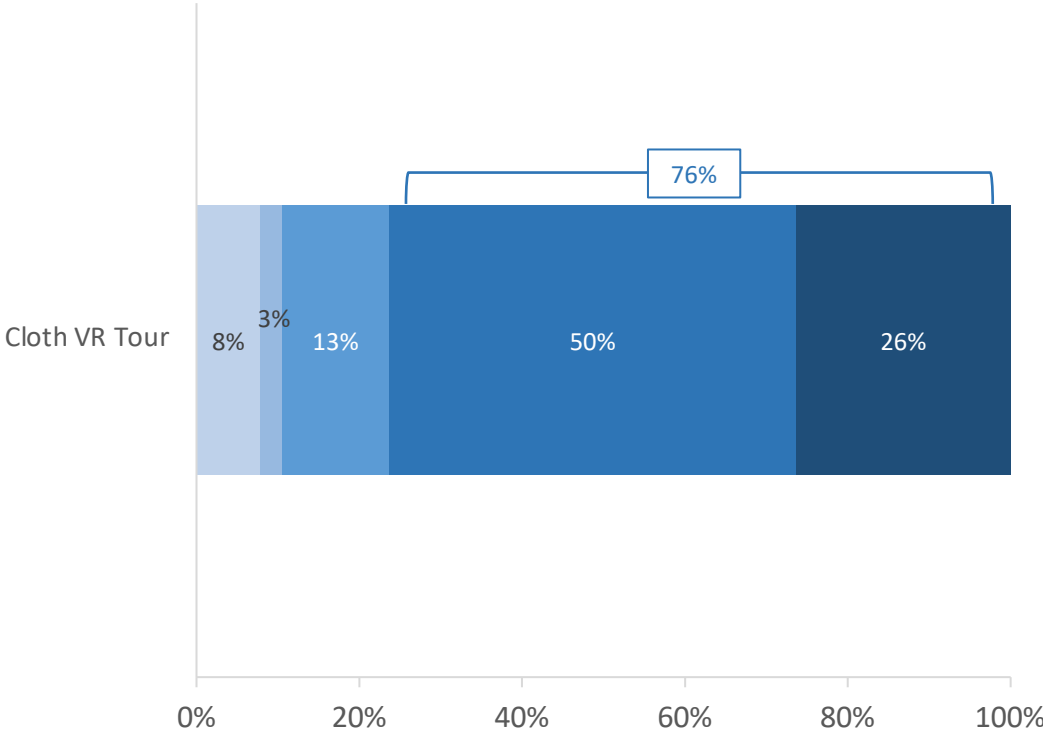
Q5 You gave the VR tour a rating of 3 stars or less (1=very poor, 2=poor or 3=average) on ease of use. Briefly describe what needs improvement.

Source: ROM Online VR Experience Evaluation surveys, Nov. 2022; Matterport n=44; Thinglink n=64 9

Over ¾ of respondents said they enjoyed the Cloth VR tour and many listed surprising things they learned through the tour experience.

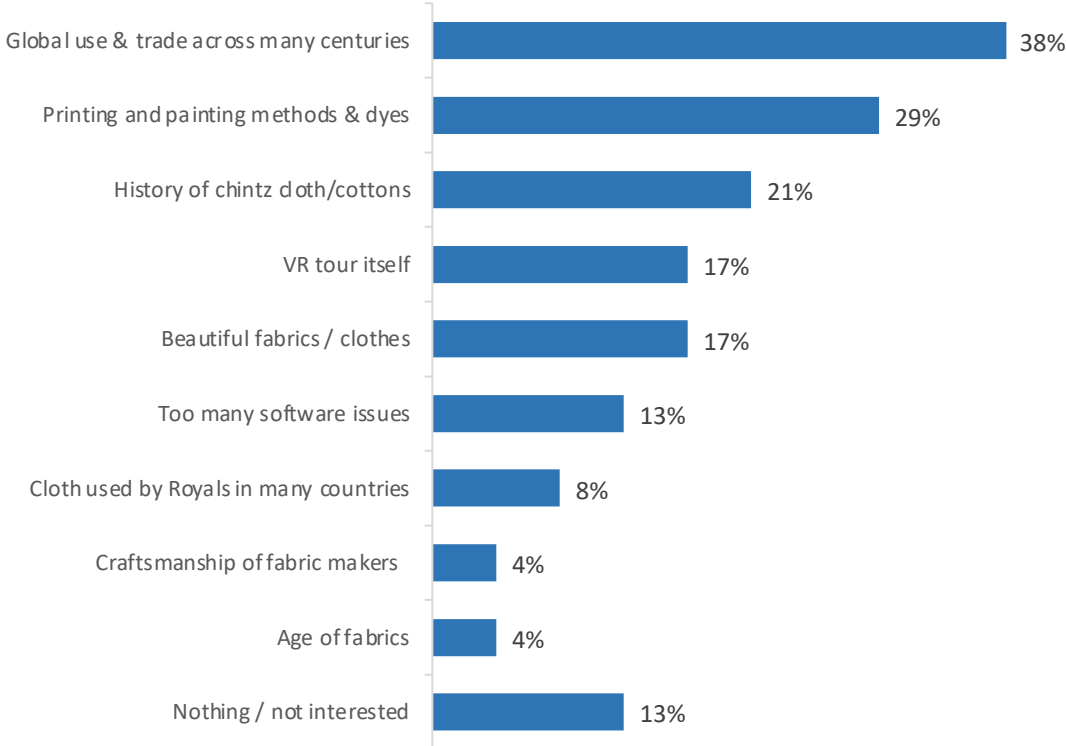
Cloth VR - Overall Enjoyment of Content & Objects

Very poor Poor Average Good Excellent



Cloth VR – Surprising Things Learned

(Unaided; coded)



Q7 Please rate your overall enjoyment of the content and objects featured in the VR tour. Q8 Briefly describe one to two (1-2) interesting or surprising things that you learned while taking the VR tour. Source: ROM Online VR Experience Evaluation surveys, Nov. 2022; Matterport n=44; Thinglink n=64

Google Arts & Culture

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## Aftershocks: Japanese Earthquake Prints (1 of 3)

Shaking Foundations: Experience Edo's unshakeable spirit through these satirical prints.

ROM  
Royal Ontario Museum

↓



VISIT EXHIBITIONS & GALLERIES WHAT'S ON COLLECTIONS & RESEARCH LEARNING JOIN SUPPORT

# ROM Collections

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73,388 objects online

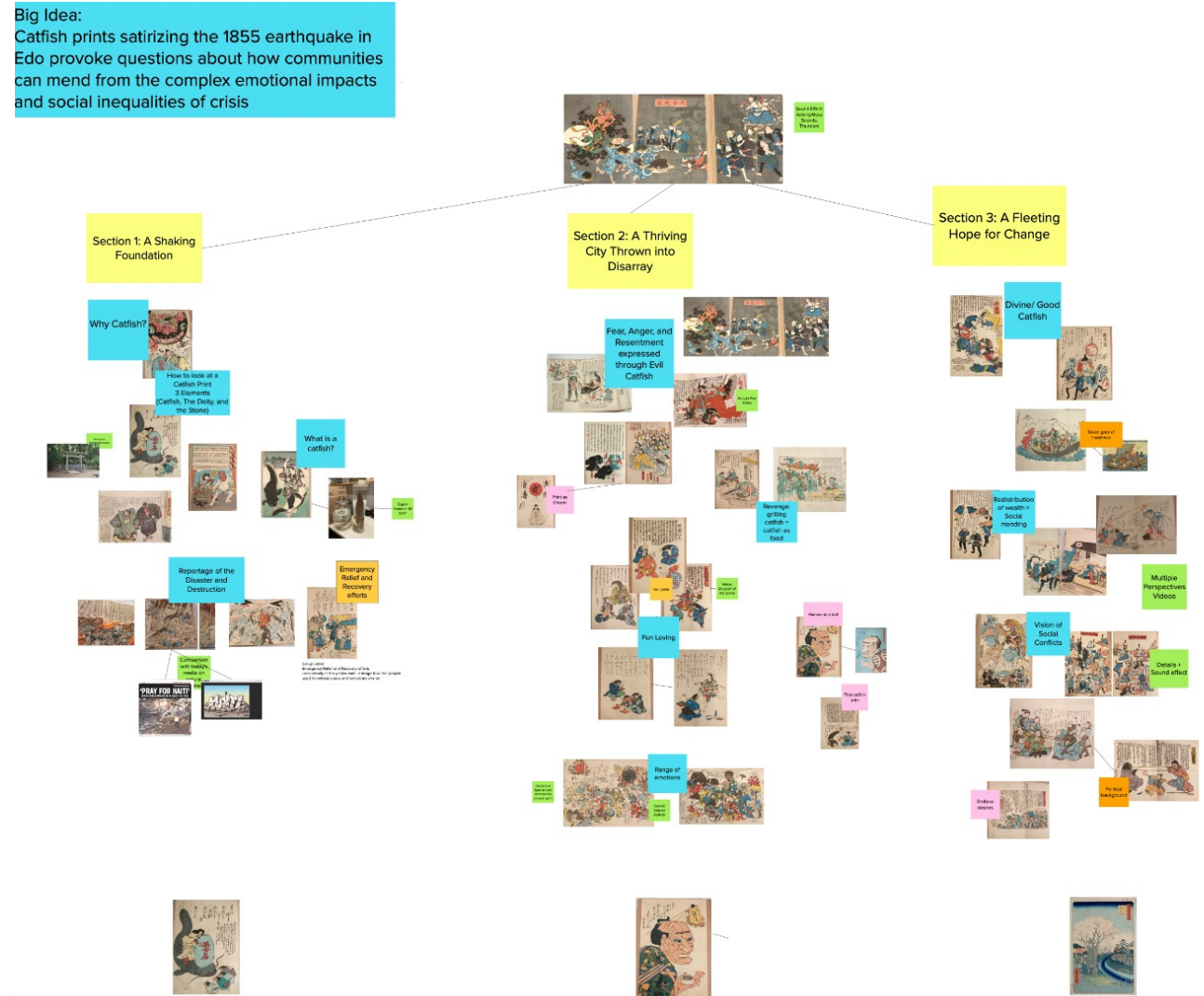
I'm looking for...



Online exhibition hosted on Google Arts & Culture

**Experience includes:**

- 35 prints
- Arranged in three thematic sections
- Each section includes
  - <10 images per section
  - detailed image exploration
  - audio, video, model



## BIG IDEA

Catfish prints satirizing the 1855 earthquake in Edo provoke questions about how communities can mend the complex emotional impacts and social inequalities of crisis.



## VISITOR OUTCOMES:

### Visitors will...

- be intrigued and inspired by the range of human emotions expressed through the prints, ranging from sorrow to humour, anguish to joy
- make connections between the responses to the 1855 earthquake through prints and their own encounters with global crisis through social media
- explore the underlying relationships between nature, humans, and societies and their own position in the changing dynamics of these interactions





