

Selected Works

VersionAbsolute Design Studio

www.versionabsolute.com

1 Wayfinding, Sign Design & Environmental Graphics

- Centrio Mall Dehradun
- Antara Senior Living
- Bagmane IT&ITES Developments | Bangalore
- Delhi International Airport Hospitality District
- DLF Avenue
- Bharti Worldmark | New Delhi
- Bharti Worldmark | Gurgaon
- High Street Phoenix Mall
- Hyatt Regency
- Brookfield India Campus Wayfinding
- Godrej Housing
- Gurgaon-One
- Oxygen Business Park | NOIDA
- Bahrain International Airport
- AIMS Hospital, Faridabad

Our first retail project in Uttarakhand, this development is Dehradun's finest in retail & entertainment.



Site Totem Sign

Sign in MS structure with multiwall polycarbonate sheet cladding. Sign is a homage to the industrial antecedents of the site.





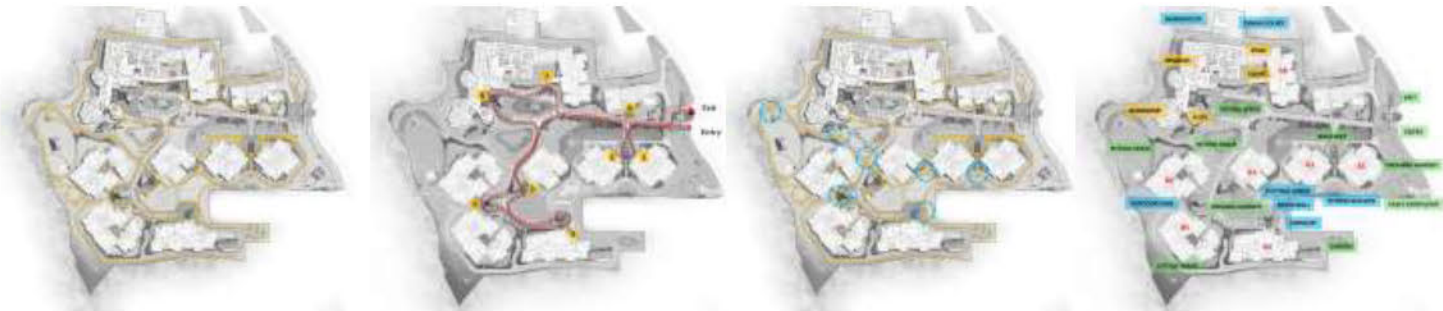


One of India’s first assisted living project, our scope was to design the wayfinding system.

The process started with analysing the physical data surrounding the site and the specific physiological and emotional abilities and needs of the predominant users of this development who are seniors looking to create newer friendships and relationships in this new community.

Our approach was to create opportunities, within the wayfinding system, for the residents to interact and seek out friendships and shared experiences in the salubrious hilly climes of the lower Himalayas.

Circulation studies



Initial studies of the vehicular & pedestrian circulation and mapping of primary and secondary destinations and information nodes.

Unit Address Sign

These being serviced apartments, unified by the sameness of architectural standardisation, our proposal was to incorporate provision for a mail holder, an umbrella (hilly region, rains a lot) and a plant of the occupants choosing.

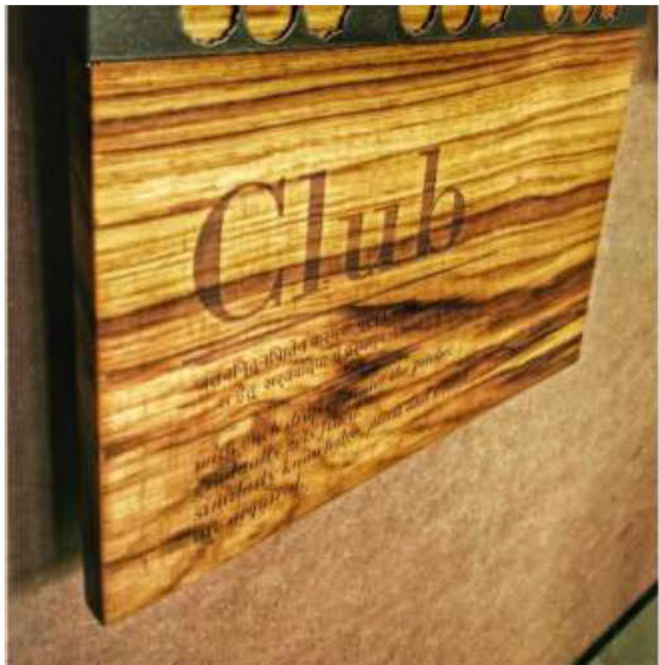
These are items that reflect the personality of the occupants and create opportunities of conversation between neighbours.



Interior Direction Signs

Continuing the theme of good living/better living which was the brand promise that the developing company wanted to advertise, we have overlaid an information layer of adding excerpts from the Veda’s in Sanskrit (along with their translation in English) which speak about various aspects of leading a good life.

All of this information were laser etched onto the teak base that formed a part of all our development interior signs.





We have been working with the Bagmane group since 2019 to standardize all their wayfinding and sign designs for their IT parks in Bangalore. This has been an exercise of developing a complete sign design standards, to be followed by them and their tenants. This scheme is under implementation in 5 of their tech parks in Bangalore.

Visual Design Strategy

Our attempt has been to incorporate a unique design vocabulary that adds color and dynamism to the campus wayfinding.



Project Sign Hierarchy

Our scheme distinguished zones within the site boundaries from zones outside of those zones whilst responding to the material context & functional needs.



One of the busiest airports in the world with a capacity to handle 34 million passengers per year, has been developing a hospitality district within the greater airport area to cater to the passengers coming into New Delhi.

We were part of a large team of masterplanners and architects working to revitalize this area as a destination thereby monetising the interstitial and otherwise vestigial spaces between buildings and in circulation.



Area under our scope was the district itself with 13 hospitality properties and 1 large retail + commercial development



Sign Family

To augment the information system our proposal adds a layer of interest by inserting artworks created using the style of the different traditional visual art in India and depicts modern themes that are iconic of modern India.

With the audience of tourists and visitors, this adds to the 'Welcome to India/Delhi' experience for the visitors.



Delhi International Airport Hospitality District Wayfinding



New Delhi's latest and the greatest, this mall is the redeveloped avatar of the DLF Saket Mall & now has claimed the mantle of one of the most sought after retail destination, for both brands and visitors alike, in New Delhi.

A mix of monochromatic and the colourful, was what we finalised on the as the visual communication identity of the mall. This partly influenced the new logo which follows the same design philosophy.

The Digital Jungle

We live in times where we are constantly bombarded with information, a digital marque that lets you know about new brands and experiences that open up in the mall, adds to that saturation of information, but we feel in a good way!

The Vibrant Back alleys of Parking

They need not be back alleys no more! We colour coded the basements and went to town with the wall & floor graphics to make these otherwise boring spaces, Interesting.





One of New Delhi's premiere retail and office address, we have worked on creating a unique mono-chromatic design language to extend the brand attributes both in graphic expressions as well as material selection.

The signs are in brushed SS or aluminium faced cabinets with all information digitally printed and illuminated. With keeping only the information illuminated, the signs are unobtrusive yet the information is boldly highlighted. This mix of static and digital information system extends the premium positioning of the project without sacrificing functional efficacy of the information system.

This project integrates into the DIAL hospitality district whose wayfinding has also been designed by our studio.

Sign Information Strategy

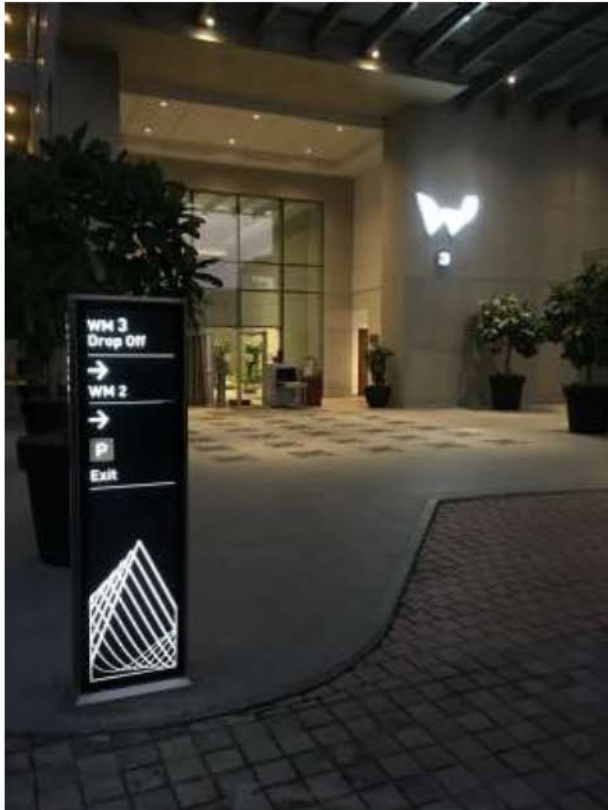
Our design proposal color codes the 3 buildings that form the development that is Worldmark New Delhi.

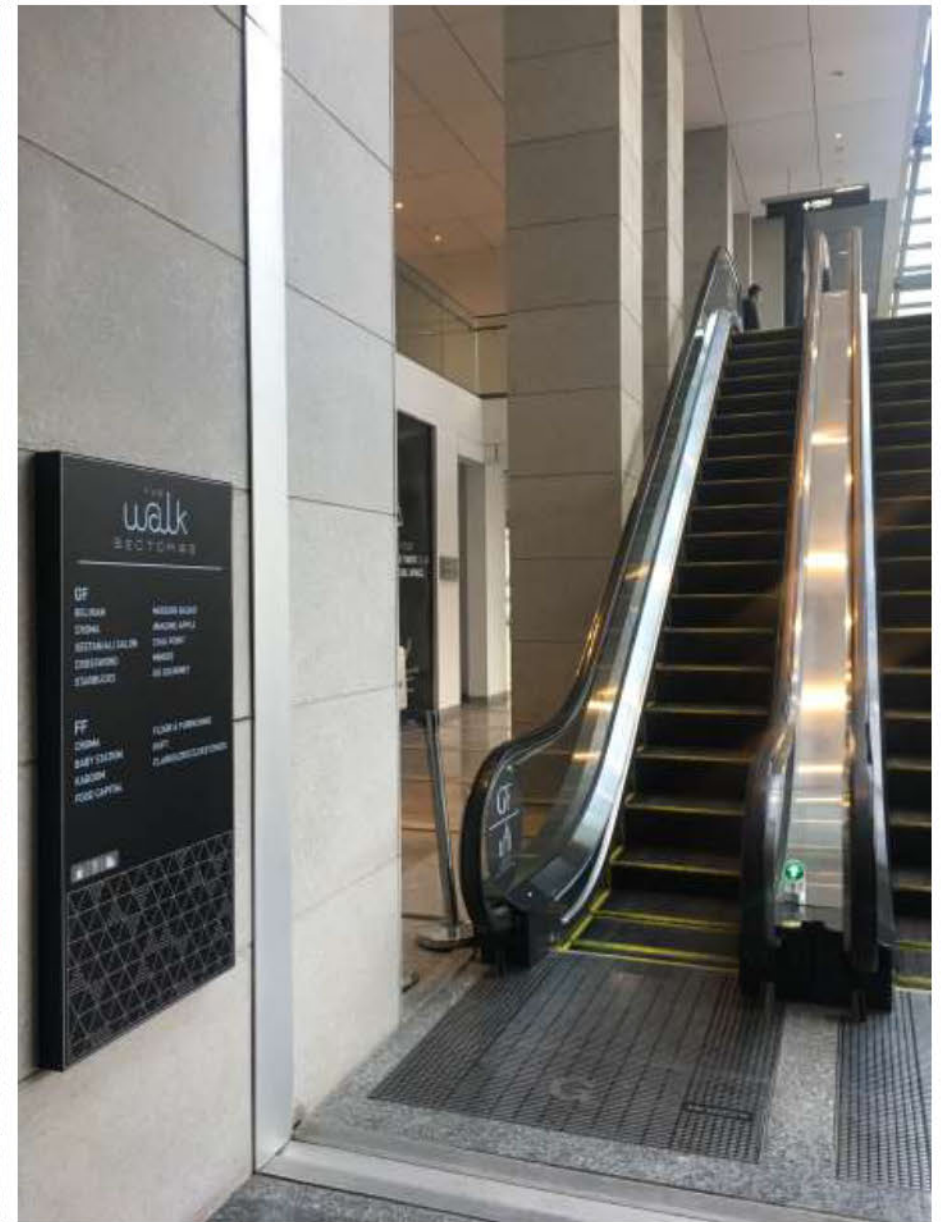




Our second retail project with Bharti Realty and one of Gurgaon's premium mixed use development, our wayfinding & sign design scheme extends the brand design vocabulary we had designed for their New Delhi property.

With subtle changes within the design scheme and keeping with the outdoor/high street nature of the development, our designs maintains its minimalist, high end appearance whilst being informative and attractive.



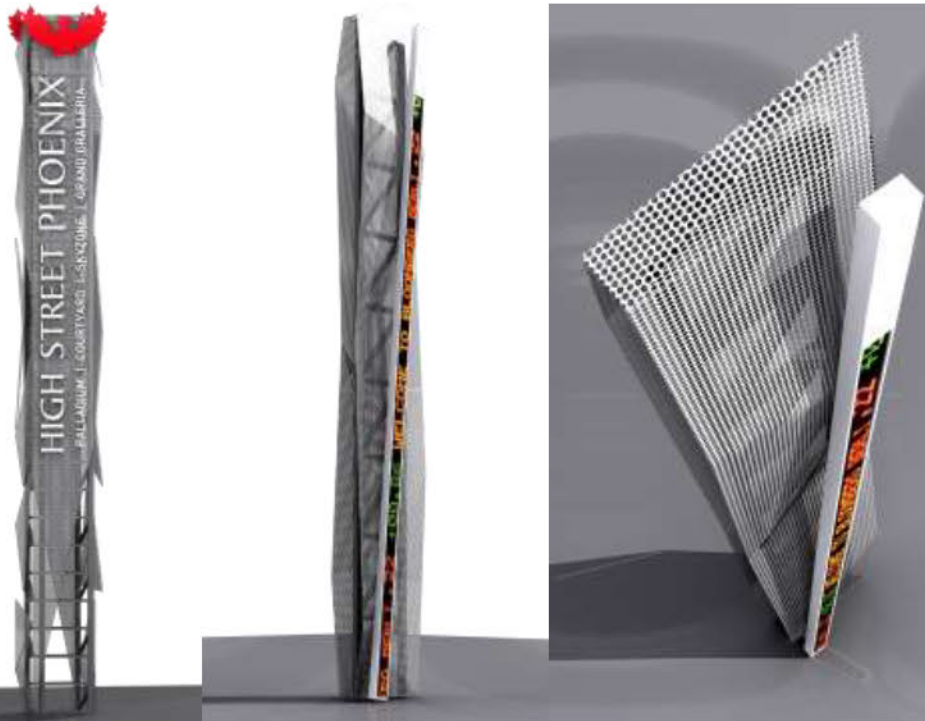


Mumbai's premiere retail destination & a bridge between two densely populated neighbourhood, this is a retail destination and a thoroughfare. This is one of the more successful adaptive reuse projects in India where an old industrial (textile mill) building has been converted, over the years into a retail, entertainment & F&B destination.

Our design intent to give this retail space, its own voice, a way for it to speak to the thousands that travel to and through it. Also being Mumbai, one couldn't escape the omnipresence of Bollywood and its hold on the imagination of the people in Mumbai.

Product Design Strategy

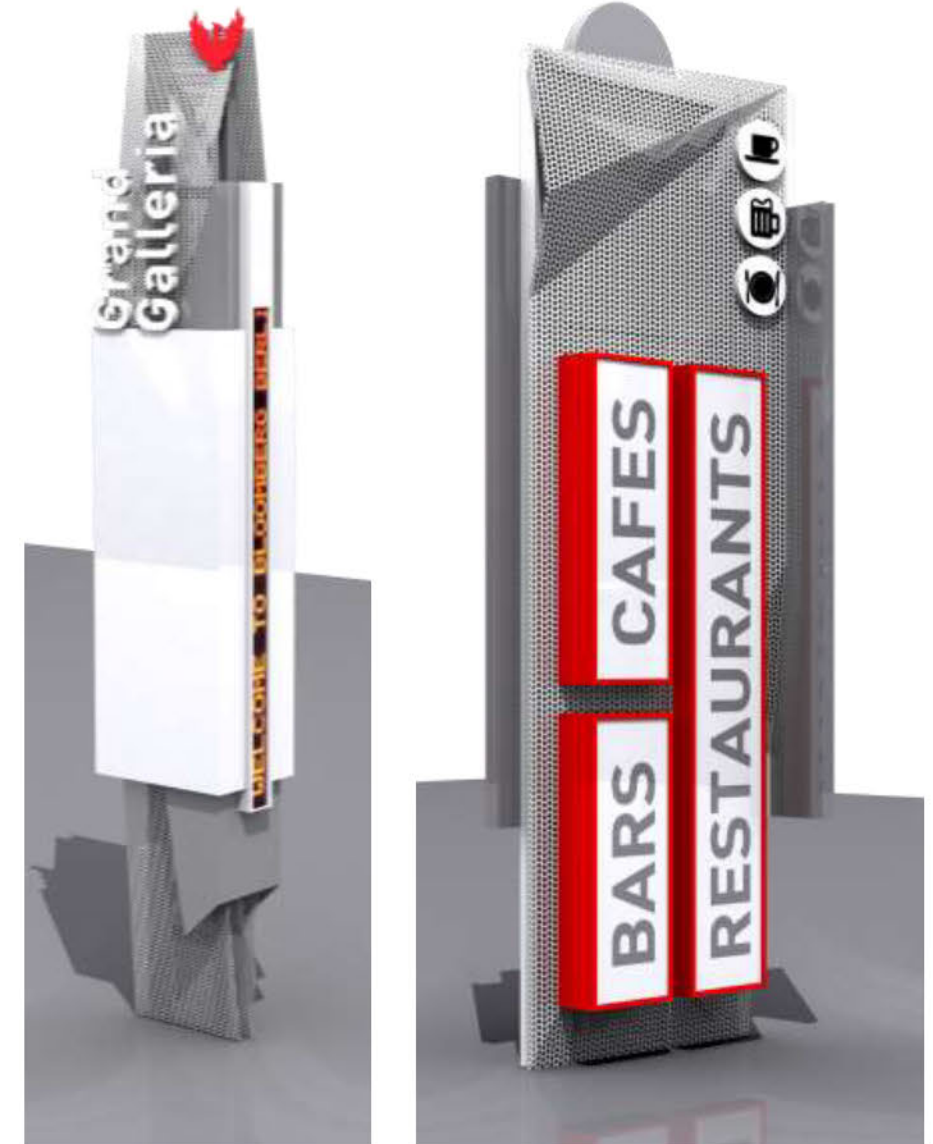
Pays homage to its industrial past. A fragment of memory preserved and presented in a manner where it seems to adopt this new use.

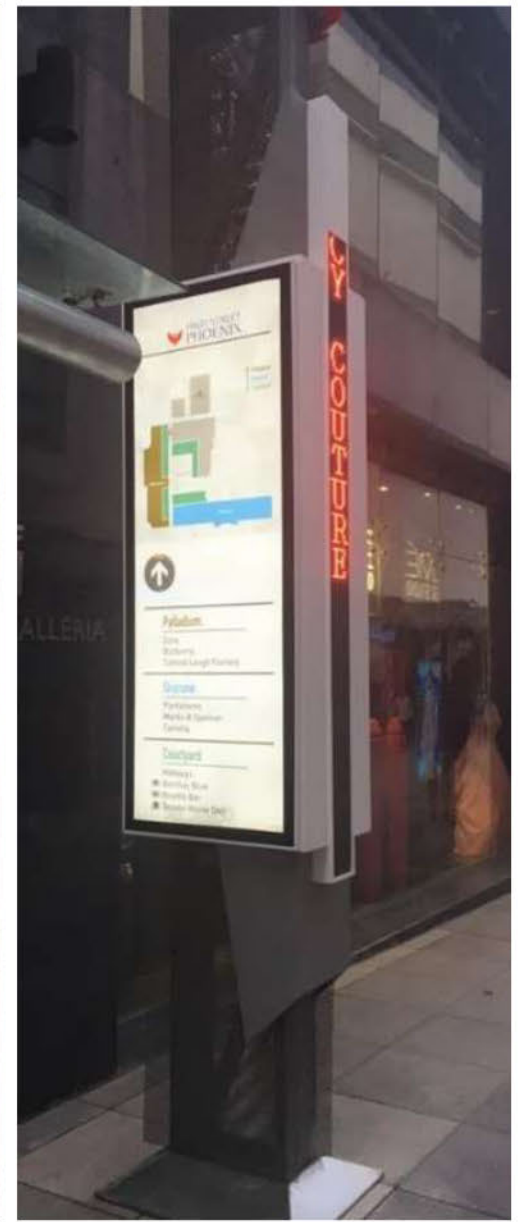


Information Design Strategy

As a part of our design strategy to give this urban space a voice to communicate with the city, we have designed an LED information ticker in each of our signs.

This is a blank canvas for the brand to paint on! From displaying information about the events of the development, to curated twitter feeds, treasure hunts, celebrity news what have you.





Our design for Hyatt Regency, Chandigarh borrows elements from Corbusier’s architecture to cement this property’s relationship with the city.

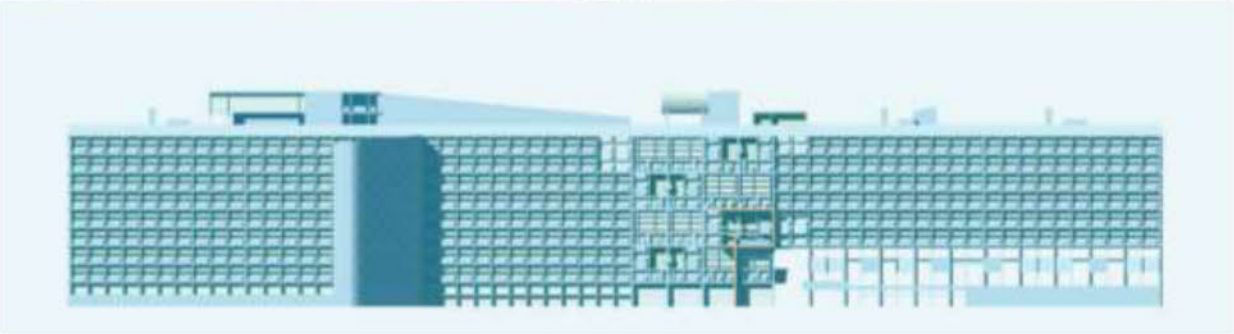
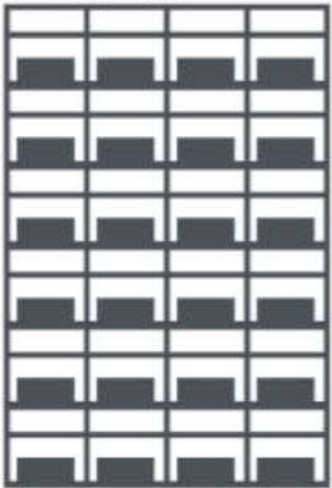
Our design also incorporates locally sourced mulberry wood into the material vocabulary along with Corian.

Visual Design Strategy

The cellular pattern of the building fenestration is the very definition of the architect’s style. This was later repeated in his design for Unité d’habitation in Nantes, France. This is brutalist building defines the visual vocabulary in Chandigarh.



The fenestration pattern is being carried over to our designs as a “cell”



Mulberry | 40000000
Locally sourced. Blended
planks of varying width to
create a rich design
element.



Corian Deep Grey
Impermeable, made to
order.



Brutalist Concrete
Locally sourced. Blended
planks of varying width to
create a rich design
element.



Sun-Clay
Partially Clay Grey VC
An earthy, warm and organic
to be used in the
interior and exterior
design.

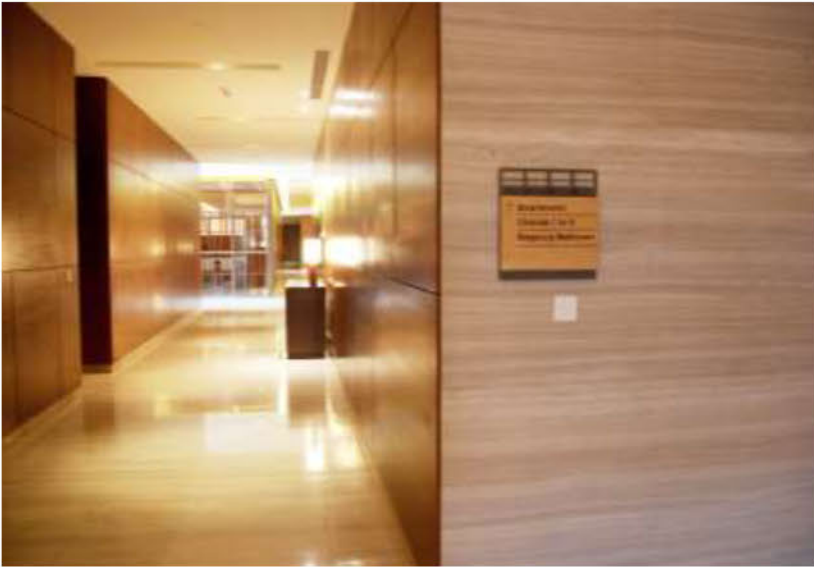


PRIMARY TYPE FACE
We use Hyatt brand standards, we are using Gotham Book and Gotham Modern for all internal and external signs.

Gotham Modern
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklm-
nopqrstuvwxyz | 0123456789

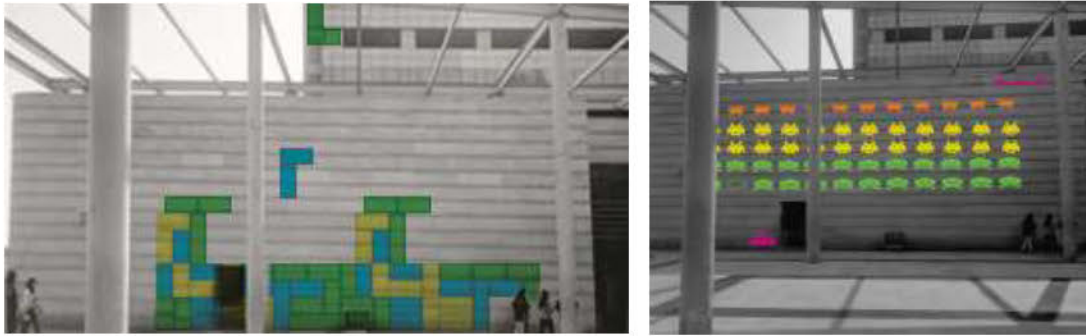
Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklm-
nopqrstuvwxyz | 0123456789

Icons & Arrows
Icons: People, Stairs, Left Arrow, Up Arrow, Right Arrow, Wheelchair, Taxi, Right Arrow, Up Arrow, Down Arrow



Brookfield owns and operates five large office campuses, each over a million and a half square feet of built up area, in India under the brand name 'Candor TechSpace'.

These properties were acquired and Brookfield, as a part of their re-branding exercise, wanted to establish their brand as a part of a standardised wayfinding system across all the properties.



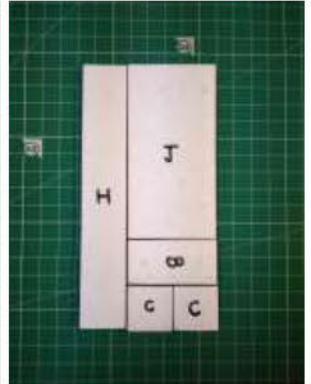
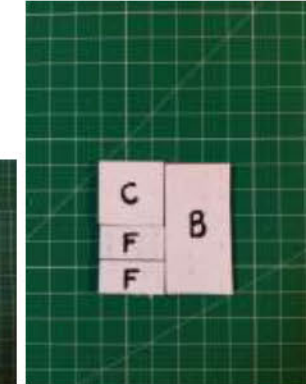
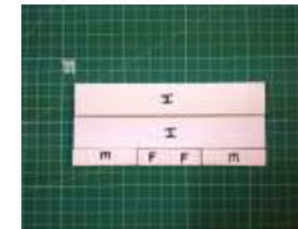
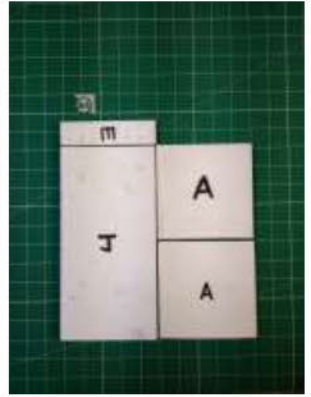
Placemaking elements, combination of physical installations and projection mapping.

Campus Maps



Sign Modularity

These sites were developed in different periods of time, there was no common architecture element/philosophy that was common to all. To surmount this lack of design character and the fact that these sites were under various current and future phases of expansion, our proposal was to develop a modular wayfinding system that can adapt to the evolving needs of the development.



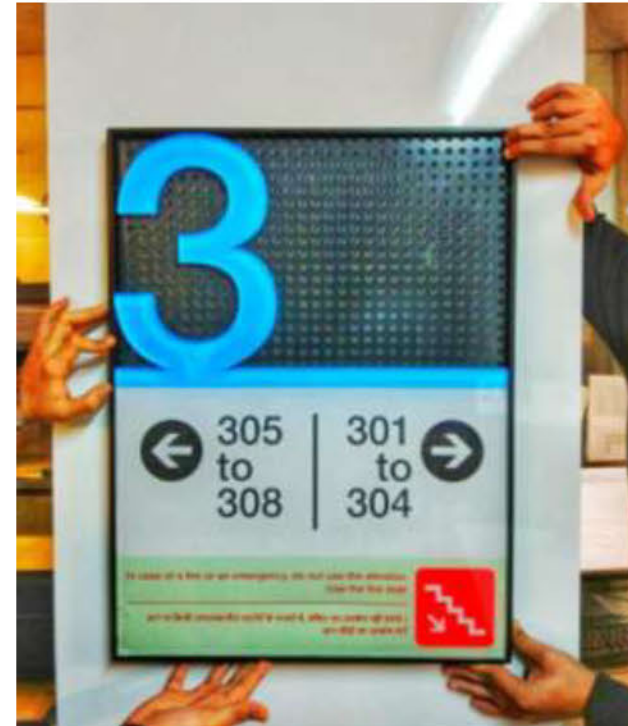


We have been working with Godrej Realty on their residential developments in Gurgaon. We were hired to design and standardise their sign design standards for their residential properties in Gurgaon.

Our association with the group began with their Summit project and now the sign standards are being implemented in their 101 and Aria projects.

Visual Design Strategy

Our design borrowed colors from the brand logo and the product design was kept modular with high degree of maintenance and serviceability built into the details of the signs.

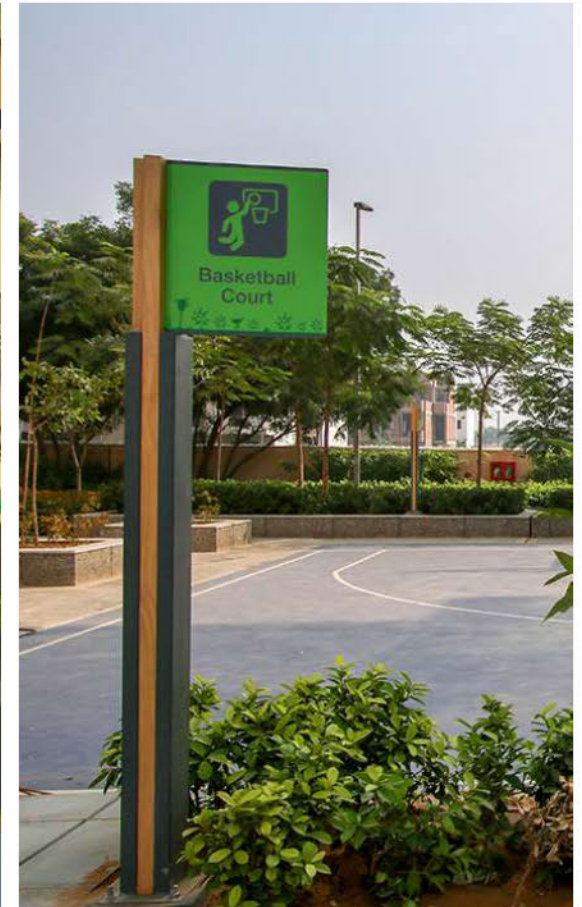




Our third residential development wayfinding project for AlphaCorp, this is a tower residential development in Sector 84, Gurgaon.

Visual Design Strategy

With the use of laser etched recycled timber and painted aluminum, these signs reflect the brand's commitment to the environment.



We have successfully implemented a comprehensive wayfinding & sign design scheme for Blackstone Capital India's SEZ development in NOIDA. Our sign family is monochromatic with subtle material variations between the vehicular and pedestrian signs.

The base of the sign is tessellated in metal giving the signs a dynamic design gesture. This wayfinding scheme is currently under production.

<https://www.versionabsolute.com/oxygen>

Visual Design Strategy

Our designs distinguish between the vehicular direction signs and the pedestrian with softer materials being used in the pedestrian ones & more visually robust materials such as micro topped concrete finish monolithic bases.



We were amongst the two international design firms invited for the design of the wayfinding system for the passenger terminal building. We had presented our design strategy to the BIA for both the arrival and the departure experience.

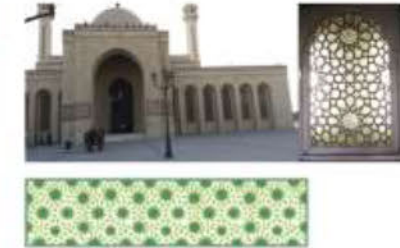


09 Visual Communication Strategy

Context

Designs are the visual ambassadors for the country. They offer the perfect point of entry for the visitor to Bahrain, creating with the eye of the land. Signs can be used to convey messages about the place that they are about to enter, they can also help to create a sense of place and identity.

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B.I.A. MUHARRAG | SAHRAH

Sign Design & Wayfinding - Nov 2015

Presentation Set

VersionAbsolute Design Studio | New York | 2015

07 Visual Communication Strategy

Iconography

One of the most important wayfinding communication systems for travelers that do not read the language used in the wayfinding system. Icons can be effective when placed with text and more so when placed as stand alone icons. Icons can be used to convey a message, to be understood by all, and to be used as a visual aid.



B.I.A. MUHARRAG | SAHRAH

Sign Design & Wayfinding - Nov 2015

Presentation Set

VersionAbsolute Design Studio | New York | 2015

Amrita Institute of Medical Sciences

One of the largest healthcare developments in Asia, we have been working on the wayfinding, sign design & the EGD scheme for this 2000 bed, 110 acre development in Faridabad, Haryana.





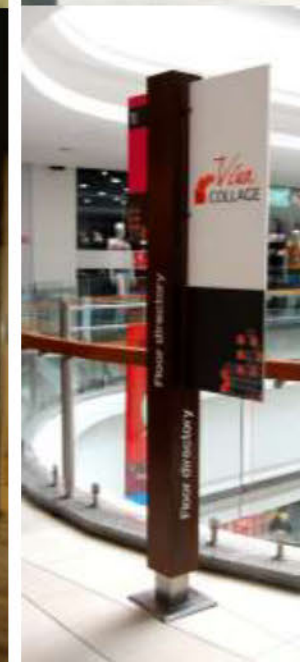
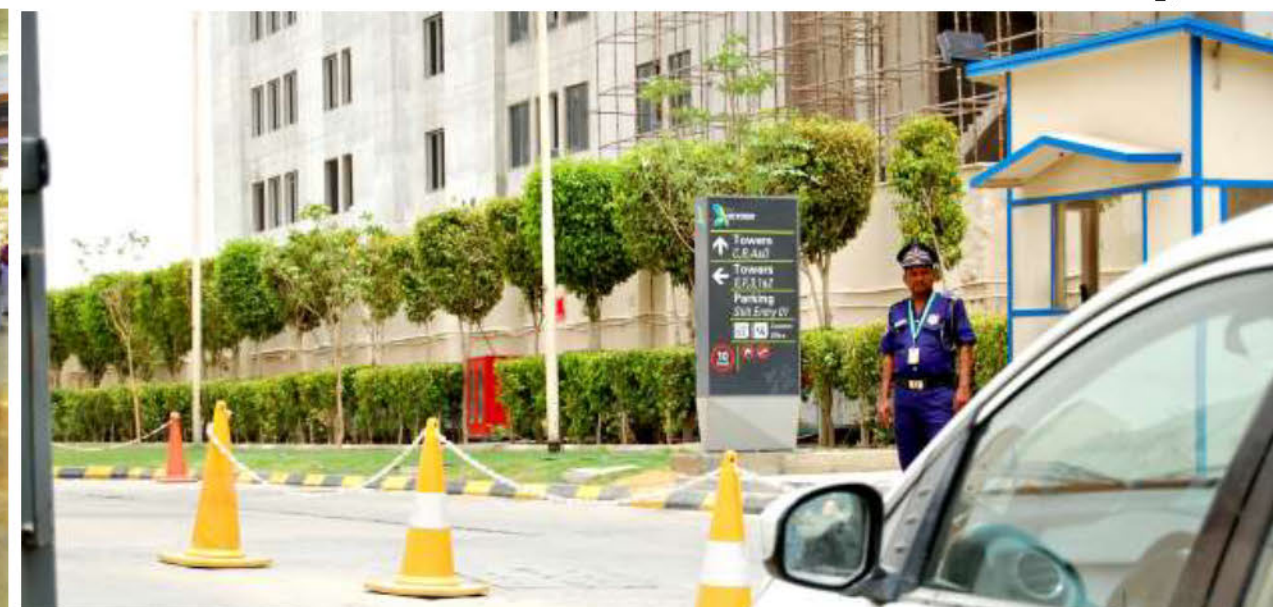
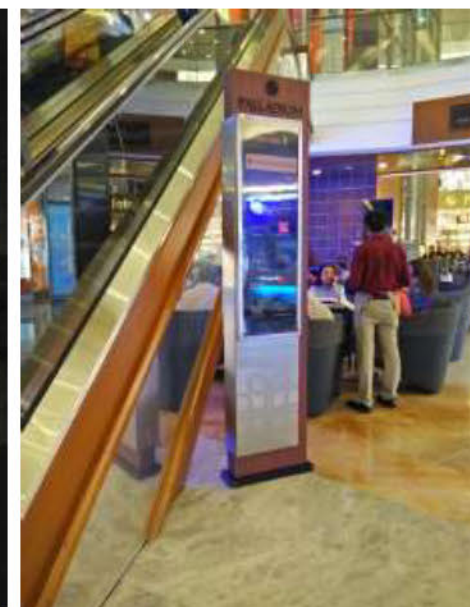


Clients



DS GROUP







Selected Works

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2

Architecture & Interior Design

- Hill Villa Development
- Factory - 01
- Green Buildings (IGBC/LEED)
- Interior Spaces

Recent Works

2

Architecture & Interior Design

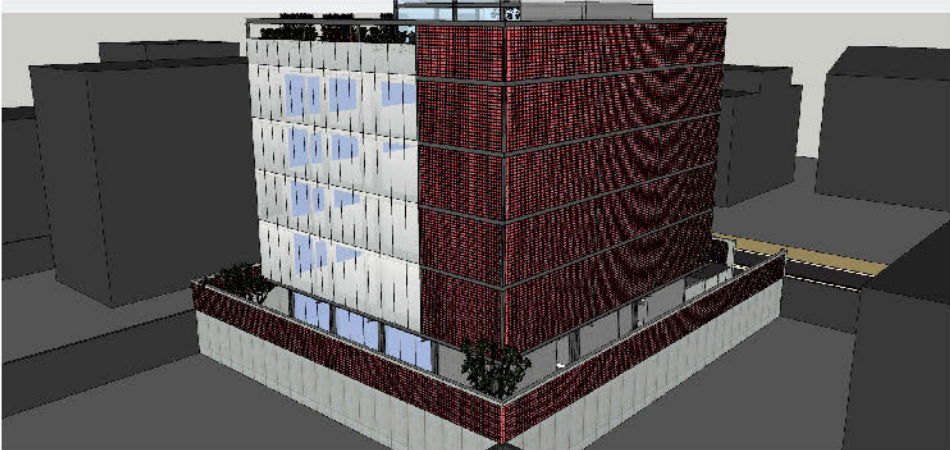
- Hill Villa Development
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- Green Buildings (IGBC/LEED)
 - <https://www.linkedin.com/pulse/design-school-bikaner-arnab-banerji/>
 - <https://www.linkedin.com/pulse/sustainable-practices-industrial-architecture-arnab-banerji/>
- Interior Spaces



Hill resort Architecture & Master planning. 11 villas in the lower Himalayas.



Production unit and offices for one of India's leading fashion designer. WIP



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We have completed two green buildings, both Gold Rated.

LEED Gold Rated Office Building

Regional HQ for TATA Telecommunication in New Delhi, India

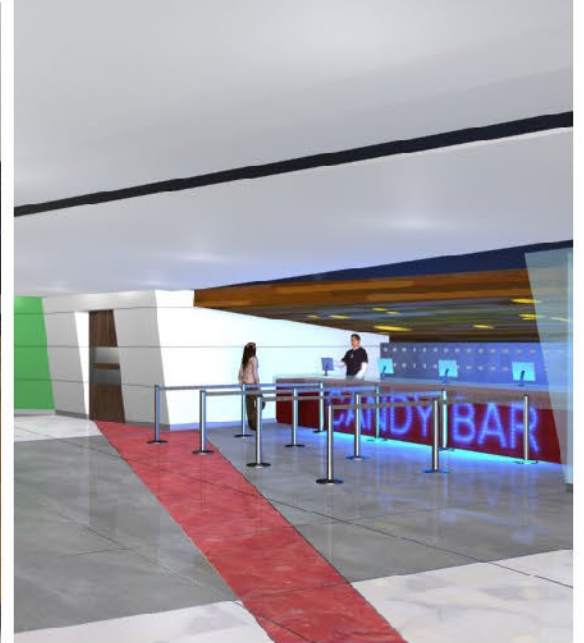
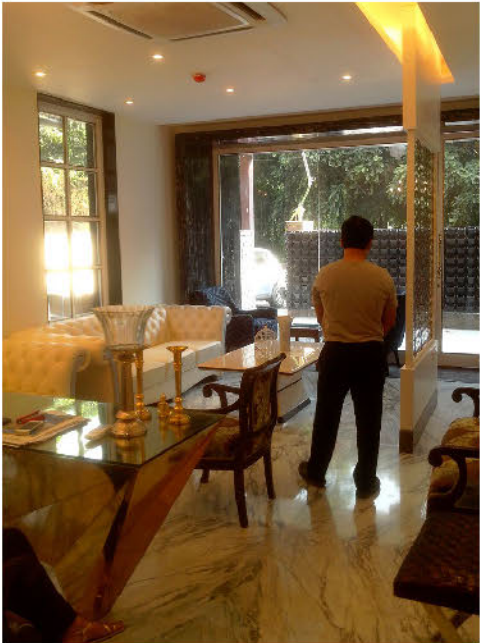


IGBC Gold Rated Industrial Building

Production unit and offices for textile brand



Following are a collection of images of my various interior space design projects.



Thank you!

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