

Selected Works

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Wayfinding, Sign Design & Environmental Graphics

2

Architecture & Interior Design

Selected Works

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Wayfinding, Sign Design & Environmental Graphics

- King Abdulaziz International Airport, T2-Jeddah KSA
- Centrio Mall Dehradun
- Antara Senior Living
- Bagmane IT & ITES Developments
- Delhi International Airport Hospitality District
- DLF Avenue
- Bharti Worldmark Delhi & Gurgaon
- High Street Phoenix Mall
- Hyatt Regency
- Brookfield India Campus Wayfinding
- Godrej Housing, Gurgaon & NOIDA
- Gurgaon-One
- Oxygen Business Park
- Chennai International Airport – PTB
- Bahrain International Airport
- AIMS Hospital, Faridabad
- Godrej Woods

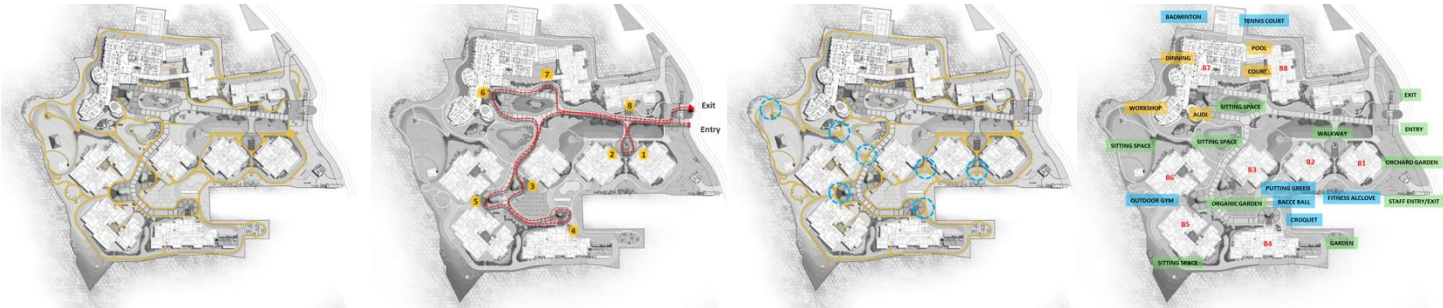


One of India’s first assisted living project, our scope was to design the wayfinding system.

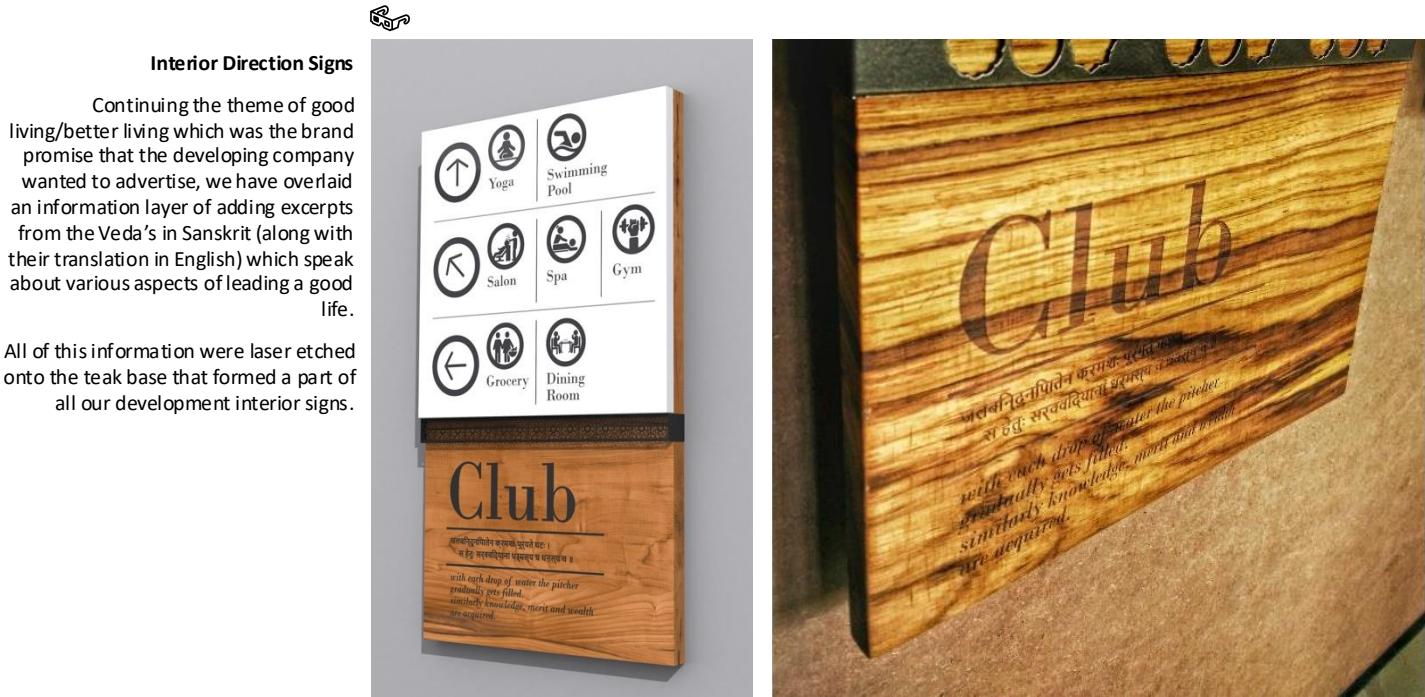
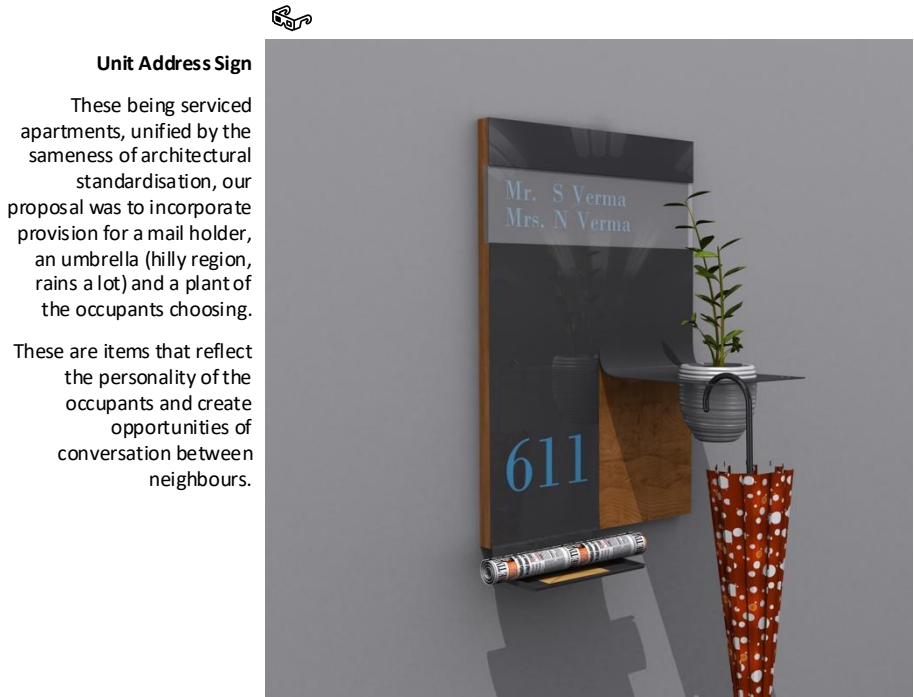
The process started with analysing the physical data surrounding the site and the specific physiological and emotional abilities and needs of the predominant users of this development who are seniors looking to create newer friendships and relationships in this new community.

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.





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.

Exterior Sign | ST-01

Direction Signs

Floor Mounted Direction Signs for district vehicular traffic.



Exterior Sign | ST-02

Direction Signs

Floor Mounted Hybrid Direction Signs for district vehicular & pedestrian traffic.



Exterior Sign | ST-03

Direction Signs

Floor Mounted Direction Signs for district pedestrian traffic.

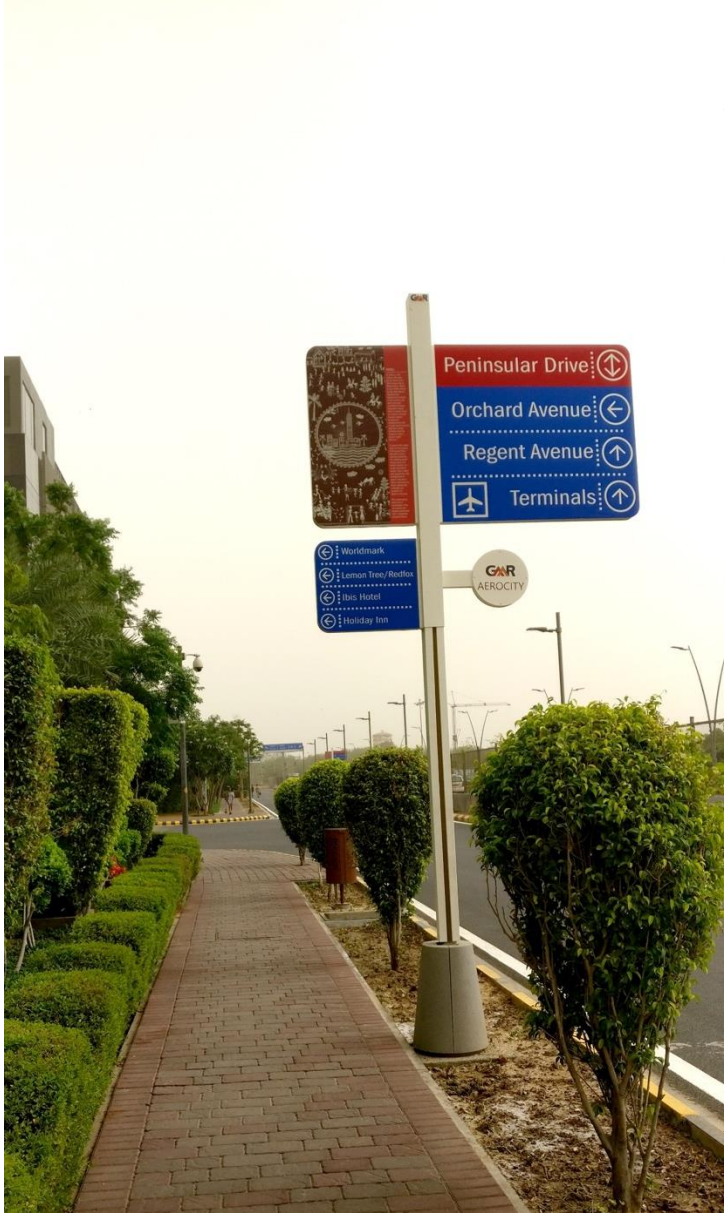


Exterior Sign | ST-C3

Directory Signs

Floor Mounted Development Directory Sign. Sign designed to have a passive and an interactive face.





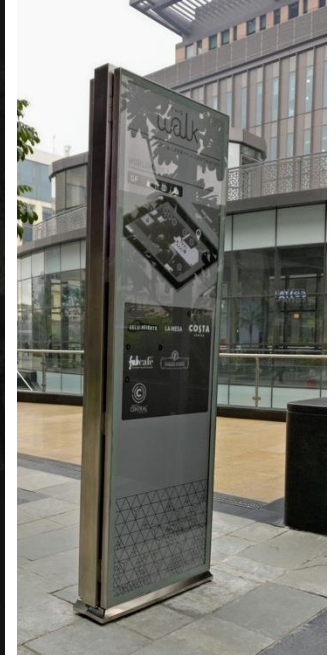
One of New Delhi's premiere retail and office address, we have worked on creating a unique mono-chromatic design language to extend the brand attributes both in graphic expressions as well as material selection.

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.



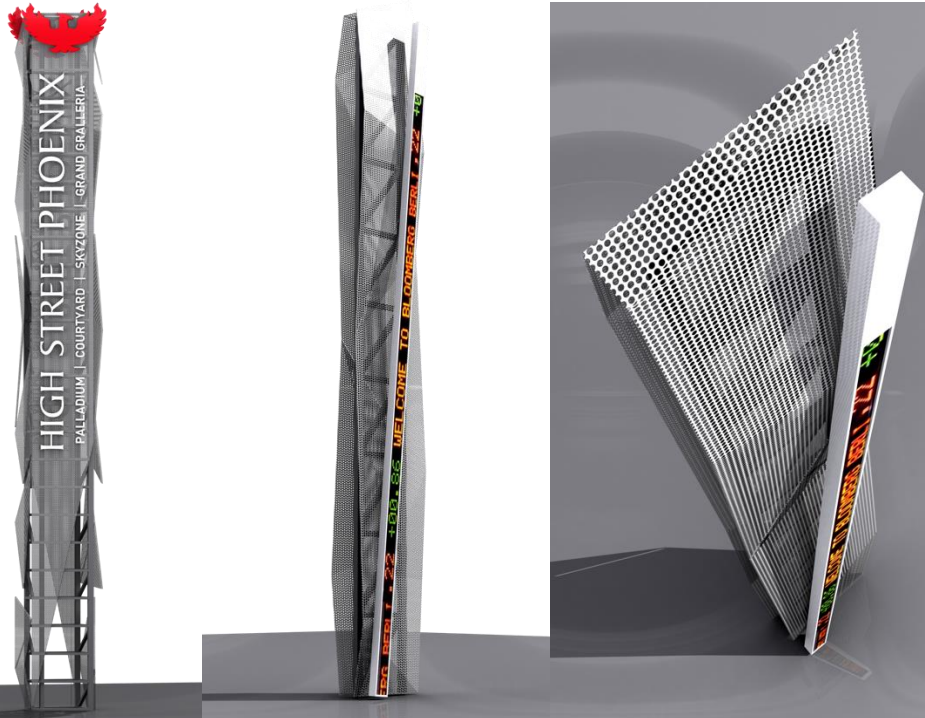


Mumbai's premiere retail destination & a bridge between two densely populated neighbourhood, this is a retail destination and a thoroughfare. This is one of the more successful adaptive reuse projects in India where an old industrial (textile mill) building has been converted, over the years into a retail,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

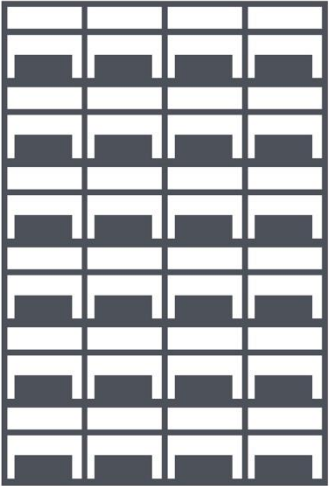
Our design also incorporates locally sourced mulberry wood into the material vocabulary along with Corian.

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 “jaali”.



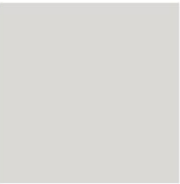
Mulberry | शहतूत का वॉड
Locally available. Wooden planks or veneer will be used in our design scheme.



Corian Deep Grey
Intermediate shade to Hyatt Greys.



Brushed Stainless Steel
Stainless Steel 304 grade brushed finish sheet for BOH signs



Text Color
Pantone Cool Grey 1C:
All text, icons and arrows to be screen printed onto wood and by ink sublimation process on corian.



PRIMARY TYPE FACE

As per Hyatt brand standards, we are using Gotham Book and Gotham Medium for all Internal and External signs.

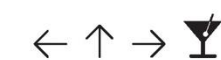
Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklm-nopqrstuvwxyz | 0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklm-nopqrstuvwxyz | 0123456789

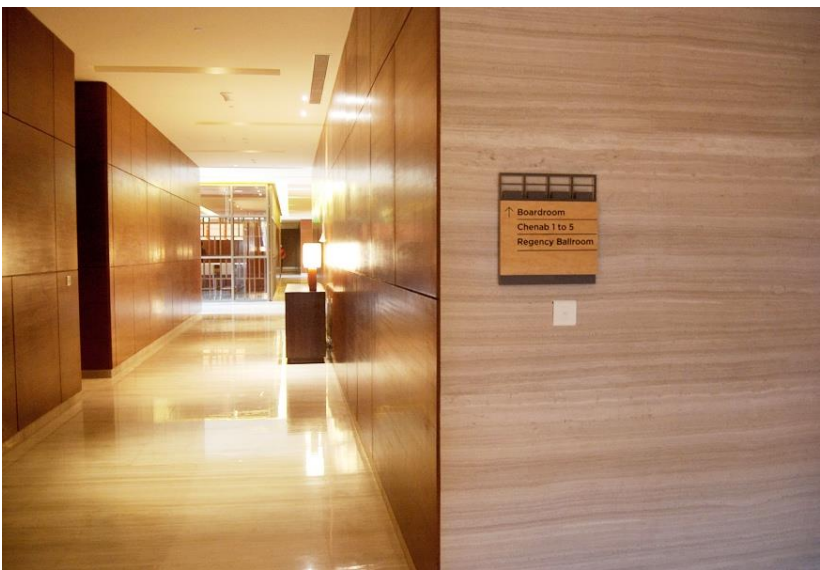
Icons & Arrows



Internal

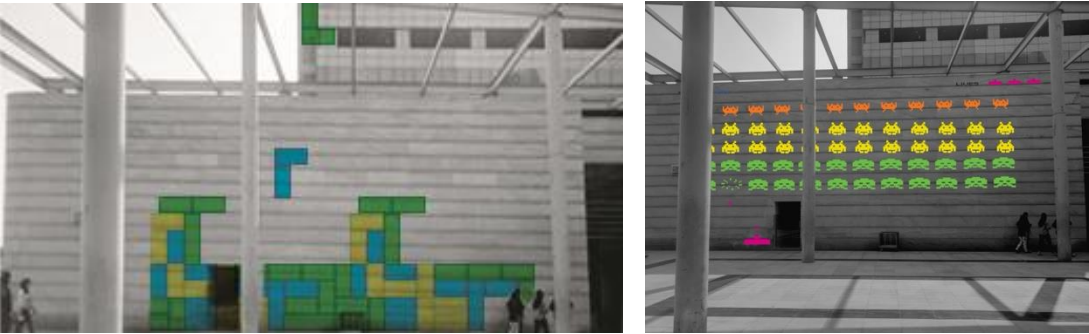


External



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.



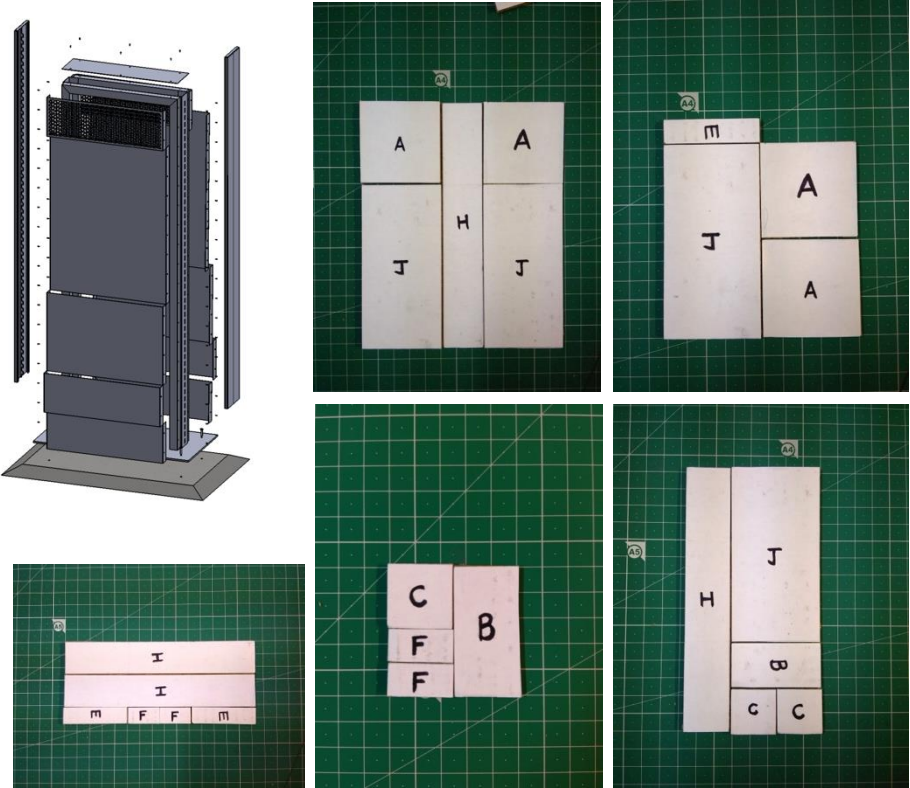
Placemaking elements, combination of physical installations and projection mapping.

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.





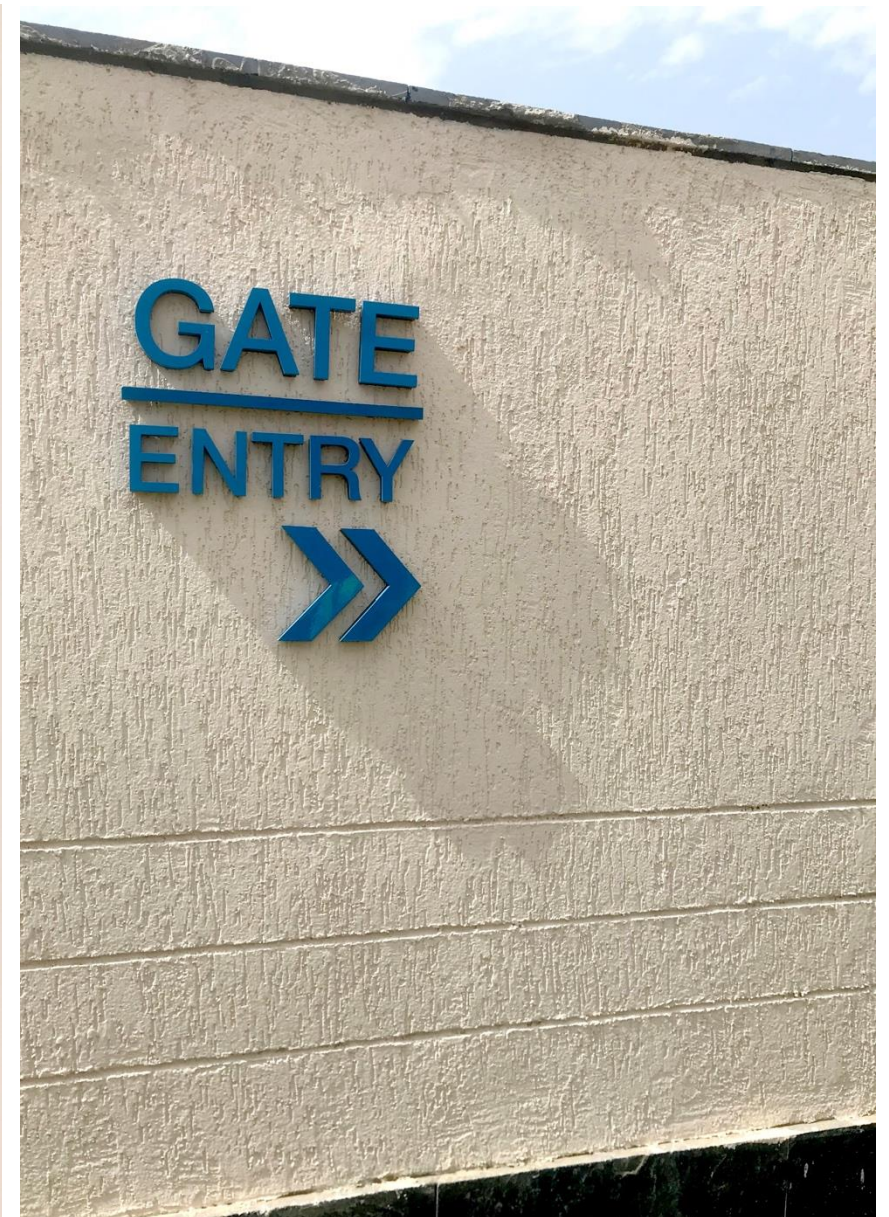
We have been working with Godrej Realty on their residential developments in Gurgaon. We were hired to design and standardise their sign design standards for their residential properties in Gurgaon.

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.



This is one of the 6 airports that we have worked on as their sign design and wayfinding consultants. Chennai International Airport handles 23 million passengers a year and our wayfinding system has been designed with provisions for easy addition and replacement of information once the terminal goes to full capacity of 35 million passengers a year.

Our design takes off from the AAI standards and improves and customizes it to the site and geographic milieu.

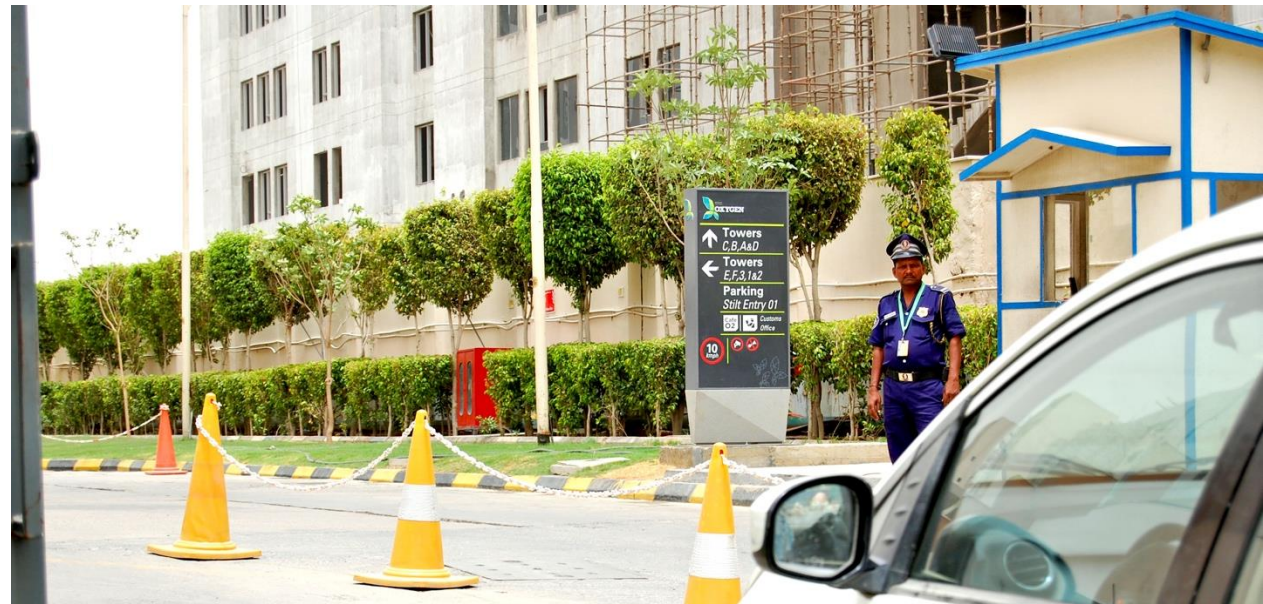


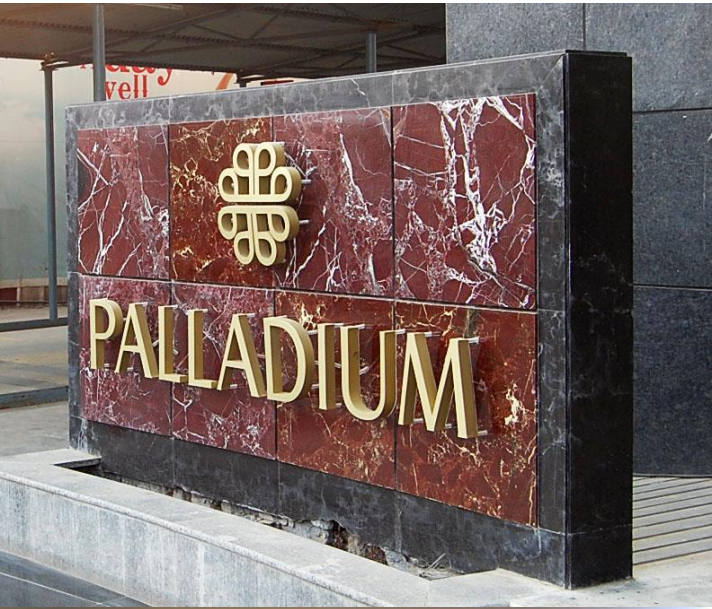
We have recently completed the wayfinding program for Godrej’s up and coming luxury residential project in NOIDA. This tower apartment complex of 1300 units, is designed around a central green which is home to 600 trees of various species.

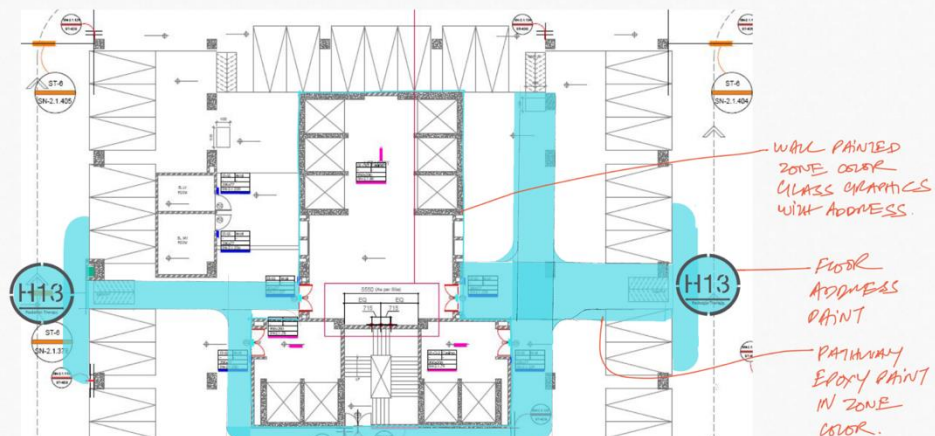
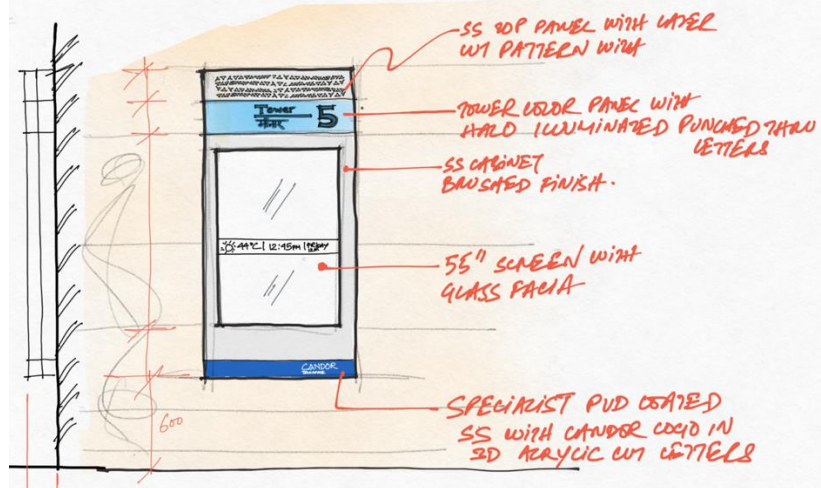
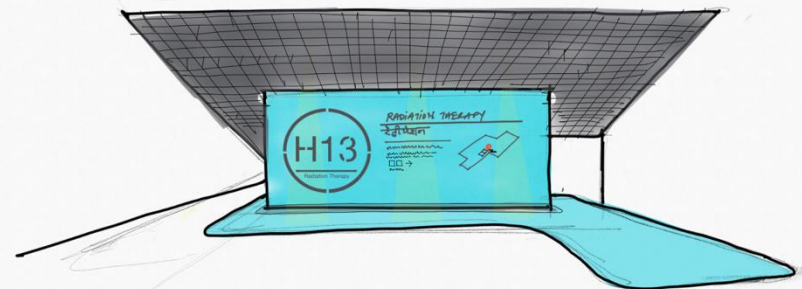
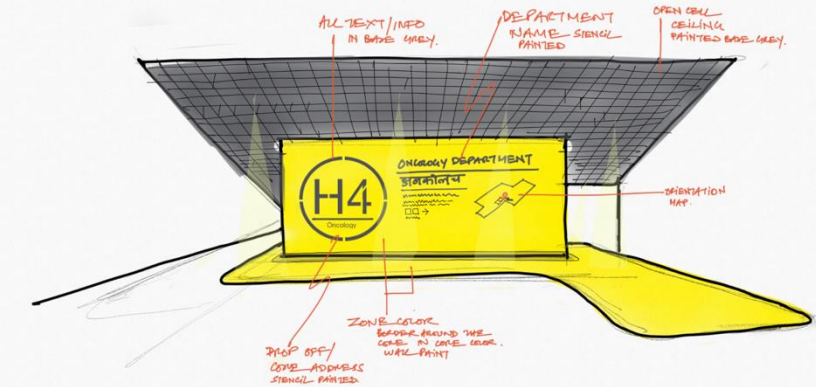
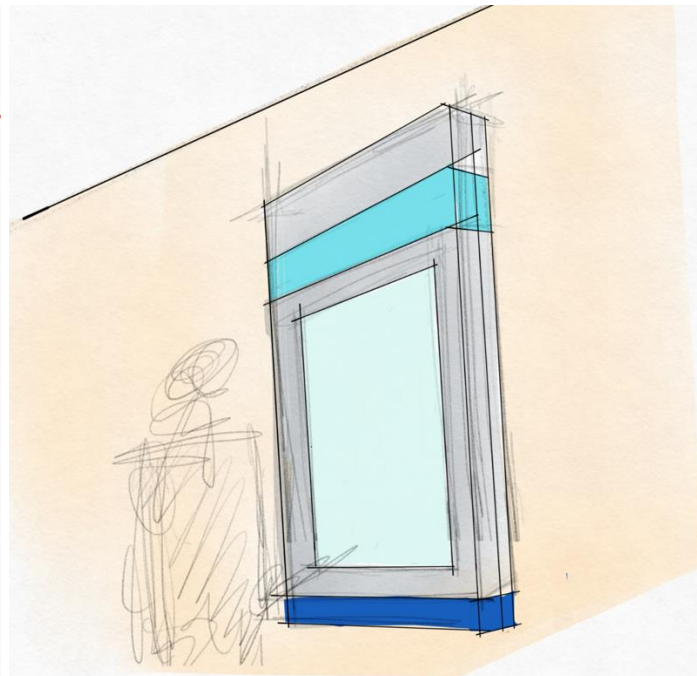
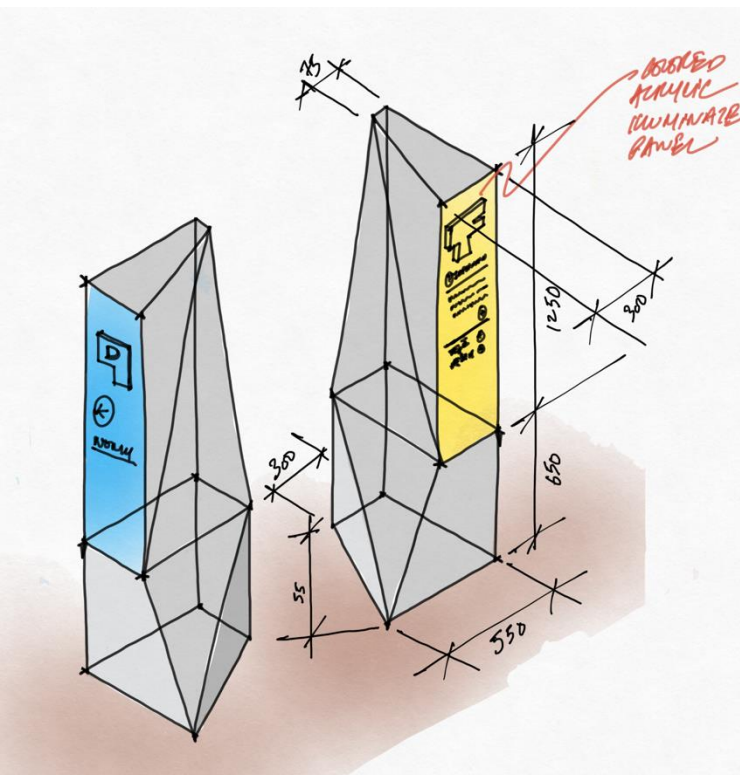
This project consists of a well-appointed club house with spa facilities & a swimming pool, a local shopping center and a forest trail. We have designed our system using sustainable materials and processes











Thank you!

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Recent Works

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2

Architecture & Interior Design

- Hill Villa Development
- Factory - 01
- 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



2

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



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



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

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

We have completed two green buildings, one LEED Gold rated and the other is an IGBC Gold rated building.

LEED Gold Rated Office Building

Regional HQ for TATA Telecommunication in New Delhi, India

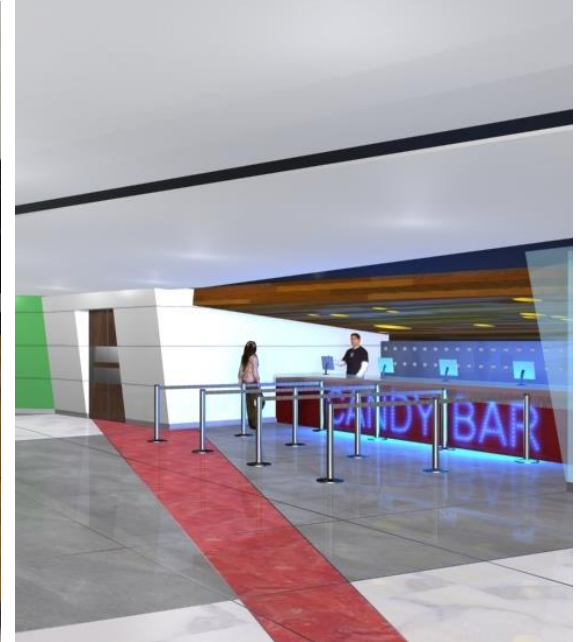


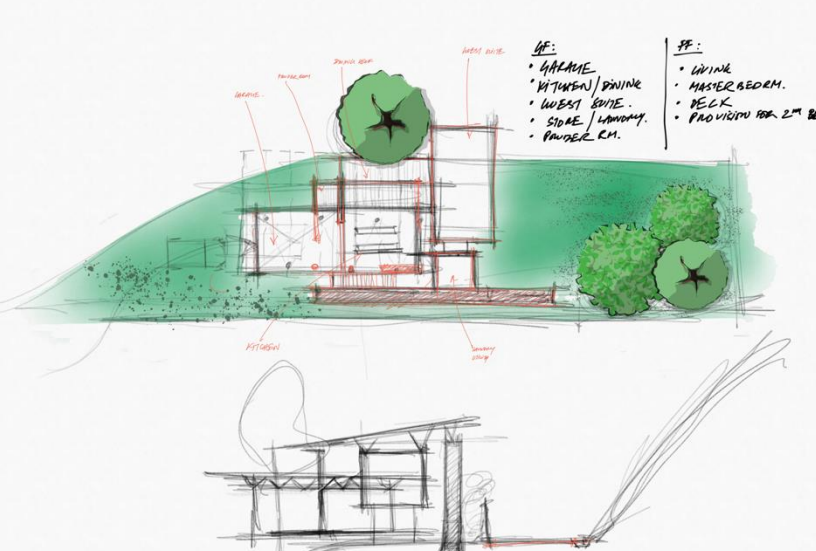
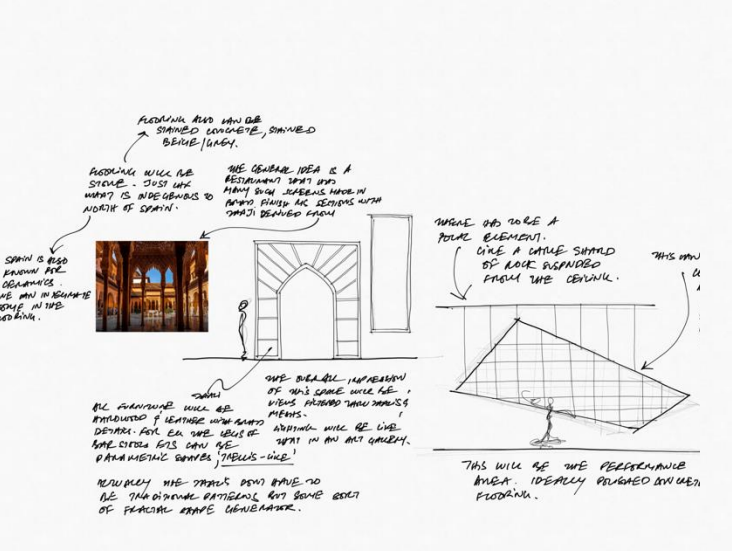
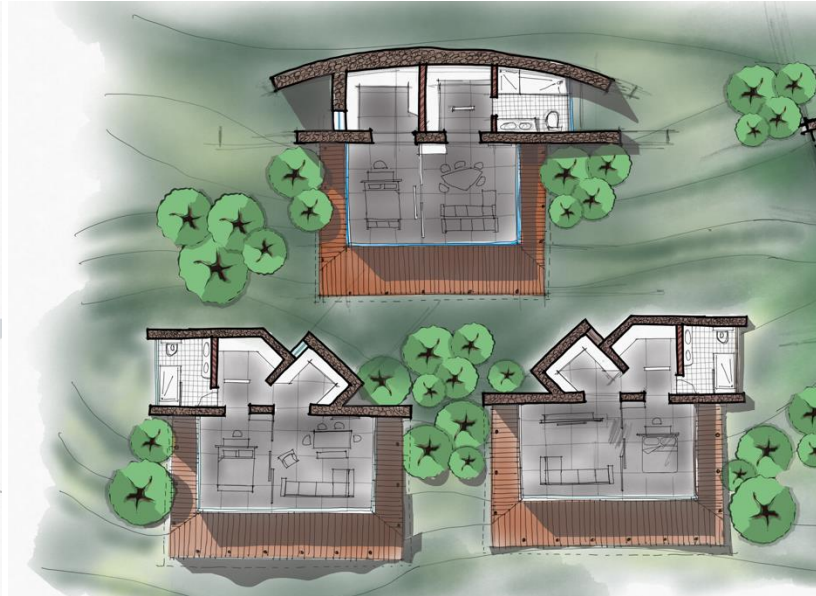
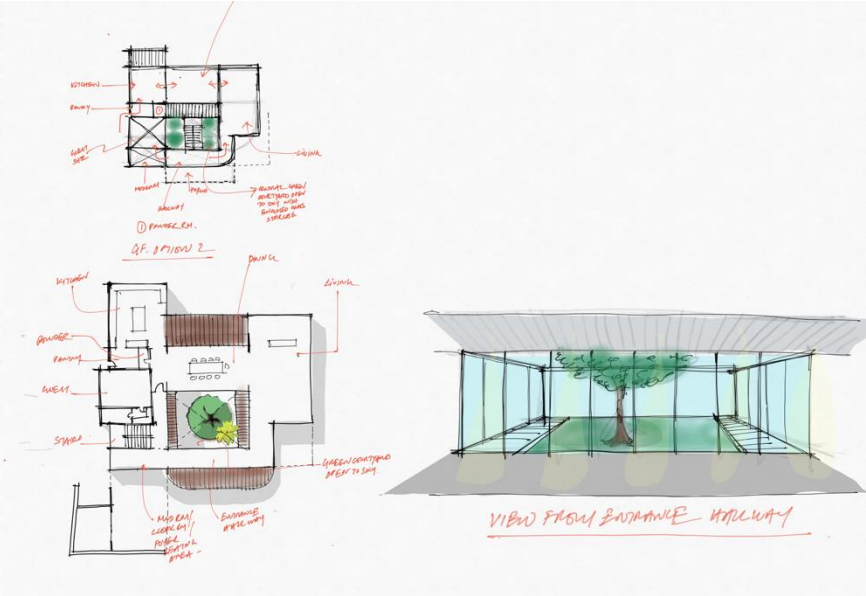
IGBC Gold Rated Industrial Building

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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