



# Triveni Sutar

Dob – 05.02.1988

Interior Retail & Exhibition Designer

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Patient listener

Good team worker

Optimistic

Good visualisation – analytical and rendering skills

## Experience...

Internship(2mnths) at INDEGENIOUS RETAIL (Mumbai) in POP/POS Designs for Cheryl's Beauty products, Nivea , Phillips etc.

Project Internship(6mnths) at MADISON rkd+iq(Mumbai) in Store Design for WEST2INDIA Handicrafts, HYPERCITY etc.

A glance at.....

Recent projects

Retail   Set   Museum   POP/POS   Store

U.G projects

Residential   Design

Basic skills

Photography   Digital   Workshop   Analytical



Project Brief: Design a Retail store for student initiated group IDID.

idid - is all about – youth centric attitude “idid as a brand is mainly targeting the youth” – Its concentrating on the overall attitude of today's youth – as it's a creation by the students of MIT – the need of the target audience is fulfilled.

The concept generates from a :

Point - expands in to a line (MIT ID – GROWTH – STUDENTS a point represents – unity)

A line expands – creates A shape – A form – (ORGANIZATION – ORGANISING ALL OF THEM – CREATING A SPACE (Circle /square/triangle/trapezium/quadrilateral etc)

The term shopping now a days is not just restricted to apparels and accessories , the youth today has to have their needs completed in every respect.

Creativity is looked forward by every individual, something different – something new.

The Indian youth shop from a hedonic perspective, they importantly serve as new product information seekers and so there is a call for the retail industry to communicate the requisite product information to them. Thus concentrating on the overall retail environment, making I DID such a brand that may emerge it as a confident product thus giving a boost to the design in MIT ID.



Project Brief: To design a set according to the given script of a film, by choosing a scene from the script.

The whole idea of the project was to understand the making of the set as a space according to the type of the script and the scene given by understanding the main environment of the particular scene with the climate, materials and type of surrounding, then designing it accordingly.



Objective : To design an object specific gallery in a museum of collection of specialized objects

Hourglass as an element is an inspiration for the display

To define the time measuring device HOURGLASS with its relation to the timeline properties .....PAST-PRESENT-FUTURE



Project 1: Product launch units for Cheryl's cosmetics

Free standing units, countertop units, wall units etc



POP/POS

Project 2 : Product launch unit for Phillips I – pod

Free Standing unit



Sponser: MADISON rkd + retail / iQ

**Client :** West2india Handicrafts

Project Brief:

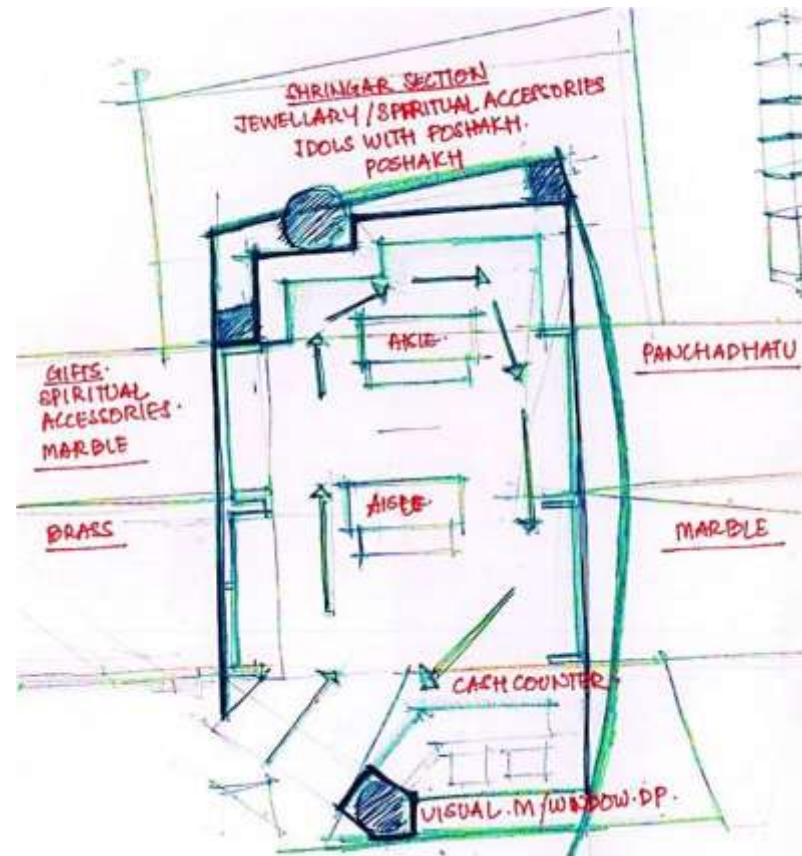
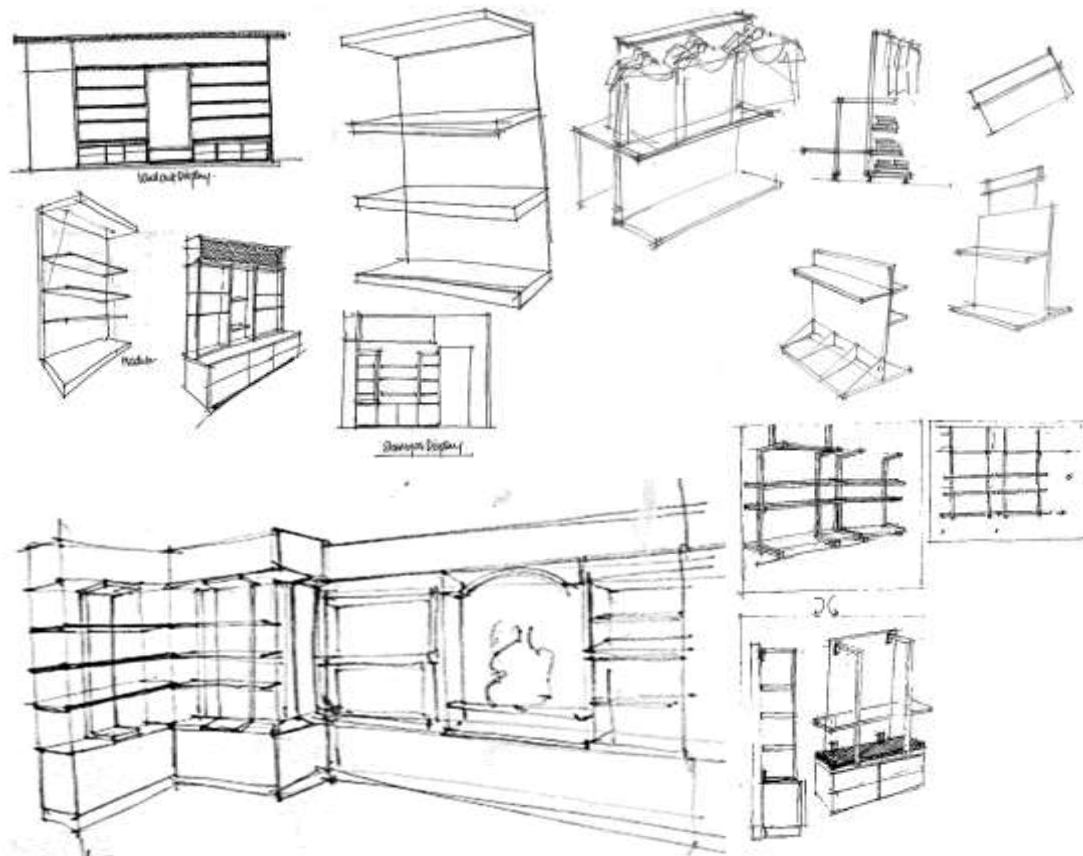
To create a new concept for West2india sub brand "swayambhu" A Pooja article store.

Location : Center One Mall, Navi Mumbai

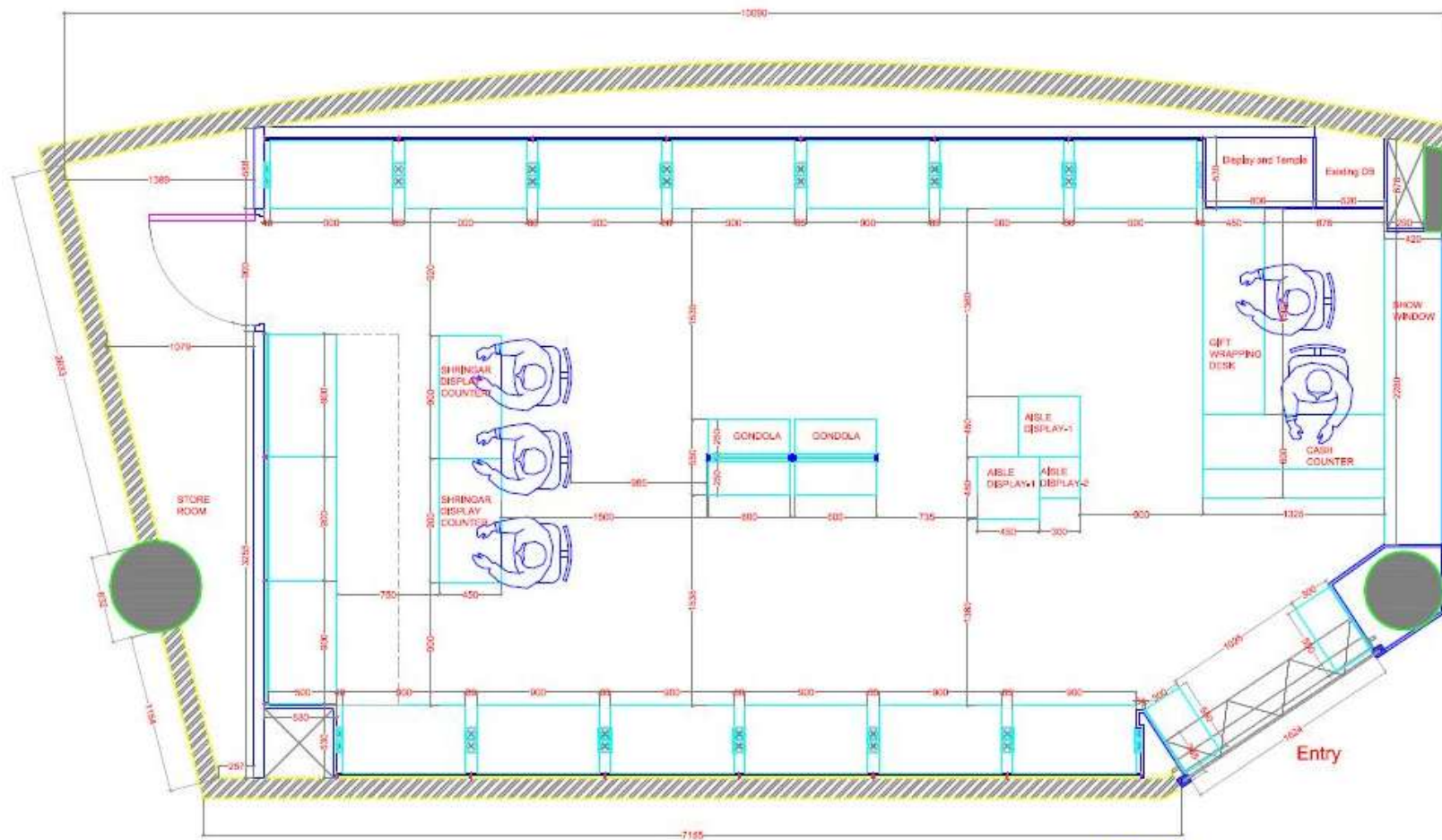
The main strategy for the project:

- Audit Positioning & Strategy Development
- Image, Identity and In store Communications
- Retail Store Planning and Design
- Conceptual Design
- In store and Exterior design
- Visual Merchandising
- Space Planning
- Conceptual Design
- Design Refinement & Documentation
- Conceptual design Refinement

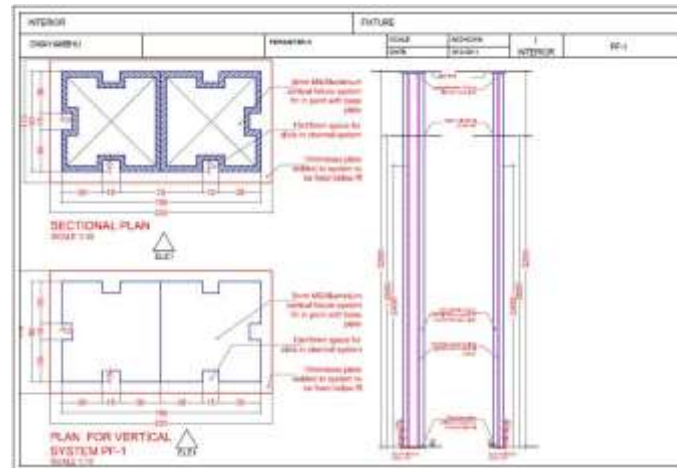
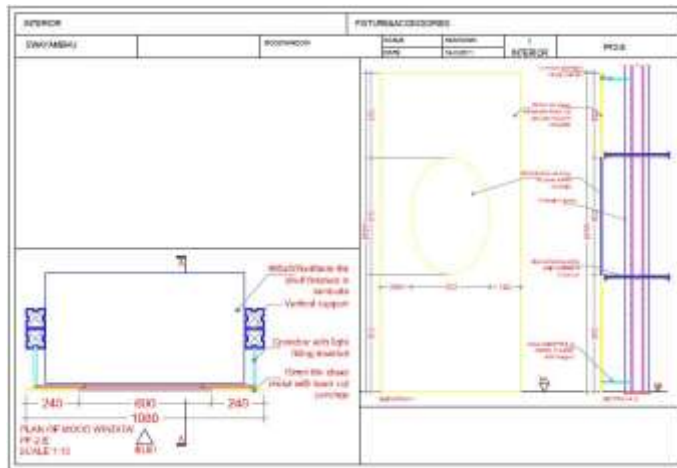
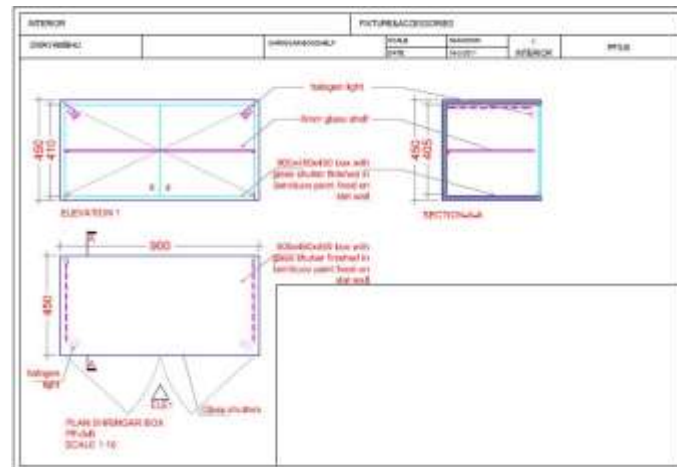
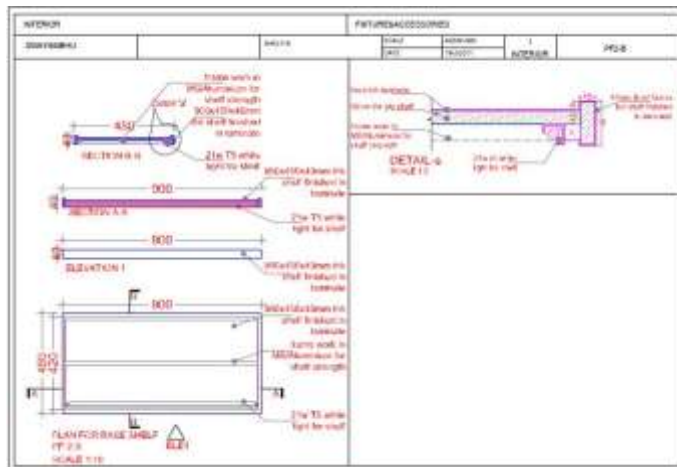








PLAN

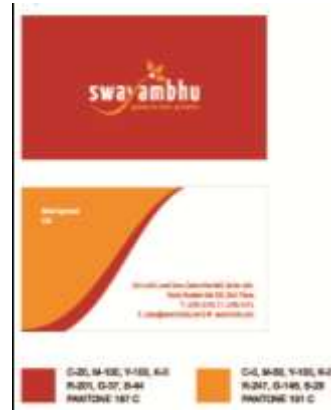




Staff uniforms



Display window  
panel pattern



Collaterals



West2India's has established as a popular brand in serving the pooja articles in the industry and wanted to revamp its sub brand "Shri Hari Pooja Darshan" and serve the society in a much exclusive way by giving them the best and unique products.

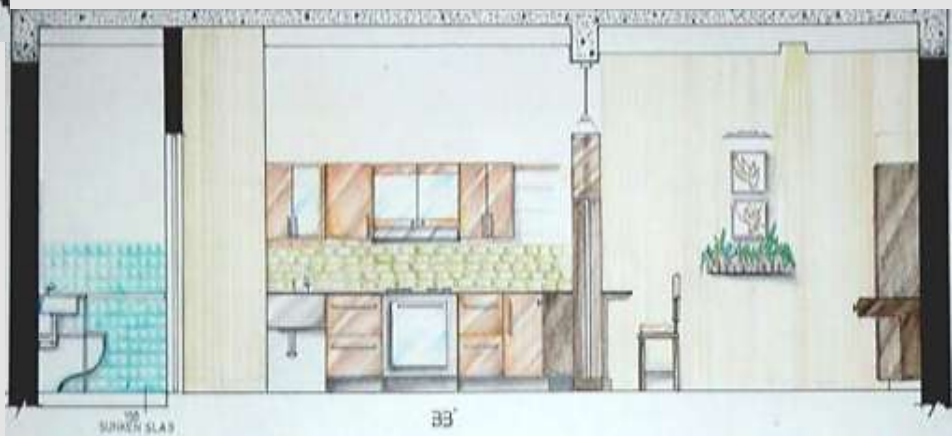
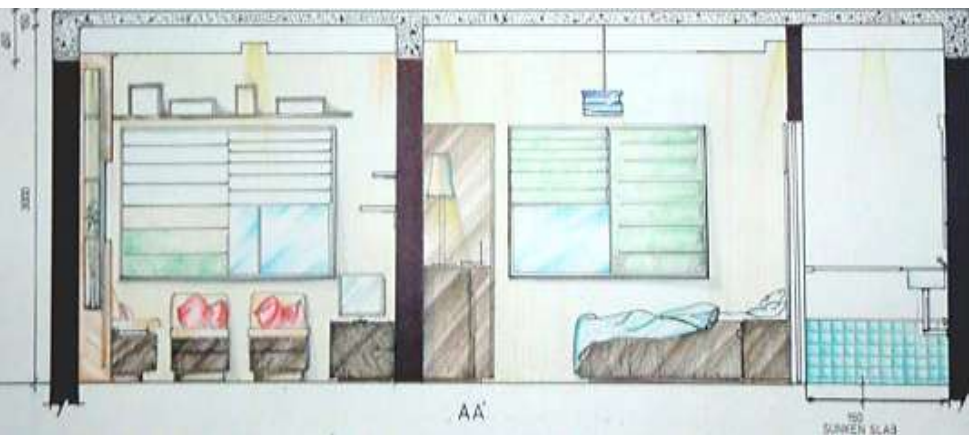
The brand SWAYAMBHU being the new identity of west2india in the market, it should depict the values what wets2india has been keeping since it started and also embed its traditional values with the modern values.

Modularity being the main stand point for the interior furniture , the objective is to create a Retail Identity for West 2 India store across pan India and implement the same for 1 store in Mumbai. The objective is to take the store to the next level by refining fixtures, brand and environment graphics, store interior elements and merchandise presentation concept.



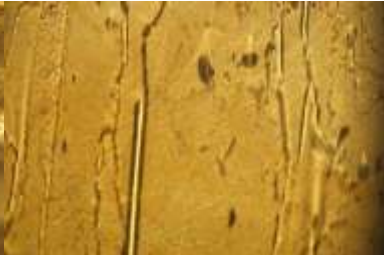
Project:  
Residential space design for an  
handicapped person

















Thank you...