

Abhimanyu Singh

Retail Designer and Architect

I am a student of Design of Retail Experience at National Institute of Design. Professionally I am an Architect having 15 months work experience before coming to N.I.D.

I want to work in a design team where i can enhance my designing skills and work as a good team member.

I am interested in Retail stores planning, Visual merchandising and packaging design.

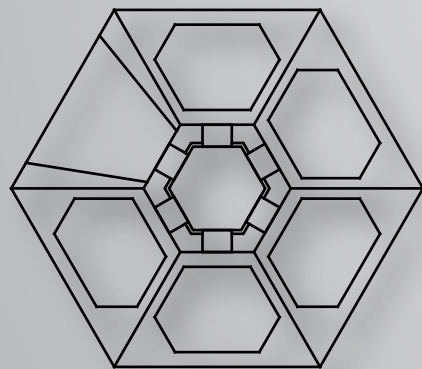
Contact details:

Abhimanyu Singh
Design for Retail Experience
National Institute of Design
+91 9740232609
+91 9241424750
Email: ar.aschauhan@gmail.com
abhimanyu.c@nid.edu

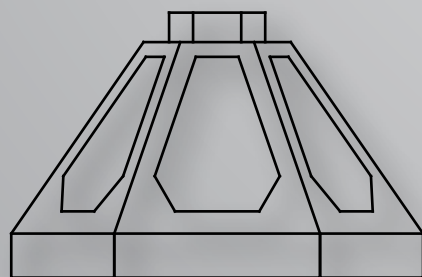
Packaging

for Chocolates

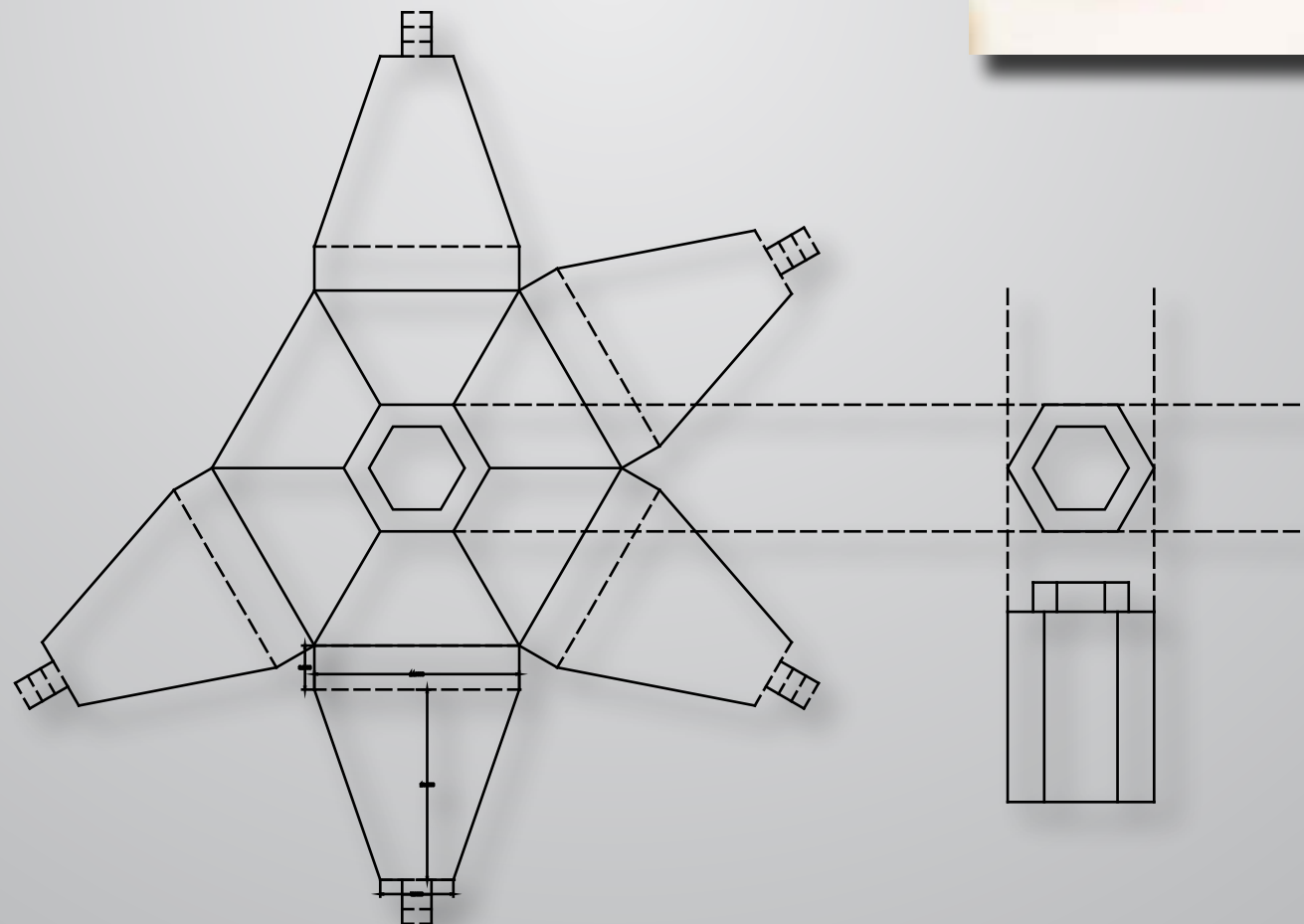
Competition entry for
Young Package 2010



PLAN



ELEVATION



SURFACE DEVELOPEMENT

The Brief

The Design of Chocolate Packaging is **inspired by the form of lotus**. Various flaps represents the Petals of the flower in which one has to open in order to get the chocolates.

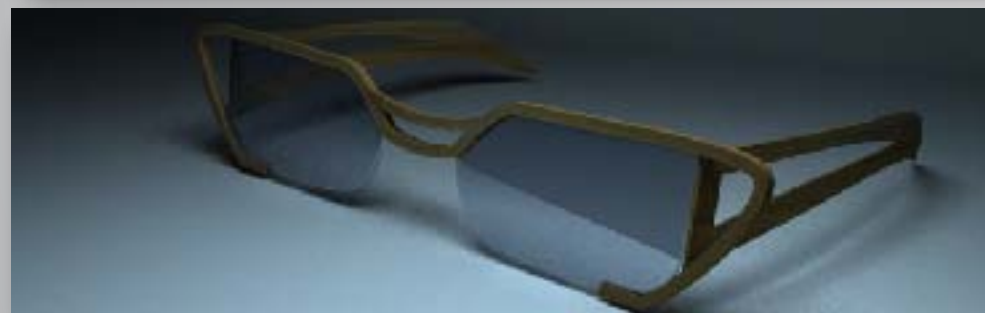
Packaging is designed to carry different chocolates of various brands in the same container to used as a gift hamper.

It has six compartments out of those five compartments will carry chocolates. The sixth compartment is intentionally kept blank to have a message board for the person whom you want to gift it. the color combination is also chosen as red and black to attract the customer.

Product Design

Eye wear Design

To Be Published in



Category:
Natural Material (Bamboo)

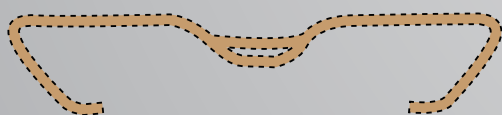
Type of Frame:
Semi Rimless

Raw Material:
Flat Pressed Treated
Bamboo

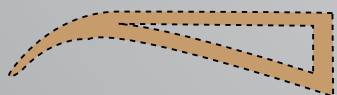
Processes:
Heat Bending
Cutting

Finish:
Painted Gloss

Frame

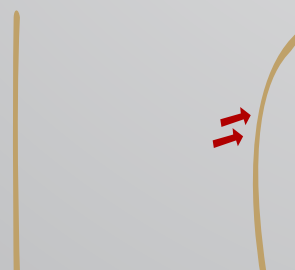


Temple



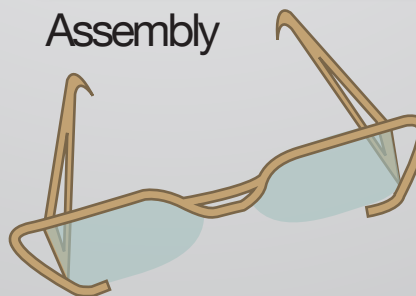
The frame and temple are cut through laser cutting. And the cutting should be parallel to the longitudinal direction of natural fiber.

Heat Bending to get the shape of temple



Bending the bamboos to increase its utility as well as enhancing the aesthetic value.

Assembly



Temples are attached with frames through metal pin and hole assembly or any stretchable fabric. The pair of eyewear is supplied with stylishly printed graphic temples.

The Brief

Bamboos are the fastest growing woody plants in the world. They are used from housing to lifestyle products, from furniture to eatable items. It is cultivated majorly for commercial purpose in South East asia .

Why Bamboo ?

- It is eco-friendly material.
- Fastest growing wood on earth
- Aesthetic appeal
- Light weight
- Easy to process
- It is feasible for extreme climatic conditions.

The Design is soon to be presented on a media booklet and that will be distributed to all the members of the Syndicat National Lunettes de France.

Lighting Design

for Jewellery Show window



The Brief

The basic exercise of the lighting course was to create a window display for a jewellery showroom.

Concept

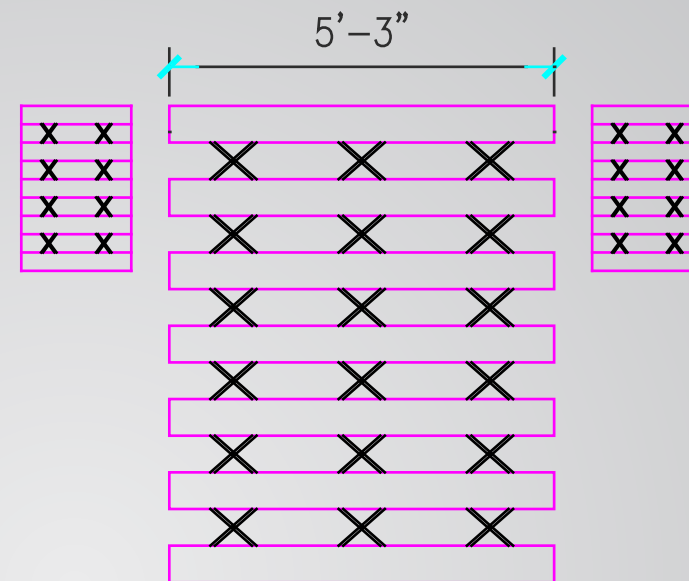
Jewellery products are very delicate and precious in nature so to highlight this aspect of product the scene created was of a Urban city scape. In the scene jewellery products are hung on floating balloons above the city scape. The lighting used were spot lights and cove lighting to highlight the product and its brand.

Furniture Design

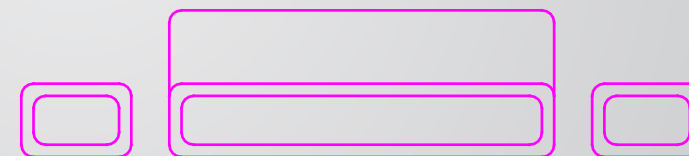
Collapsible Bed



Competition Entry for



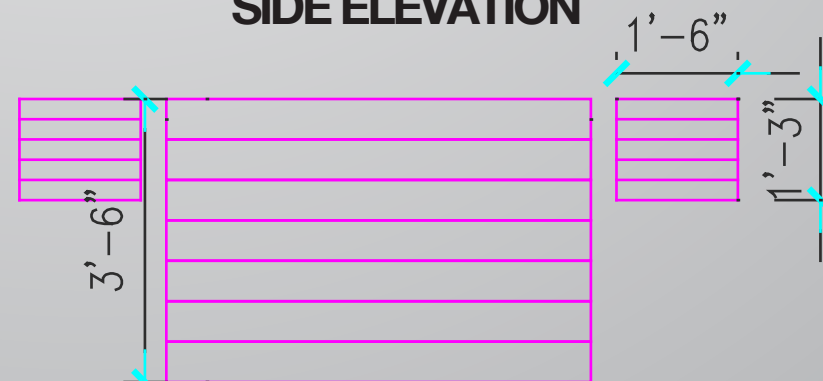
PLAN OF BED



FRONT ELEVATION



SIDE ELEVATION



FOLDED PLAN OF BED

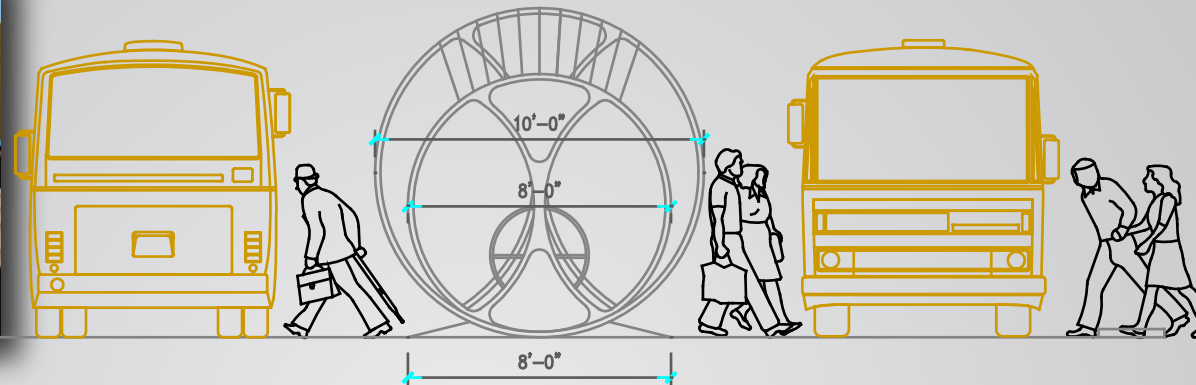
The Brief

In the era of studio apartments optimum space utilisation has become very important. Any space gets its definition from the furniture placed in it. now a days multipurpose spaces has become the part of our life. the design of collapsible bed is based on the same concept that a very small space can be utilised in a very effective manner. In this concept the nature of thr space can be changed immediately according to users need in the minimum time. the mechanism used is very simple so that any body can customise it. so the concept is used to create a bed room space into a informal living space without much effort and less time.

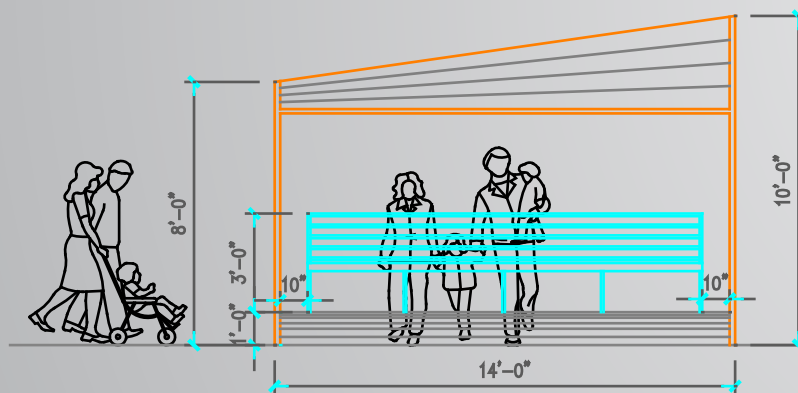
Public spaces

Design of Bus Stop

Shortlisted Entry in



STREET SECTIONAL ELEVATION



ROAD SIDE ELEVATION



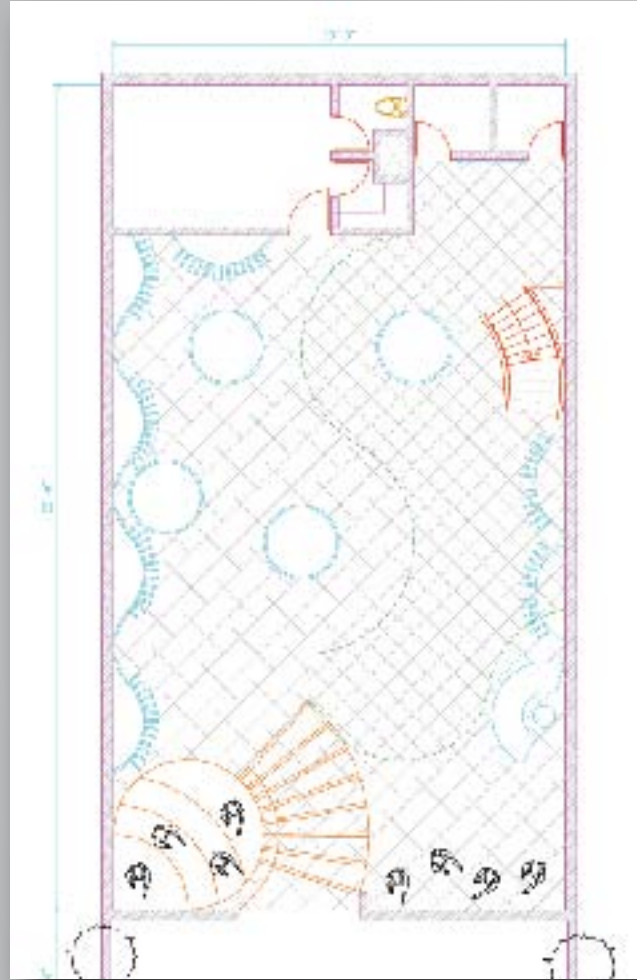
The Brief

We are living in the era where public transport has become a necessity. These places have become the hub of interaction. The bus stops are therefore not merely a waiting place. They have become the art piece which gives the city a character.

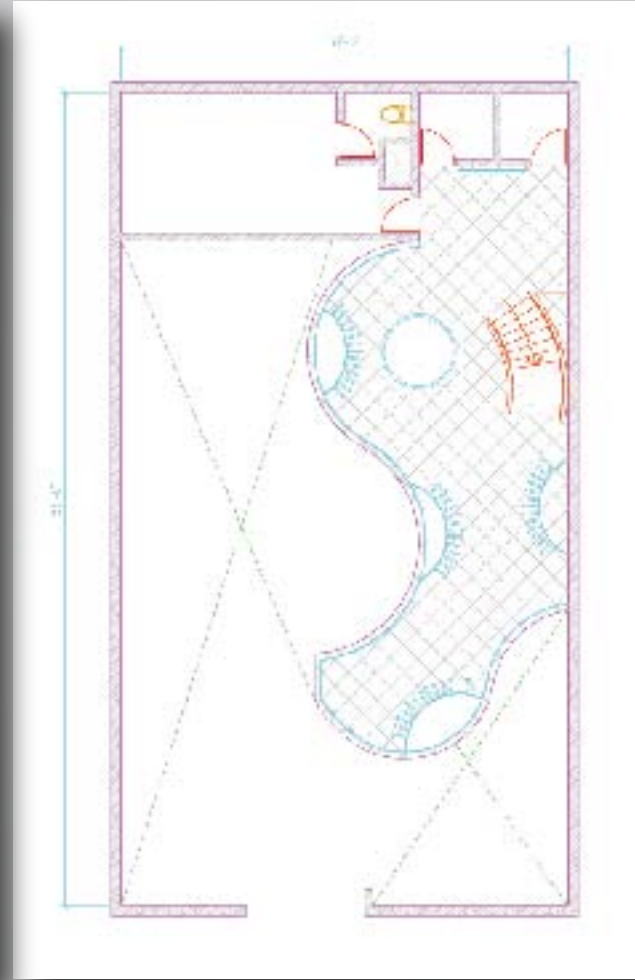
The concept of designing a bus stop is based on the lines of minimalism. The emphasis is given on the form of bus stop and the material stainless steel. I have started with a simple circular form where hollow stainless steel pipes are used to create the structure and the seating area. Overall a very simplistic yet appealing.

Retail Design

Design of Kids Apparel store



GROUND FLOOR PLAN



MEZANINE FLOOR PLAN



The Brief

A store space of 55 ft length and 30 ft width, with the height being 20ft. This faces the main road and has a open space of 10 feet in front adjacent to the footpath 6' wide.

The store is designed as a kids apparel store which is on two levels one is ground level and other is mezanine level.

The space design is created using combinations of

- sense of lightness or heaviness
- softness and hardness
- illusions of bigger space
- creating vistas and transitions leading to sequential experiences



Visual Merchandising

Window display for White Goods

UNEXPECTED DATE?
WASH & GO

IFB

WASHING MACHINES AND INSTANT DRYERS



USE OF VISIBILITY



CONCEPT 1

CONCEPT 2

summer winter rain and shine
soft, dry clothes all the time



FINAL CONCEPT

The Brief

The task given was to create a show window display for a washing machine manufacturing company in a multi brand outlet.

I have designed the show window display for IFB appliances. IFB is the one of the most famous names among the world's biggest Electronic brands. It is also one of the world's largest manufacturers of electronic appliances.

IFB Machines are generally more expensive than regular machines in the same product category. Therefore the Target Market is the Upper Middle Class and the Upper Class of the society. The aim of the show window was

- To promote User friendliness
- To consume less water
- To promote the instant Drying feature of the machine
- To target the young working women.

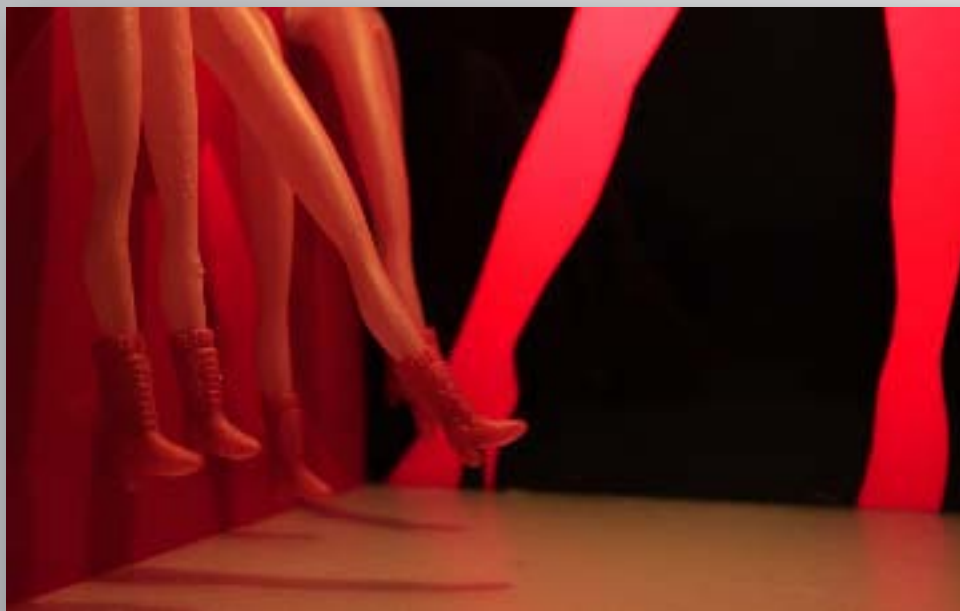
Space Visualisation

Expression for a Space



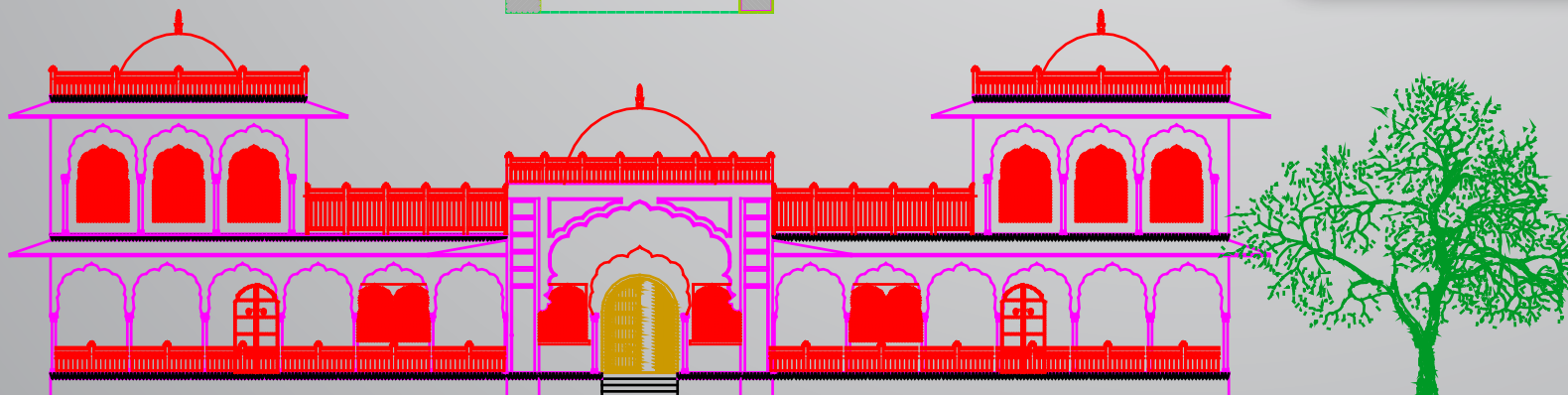
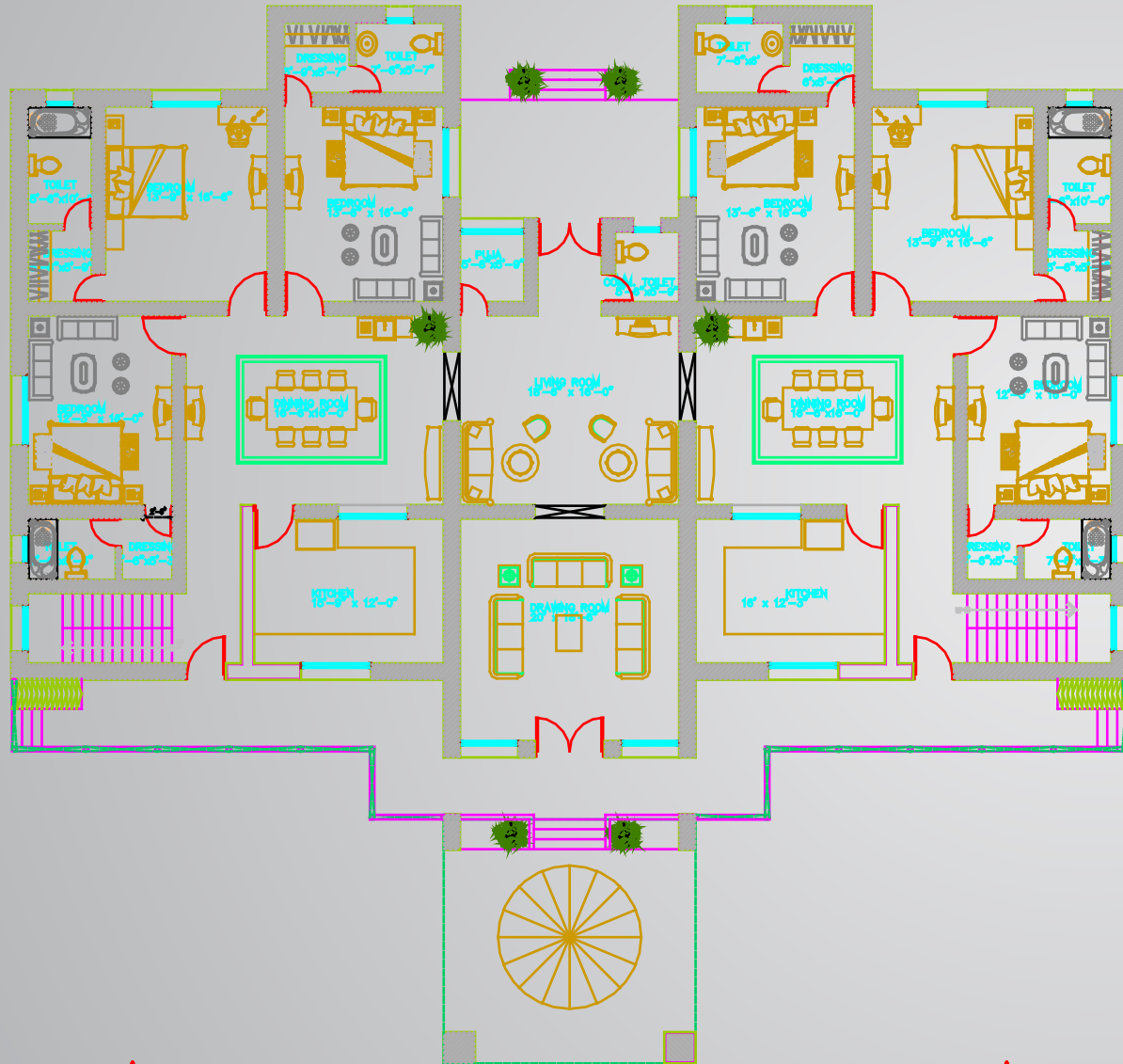
The Brief

The Task given was to choose a word and express the word into a cube of size 3m x 3m x 3m to change its character. The word i have choosen was "LUST". To change the experience i have taken high contrast color theme as BLACK and RED. The interior faces of the cubes are treated as silhouette in red and black color. On one of the faces the lower parts of the female body are used to give a sensual effect. the lighting created is also very dim and hidden.



Architecture

Design of farm House

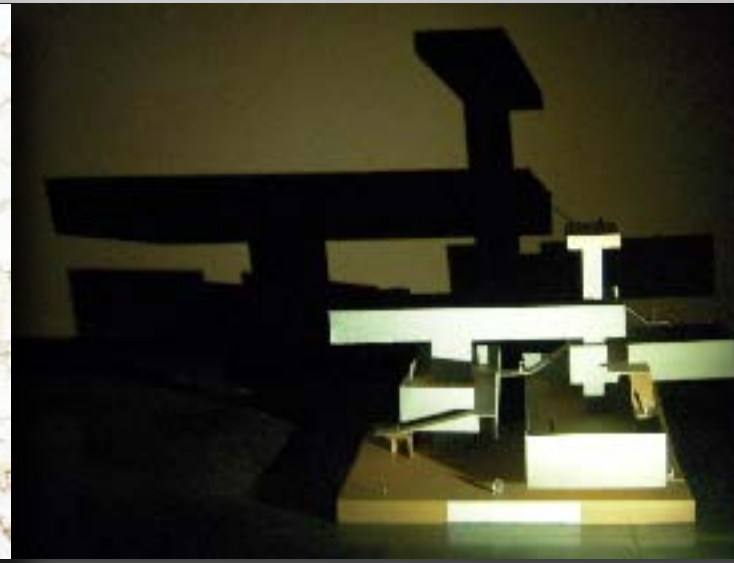


The Brief

The farm house designed is a twin sharing traditional farm house located in rajasthan. the planning of the house is done like a typical haveli. The architecture style is indian using jalis and jharokas. the farm house is made up of jaipur stone which helps in the extreme climatic conditions of rajasthan.

Exhibition Design

Elements of Interiors



The Brief

The Design of exhibition space is conceptualised using long planar canopies, void and mass the design is inspired from the philosophy of great architect frank lloyd wright and his famous falling water house. the exhibition space designed is at 4 levels and each level is connected with the other using ramp and stairs.

