

**Awanish Kumar**

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# Awanish Kumar

Designer - Lifestyle Products + Communication

Jewelry. Lifestyle Products. Fashion Accessories. Branding & Communication. Graphics. Website. Photography. Furniture. Space. Advertising & Promotions.

## Employment

### PADDYFIELD CREATIVE, Bangalore

1 Mar 10 – Nov 10

Designer - Experience + Communications

Space and Experience Design for various companies from different sectors (Real Estate, IT, Furniture, etc.)  
Communication & Branding Solutions for Theme (Silver Crest Clothing Pvt. Ltd.)

### SELF, Bangalore

1 July 09 – Jan 10

Merchandise Display for Tommy Hilfiger Flagship Store, Bangalore  
Corporate Communication Solutions for Madura Garments - Peter England, Louis Philippe, Allen Solly, etc  
like Posters, Catalogues, Calenders, etc.  
E-Catalogue for Pampolina's product profile ([www.hohe.com](http://www.hohe.com))  
Fountain Pen designs for Murjani Group (Tommy Hilfiger)

### IKIAN, Bangalore

1 July 08 – July 09

Designer - Furniture + Interiors, Friuli

Brand Development Market Research & Strategy. Product and Service Development. Project Management  
Event Coordination. Promotion & Sales. Collateral Material Design & Production. Stock Evaluation.

### Friuli Journey

Oversaw and managed the entire creative process for variety of clients, from concept development to execution.  
Developed the Brand Identity (including name, logo and graphics) for an upcoming brand Furnitech Inc., an entrant to the contemporary furniture market.  
Designed the Catalogues, Calenders, Packaging for Ikian, as per the current perceived Brand Value.  
Designed the artworks for advertisements, exhibitions, sale, and Displays.  
Managed a team of freelance web developers and creative vendors in the development of brands websites and showroom renovations.  
Led Marketing Campaigns, Promotional adds and editorials - editorials being featured in all leading lifestyle magazines, and Newspapers.  
Collaborated with Sales, Production, and Upper Management throughout the creative development process.  
Studying the international market for the brands and products feasible for retail in Indian Market.  
Continuously worked on the look of the showrooms and flow of items to keep the retail space afresh.  
Immense contribution in the conceptualization and planning of the Hyderabad Showroom, and complete promotional solutions in terms of Prints during the events and workshops organized during the inauguration.

## Educational Projects

### DIA - VENTE

1 November 07 – April 08

Designer - Jewelry + Communications. (Graduation Project)

Responsible for variable and diverse Jewellery Design projects. Working alone or managing teams of varying sizes and disciplines. Working along side Creative Director and Finance Project Managers to conceive and complete a range of exciting, cutting edge jewelry projects.

### DiaVente Journey

Designed different theme based collections for DiaVente's different brands : Jouel sculpt (Fine Jewelry), Diamande (Cultured Diamond Jewelry) ; and graphics for Vibrant Fashions (Fashion Jewelry).

### UNIDESIGN, Mumbai

1 June 07 – August 07

Design Internee - Jewelry.

Detailed Study and Understanding of Machine made Diamond Jewelry and Various Markets.

## Education

### National Institute of Fashion Technology, Gandhinagar

1 July 04 – May 08

Bachelor in Design, Fashion & Lifestyle Products

### Achievements

Best Academic Performer, NIFT

Best Graduation Project, NIFT

### Software Skill Set

Rhino - MS Office SUITE - AutoCAD - Illustrator  
Sketchup - In Design - Photoshop - CorelDraw  
PowerPoint – Flash basic - among others

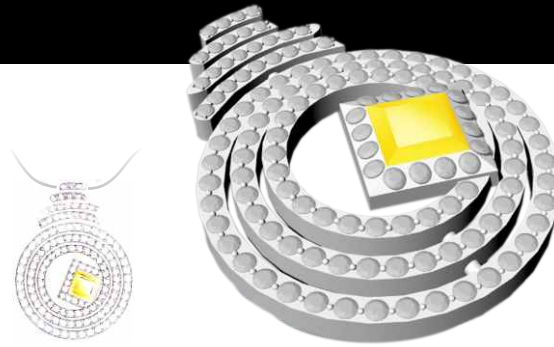
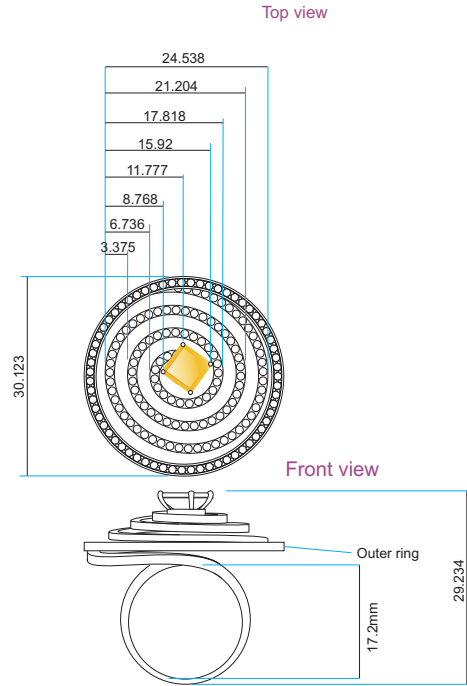
### Languages

English & Hindi. Beginners Italian.

[avidsyn@gmail.com](mailto:avidsyn@gmail.com) +91 8088787660

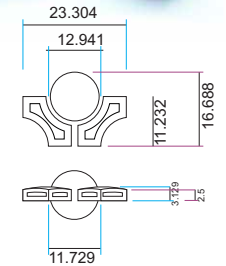
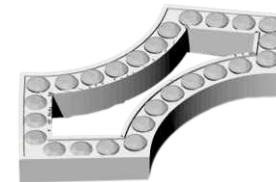
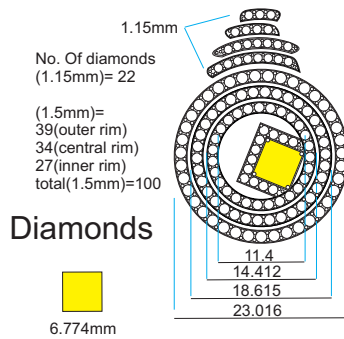


# GRADUATION PROJECT



Front view

Side view



# GRADUATION PROJECT

Inspiration : **Peter callison**

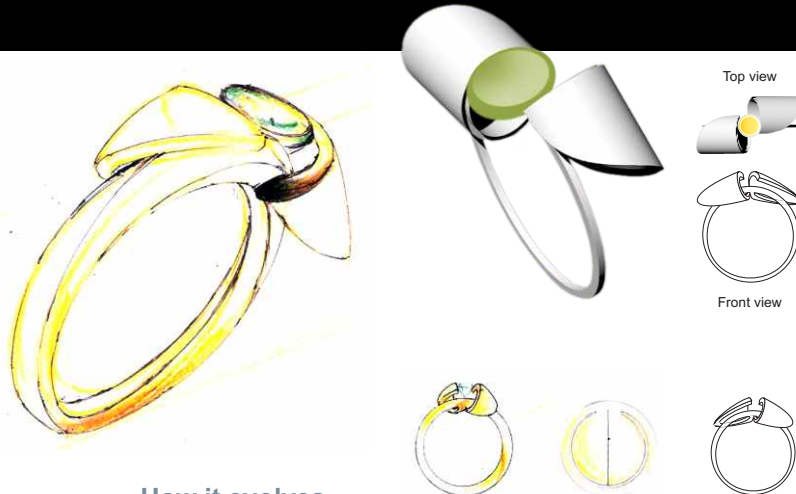


## My interpretation

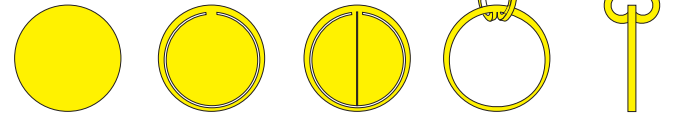
According to me, Peter Callisons work is a relationship between two and three dimensionality. He has played with the planes of the 2d paper surface, cutting and folding it into 3rd dimension.

## Re statement of the brief

To play with a single surface and then generate a range of jewellery pieces, by evolving new forms from that same surface.



## How it evolves



A circular disk of diameter 20mm taken

Laser cut as shown above getting a circle inside attached on top with the parent ring.

Laser cut as shown above getting two semicircles in centre.

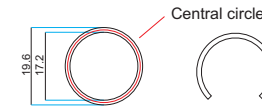
Both semicircles twisted in different sides of the shank.

Elevation of the piece with inner face of the semi circle twisted on top.



Simple concentric ellipses cut out from a single elliptical disk and bent at the same axis at different heights can give you many different options and each option is very different in its look from the other one.

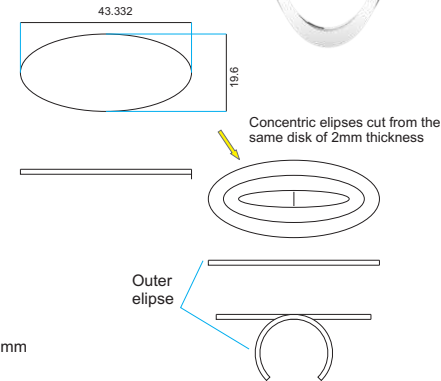
## How it evolves



Circumference =  $3.14 \times \text{diameter} = 3.14 \times 18.4 = 57.776\text{mm}$

$3/4 \text{ Circumference} = 3/4 \times 57.776 = 43.332\text{mm}$

Major axis of the metal disk = 43.332

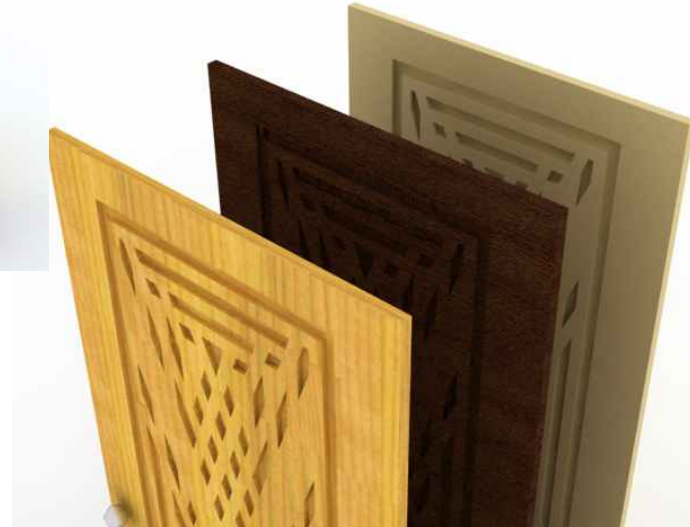
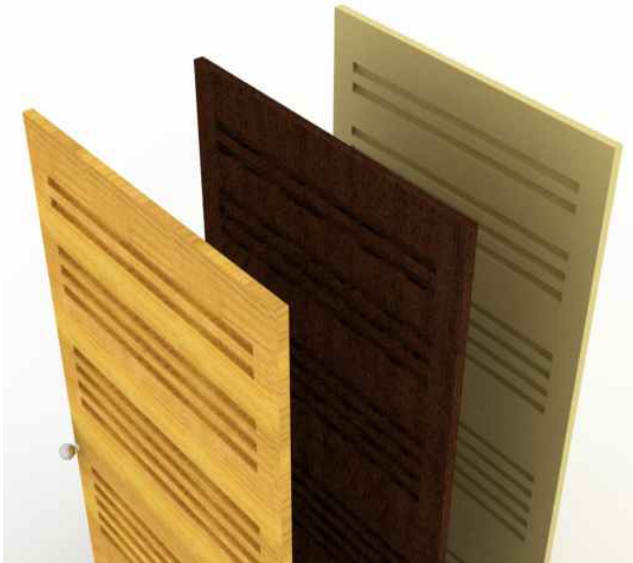
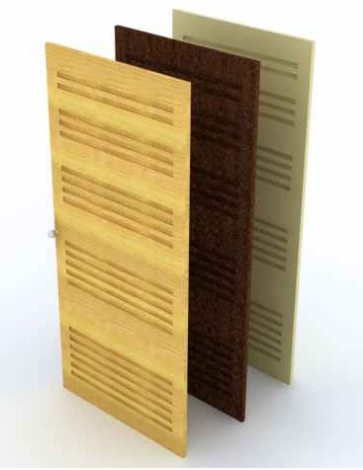


Similarly, other ellipse are also bend along different paths.

## FURNITURE



## FURNITURE - JUST FIBER





## SPACE 'N' PLANNING



\* flooring still to be finalised. Some of the furniture used only to show the placement in the layout.  
All furniture yet to decided.

PLAN



## FASHION 'N' VISUAL DISPLAY





# FASHION 'N' VISUAL DISPLAY



## FASHION 'N' STYLING



# ACCESSORIES & JEWELRY TRENDS

SPRING/SUMMER 2010

### Materials

- New structured leathers such as ray and eel
- Textile bandages
- Leather encrusted with stones or rivets
- Glove-leather for ballerinas

### Bags

- Solid, definite shapes and formats
- Definite shapes in different sizes
- Metallic croc

### Ties

- Knit ties

### Belts & shoes

- Stretch belts
- Girdles
- Wide shapes demonstratively emphasize the waist
- Modern bandage-shapes
- Purist silhouette shapes
- Wide straps
- Unusual heels, inspired by architecture
- Wooden platform shoes as a contrast to graphic severity

### Jewelry

- Chrome jewelry
- Jet and metallic glossy materials are preferred.
- On the other hand, large rock crystals and transparent synthetic materials are asserting themselves.

# NEO-GRAPHIC

SPORTY

ELEGANT

GEOMETRIC

STRIPES, ABSTRACT FORMS  
AND GRID

METALLIC

CLEAN

HIGH GLOSS

COLOR

BASICS : Black & White



ACCENTS : Yellow



Supplementary accents : Metallic & Chrome

SIGNATURE COLOR

The combination of  
Red, White and Blue –



These colors are part of Tommy Hilfiger heritage.  
All the following designs may have these colors.  
But I am choosing not to incorporate them here.

Minimal  
Colored



## FASHION 'N' ACCESSORIES



# COMMUNICATION 'N' GRAPHICS

## TO YOUR HEALTH

## Dispensers

### Drink to Your Health...

If health and safety is your concern, leave it in the experienced hands of H2O CONCEPTS.

H2O CONCEPTS is a part of a large industrial group, manufacturing Aquacento, having first introduced it over eight years ago. It was also the first to get the BIS and IBWA approval.

### TESTING...

We do all that is necessary to ensure that the water you drink is safe. We conduct the initial tests using 14 different parameters. We also employ an external agency to conduct a radioactivity test every two years and a heavy elements detection test (to detect presence of lead), every three months.

### DISPENSERS...

Aquacento dispensers come to you in three convenient sizes and easy to store models. These dispensers are attractive, easy to use and completely tamper proof. Even though the cost of Aquacento is nominal, the quality remains impeccable and superior.

### Free Home Delivery

### ORDER:

Orders placed for Aquacento, are delivered absolutely **FREE!**  
Place your orders on our dedicated hotline, 7am - 9pm all days of the week.

Hot and Cold ▶

Mini ▼



**A Safe Choice!**  
**Crystal Clear**  
**Ozonated Aqua Cento**  
**Packaged Drinking Water**

**AQUA  
CENTO**



*Aquacento - your partner  
in healthy living ...*

H2O CONCEPTS PVT LTD.

269/35, 10th main, 2nd Block  
Jayanagar, Bangalore. 560011

Fax: 26550419

Ph. (Hotline): 26564605 / 26565068 / 26565073

**AQUA  
CENTO**

**Trends & New  
Fashions in Italian  
Interior Design**

*By* **Adriana  
Balutto** *(Architect  
& Interior  
Designer)*

His career in design has been rewarded with 13 'Top Ten', 3 'Golden Prizes' and a series of other prestigious international acknowledgements. His designs are exhibited in international showrooms and fairs. Balutto, in his speech will make specific reference to the models that are being showcased in our Hyderabad showroom. The talk will be accompanied by a photo presentation.

**Control &  
Certification-  
Guarantee of  
Quality of Italian  
Furniture.**

**The experience of  
CATAS**

*By* **Annamaria  
Franz**

Speranza is the Production Quality and Control Engineer at CATAS - Research & Development Institute & Laboratory for Testing Furniture and wood based Products. CATAS is currently the foremost Italian research and development centre and testing laboratory for the wood and furniture industry, and a leading worldwide certification centre, one of the first to be established in Europe and a landmark for quality certification of furniture all over the world.



**FRIULI™**

FURNITURE FROM ITALY

**Italy** is the leading furniture exporter; the second largest furniture manufacturer in the world and Italian design has a clear role as a global trendsetter. The Italians have dominated design, including the most avant garde piece of furniture. The Italians created the idea that good design should permeate consumer products at all levels of society...

In keeping with the Italian passion for, and precision in furniture design, we bring you a **workshop** and talk by two illustrious Italian designers...

**Trends & New Fashions in Italian  
Interior Design**

*By* **Adriana Balutto** *(Architect & Interior Designer)*

&

**Control & Certification-Guarantee  
of Quality of Italian Furniture.**

**The experience of CATAS.**

*By* **Angelo Speranza**

**On 11<sup>th</sup>. December 2008**

**At 11.00 a.m followed by Lunch**

**Venue: Hotel Taj Deccan, Road No. 1, Banjara Hills,  
Hyderabad**

**E : sayalee@kianindia.com**

**Tel: +91 9703364441**



**IF YOU ANALYSE  
THE FUNCTION  
OF AN OBJECT,  
ITS FORM OFTEN  
BECOMES OBVIOUS.**

- Ferdinand Alexander Porsche



Outdoor Sculptures  
Inspiration: Keith Haring



furniture+



CELEBRATIONS

## EXPERIENCE CENTRE

Client: **SONATA TUI**

**Vision: Giving your business “Wings”**

To create an experience centre at the Sonata office that will communicate the expertise of Sonata in the TTL domain and also make the company come across as a humane, dynamic and technology-savvy company.

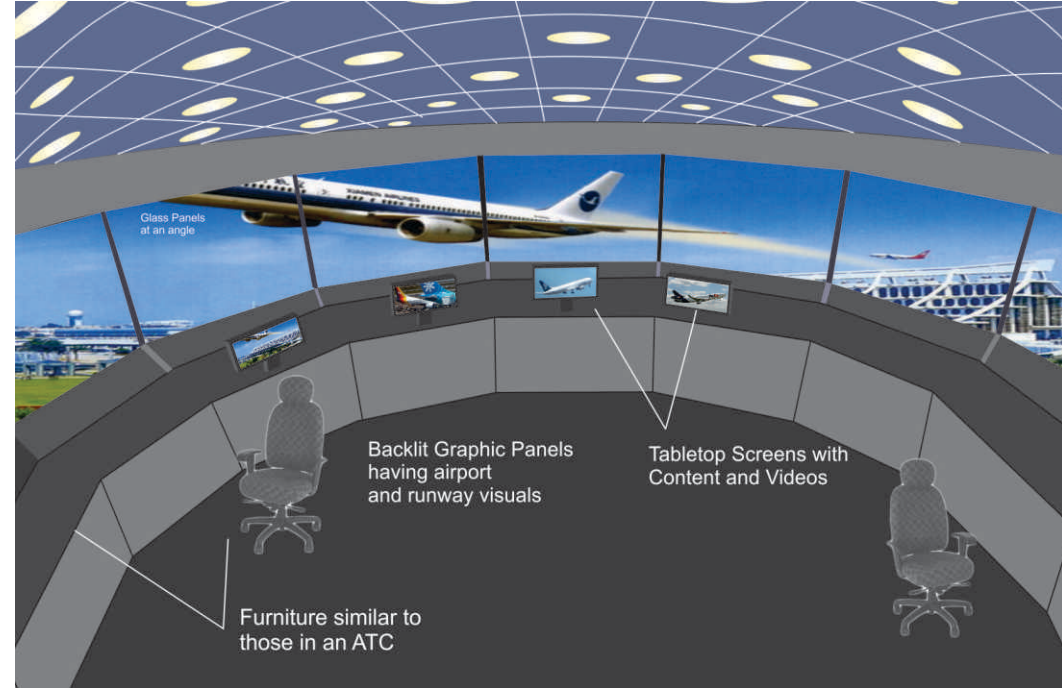
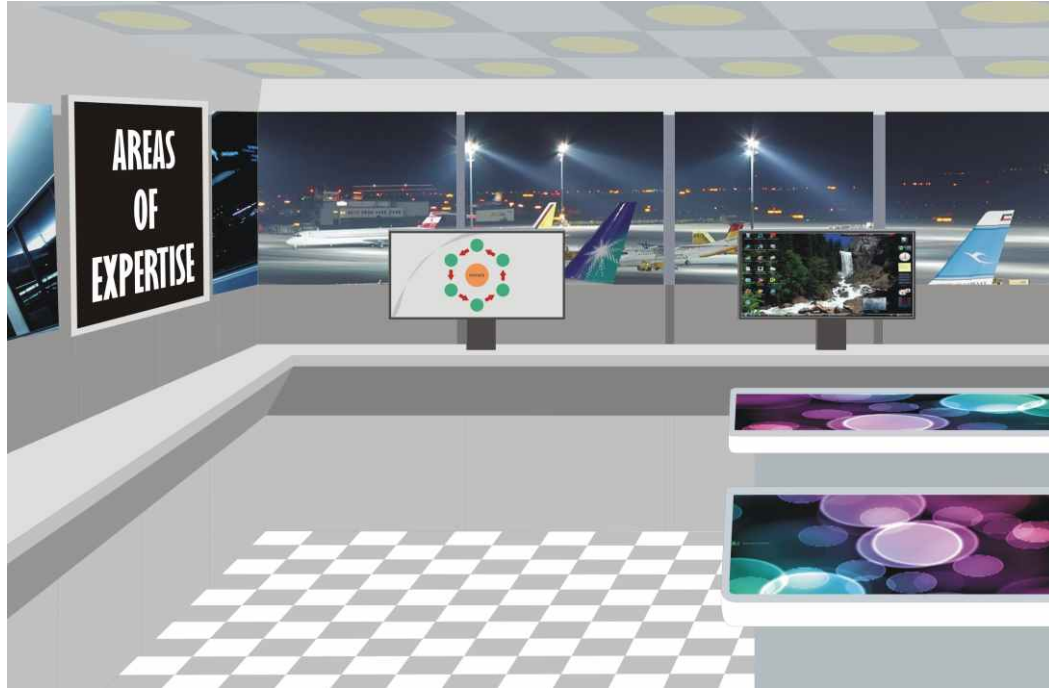
**The ATC Space**

Key elements like slanted glass windows that give a panoramic view, along with furniture, LCDs, and monitors will be placed; complemented by the treatment of walls, ceiling, floor etc.; all, to give a real time ATC room feel.



**ATC**  
(Air Traffic Control Room)

## EXPERIENCE CENTRE



[avidsyn@gmail.com](mailto:avidsyn@gmail.com)

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