

PORTFOLIO

ABHIJIT MANDAL

NID BANGALORE
CONTACT- 9986781505
mail.abhijit.mandal@gmail.com

STORE DESIGN

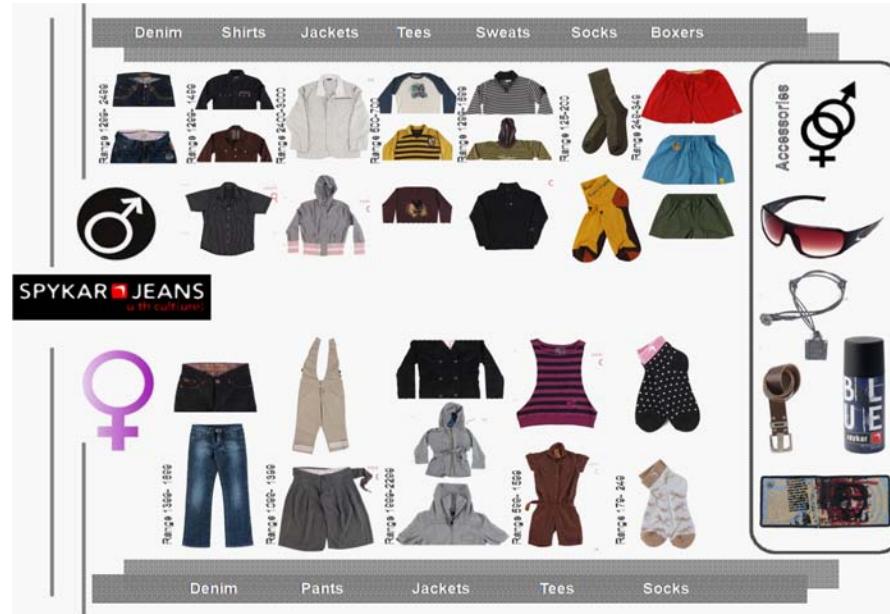
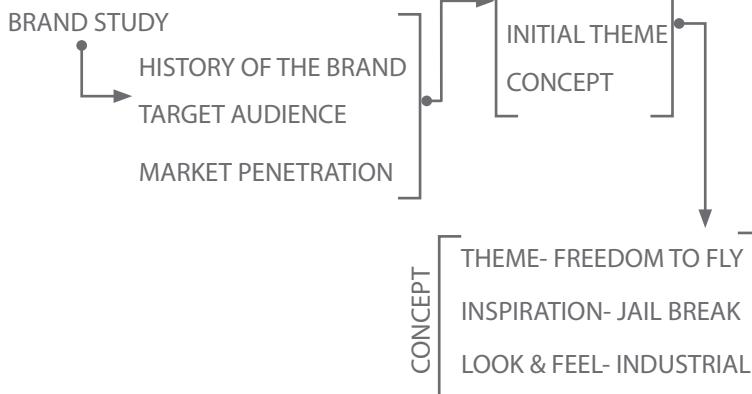


SPYKAR JEANS
u th culture

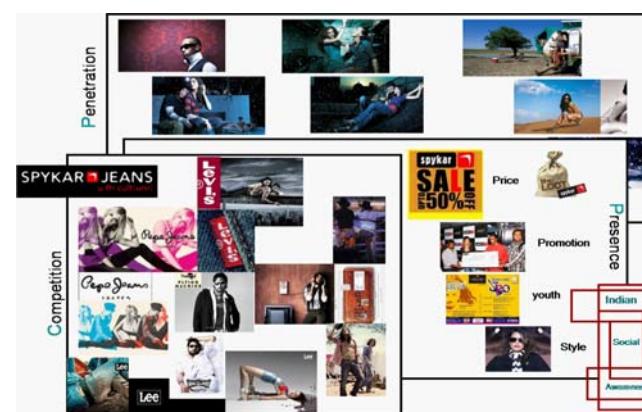
Brief:

Designing a store taking an existing brand & modifying it according to the market needs & promotional strategies.

Methodology:



Product categorization in a graphical format with product pricing & variable style sets



The perceive value of the brand & the way Spykar aspires to be in market & their competitors.



The mood board for youth & their aspirations

STORE DESIGN

FREEDOM TO FLY
BREAKING OUT
REVOLUTION



An inspiration board to derive the theme of the brand while the material board will explain the color palate & the texture for the space & theme board will satisfy the mood of the store

TEXTURE & FEEL



FEEL OF LIGHT



RUSTIC
RAW
YALLOW &
PURPLE

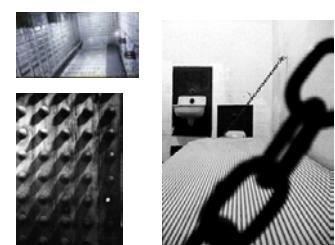
AMBIENT
INDUSTRIAL

MATERIAL BOARD



SKELETON STRUCTURE

RAW METAL
UNFINISHED
LOOK



STRUCTURAL



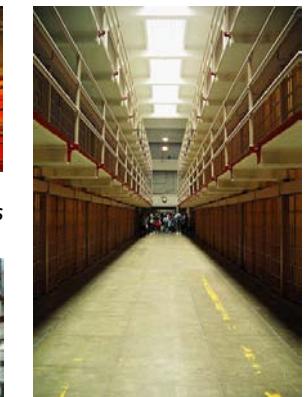
JAIL



JAIL BREAK

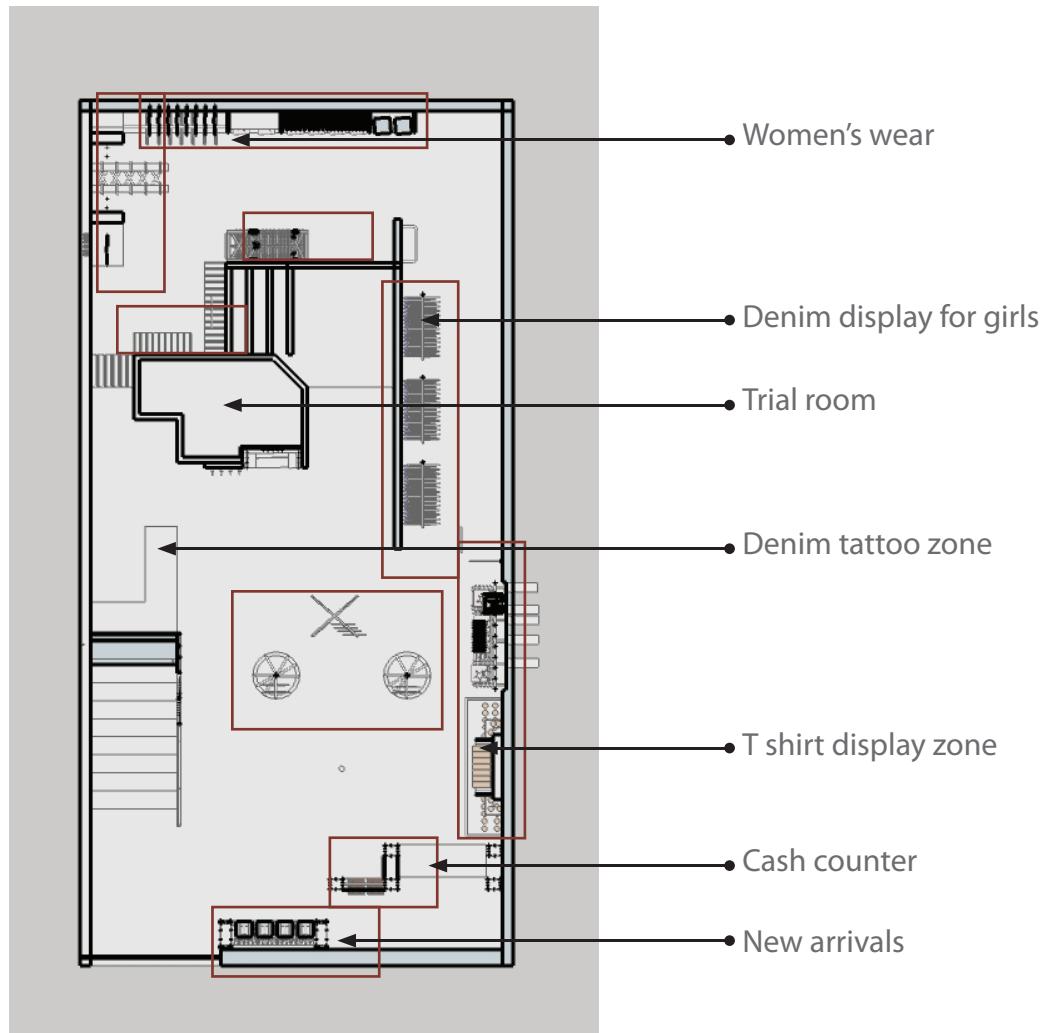


STRAIGHT LINES

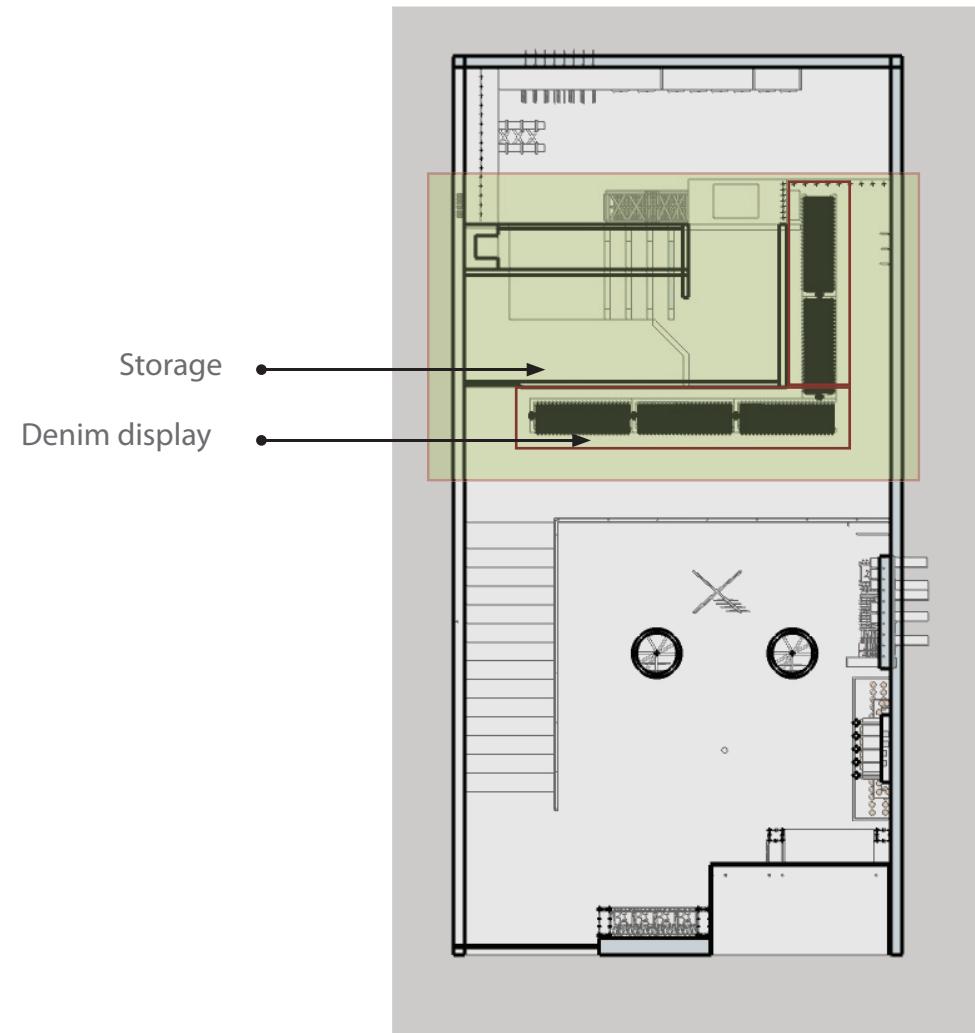


BREAKING OUT FROM THE SPACE

STORE DESIGN



Ground floor plan



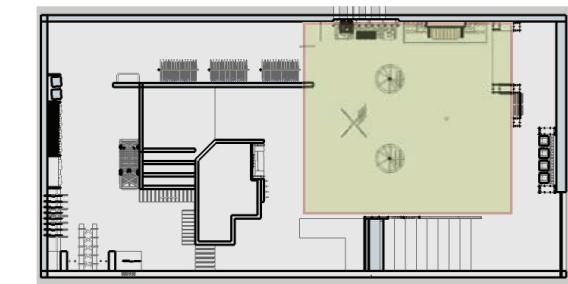
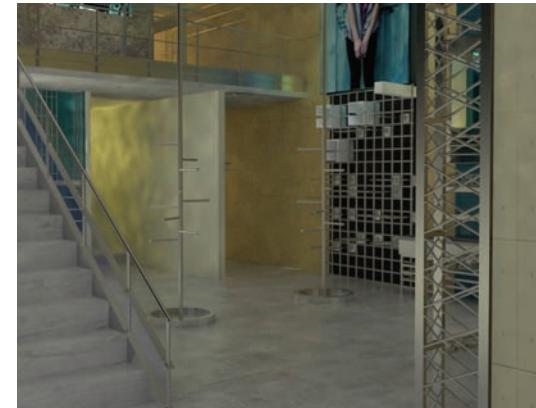
Mezzanine floor plan

STORE DESIGN

An exterior view of day & night time. The facade is solid & only 1 vm element at the top

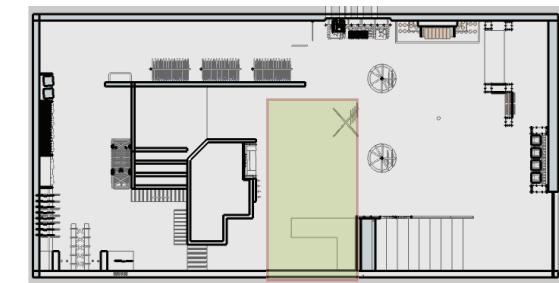
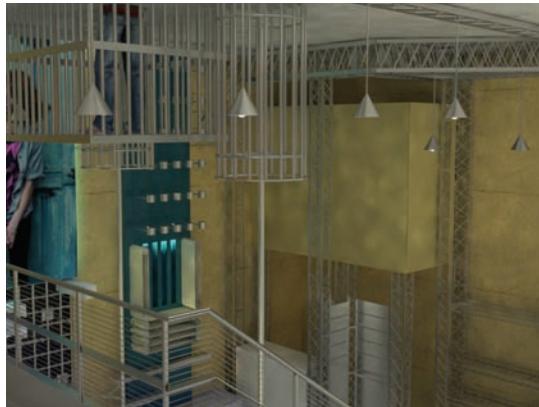


View from the entrance. The look & feel of the store is rustic

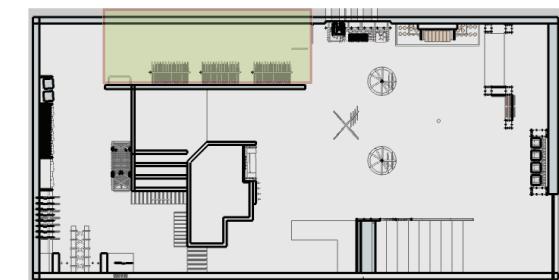


STORE DESIGN

Jail as a concept & used for
vm elements. A view from
mezzanine.

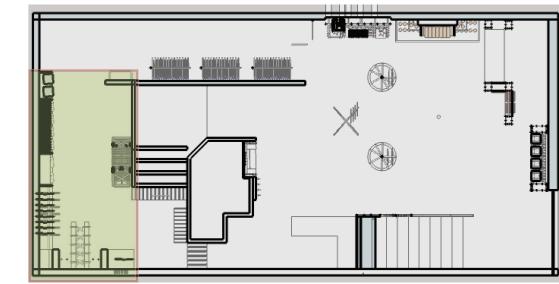
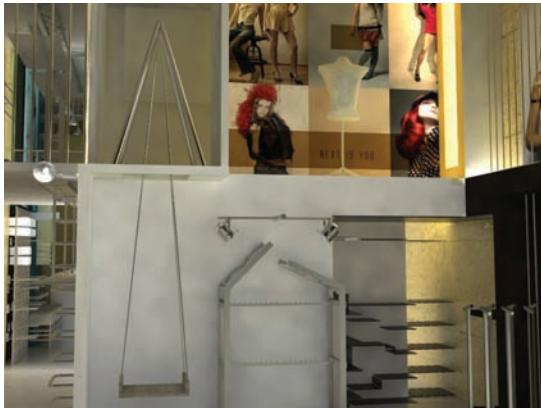


A focal point is created for
the ladies section. The space
is cozy in feel.

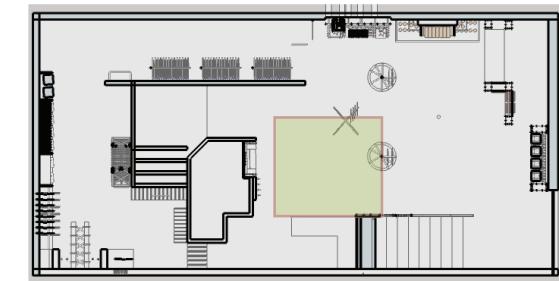
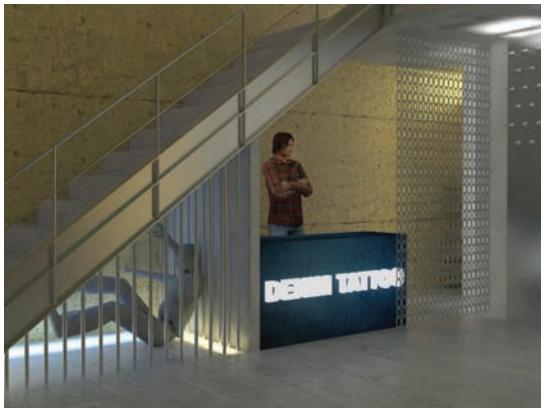


STORE DESIGN

The front of the storage is used for the vm poster wall. White makes the space bigger

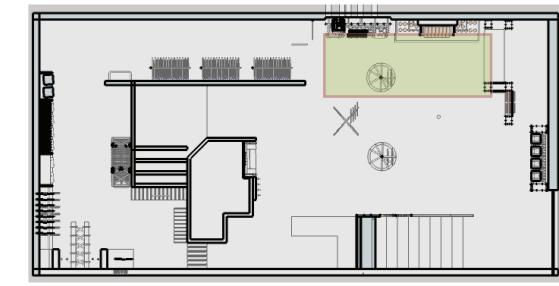


A separate zone to customize tattoo on the denim near trial room.

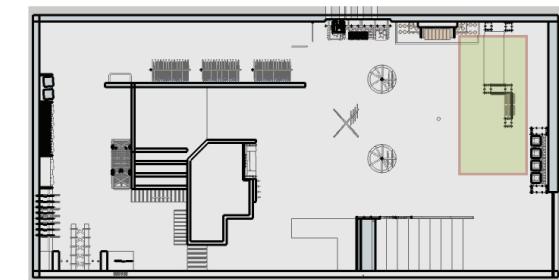


STORE DESIGN

The fixtures are according to the theme & metallic bars are used for the display.



The trusses are used to depict the theme & to build the overall look.



VISUAL MERCHANDISING



C-42, M-70,Y-97,K-49

Coffee laced with alcohol



C-86, M-50,Y-0,K-0

Brune



C-0, M-35,Y-84,K-0

A hang out place irrespective of any age group with a variety of tests blends with the tag line "coffee laced with alcohol".



Mood - spring, Theme - Italian architecture.

Italian narrow lane & roadside building is the inspiration.

An unconventional approach to visual merchandising where the props become the integral part of the space & help to create better experience.

Initial case study



ORIENTAL OCTOPUS

The restaurante is done up with art deco interiors in orchid and steel. The accessories act as stylized elements and an abstract glass etching creates just the apt peripheral ambience for its vividly neo interiors.



Chic minimalist image
Jazz
swanky
purple



rustic interiors
sophisticated
ethnic indian



BUKHARA

Served amid stone walls, rough-hewn dark-wood beams, copper urns, and blood-red rugs.



Vintage Fiat
Maharaja's bed
Mismatched settings



CHOR BIZZARE

The intricately carved wooden entrance, the tables with silver plating and glass tops, a wonderfully decorated four poster bed, and an old sewing machine



DELHI O DELHI

Traditional



IN CLERIDGES

classic ambience and contemporary facilities the hotel recreates the magic of old world charm coupled with gracious Indian hospitality.



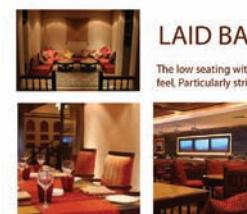
CHOUKI DHANI

Indian



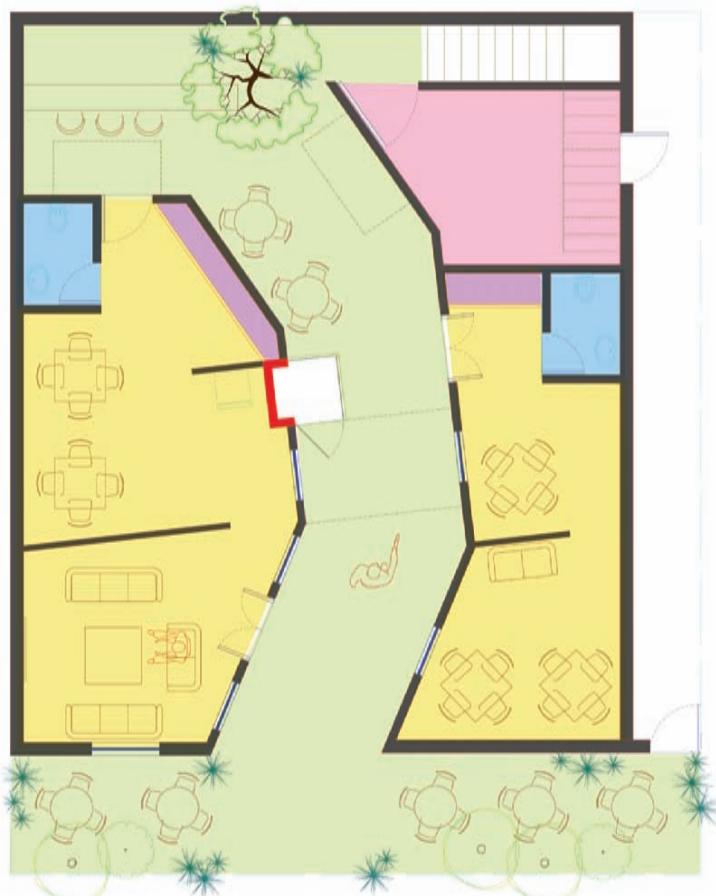
LAID BACK WATER

The low seating with the low lit candles offer a very Moroccan feel. Particularly striking is the ornate wooden ceiling pattern



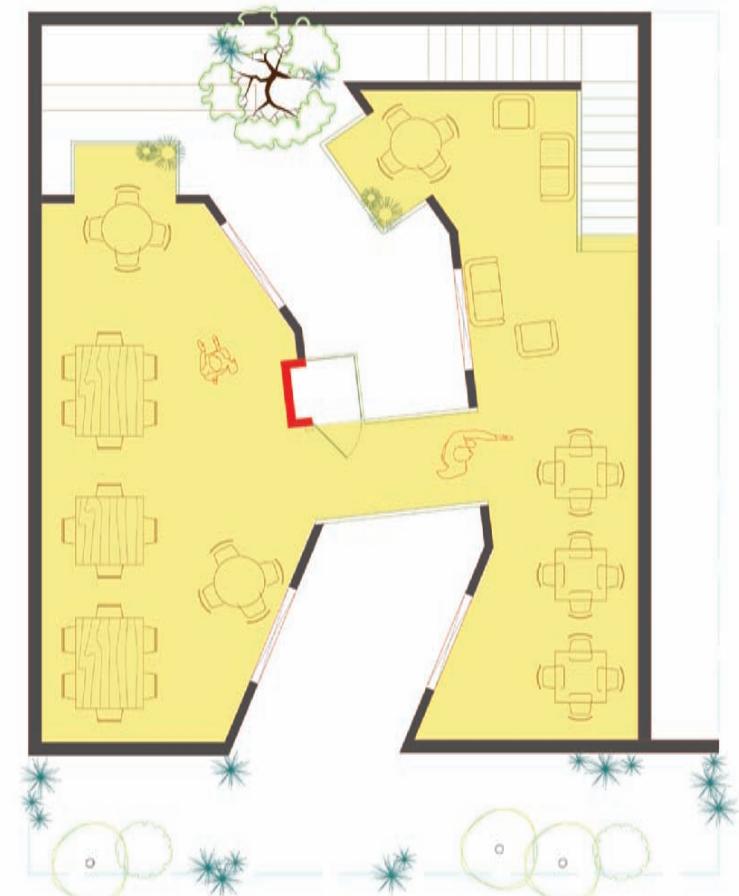
Ambient
Hint of the classic
Contemporary
Drum "n" bass

VISUAL MERCHANDISING



brune'
ground floor layout plan

The space is divided by a narrow alley depicting Italian lane & in both side of the lane the rooms are created like road side buildings to have separate zoning for specific groups & activities.



brune'
first floor layout plan

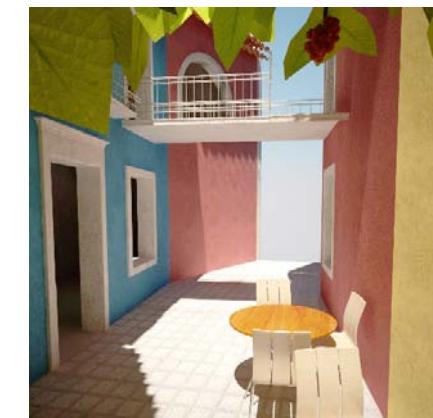
VISUAL MERCHANDISING



An open hangout area in the first floor for all age group.



Specific zones for selected activities.



A transition from the entrance to the focal point at the end through the narrow lane.

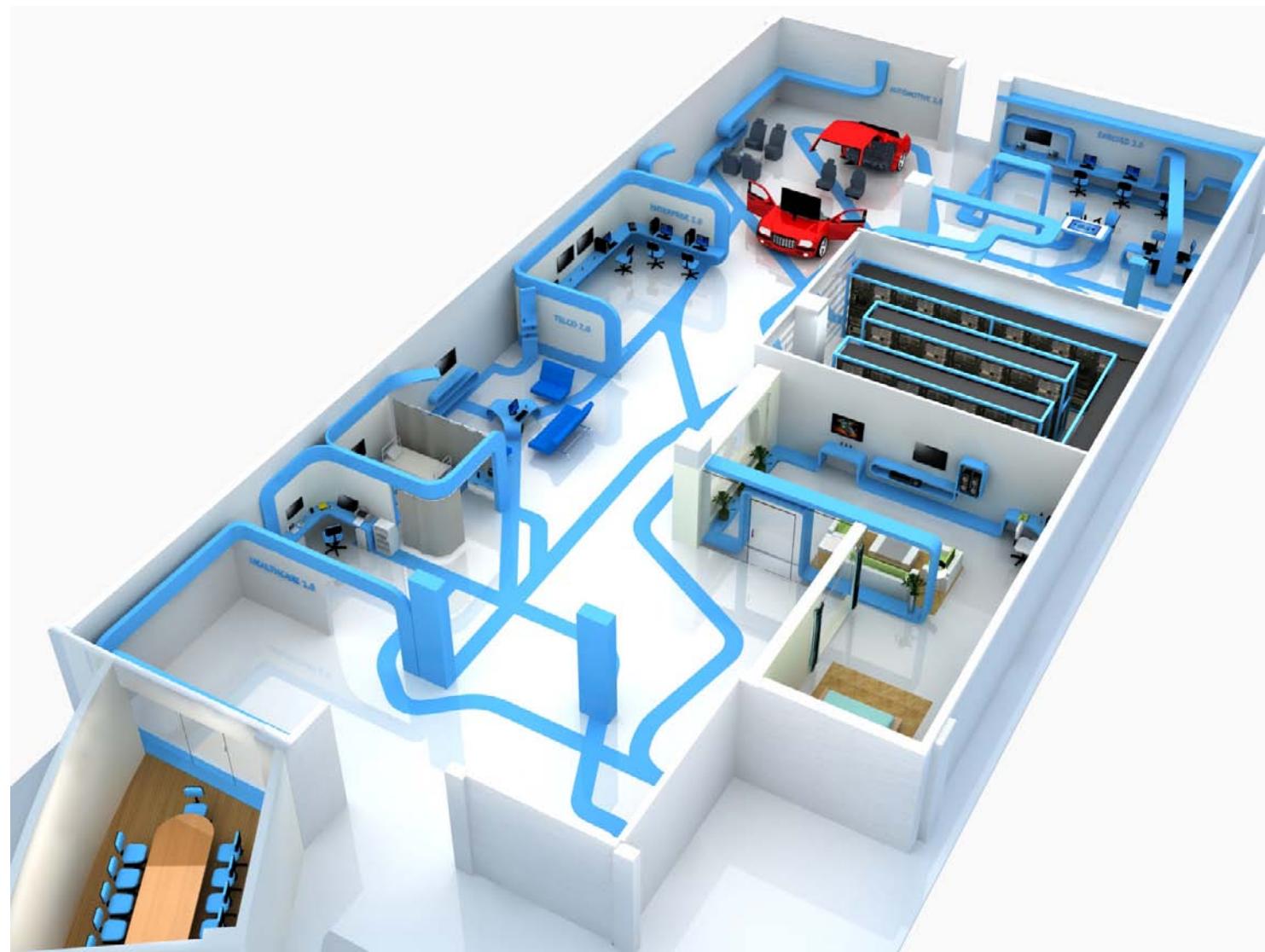
AN EXPERIENCE ZONE

Brief:

An experience zone created for the Telecommunication Media & technology lab. The zone has separate categories based on the work domain of the related field.

Approach:

Since the zones & the categories are interconnected & overlapped with each other a connected ribbon idea is taken place which will start from the floor graphics to form the fixtures & eventually will become the pattern on the ceiling. The pattern will run through the entire space & will connect the zones as stated



THE ZONES INSIDE THE LAB

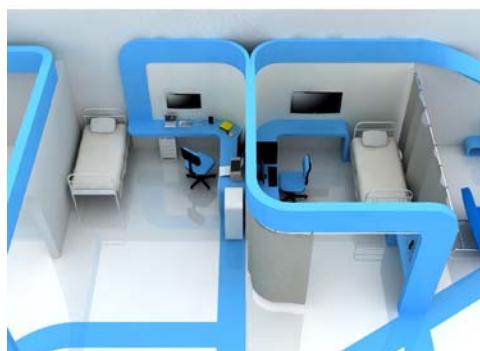
Connected home

Wipro's venture in home & house hold appliances where telecoms & media can bring changes & makes the home activity connected to other areas.



Health care

Wipro's health care technology solution to bring changes in health care industries through the advent of telecommunication & media technology.



THE ZONES INSIDE THE LAB

Telco

Wipro's main domain as telecommunication & its various interrelation with other fields.



Silicon to system

A backdrop of Wipro's achievements in nanotechnology & A piece of art kind of display like museum.



WIPRO TMT LAB

THE ZONES INSIDE THE LAB

Enterprise

Wipro's venture into general enterprise & office system through telecoms & media.



Embedded

An overall business scenario from Wipro's POV in telecommunication & media sector.

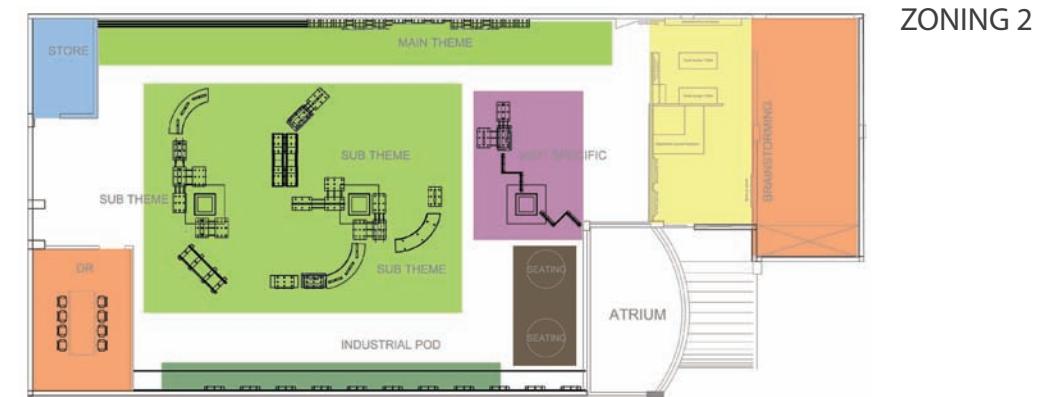
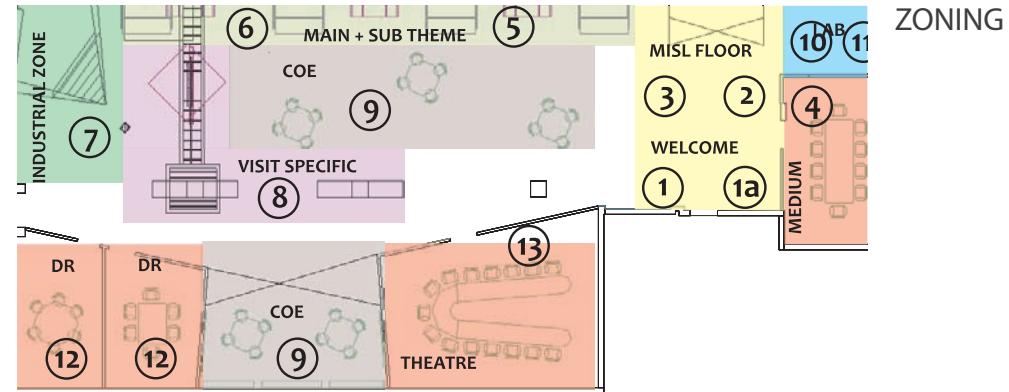


WIPRO MISL LAB

AN EXPERIENCE ZONE

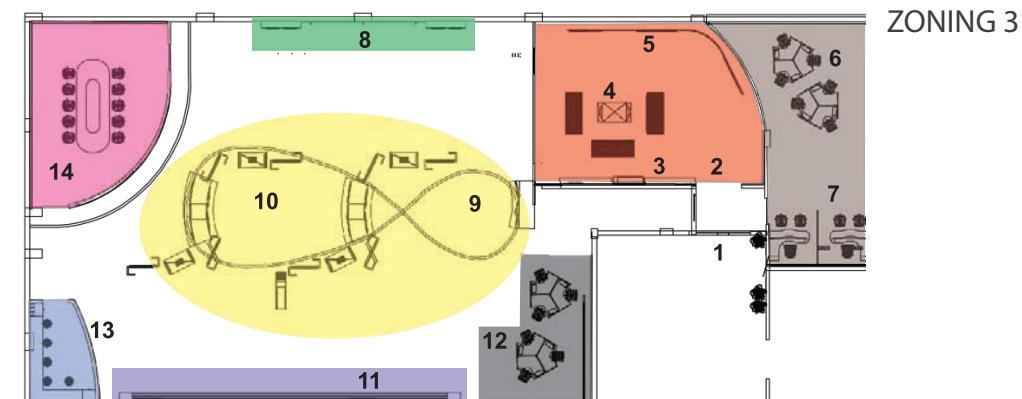
Brief:

An experience zone for the Manufacturing lab. The space will reflect manufacturing as a process & an overall exhibition to showcase Wipro's work.

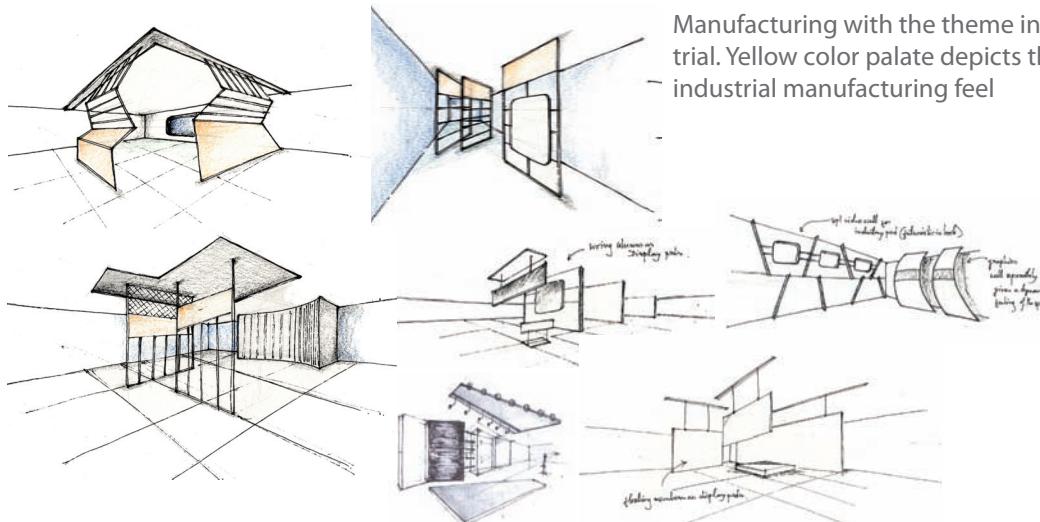


Approach:

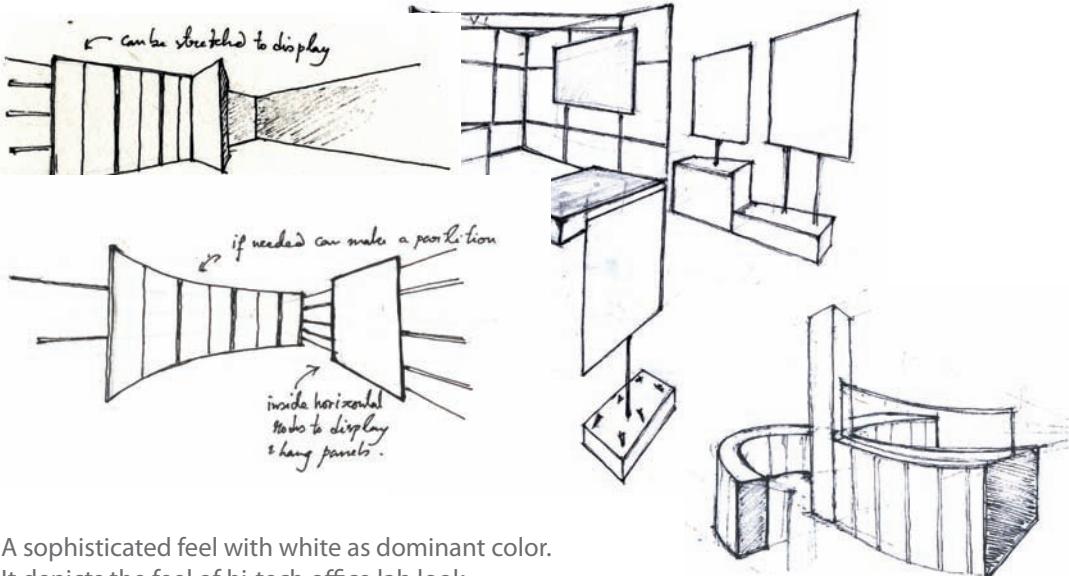
3 different concept with zoning had been created with 3 different look & feel. An industrial manufacturing, A sophisticated techno lab & an exhibition space with different pods are the 3 approaches taken for the space



WIPRO MISL LAB



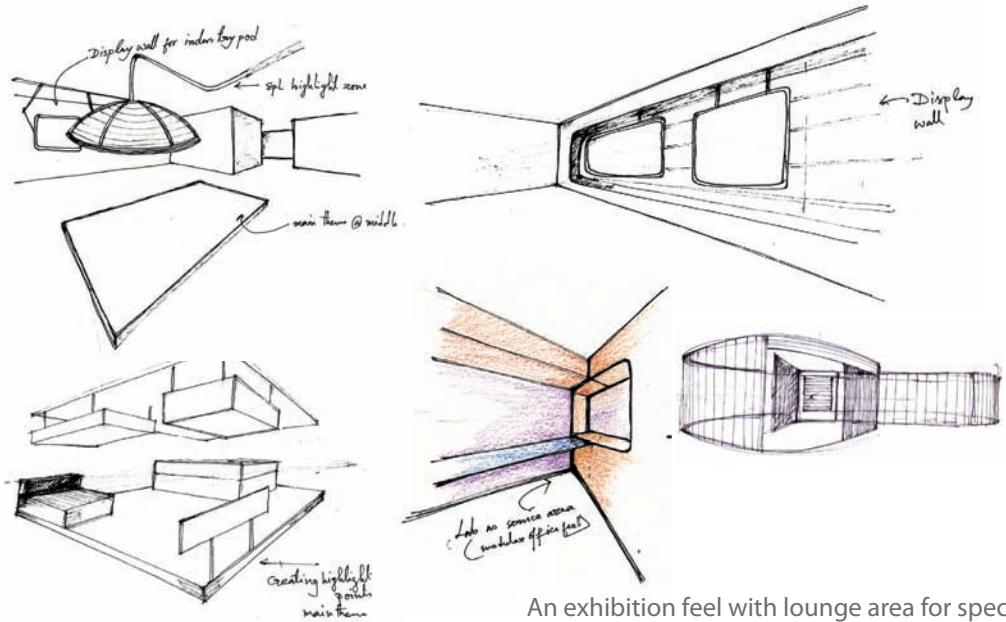
WIPRO MISL LAB



A sophisticated feel with white as dominant color.
It depicts the feel of hi-tech office lab look.



WIPRO MISL LAB

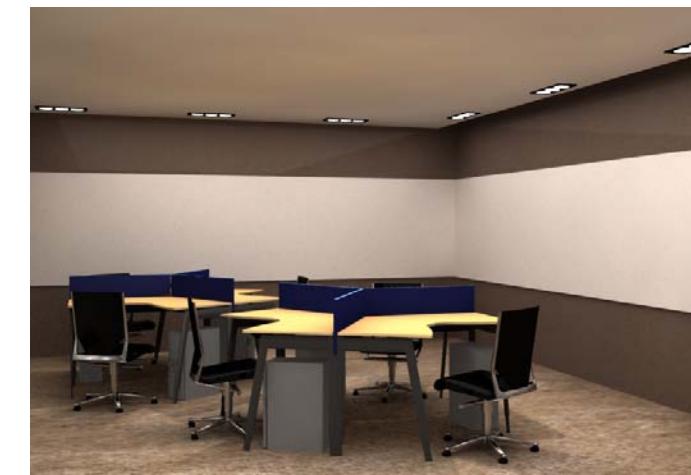
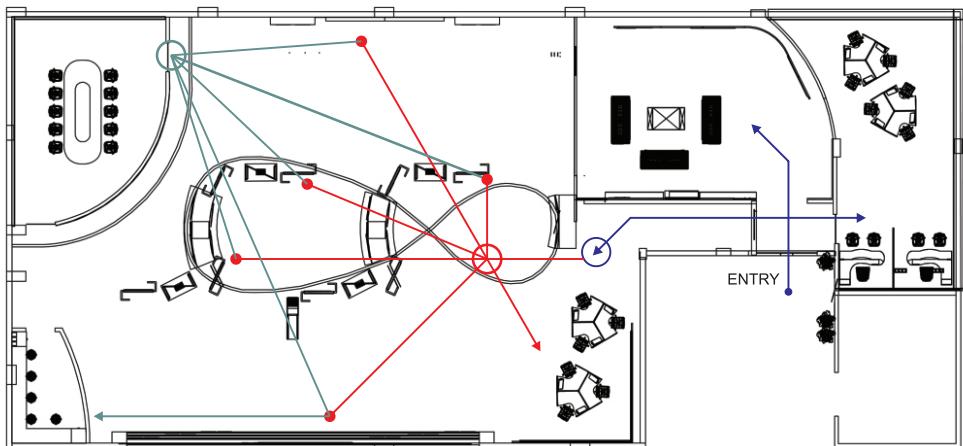


An exhibition feel with lounge area for specific activities. Pods are for theme presentation



WIPRO MISL LAB

A guest experience flow in the zone to depict the priority level for the different zones in the space.



PRATHAM BOOKS GONDOLA



CONCEPT 1



Inspired by four brand colors & 4 learning steps of reading a kids book promotion.



CONCEPT 2



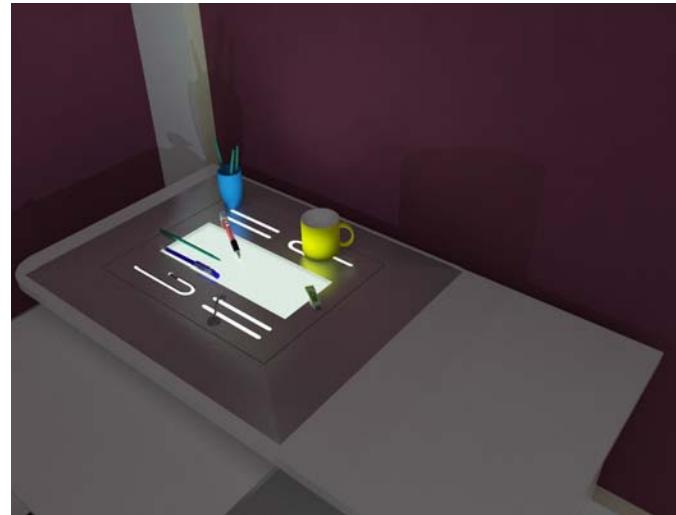
A concept of puzzle with four brand colors are used for four categories of books.

PRODUCT DESIGN

LED innovation for home



Usage as lamp



Usage as table top

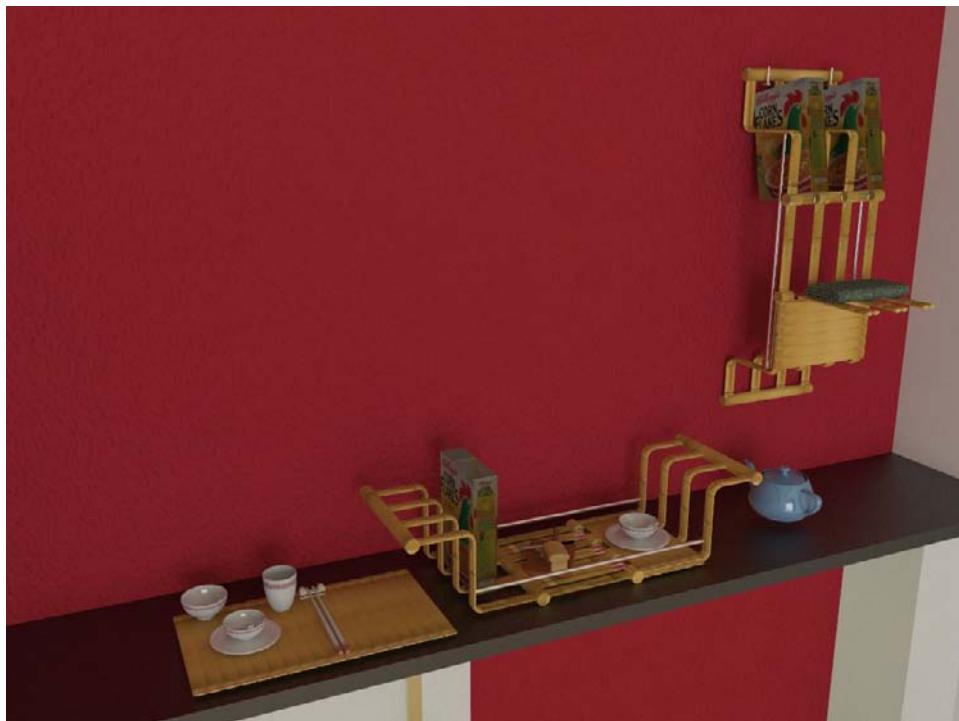


Usage as wall panel

A metal plate with led embedded inside will act as a table top surface & during power cut automatically will lit. Thus any product kept on top will be easy to identify. The same product can be used as a lamp for the drawing room & wall panel which will glow during power cut.

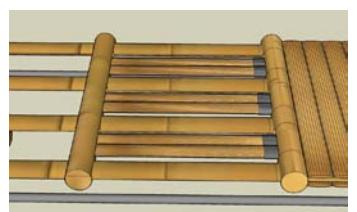
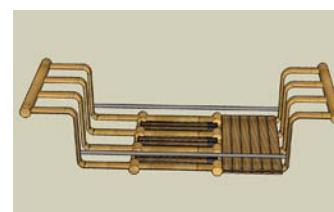
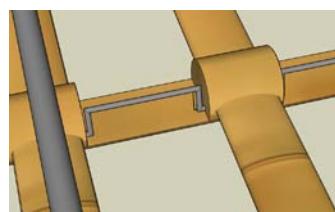
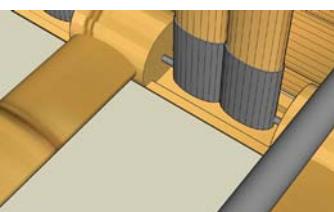
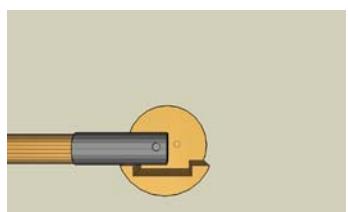
PRODUCT DESIGN

A BAMBOO MULTIPURPOSE KITCHEN ITEM



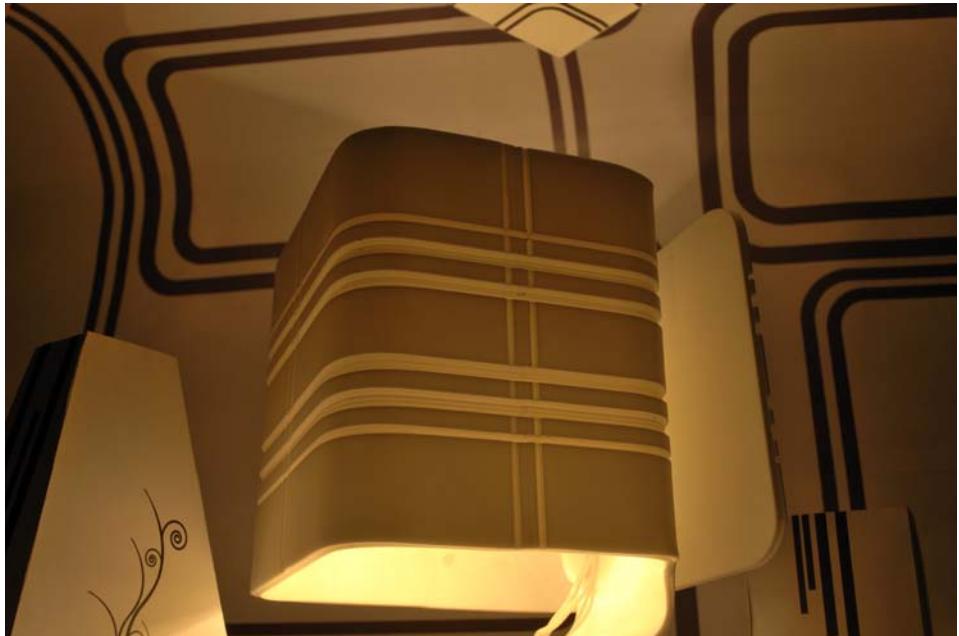
A kitchen item using bamboo which will be used for keeping breakfast items & during serving can act as a plate to serve food. a multipurpose product reduce the space crunch & hence more space utilization.

The joinery detail is shown below



PRODUCT DESIGN

CORIAN WORKSHOP



A table lamp using corian's property & will be used as a desktop item.
The background graphics is inspired by the grooves on the product.



THANK YOU