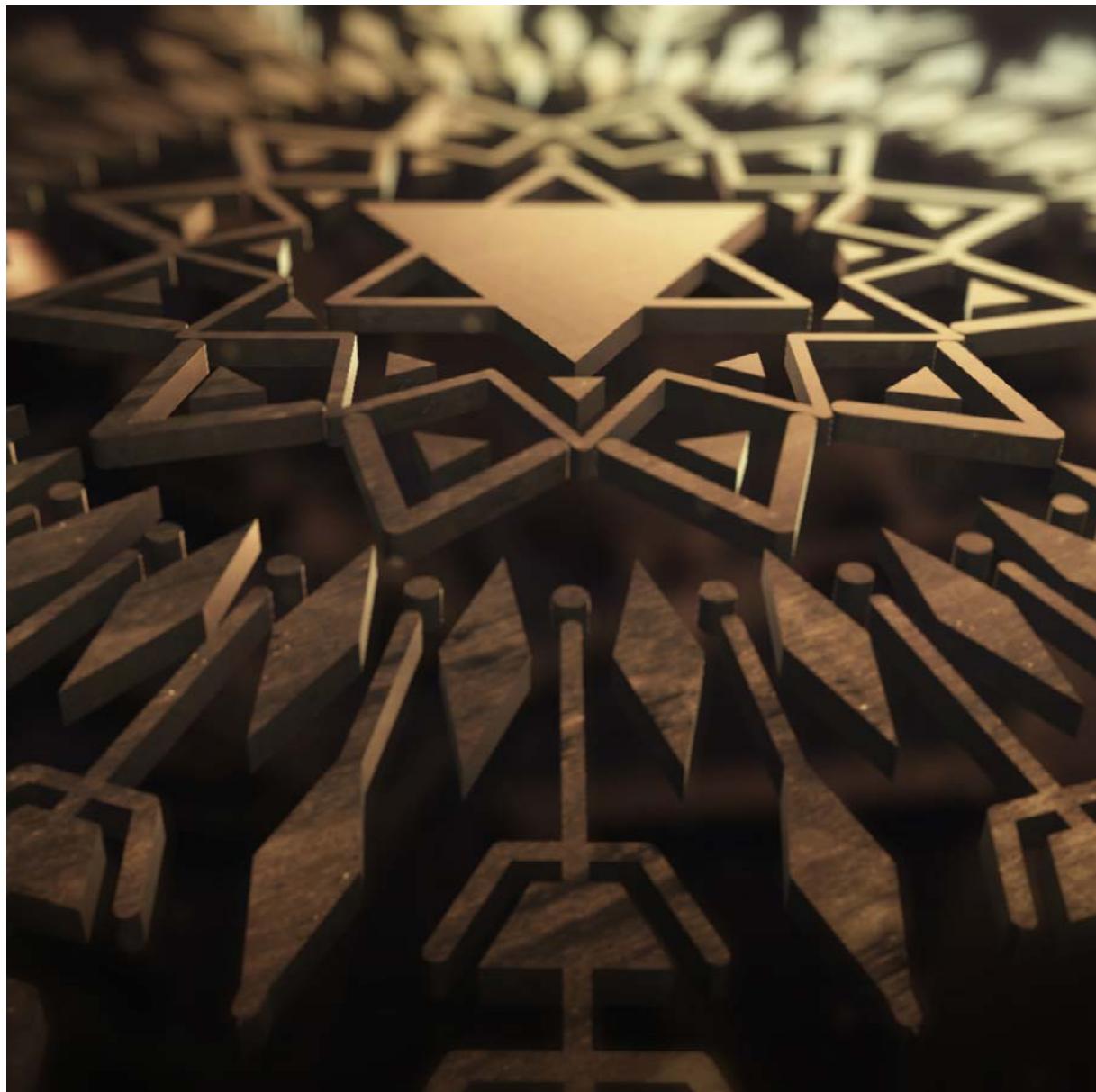


# BRANDING PORTFOLIO



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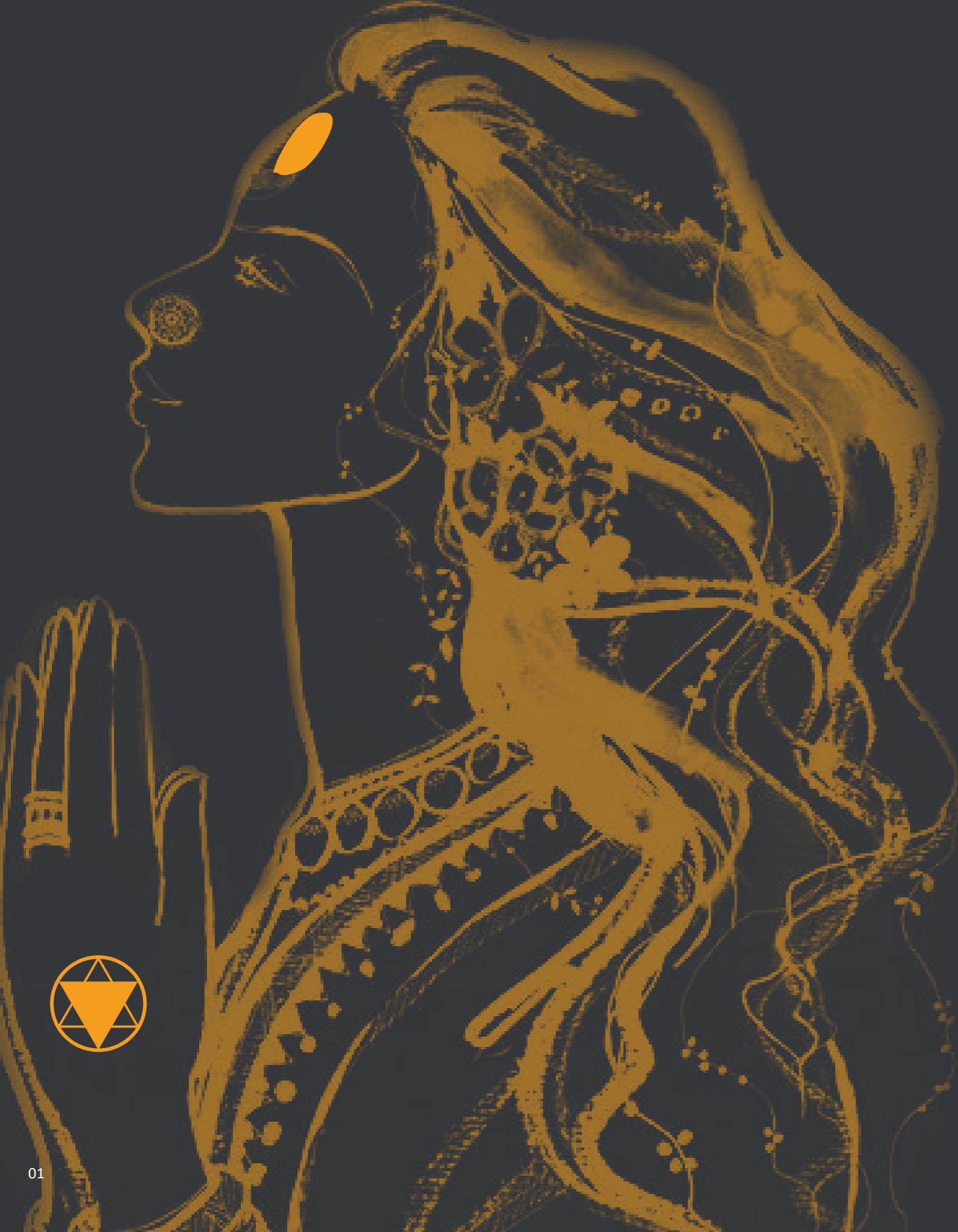
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## SARVA MANGALA PEETHAM

***"Women are the largest reservoir of talent in the world"***

**-Hillary Clinton**

There is nothing that India has not inspired its women to do.

There are those that have fought for the freedom of this land, and there are those who still fight the rights of their fellow men and women.

There are those who have led us in spirit, and there are those who have led us in governance.

There are those who have spun dreams out of words, and there are those whose voices have lent wings to those dreams.

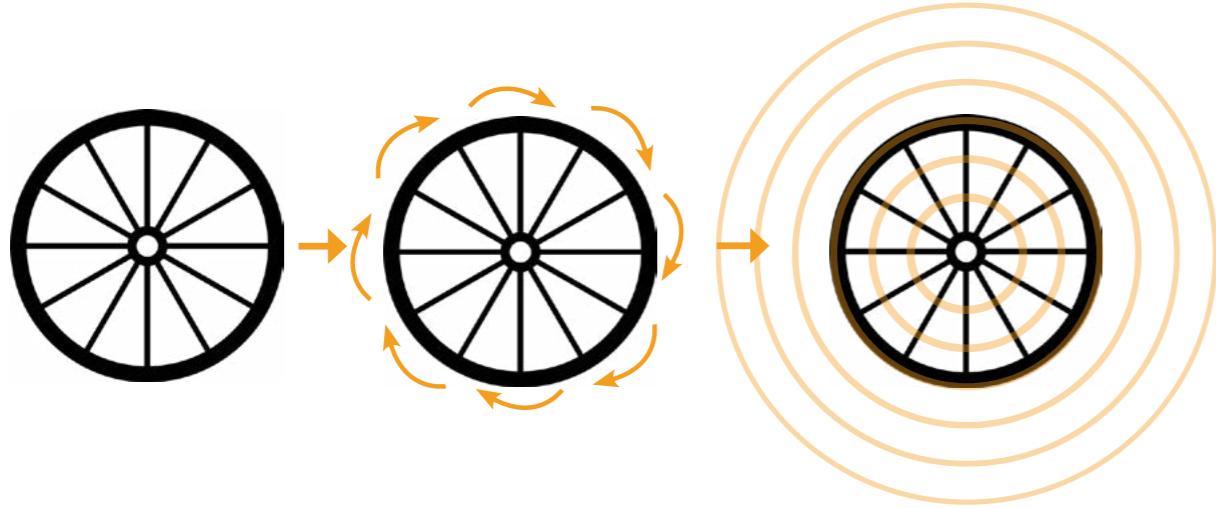
There are those who have fought to be faster, stronger, and better than the rest of the world, and there are those who have left the world behind, taking to the skies, and even beyond.

Woman is the centre of human existence.  
It's time we recognized that.

Because there's nothing that India's women cannot do.

But it helps if we all clear obstacles from their path - instead of putting them there.

## Idea - Amalgamation | Concept Derivation



Kal Chakra, the witness of the circle of life.

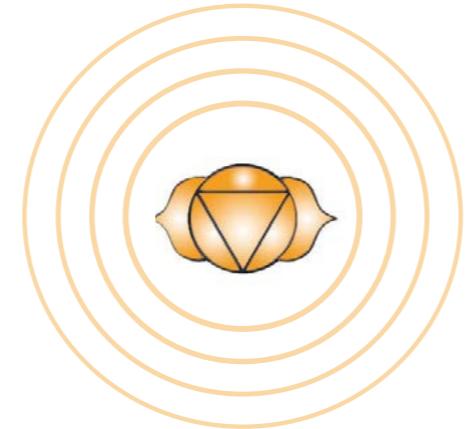
The wheel spins as it journeys through life.

With every rotation, the Kal Chakra radiates energy that awakens the core of the cosmos and the mind.



The central core of spiritual energy .

The Ajna Chakra, the third eye, the most powerful of the seven chakras radiates.



The energy radiated from this chakra elevates the mind to spiritual enlightenment.

## Symbol - Identity | Logo Derivation



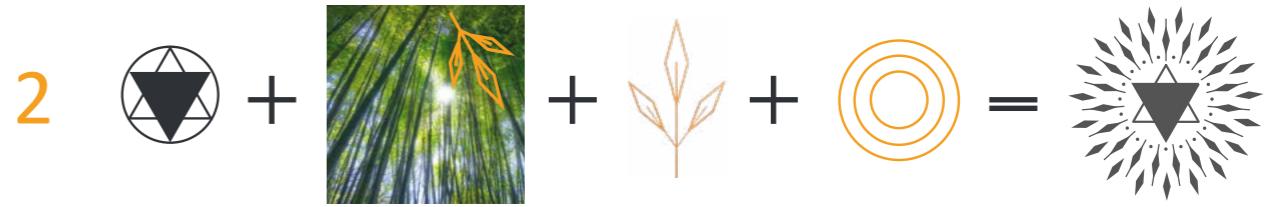
**SHAKTI**  
The inverted triangle symbolises woman & the star represents shakti-power.  
*"Strength of a Woman"*

**MOUNTAINS**  
The beginning- Depicting the journey of life from the top-most point on earth - Satya Yuga

**DERIVED MOUNTAIN SYMBOL**  
Mountain symbolises strength & the rising

**THE CHAKRAS**  
Depicting the generations & life cycle

**SATYA YUGA**  
GOLDEN AGE



**SHAKTI**  
The inverted triangle symbolises woman & the star represents shakti-power.  
*"Strength of a Woman"*

**FOREST**  
2nd layer- Depicting life as it moved down to the forest from the mountains- Treta Yuga

**DERIVED LEAVES SYMBOL**  
Leaf symbolises hope & revival

**THE CHAKRAS**  
Depicting the generations & life cycle

**TRETA YUGA**  
SILVER AGE



**SHAKTI**  
The inverted triangle symbolises woman & the star represents shakti-power.  
*"Strength of a Woman"*

**RIVER**  
3rd Layer- Depicting life flowing down from the forest. Dwapara Yuga

**DERIVED WATER SYMBOL**  
Water symbolises life & purity

**THE CHAKRAS**  
Depicting the generations & life cycle

**DWAPARA YUGA**  
BRONZE AGE



**SHAKTI**  
The inverted triangle symbolises woman & the star represents shakti-power.  
*"Strength of a Woman"*

**DESERT**  
4th layer- Depicting life as the water dries on the earths surface making it a desert. Kali Yuga

**DERIVED CACTUS SYMBOL**  
Cactus symbolises abundance

**THE CHAKRAS**  
Depicting the generations & life cycle

**KALI YUGA**  
IRON AGE  
The symbol of the cactus appears congested on the logo, depicting the chaos of the Kali Yuga

Yuga symbols reference: <https://sarasyat97.wordpress.com/2016/12/07/harappa-script-in-phar-banas-ancient-near-east-signifies-vedic-culture-metalwork-of-chalcolithic-age-transiting-to-bronze-age/>

Shivashakti symbol reference: <https://owlcation.com/humanities/fertility-symbols-and-fertility-rituals-in-hinduism>



SATYA YUGA  
the mountains



TRETA YUGA  
the forest



DWAPARA YUGA  
the river



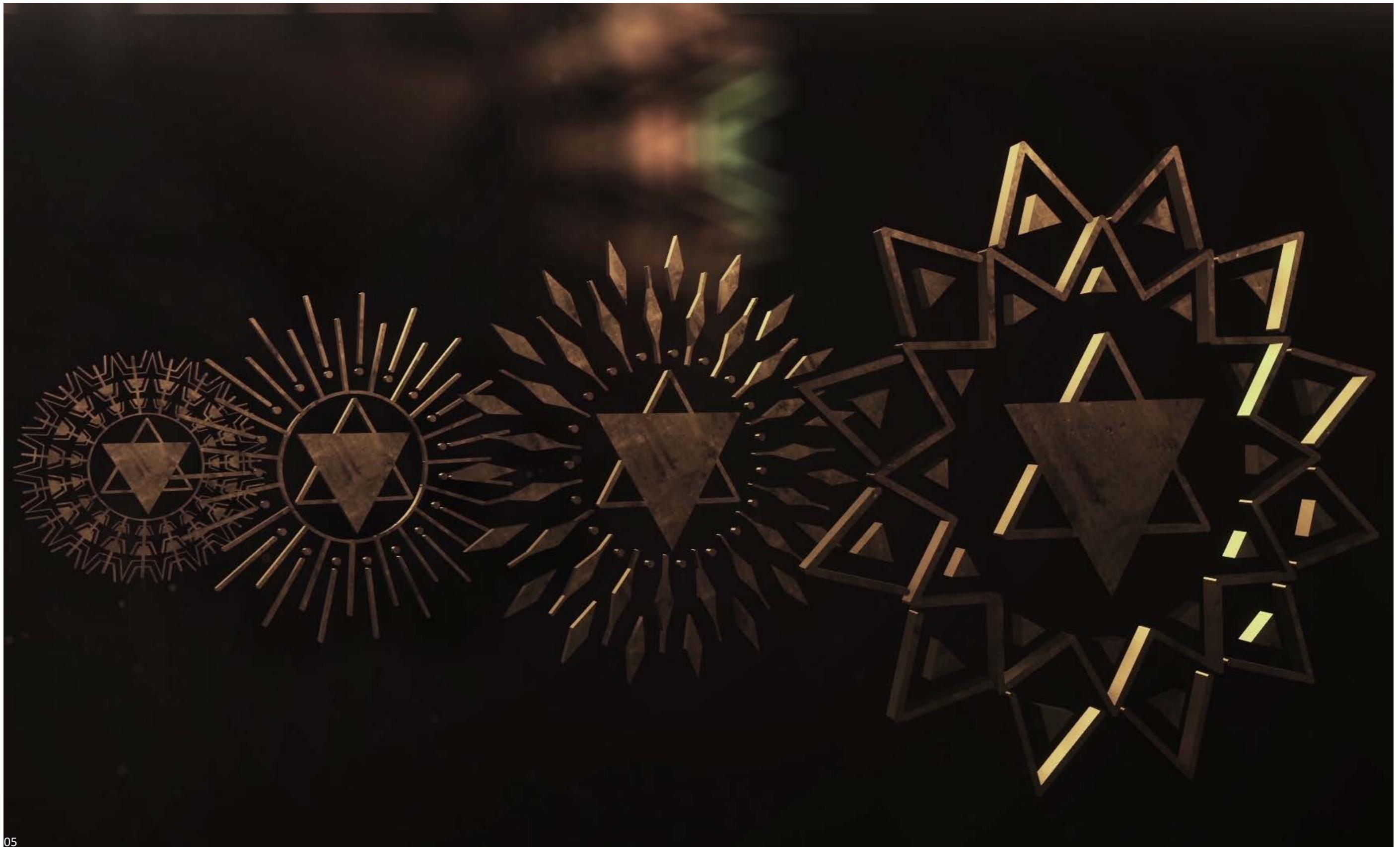
KALI YUGA  
the desert

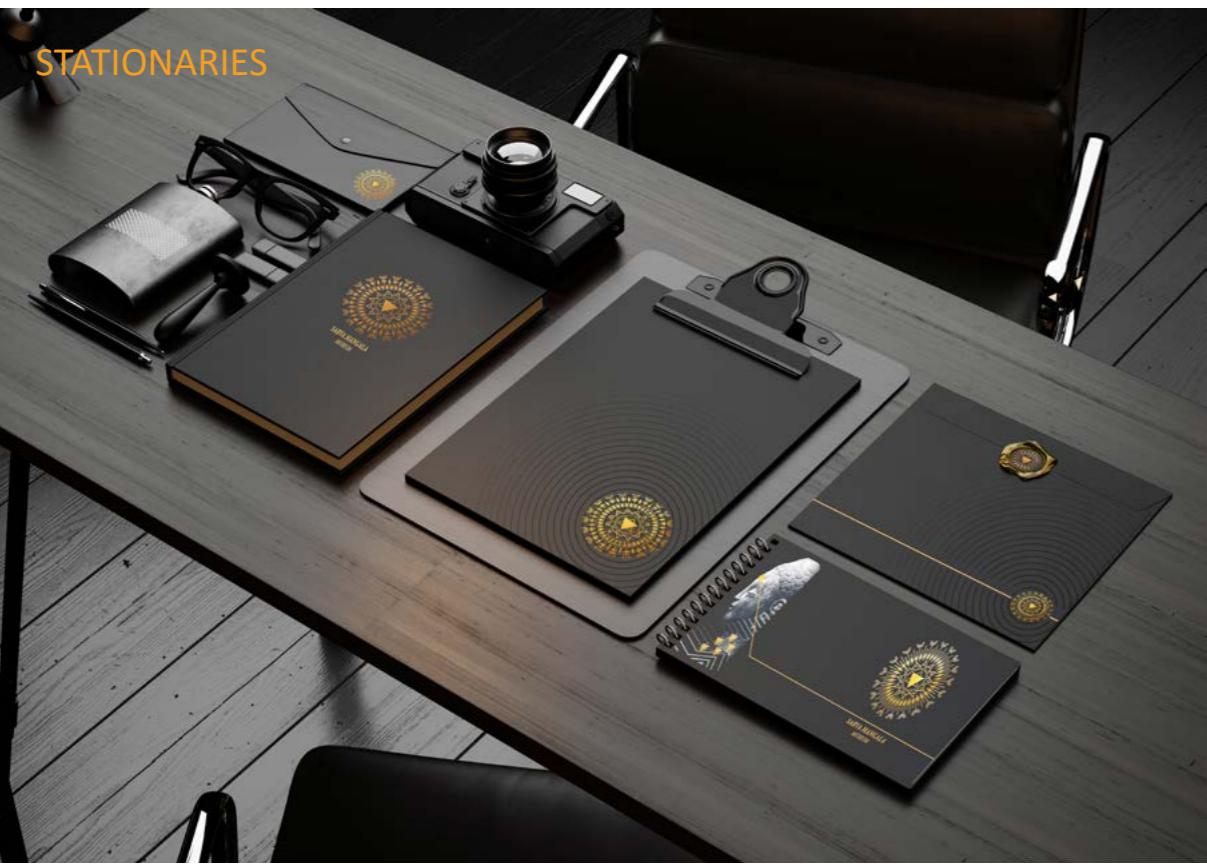


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SARVA MANGALA  
PEETHAM

## BRANDING COLLATERALS

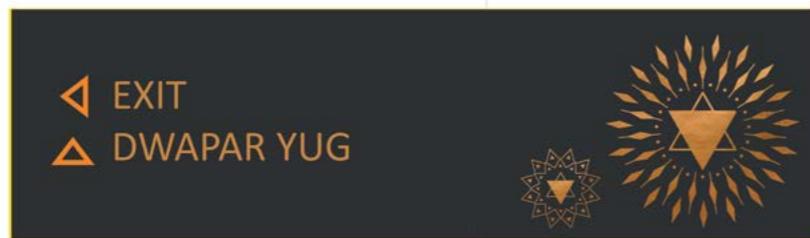




**SIGNAGES**



**SIGNAGES**



MERCHANDIZE



MERCHANDIZE



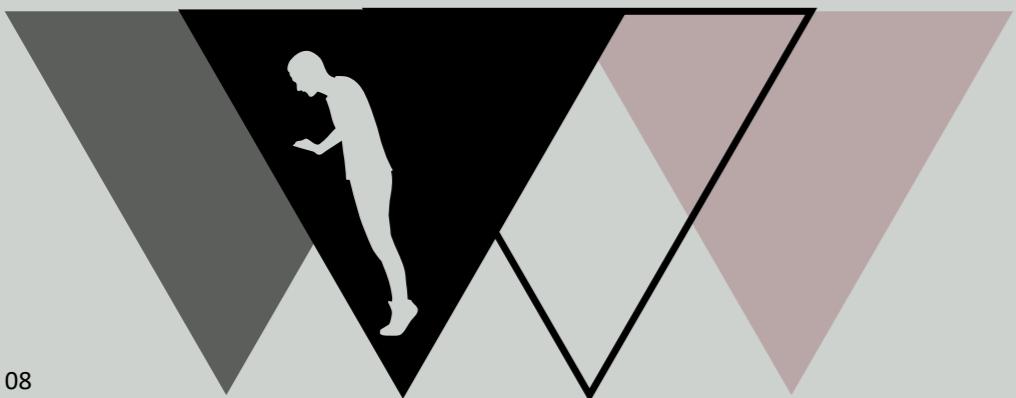
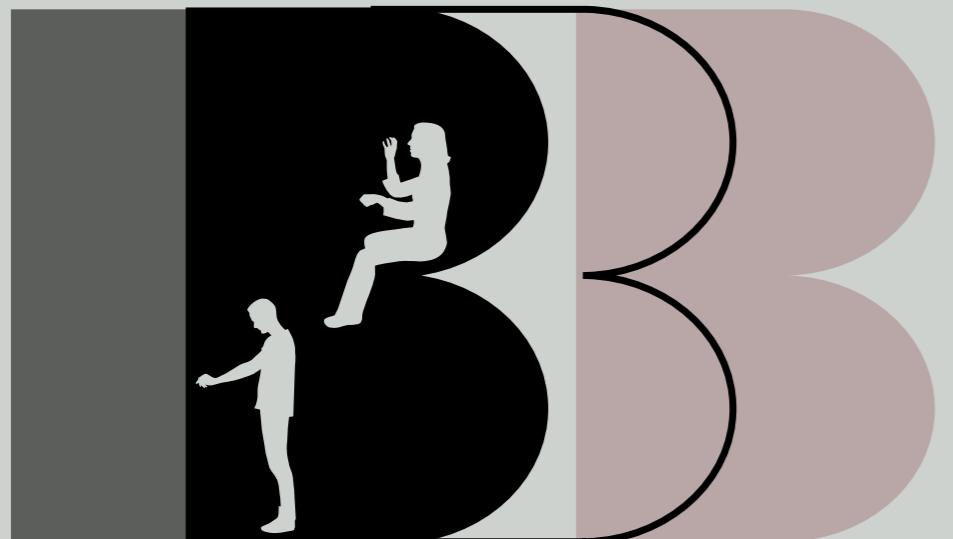
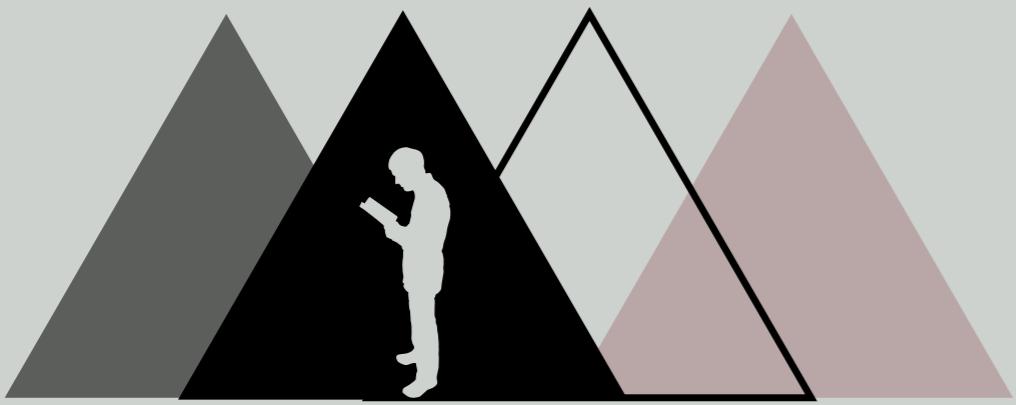
BROCHURES:



DIGITAL APPLICATIONS



ATAL BIHARI VAJPAYEE, EXPERIENCE CENTRE



Bhari do-pahri meñ añdhiyārā  
 sūraj parchhā.ñ se haarā  
 anatratm kā neh nichoDeñ bujhī huī baaqī sulgā.eñ  
 aao phir se diyā jalā.eñ  
 Ham padhav ko samjhe manzil  
 Lakshya hua ankhon se ojhal  
 Vartaman ke moh jaal mein aane vaala kal na bhulayein  
 Aao phir se diya jalayein  
 Ahuti baaqi yagya adhura  
 Apnon ke vighnon ne ghera  
 Antim jai ka vajr banane nau dadhichi haddiyen galayein  
 Aao phir se diya jalayein



# EXPERIENCE CENTRE

Bharat Ratna Shri Atal Bihari Vajpayee was sworn in as the 13th Prime Minister of Independent India. Atal-ji is counted amongst the most influential personalities of India. A visionary leader, Atal-ji is known not just for his top-notch oratory skills, but also his deeply moving poetry. In today's world of rapidly diminishing political values, his values and principles will always serve as a guiding light.

Atal Bihari Vajpayee has been a visionary leader of a developing India. His ideas helped shape the future of the country. His achievements have been exemplary and should be appreciated.

The Atal Smruti Udyahan is a sincere effort to pay tribute to the contribution of Atal Bihari Vajpayee towards his motherland.

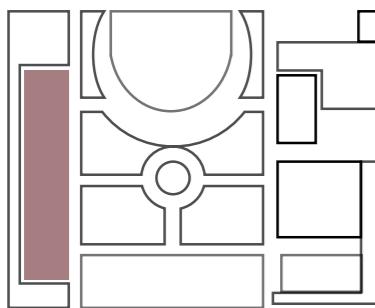
The museum is a perfect blend of technology and art. The museum is basically divided into four parts - the Exhibition space, the Holographic Theatre, the Interactive Experience, and the Amphitheatre, opening out into a central landscape space. The journey of the visitor begins with the Exhibition space, which provides an understanding of the interesting works and events of Atal-ji's life. Each exhibit is designed to be simple, but rich in information.

The Amphitheatre is an enclosed theatre, for short performances and discussions.

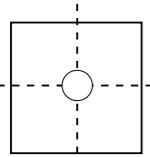
The Interactive Experience is an Augmented Reality game, allowing visitors to test the knowledge acquired from the Exhibition space, and experience an interaction with Atal-ji himself.

But the most awe-inspiring facet of the museum is the Holographic Theatre, with a holographic projection Atal-ji imparting words of wisdom to the visitors, and inspiring their sense of patriotism.

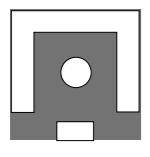
All put together, the Atal Smruti Udyahan serves as an excellent example of a tech-enhanced museum.



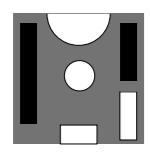
The Atal Smruti Udyana is designed around the concept of a central courtyard with peripheral activities. The central courtyard is kept proportionately larger, balancing the buildings around it. The design was achieved in three stages.



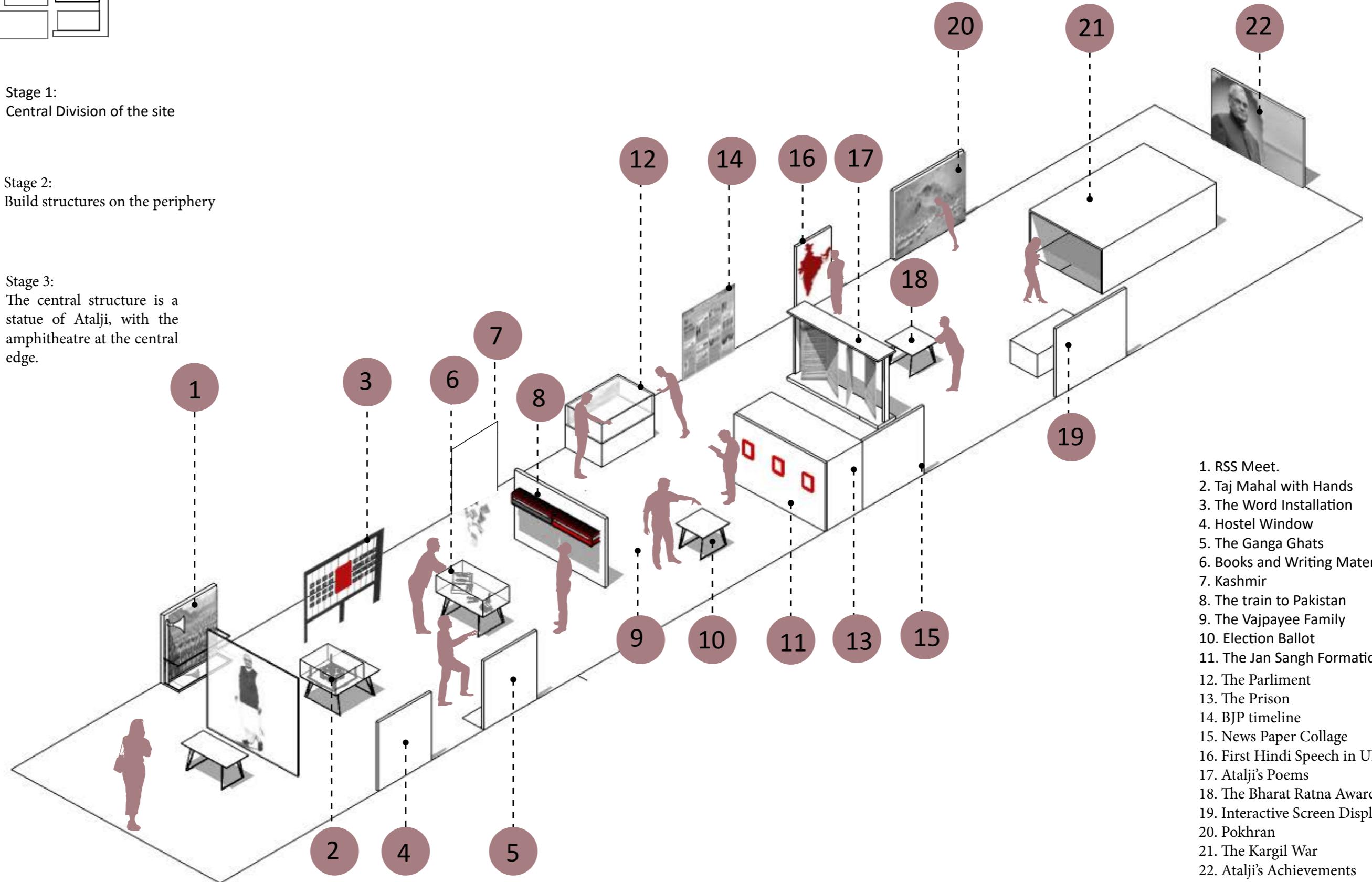
Stage 1:  
Central Division of the site



Stage 2:  
Build structures on the periphery

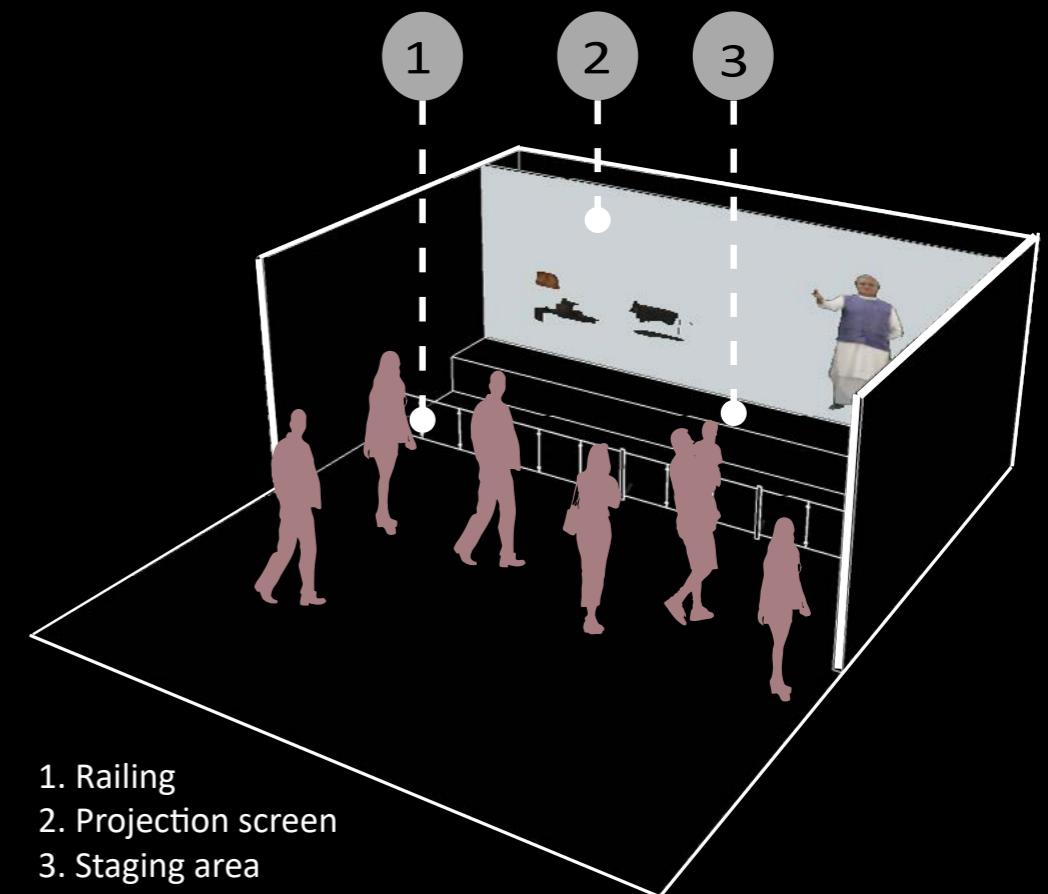


Stage 3:  
The central structure is a statue of Atalji, with the amphitheatre at the central edge.





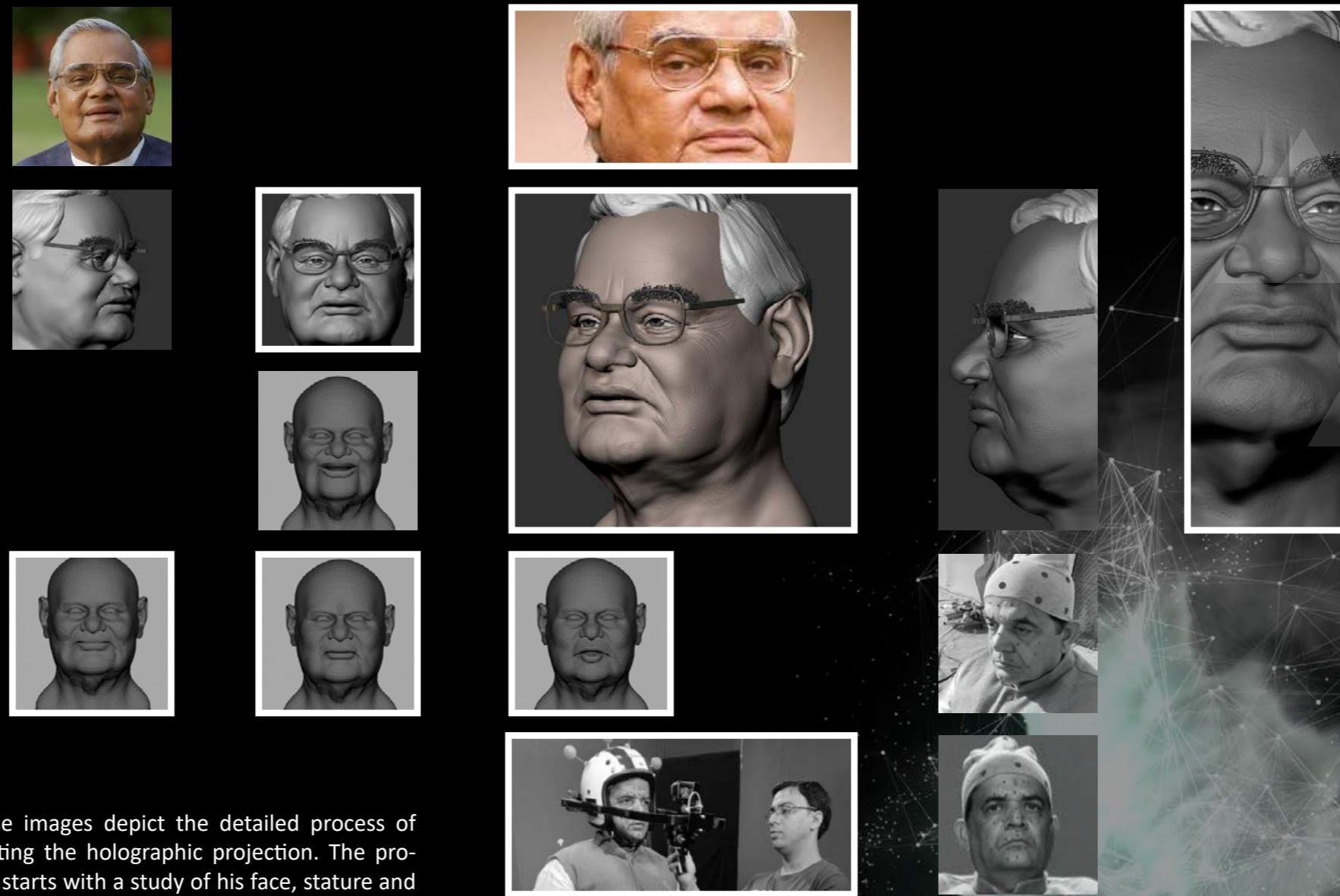
## H O L O G R A P H I C --- P R O J E C T I O N



The most awe-inspiring and technologically advanced aspect of the museum is undoubtedly the Holographic Projection Theatre. The experience begins in a familiar theatre environment – a dark room with a stage. But as the show begins, the normal-seeming stage is transformed by a holographic projection, as Atal Bihari Vajpayee appears, addressing the visitors with his words of wisdom, inspiring their sense of patriotism. The experience of being in presence of the leader himself is indescribable, and incomparable.

Behind this experience lies months of painstaking work. It began with the filming of an actor of suitable physical appearance, playing the part of Atal-ji. Then, his face was replaced with a complex, detailed Computer Generated 3D Model of Atal-ji's real face, reconstructed based on an understanding of his facial structure and features, gleaned from innumerable pictures and videos of the leader himself. Minute details of facial geometry and physiological movement have been accurately captured, making for an exhilaratingly realistic experience.

The end result is the experience of standing in a room, and witnessing a speech by a beloved leader, long departed, and hearing him recite one of his own poems, perfectly suited to the aim of inspiration.

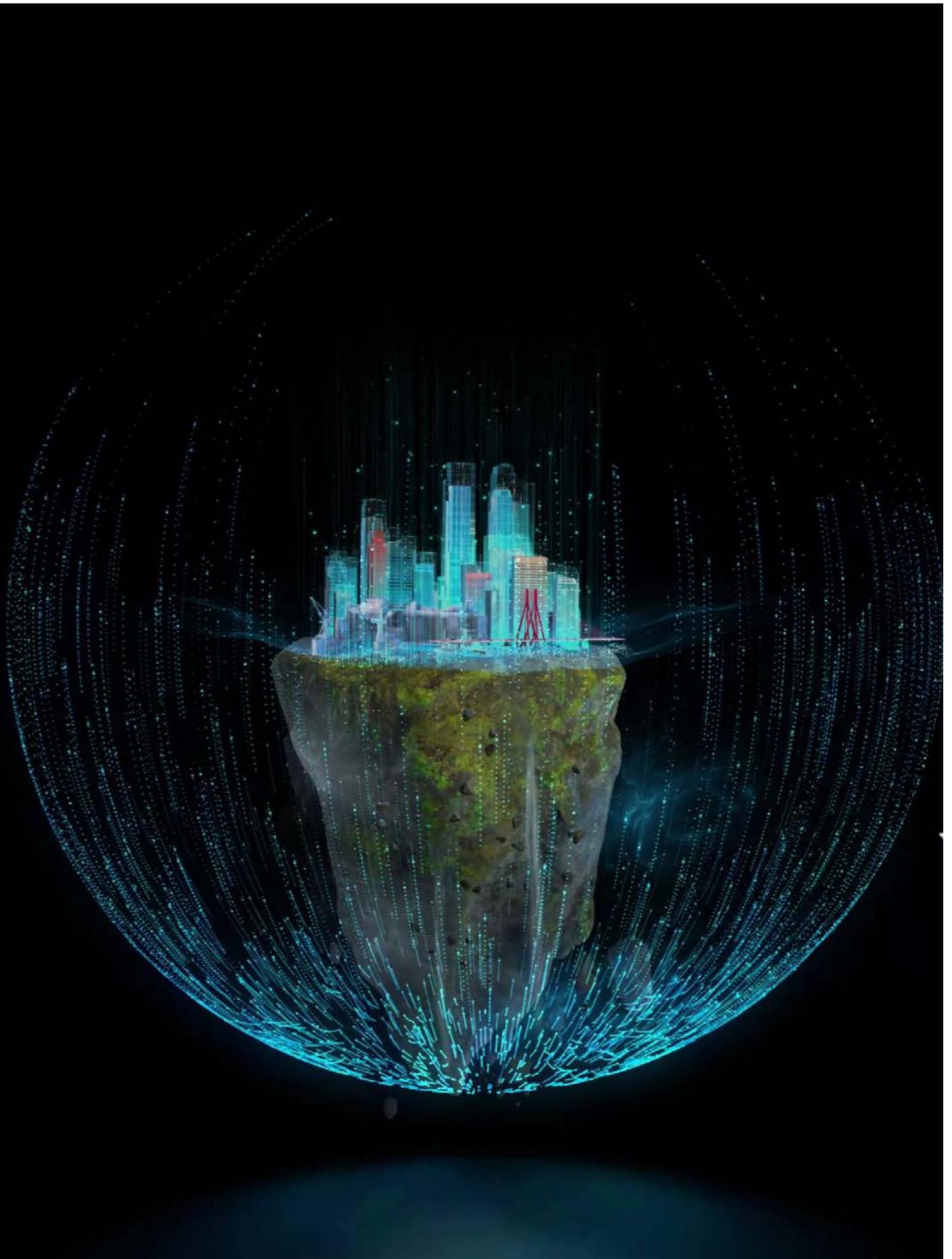
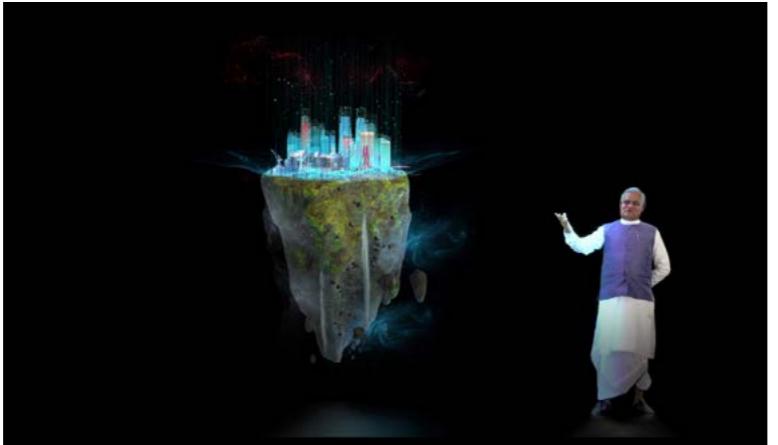


These images depict the detailed process of creating the holographic projection. The process starts with a study of his face, stature and mannerisms. These details are captured as holographic content through an intricate, harmonic combination of Live-Action Film, and CGI Technology.

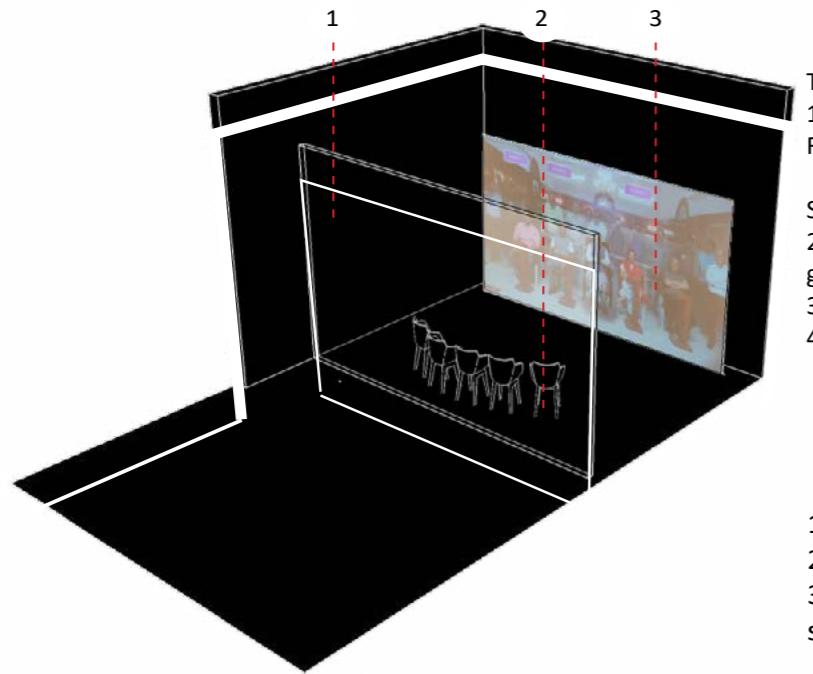
#### TECH SNAPSHOT:

1. Vertical Projection Screen
2. Holoprojection between screen & viewer
3. Programmable Intelligent Lighting
4. Directional Sound
5. Pre-Produced Live-Action + CGI/ VFX Holographic and Projection Content





## AUGMENTED --- REALITY

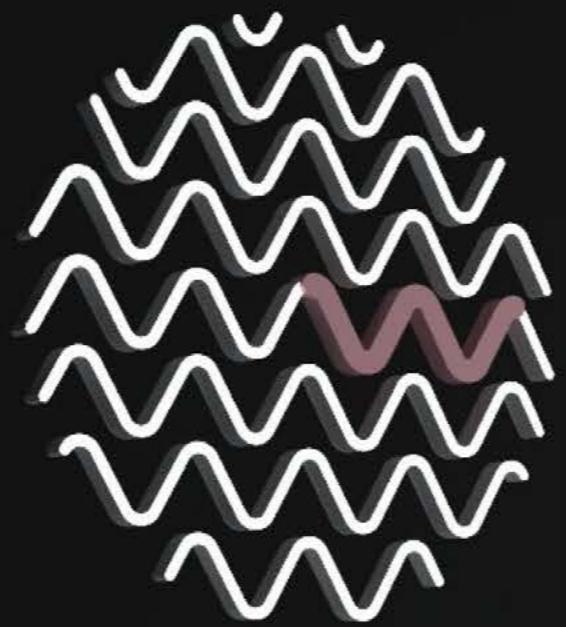


TECH SNAPSHOT:  
1. Large Scale Augmented Reality (LSAR) Setup (Camera+ Sensors+ Screen)  
2. Programmable Intelligent Lighting  
3. Stereo Sound  
4. Pre-Produced Live Action + CG/VFX AV content for LSAR content

1. Projection Screen
2. Glass Partition
3. Chairs with touch screen podiums



WAVES BEACH CLUB, GOA



waves  
beach club

ELEMENTS- NATURE- FOOD- MUSIC- ART



bringing in the culture of goa ....



BEACH SAND- TEXTURE



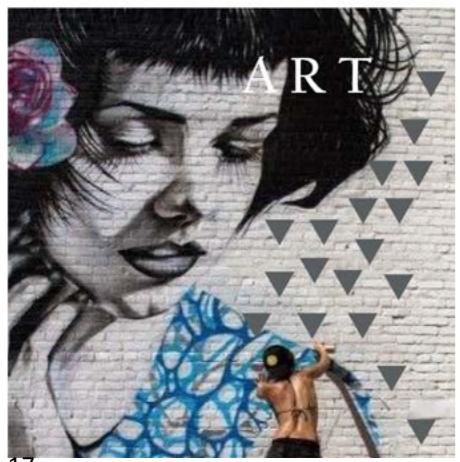
WAVES- TEXTURE



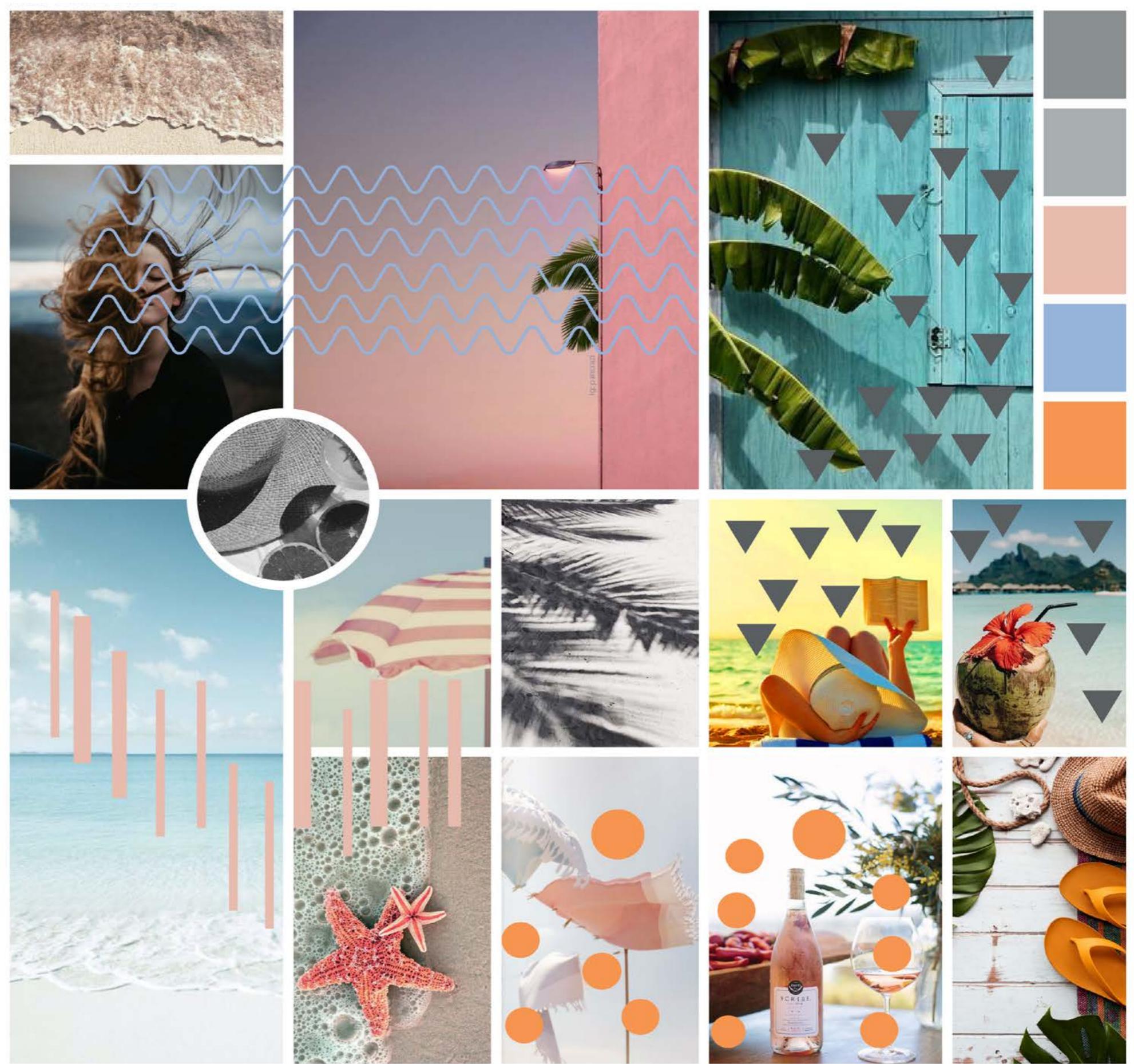
EVENING HUES- TEXTURE



STARRY NIGHT- TEXTURE



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TAGLINE

To the waves ...  
Through the waves ...





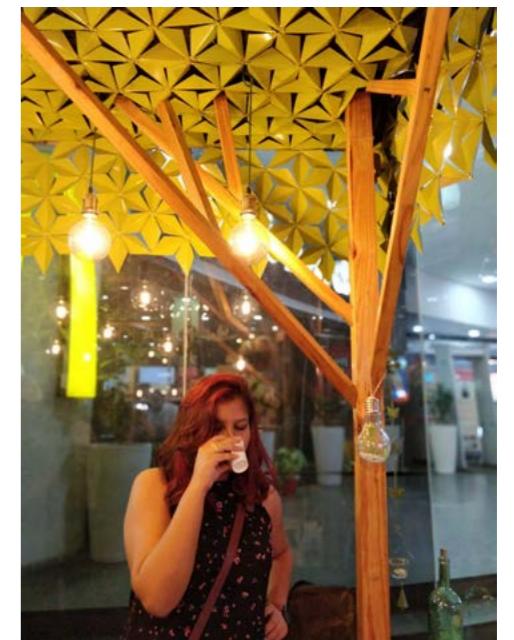
## CHAI PEENI HAI, TEA UNDER A TREE

Translated from Hindi - Wan't to have tea!?



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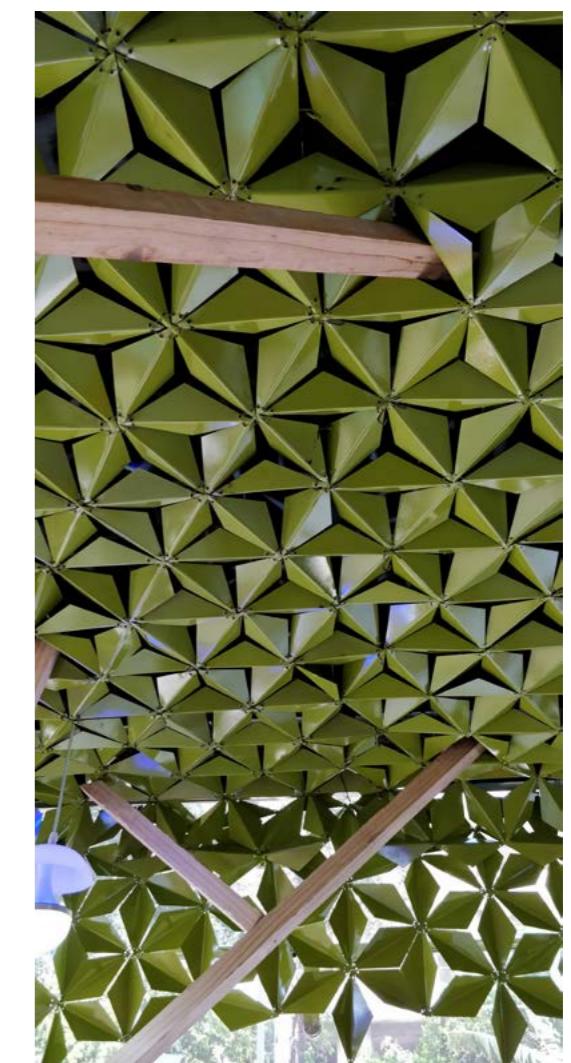
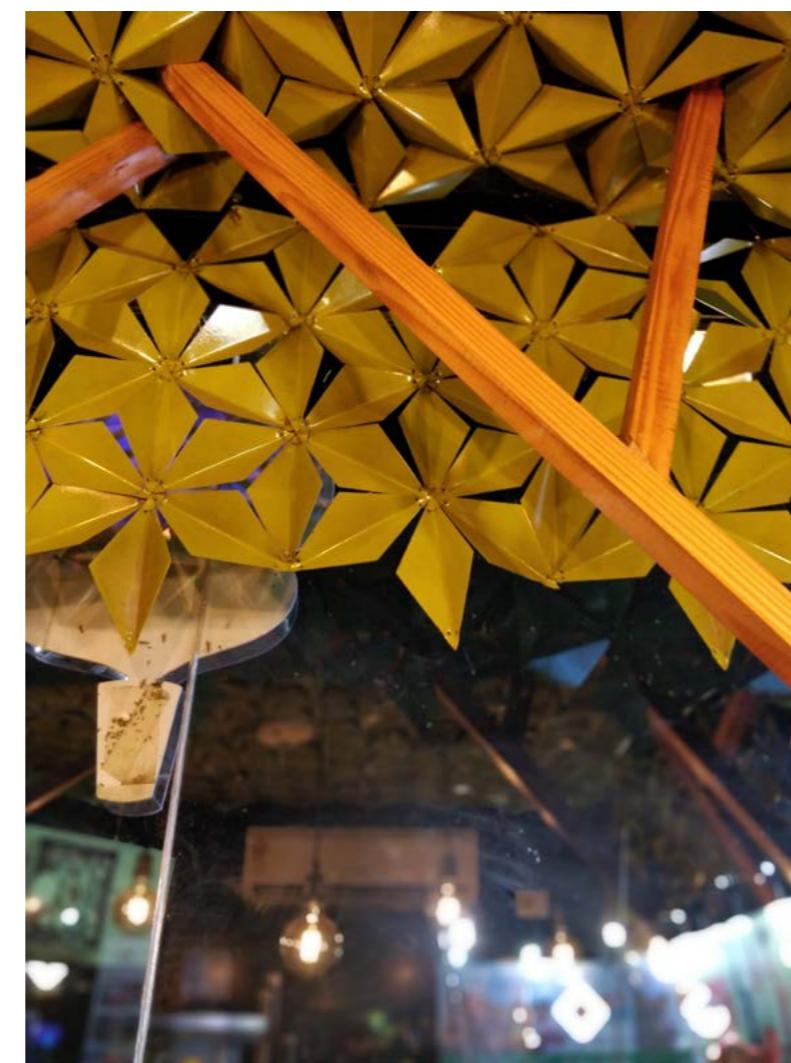
Inspired from the transforming objects found on the streets of Indian cities, this project pays an ode to the concept of ephemerality in architecture, to create meaningful transactions with people by means of their favourite beverage: tea. The idea took shape as an attractive movable kiosk inspired from the spread of the branches of a tree. It offers a pausepoint and a place of respite for those who wish to take a little break while on the move. It proclaims to passers-by "Chai peeni hai," which is also the name of the company. Hence, it becomes a product that promotes the brand and its essence effectively and in a more interesting manner to greater number people, especially when placed in public spaces such as a mall or a public square. The simple experience of drinking warm, refreshing, healthy tea can bring joy to a tired visitor, and the kiosk provides a fresh and vibrant environment for them to do just that. Light and colourful, the kiosk has a folding metal screen that forms its roof, supported by wooden structure that shelters the display deck and the shelved storage below it. The entire assembly is mounted atop wheels, making it mobile enough to move around to spots where tea-lovers need it the most.



The concept is derived from the age old practice of people coming together to eat and drink under large trees. The natural element was an important place maker back then and thus the attempt was to make the kiosk a place maker based on nostalgia.



Using the main element of tea, the tea leaf itself - a ceiling installation meant to invoke the memory of drinking tea under a tree was made. In urban areas we often come across 'tapis' which are small shacks serving hot tea and snacks, often under the shade of a tree. The installation strives to make the stall a place maker in memory by using a foliage made of CNC cut metal.

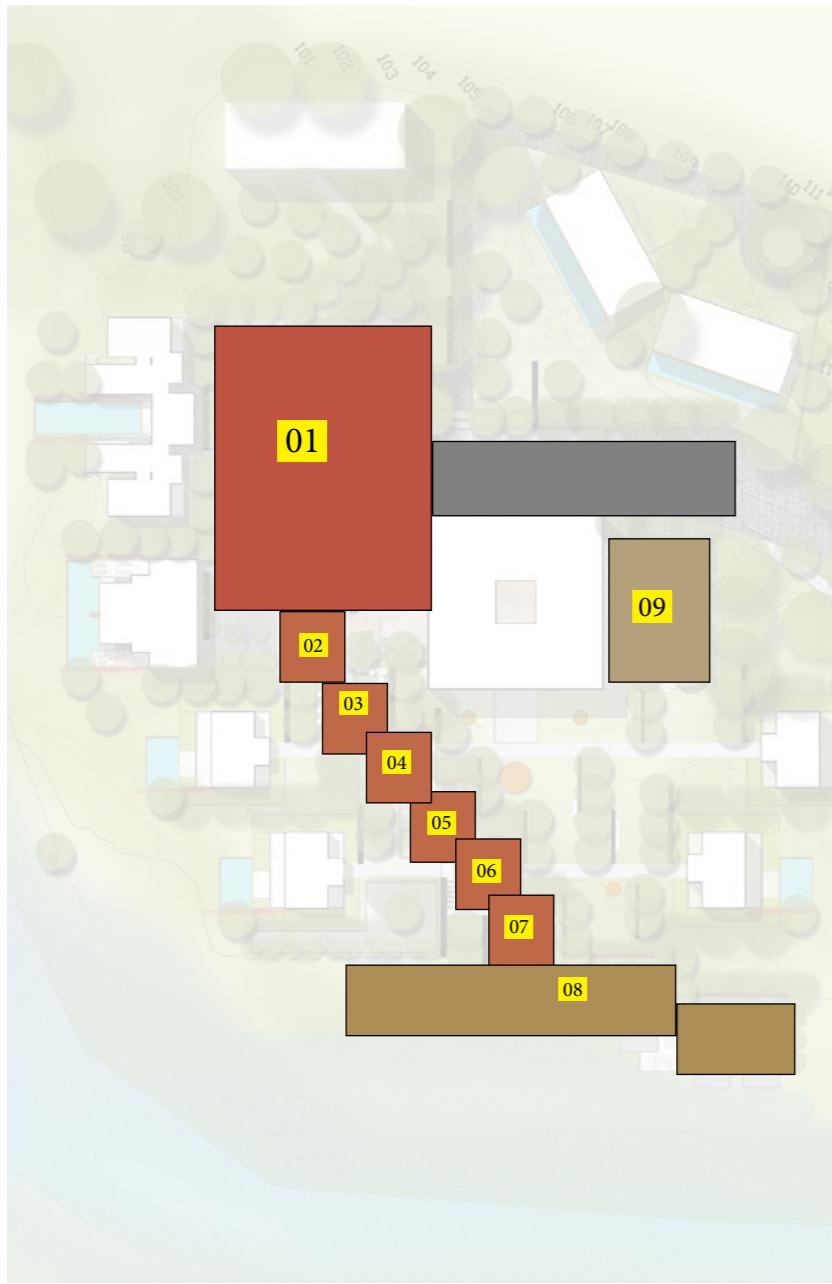




A  
**SECRET**  
STAY

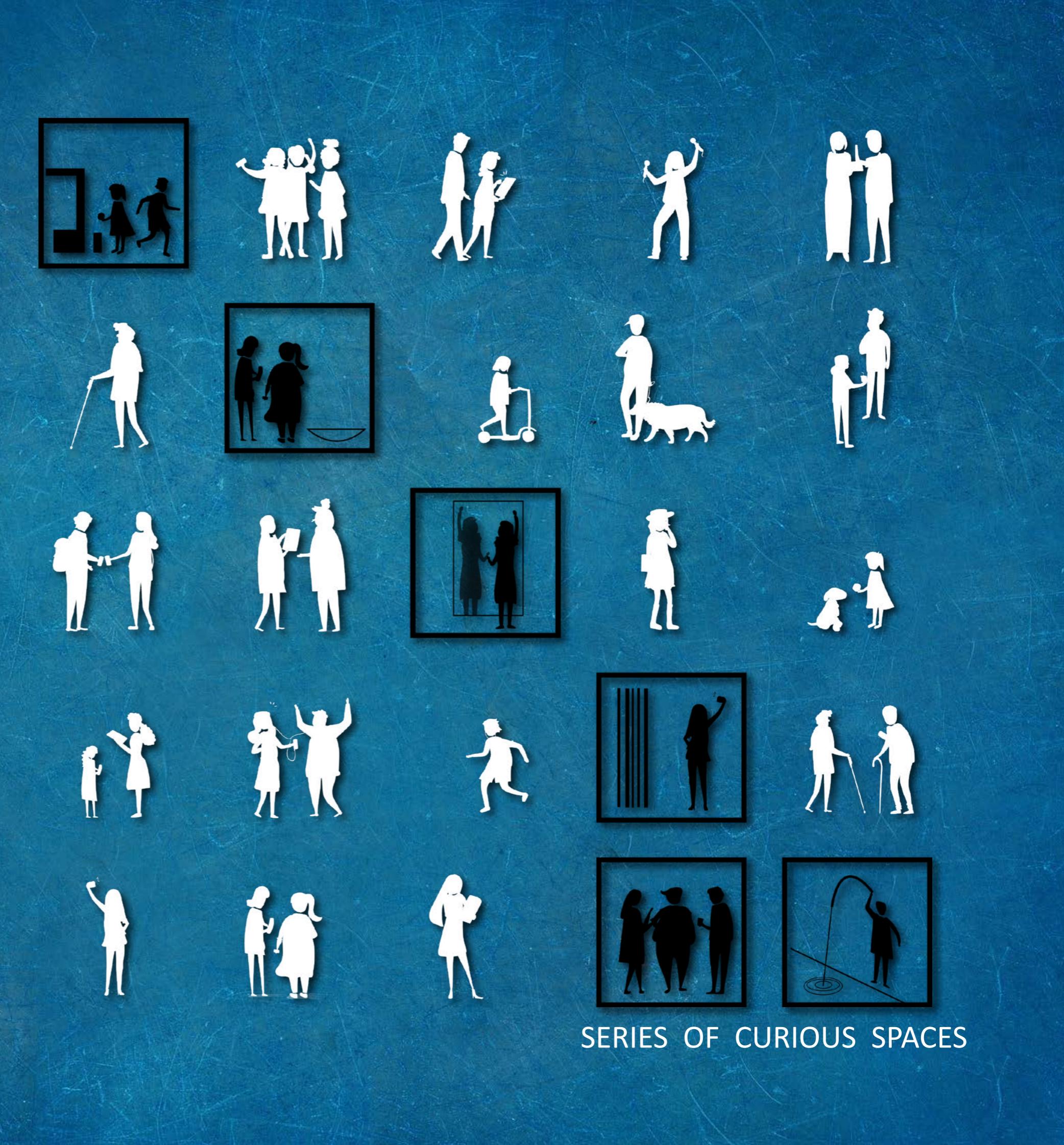


## LANDSCAPE STRATEGY



1. SCULPTURE GARDEN
2. CHESS SQUARE
3. LILY POND
4. MIRROR GARDEN
5. LILY POND
6. NURSERY
7. SECRET SCULPTURE
8. RIVER DECK
9. THE PAVILLION- FOR RESTAURANT

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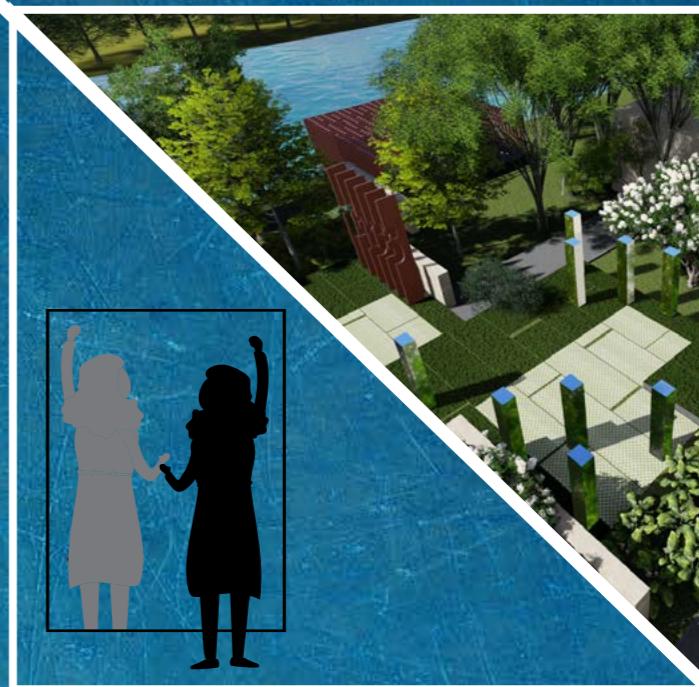




SCULPTURE GARDEN



SECRET SCULPTURE



MIRROR GARDEN



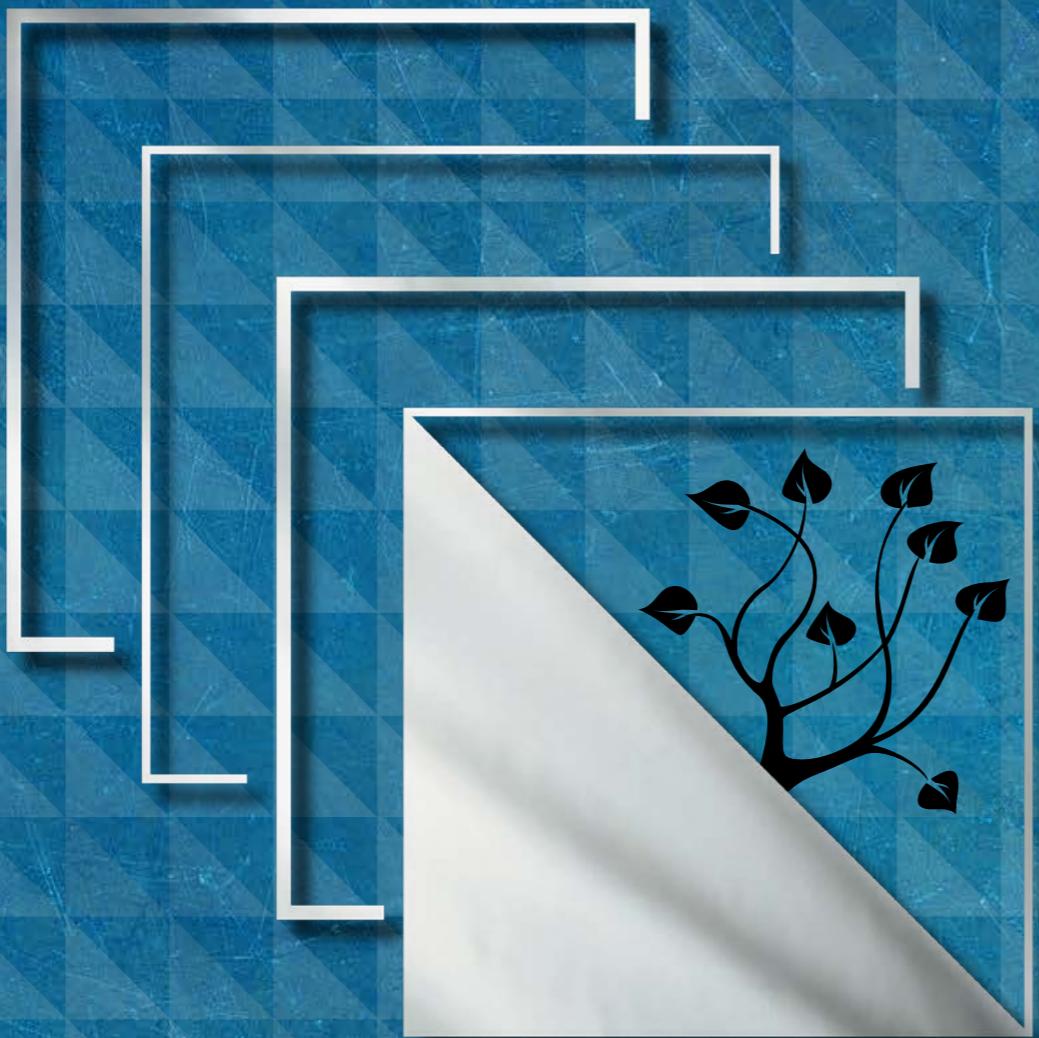
RIVER DECK



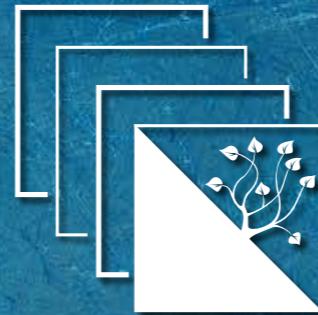
TREE LIVING



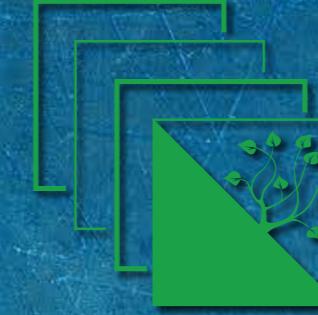
LILY POND



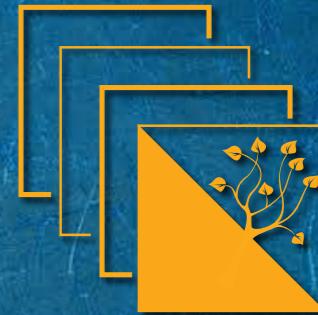
A  
**SECRET**  
STAY



INDIVIDUAL VILLAS



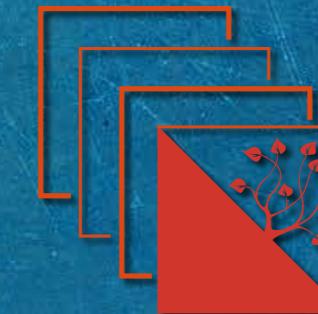
TWIN VILLAS- A



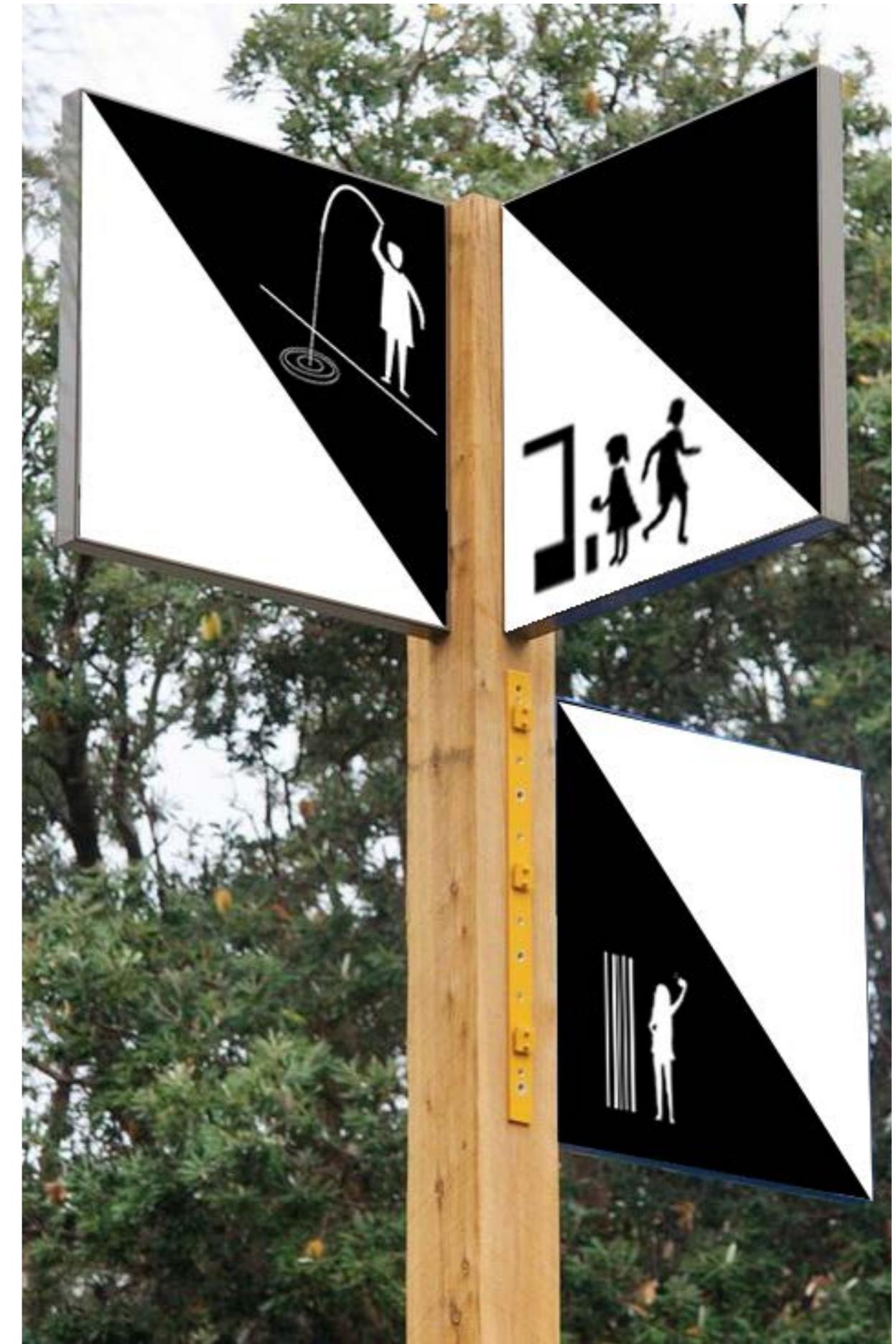
TWIN VILLAS- B



TWIN VILLAS - C



TWIN VILLAS- D





PROTOTYPE OF HOTEL CARD KEY



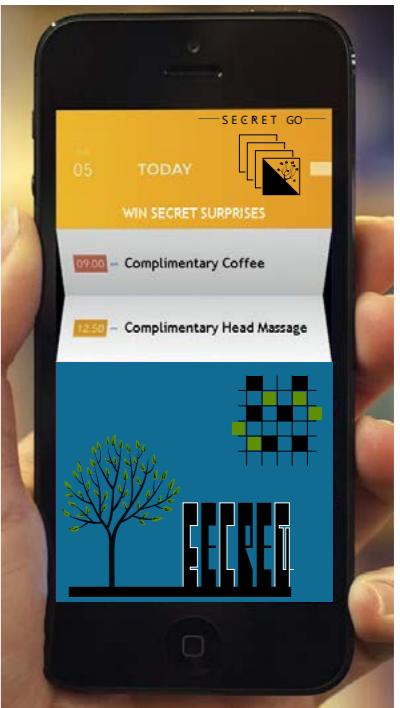
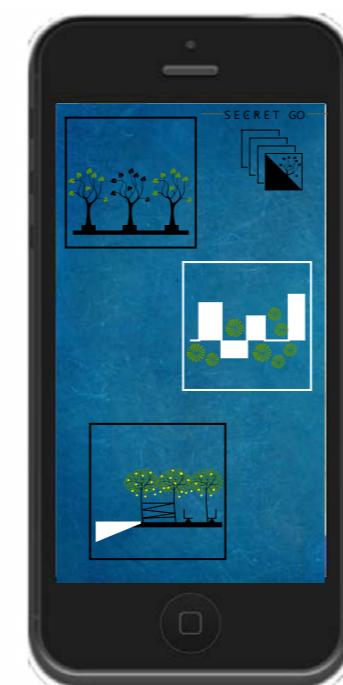
INDIVIDUAL VILLAS



TWIN VILLAS- B



TWIN VILLAS- D





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