

# Selected Works

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VersionAbsolute Design Studio  
[www.versionabsolute.com](http://www.versionabsolute.com)

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1 Wayfinding, Sign Design & Environmental Graphics

2 Architecture & Interior Design

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# Selected Works

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## Wayfinding, Sign Design & Environmental Graphics

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- King Abdulaziz International Airport, T2-Jeddah KSA
- Centrio Mall Dehradun
- Antara Senior Living
- Bagmane IT & ITES Developments
- Delhi International Airport Hospitality District
- DLF Avenue
- Bharti Worldmark Delhi & Gurgaon
- High Street Phoenix Mall
- Hyatt Regency
- Brookfield India Campus Wayfinding
- Godrej Housing, Gurgaon & NOIDA
- Gurgaon-One
- Oxygen Business Park
- Chennai International Airport – PTB
- Bahrain International Airport
- AIMS Hospital, Faridabad

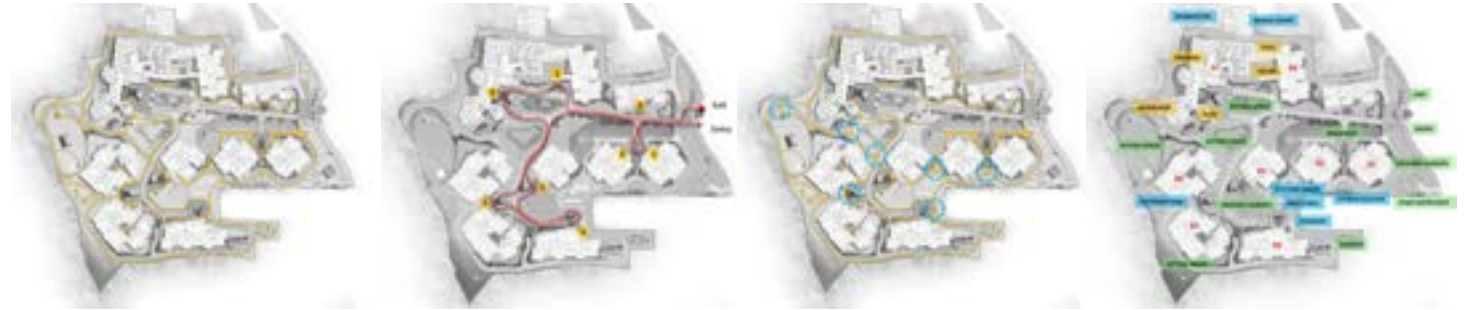


One of India's first assisted living project, our scope was to design the wayfinding system.

The process started with analysing the physical data surrounding the site and the specific physiological and emotional abilities and needs of the predominant users of this development who are seniors looking to create newer friendships and relationships in this new community.

Our approach was to create opportunities, within the wayfinding system, for the residents to interact and seek out friendships and shared experiences in the salubrious hilly climes of the lower Himalayas.

#### Circulation studies



Initial studies of the vehicular & pedestrian circulation and mapping of primary and secondary destinations and information nodes.

#### Unit Address Sign

These being serviced apartments, unified by the sameness of architectural standardisation, our proposal was to incorporate provision for a mail holder, an umbrella (hilly region, rains a lot) and a plant of the occupants choosing.

These are items that reflect the personality of the occupants and create opportunities of conversation between neighbours.



#### Interior Direction Signs

Continuing the theme of good living/better living which was the brand promise that the developing company wanted to advertise, we have overlaid an information layer of adding excerpts from the Veda's in Sanskrit (along with their translation in English) which speak about various aspects of leading a good life.

All of this information were laser etched onto the teak base that formed a part of all our development interior signs.





# Delhi International Airport Hospitality District Wayfinding

<https://www.versionabsolute.com/dial-hospitality>

One of the busiest airports in the world with a capacity to handle 34 million passengers per year, has been developing a hospitality district within the greater airport area to cater to the passengers coming into New Delhi.

We were part of a large team of masterplanners and architects working to revitalize this area as a destination thereby monetising the interstitial and otherwise vestigial spaces between buildings and in circulation.



Area under our scope was the district itself with 13 hospitality properties and 1 large retail + commercial development



### Sign Family

To augment the information system our proposal adds a layer of interest by inserting artworks created using the style of the different traditional visual art in India and depicts modern themes that are iconic of modern India.

With the audience of tourists and visitors, this adds to the 'Welcome to India/Delhi' experience for the visitors.





One of New Delhi’s premiere retail and office address, we have worked on creating a unique mono-chromatic design language to extend the brand attributes both in graphic expressions as well as material selection.

The signs are in brushed SS or aluminium faced cabinets with all information digitally printed and illuminated. With keeping only the information illuminated, the signs are unobtrusive yet the information is boldly highlighted. This mix of static and digital information system extends the premium positioning of the project without sacrificing functional efficacy of the information system.

This project integrates into the DIAL hospitality district whose wayfinding has also been designed by our studio.

**Sign Information Strategy**

Our design proposal color codes the 3 buildings that form the development that is Worldmark New Delhi.





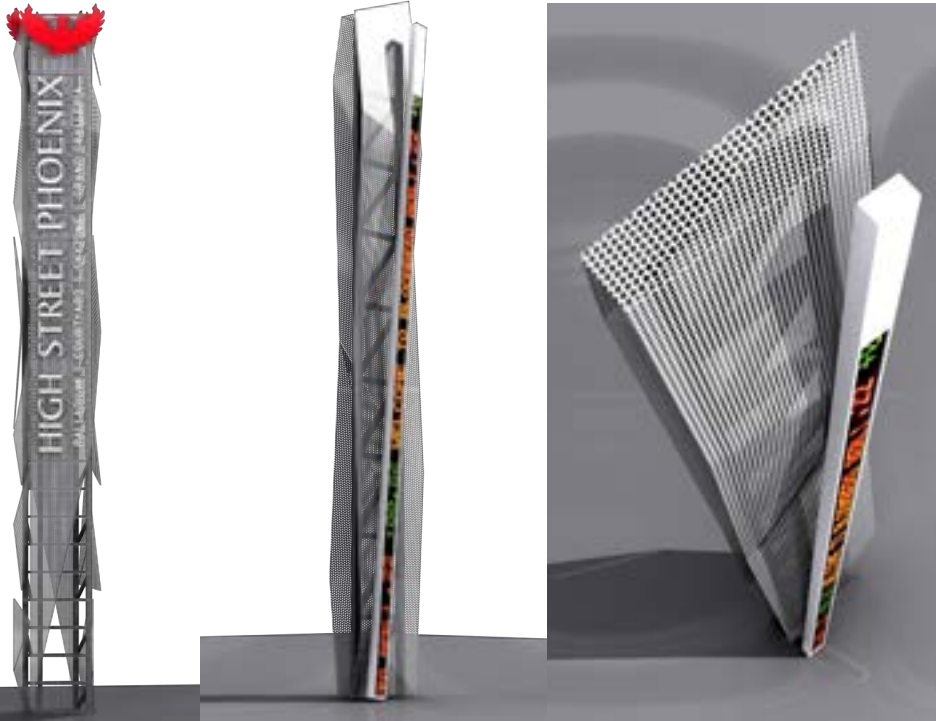


Mumbai's premiere retail destination & a bridge between two densely populated neighbourhood, this is a retail destination and a thoroughfare. This is one of the more successful adaptive reuse projects in India where an old industrial (textile mill) building has been converted, over the years into a retail, entertainment & F&B destination.

Our design intent to give this retail space, its own voice, a way for it to speak to the thousands that travel to and through it. Also being Mumbai, one couldn't escape the omnipresence of Bollywood and its hold on the imagination of the people in Mumbai.

#### Product Design Strategy

Pays homage to its industrial past. A fragment of memory preserved and presented in a manner where it seems to adopt this new use.



<https://www.versionabsolute.com/high-street-phoenix>

#### Information Design Strategy

As a part of our design strategy to give this urban space a voice to communicate with the city, we have designed an LED information ticker in each of our signs.

This is a blank canvas for the brand to paint on! From displaying information about the events of the development, to curated twitter feeds, treasure hunts, celerity news what have you.





Our design for Hyatt Regency, Chandigarh borrows elements from Corbusier's architecture to cement this property's relationship with the city.

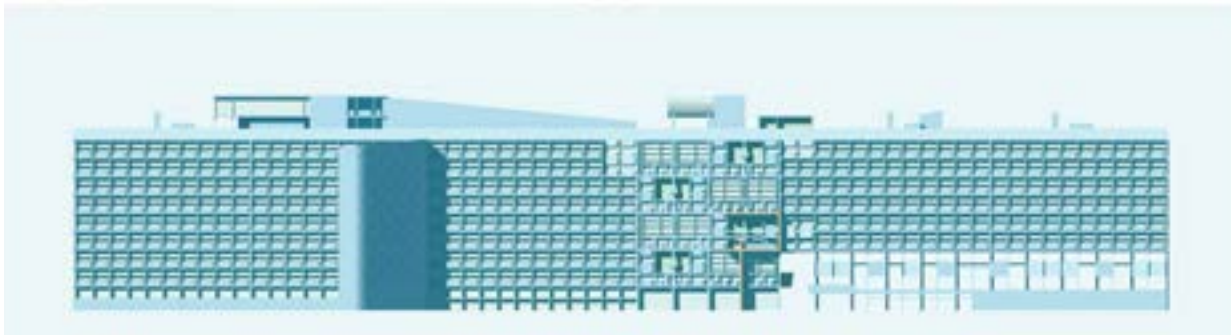
Our design also incorporates locally sourced mulberry wood into the material vocabulary along with Corian.

**Visual Design Strategy**

The cellular pattern of the building fenestration is the very definition of the architect's style. This was later repeated in his design for Unité d'habitation in Nantes, France. This is brutalist building defines the visual vocabulary in Chandigarh.



The fenestration pattern is being carried over to our design as a "cell".



Mulberry | 400000  
Locally available. Shows in glass or veneer will be used in our design scheme.



Corian Deep Gray  
Impermeable stone for Hyatt Glass.



Brushed Stainless Steel  
Brushed Steel, 100-grit. Insulated from steel for BOM signs.



Text Color  
Farrow Coat Gray 1C  
All text, letters and arrows to be screen printed onto wood and/or silk applications, process on-site.



**PRIMARY TYPE FACE**

As per Hyatt brand standards, we are using Gotham Book and Gotham Medium for all Internal and External signs.

Gotham Medium  
ABCDEFGHIJKLMN OPQRSTUVWXYZ | abcdefghijklm-nopqrstuvwxyz | 0123456789

Gotham Book  
ABCDEFGHIJKLMN OPQRSTUVWXYZ | abcdefghijklm-nopqrstuvwxyz | 0123456789





Brookfield owns and operates five large office campuses, each over a million and a half square feet of built up area, in India under the brand name 'Candor TechSpace'.

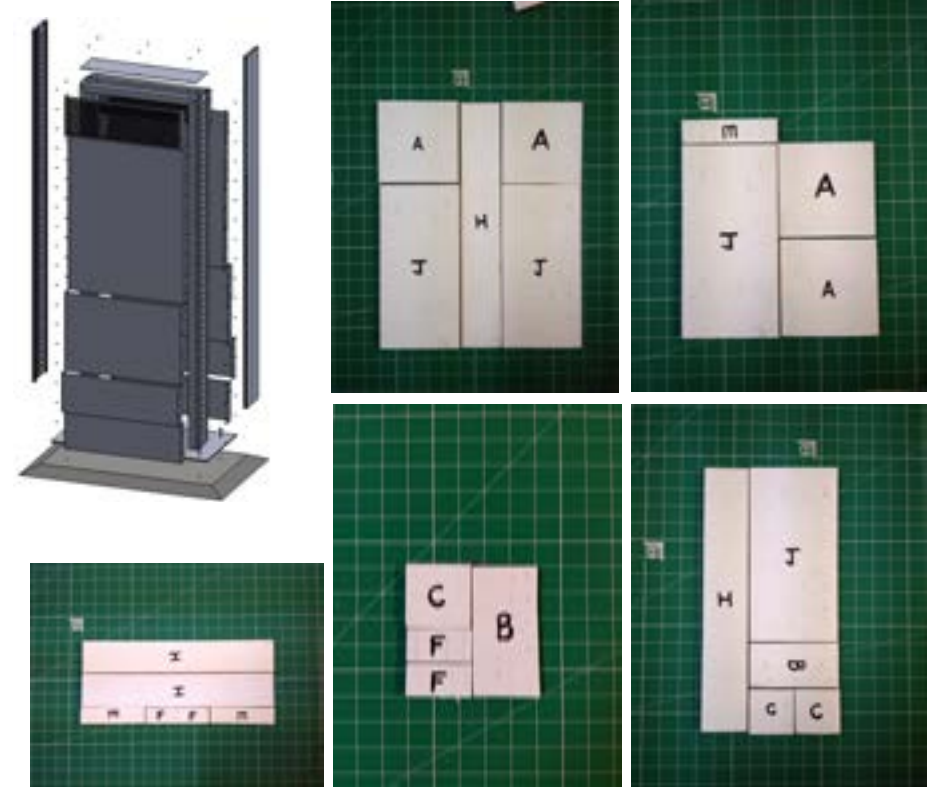
These properties were acquired and Brookfield, as a part of their re-branding exercise, wanted to establish their brand as a part of a standardised wayfinding system across all the properties.



Placemaking elements, combination of physical installations and projection mapping.

**Sign Modularity**

These sites were developed in different periods of time, there was no common architecture element/philosophy that was common to all. To surmount this lack of design character and the fact that these sites were under various current and future phases of expansion, our proposal was to develop a modular wayfinding system that can adapt to the evolving needs of the development.



**Campus Maps**





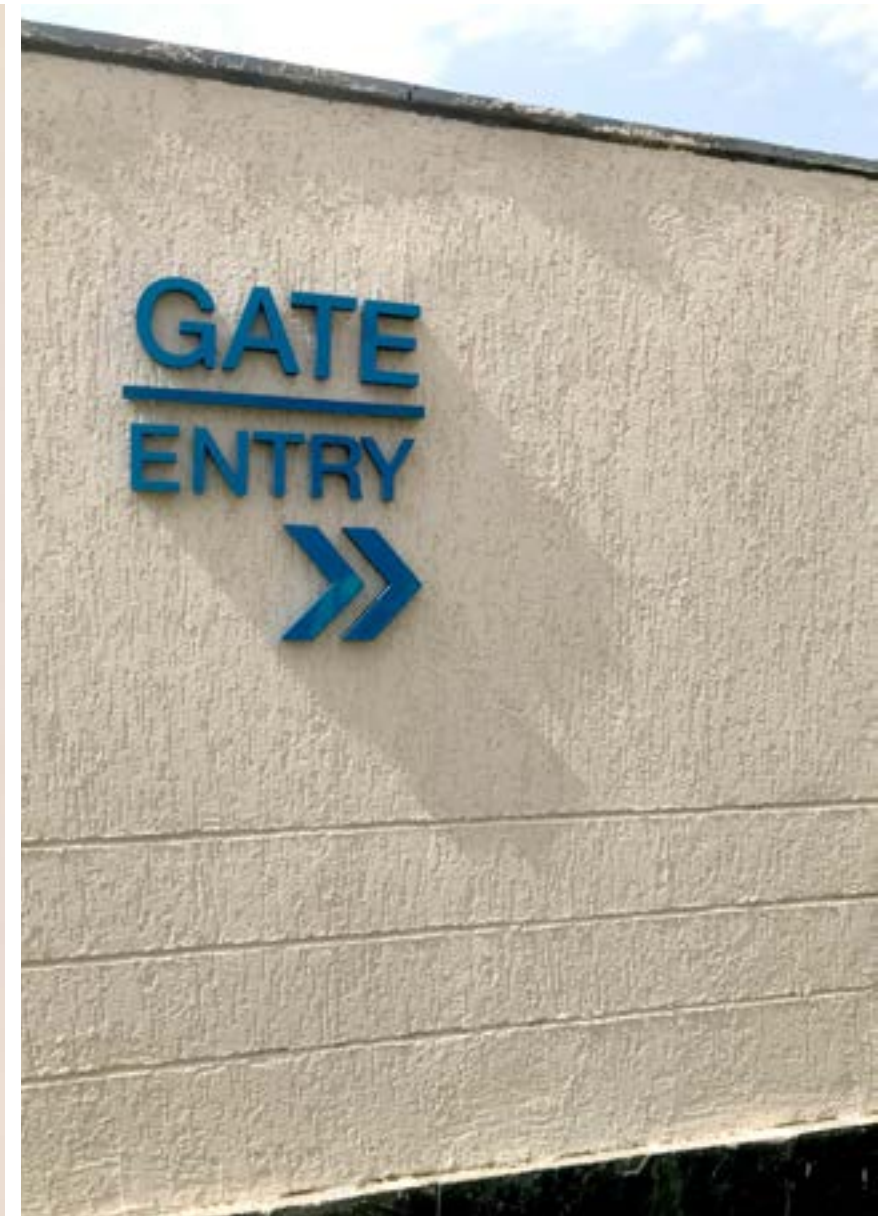
We have been working with Godrej Realty on their residential developments in Gurgaon. We were hired to design and standardise their sign design standards for their residential properties in Gurgaon.

Our association with the group began with their Summit project and now the sign standards are being implemented in their 101 and Aria projects.

**Visual Design Strategy**

Our design borrowed colors from the brand logo and the product design was kept modular with high degree of maintenance and serviceability built into the details of the signs.







Our third residential development wayfinding project for AlphaCorp, this is a tower residential development in Sector 84, Gurgaon.

#### Visual Design Strategy

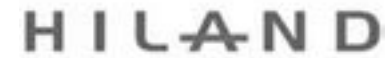
With the use of laser etched recycled timber and painted aluminum, these signs reflect the brand's commitment to the environment.



This is one of the 6 airports that we have worked on as their sign design and wayfinding consultants. Chennai International Airport handles 23 million passengers a year and our wayfinding system has been designed with provisions for easy addition and replacement of information once the terminal goes to full capacity of 35 million passengers a year.

Our design takes off from the AAI standards and improves and customizes it to the site and geographic milieu.









# Thank you!

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# Recent Works

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Design+Collab  
[www.designcollab.in](http://www.designcollab.in)

Gurgaon  
Bangalore

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## 2 Architecture & Interior Design

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- Hill Villa Development
- Factory - 01
- Green Buildings (IGBC/LEED)
  - <https://www.linkedin.com/pulse/design-school-bikaner-arnab-banerji/>
  - <https://www.linkedin.com/pulse/sustainable-practices-industrial-architecture-arnab-banerji/>
- Interior Spaces

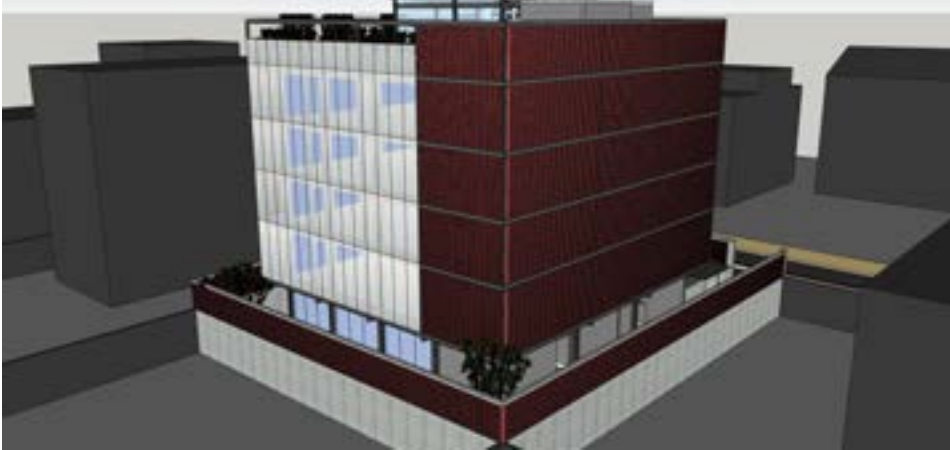


Hill resort Architecture & Master planning. 11 villas in the lower Himalayas.





Production unit and offices for one of India's leading fashion designer. WIP



We have completed two green buildings, one LEED Gold rated and the other is an IGBC Gold rated building.

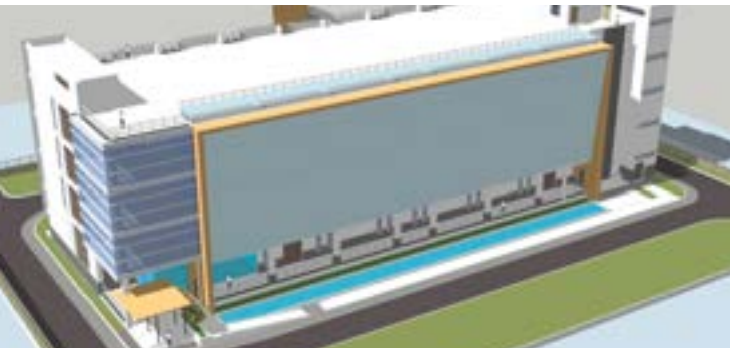
**LEED Gold Rated Office Building**

Regional HQ for TATA Telecommunication in New Delhi, India



**IGBC Gold Rated Industrial Building**

Production unit and offices for textile brand



Following are a collection of images of my various interior space design projects.



# Thank you!

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