

IN-BOOK

MASTERS OF DESIGN

WINNERS



PRESENTS



**2019
KYOORIUS
DESIGN
AWARDS**

AWARDS BY

Kyoorius 



BRANDING & IDENTITY | BRAND EXPRESSION IN MOVING IMAGES - IDENTs (SINGLE)

“STAR JALSHA CHANNEL IDENT”

চলো পাল্টাই

STAR INDIA

STAR INDIA



BRANDING & IDENTITY | BRANDING (RE-BRANDING) / VISUAL IDENTITY SCHEME

“REBRANDING A NETWORK OF MULTI-BRAND CAR SERVICE CENTERS”

TARGETONE INNOVATIONS

NH ONE DESIGN COMMUNICATIONS

FANKIND

BRANDING & IDENTITY | IN-MOTION LOGOS

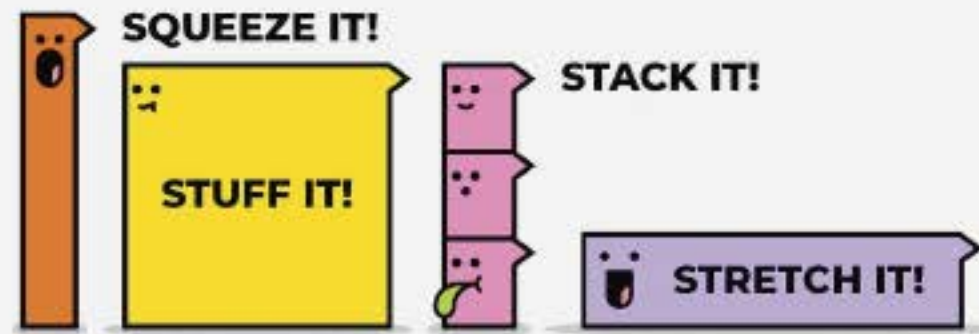
“FANKIND LOGO”

FANKIND

DYNAMITE DESIGN

A BRAND THAT SPEAKS

The brand, in the future, aims to have many engagement platforms and the design is responsive to these needs. The flexible identity can be squeezed and stretched to hold messages and information, as well as become emoji-type characters that communicate. It can be floated over visual and textual material to give the subject matter emphasis. The permeable nature of the branding engages a wide demographic across media and platforms.



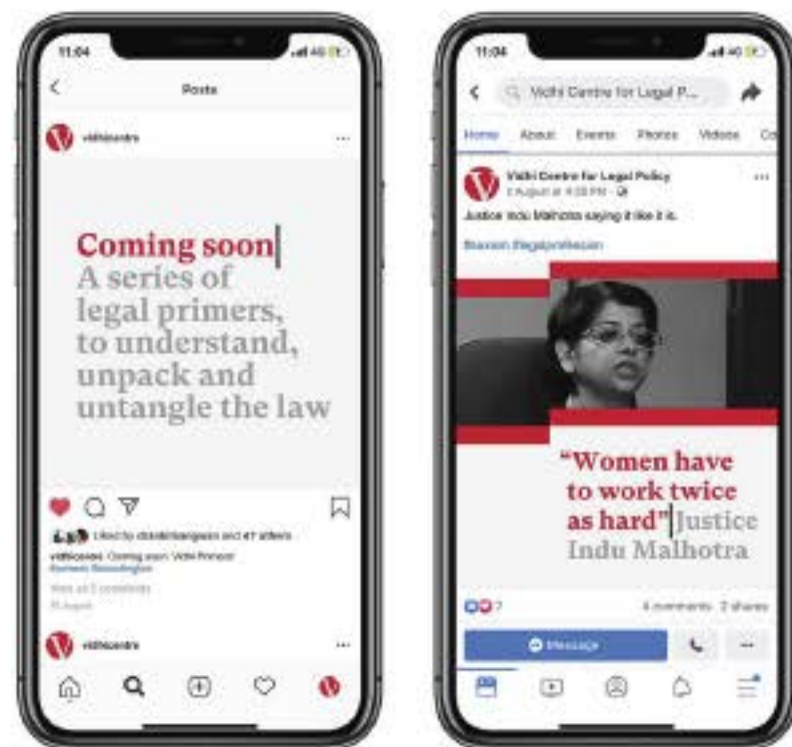
BRANDING & IDENTITY | BRANDING (RE-BRANDING) / VISUAL IDENTITY SCHEME

“NESTAWAY BRANDING”

NESTAWAY TECHNOLOGIES

LOPEZ DESIGN





BRANDING & IDENTITY | VISUAL IDENTITY SCHEME FOR STARTUPS

“WHAT WE TALK ABOUT WHEN WE TALK ABOUT LAW”

VIDHI CENTRE FOR LEGAL POLICY

ANANYA KHAITAN





BRANDING & IDENTITY | BRANDING (RE-BRANDING) / VISUAL IDENTITY SCHEME

“REBRANDING DELHIVERY”

DELHIVERY

ANIMAL



BRANDING & IDENTITY | BRANDING (RE-BRANDING) / VISUAL IDENTITY SCHEME

NEWS. EVERY DAY.

“REBRANDING OF TIMES INTERNET”

TIMES INTERNET

ANIMAL

The image shows the exterior of the UNSAID Library. The name "UNSAID LIBRARY" is mounted in large, silver, three-dimensional letters on a light-colored wall. A large, leafless tree stands in front of the entrance. The entrance has large glass windows and doors. Inside, some papers and a wooden stick are visible. To the right, a small black sign with "UNSAID LIBRARY" in white is mounted on the wall. The number "25" is visible on the wall to the right of the entrance. The overall scene is in a muted, greyish color palette.

UNSAID LIBRARY

BRANDING & IDENTITY | BRAND EXPERIENCE & ENVIRONMENTS

**“THE MOST PRECIOUS
LIBRARY IN THE WORLD”**

WALKING TREE

OPEN STRATEGY & DESIGN



BRANDING & IDENTITY | BRANDING (RE-BRANDING) / VISUAL IDENTITY SCHEME

"ELLEMENTRY - A HOME LIVING BRAND"

DILEEP INDUSTRIES

CLAY DESIGN STRATEGY





Designed. Not built.



BRANDING & IDENTITY | DIGITAL BRAND EXPRESSION (SINGLE)



“DESIGNED. NOT BUILT.”

ATHER ENERGY

ATHER ENERGY



Ather's believes in thoughtfully designed products, with user-experience at its realm. This philosophy is well captured in the concept



SALT ART

BRANDING & IDENTITY | DIGITAL BRAND EXPRESSION (CAMPAIGN)

“SALT ART”

TATA CHEMICALS

OGILVY

SALT ART

BRANDING & IDENTITY | BRAND EXPRESSION IN MOVING IMAGES - MOVING IMAGE (CAMPAIGN)

“SALT ART”

TATA CHEMICALS

OGILVY



PACKAGING DESIGN | SPECIALITY / SPECIAL-EDITION PACKAGING DESIGN (SINGLE)

“DIWALI GIFTING”

WALKING TREE

WALKING TREE VENTURES



PACKAGING DESIGN | LUXURY PACKAGING DESIGN (SINGLE)

**“THE MOST PRECIOUS
LIBRARY IN THE WORLD”**

WALKING TREE

OPEN STRATEGY & DESIGN





THE STEPS OF LUXURY.

Chivas Regal 12 has a history of creating limited edition packs through artistic collaborations. These packs add to the buzz of the brand and strengthen the connection with its premium consumers. Last year, the brand collaborated with the renowned Indian architect Adhish Shah to create a limited edition pack

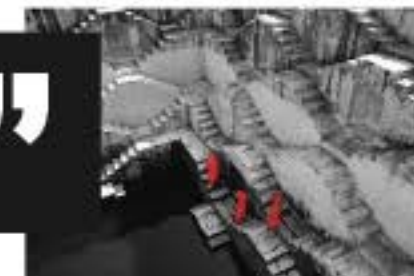
The architectural expression blends the layered complexities of Chivas Regal 12 with the multi-tiers of a stepwell. The design pays tribute to an iconic form of Indian architecture in a contemporary manner. The limited edition pack, like the brand, is a masterpiece of elegance and exclusivity. Truly, a step up in the world of luxury.

PACKAGING DESIGN | SPECIALITY / SPECIAL-EDITION PACKAGING DESIGN (SINGLE)

“THE STEPS OF LUXURY”

PERNOD RICARD INDIA

OGILVY





PACKAGING DESIGN | CONSUMER PACKAGING DESIGN (CAMPAIGN)

“RUBBERBAND”

EXEMPLAR SYSTEMS

AJAY SHAH DESIGN STUDIO



PRODUCT DESIGN | SUSTAINABLE PRODUCT DESIGN

“AAS PASS: A VISION OF RURAL INDIA”

JAIPUR RUGS COMPANY

JAIPUR RUGS

THE CAGE

forged for
flamboyance

PRODUCT DESIGN | INNOVATIVE PRODUCT DESIGN

“CAGE DECANTER”

SHAZÉ

SHAZÉ LUXURY RETAIL





PRODUCT DESIGN | 3D PRINTED PRODUCTS

“THE MASTER STROKE”

DOMS STATIONERY

FAMOUS INNOVATIONS



PRODUCT DESIGN | CONSUMER PRODUCT DESIGN

“ATHER GRID: PUBLIC CHARGING NETWORK”

ATHER ENERGY

ATHER ENERGY



DESIGN FOR COMMUNICATION | POSTERS (GRAPHIC DESIGN) (SINGLE)

“TRANSFORM”

CENTRE FOR LAW & POLICY RESEARCH

APRIL 2018

CRACKER & RUSH

HUMAN SETTLEMENTS
BANGALORE



DESIGN FOR COMMUNICATION | DIRECT MAIL | VERY LOW VOLUME (CAMPAIGN)

“DYNAMITE MATCHBOX BOOK”

DYNAMITE DESIGN

DYNAMITE DESIGN

Photography exhibition, 11 to 21 February 2019

Glass House, Mahapalika Marg, Azad Maidan,
Fort, Mumbai, Maharashtra 400 001

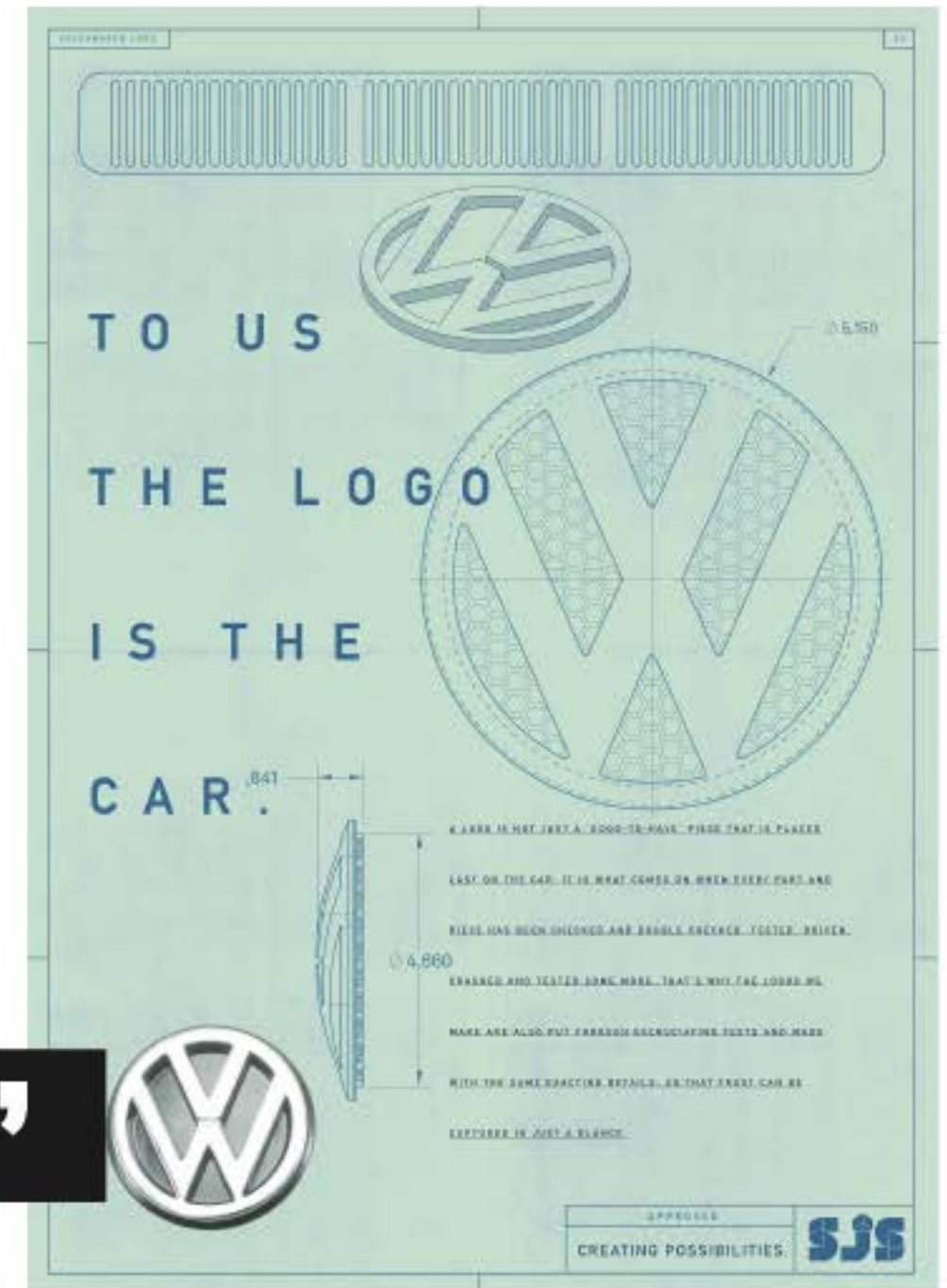
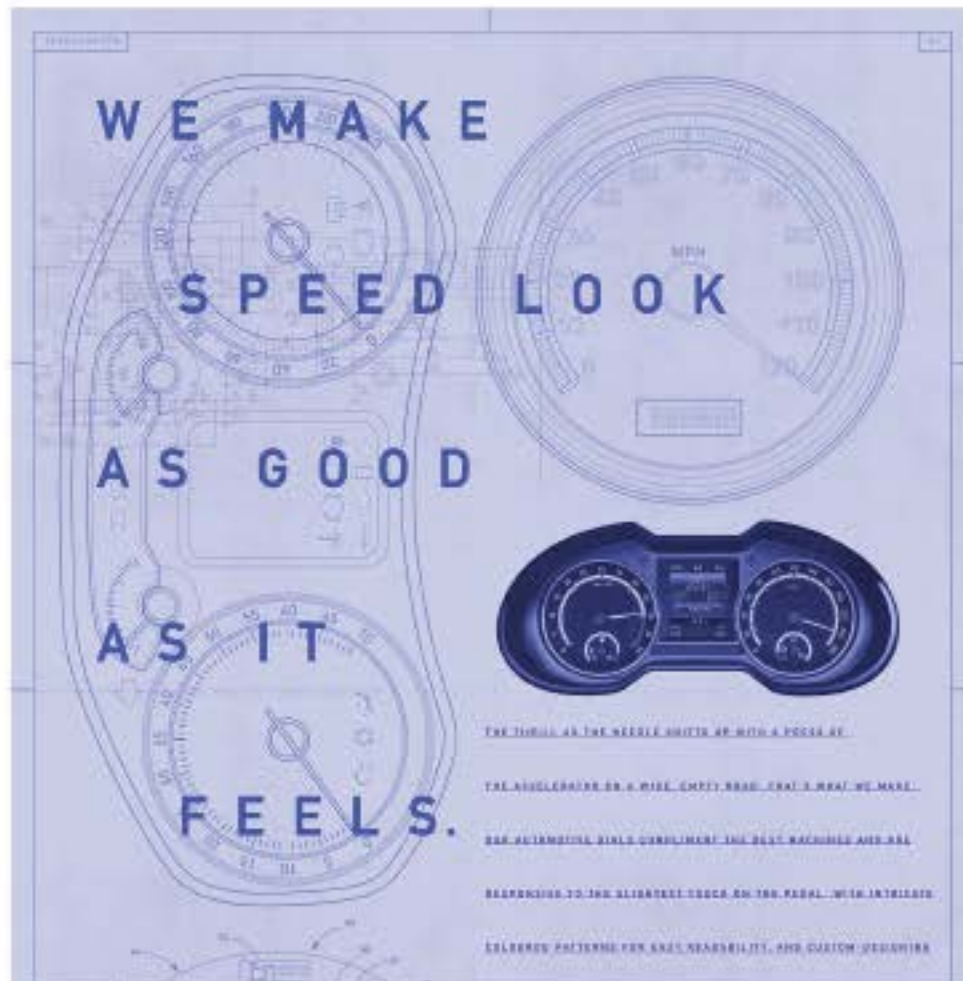
The table has been set and the television is on. Not a trace
of the genocide that tore this sleepy town apart last night.
Almost on cue I hear a crash somewhere in the house.
I follow the sound to find a kitchen torn apart by bullets.
I realise too late that I am standing in a pool of congealed
blood. The bodies of a young couple lie facedown on the floor.
My stomach lurches. I spot a large rice canister in the corner.
The lid has come off; that was the sound I heard. I peer inside
to see a little girl shivering on a bed of rice. She looks up
at me, her cheeks tear-stained and whispers a single word –
‘Maa’. I fight back tears of my own as I reach for my camera.

DESIGN FOR COMMUNICATION | POSTERS (GRAPHIC DESIGN) (CAMPAIGN)

“BEHIND THE PHOTOGRAPH”

MUMBAI PRESS CLUB

FAMOUS INNOVATIONS



DESIGN FOR COMMUNICATION | POSTERS (GRAPHIC DESIGN) (CAMPAIGN)

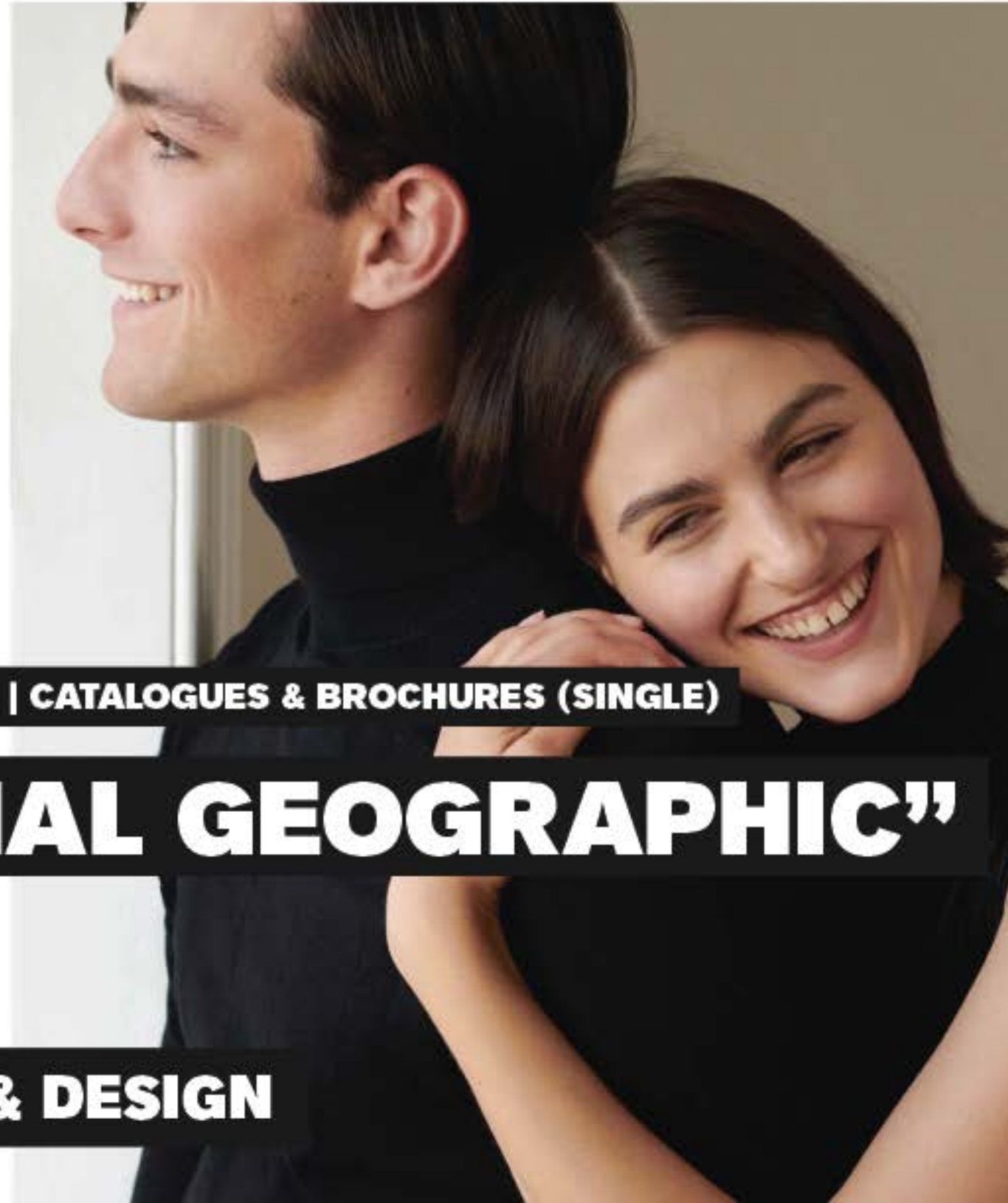
“CREATING POSSIBILITIES”

SJS INDIA

OPEN STRATEGY & DESIGN

Emotional Geographic

LANDSCAPES OF UNSAID LIBRARY



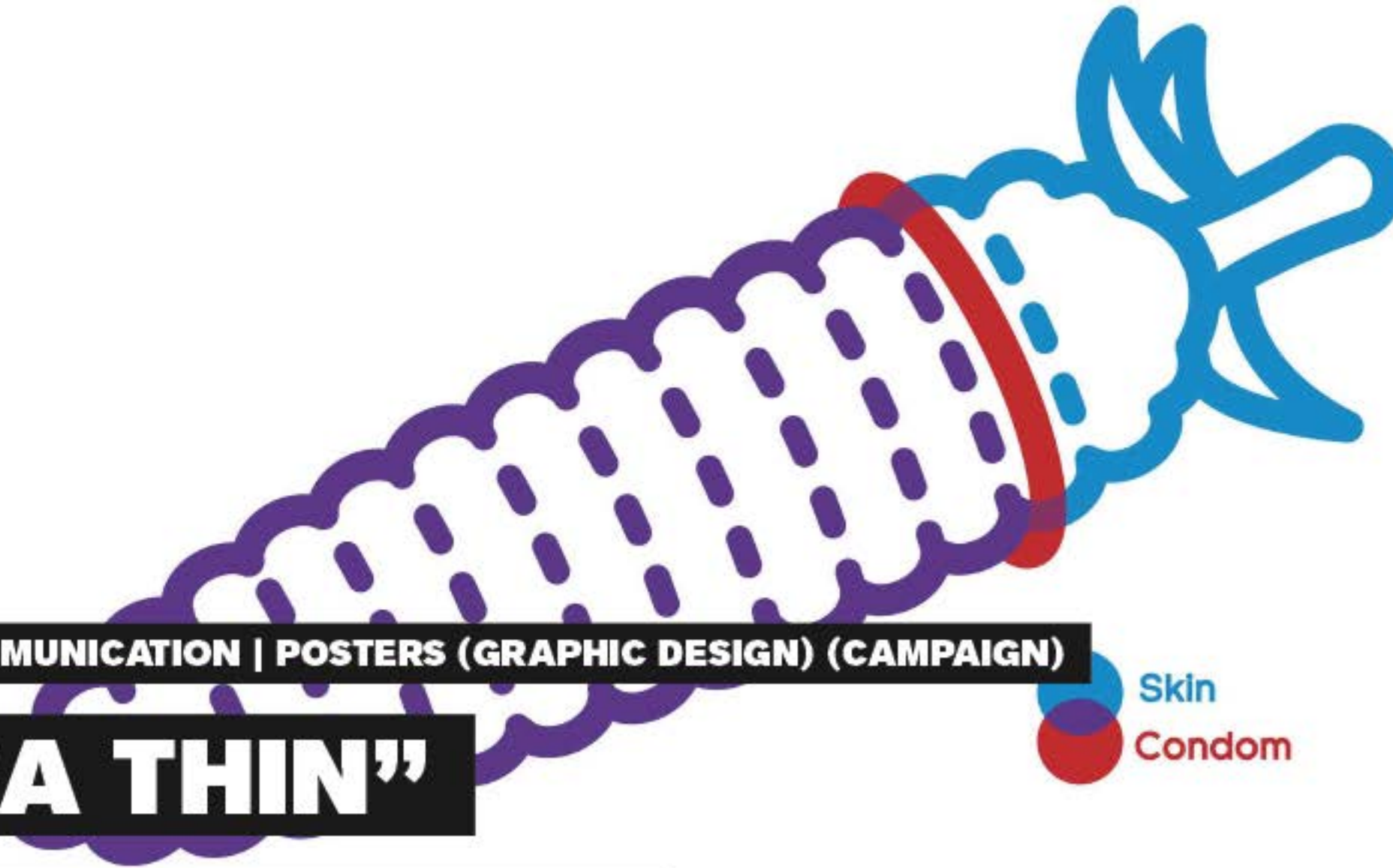
DESIGN FOR COMMUNICATION | CATALOGUES & BROCHURES (SINGLE)

“EMOTIONAL GEOGRAPHIC”

WALKING TREE

OPEN STRATEGY & DESIGN

ISSUE ONE, SPRING/SUMMER 2019



DESIGN FOR COMMUNICATION | POSTERS (GRAPHIC DESIGN) (CAMPAIGN)

“ULTRA THIN”

RECKITT BENCKISER / DUREX

FAMOUS INNOVATIONS




DESIGN FOR COMMUNICATION | POSTERS (GRAPHIC DESIGN) (CAMPAIGN)

“LIFE SHOULDN'T STOP WHEN PERIODS START”

CARMESI

FCBINDIA ADVERTISING

The image shows a large, modern exhibition hall with a high, arched glass and steel ceiling. In the center, there is a tall, multi-tiered pavilion structure. The pavilion is composed of several vertical sections. The central section is the tallest and features a series of horizontal bands in gold, brown, and white, with a large, textured, golden dome on top. To the left of this central section is a smaller, similar structure with a golden dome. To the right is another section with a blue and white patterned facade and a red arched window. The pavilion is surrounded by other exhibition elements, including a yellow wall with a poster on the left and a glass display case on the right. In the background, other exhibition booths and people can be seen. The floor is a light-colored, polished tile. The overall atmosphere is bright and modern.

DESIGN FOR SPACE | EXHIBITION DESIGN

“INDIAN PAVILION AT AMBIENTE 2019”

MESSE FRANKFURT

AYUSH KASLIWAL DESIGN



紅牛廚房

HONG'S KITCHEN

S KITCHEN

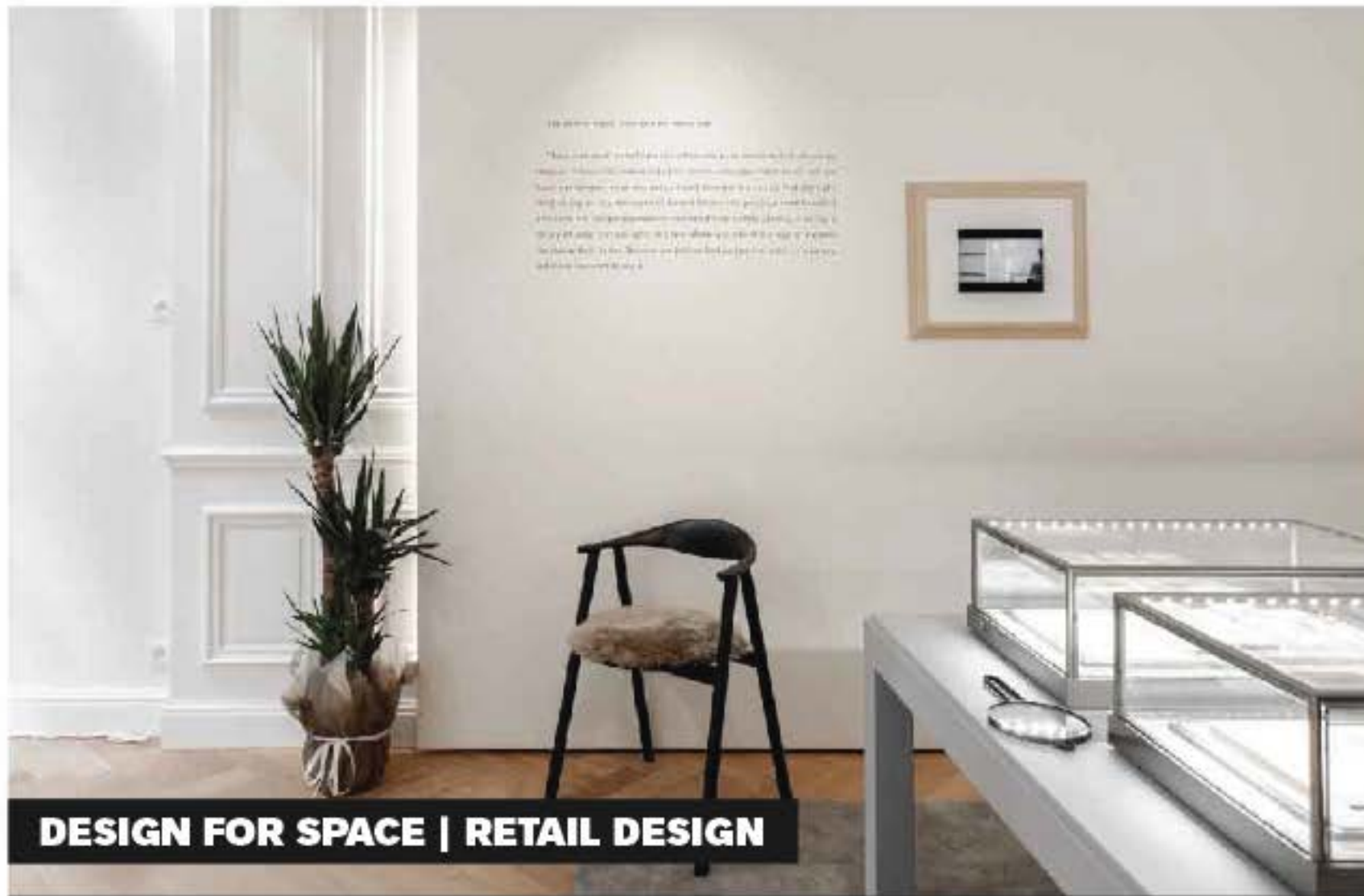


DESIGN FOR SPACE | HOSPITALITY & WORKPLACE INTERIORS

**“A NEW BENCHMARK
FOR A CHINESE QSR”**

JUBILANT FOODWORKS

FITCH



DESIGN FOR SPACE | RETAIL DESIGN

"THE MOST PRECIOUS LIBRARY IN THE WORLD"

WALKING TREE the world.

OPEN STRATEGY & DESIGN

UNSAID
LIBRARY



DESIGN FOR SPACE | RETAIL DESIGN



“ATHER SPACE (CHENNAI)”

ATHER ENERGY

ATHER ENERGY



Who decides what is normal and what an aberration is? And what of the stigma once you are labelled? Everyone who has been through the system, and, even those who have not, know that stigma can often be more damaging than the condition itself.



DESIGN FOR EDITORIAL | ENTIRE MAGAZINE DESIGN FOR INDEPENDENT / TRADE MAGAZINES (SINGLE)

“REFRAME 1”

MARIWALA HEALTH INITIATIVE

MIRA MALHOTRA



Emotional Geographic

LANDSCAPES OF UNSAID LIBRARY



DESIGN FOR EDITORIAL | ENTIRE MAGAZINE DESIGN FOR INDEPENDENT / TRADE MAGAZINES (SINGLE)

“EMOTIONAL GEOGRAPHIC”

WALKING TREE

OPEN STRATEGY & DESIGN

ISSUE ONE. SPRING/SUMMER 2019



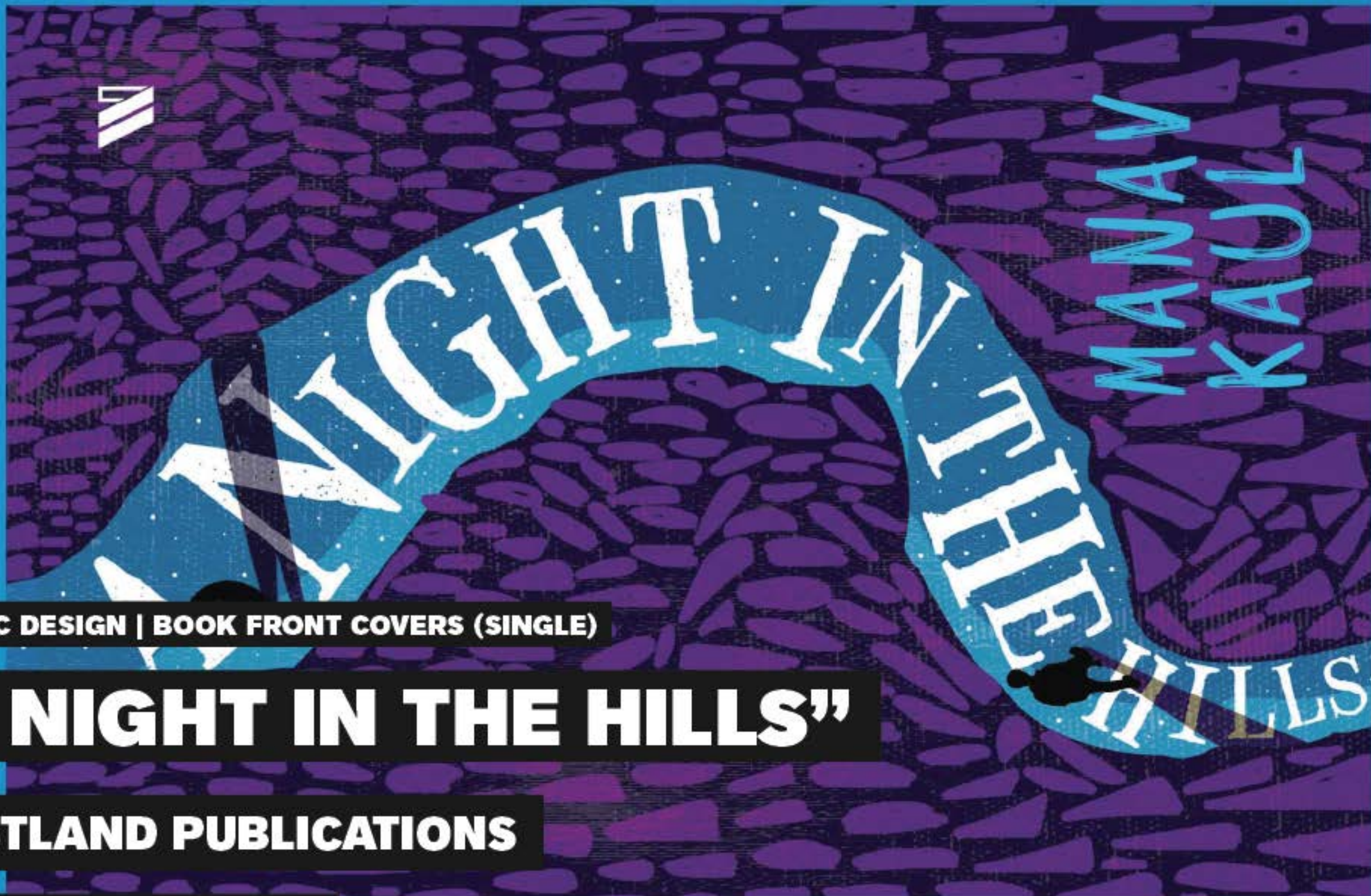
GRAPHIC DESIGN | POSTER DESIGN (CAMPAIGN)

“BOMBAY FLASHBACKS”

BOMBAY VINTAGE / NEIGHBOURHOOD HOSPITALITY

THE DALLAS COMPANY





GRAPHIC DESIGN | BOOK FRONT COVERS (SINGLE)

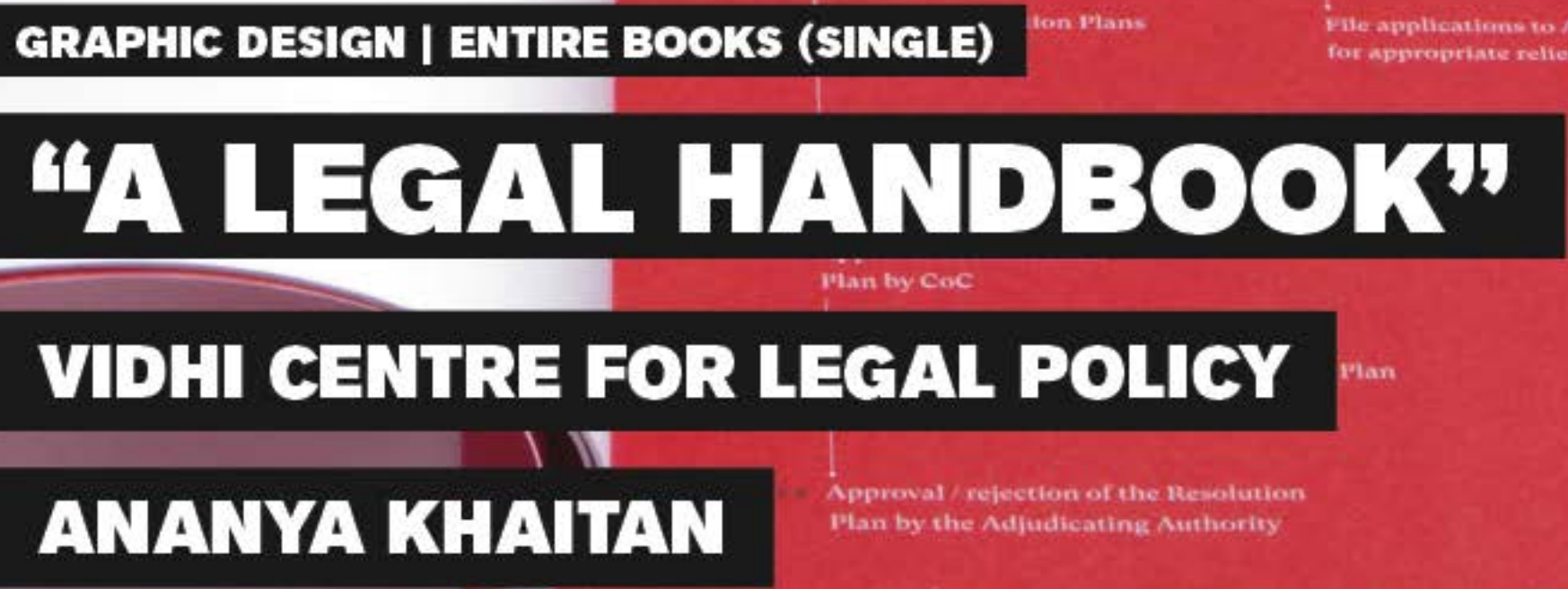
“A NIGHT IN THE HILLS”

WESTLAND PUBLICATIONS

SAURABH GARGE

Resolution
Professional

A resolution professional is appointed by the court to manage the corporate insolvency resolution process as a going concern, facilitates the submission of the corporate debtor and verifies the same.





GRAPHIC DESIGN | INTEGRATED GRAPHICS

“BRAND IDENTITY DESIGN”

KAI EARLY YEARS

TSK DESIGN



GRAPHIC DESIGN | PACKAGING DESIGN (CAMPAIGN)

“ALSISAR HOTELS PACKAGING”

ALSISAR HOTELS

BOMBAY DESIGN CENTRE



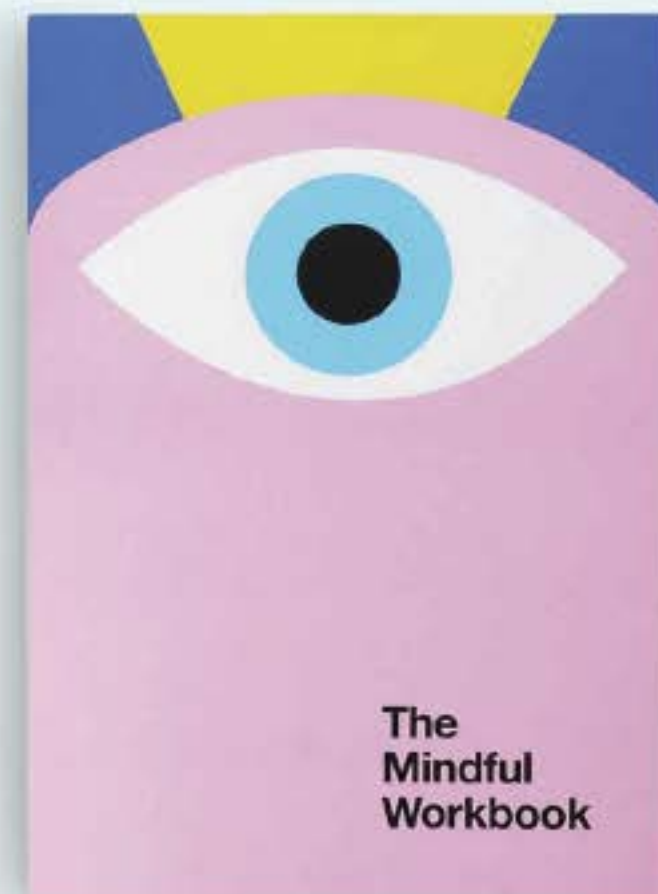
Helping parents
turn into counsellors.

GRAPHIC DESIGN | ENTIRE BOOKS (SINGLE)

“ONE MINDFUL MIND”

NEUROGEN BRAIN & SPINE INSTITUTE

TBWA\INDIA



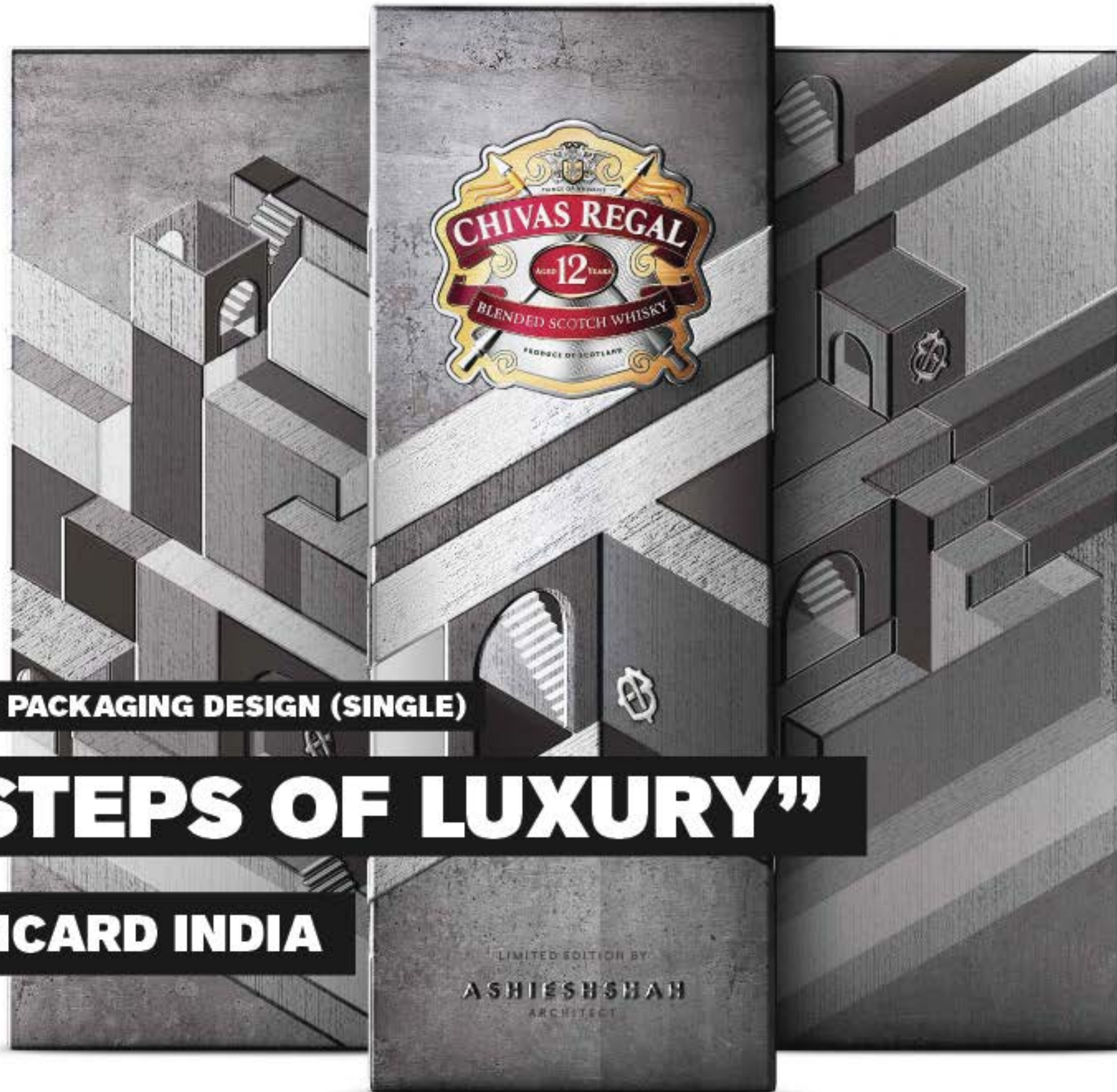


GRAPHIC DESIGN | INTEGRATED GRAPHICS

“BEYOND DRAGONS, LANTERNS & PANDAS”

JUBILANT FOODWORKS

FITCH



GRAPHIC DESIGN | PACKAGING DESIGN (SINGLE)

“THE STEPS OF LUXURY”

PERNOD RICARD INDIA

OGILVY



GRAPHIC DESIGN | POSTER DESIGN (CAMPAIGN)

“ULTRA THIN”

RECKITT BENCKISER / DUREX

FAMOUS INNOVATIONS

ELEPHANT IN THE ROOM



GRAPHIC DESIGN | POSTER DESIGN (SINGLE)

“ELEPHANT IN THE ROOM”

YUKI ELLIAS

OPEN STRATEGY & DESIGN

THE PINT GLASS THAT SERVES FRESH BREWS. AND NEWS.

Because nothing brings the community
together like community gossip.

Communiti is a microbrewery in the bustling suburbs of Bengaluru. We wanted to let people know just how serious they were about brewing local craft beer. So we decided to talk about the ingredient that puts all the flavour into a pint of Communiti beer: its community.

We designed an extensive collection of pint glasses that had all the local news, gossip, complaints, rants and hearsays printed on it. Hilarious. Witty. And even plain silly. So every time someone caught up at Communiti for a beer or two, they caught up on all the fresh, locally brewed stories too. It was an ode to the locals, from its very own neighbourhood pub.

communiti
MICROBREWERY.



GRAPHIC DESIGN | POINT OF SALE (SINGLE)

“THE MICRO NEWS PINT GLASS”

COMMUNITI BREWERY

FAMOUS INNOVATIONS



GRAPHIC DESIGN | PRINTED MATERIALS & GRAPHIC COMMUNICATIONS (CAMPAIGN)

“LIFE SHOULDN'T STOP WHEN PERIODS START”

CARMESI

FCBINDIA ADVERTISING




ILLUSTRATION FOR DESIGN | PRINTED MATERIALS & GRAPHIC COMMUNICATIONS (SINGLE)

“THE WORLD OF UNICEF”

UNICEF INDIA

LOPEZ DESIGN

Keeping India's Children Healthy



ILLUSTRATION FOR DESIGN | INTEGRATED GRAPHICS

“BEYOND DRAGONS, LANTERNS & PANDAS”

JUBILANT FOODWORKS

FITCH



RECOGNISE REAL CURRENCY

Sanctuary
NATURE FOUNDATION

ILLUSTRATION FOR DESIGN | MAGAZINE & NEWSPAPER FRONT COVERS / SECTIONS (CAMPAIGN)

“THE REAL CURRENCY”

SANCTUARY NATURE FOUNDATION

OGILVY



ILLUSTRATION FOR DESIGN | POSTER DESIGN (CAMPAIGN)

“THE REAL CURRENCY”

SANCTUARY NATURE FOUNDATION

OGILVY



Making road safety child's play.



The BMW Foundation wanted to introduce young children to the basics of road safety by creating a book that could be distributed through schools across the country. Instead of making it a stodgy manual, we designed it like a storybook

featuring two adorable characters: a boy named Ishaan and his friend Iceberg, the penguin. They discover the rules of traffic by going around a typical Indian city. The illustrations in the book are made by Durgabai Vyam, an award-winning

Gond tribal artist using her inimitable, childlike style. This not only gave the book a distinct and playful character, it also helped BMW Foundation play a small part in helping preserve an ancient art form.



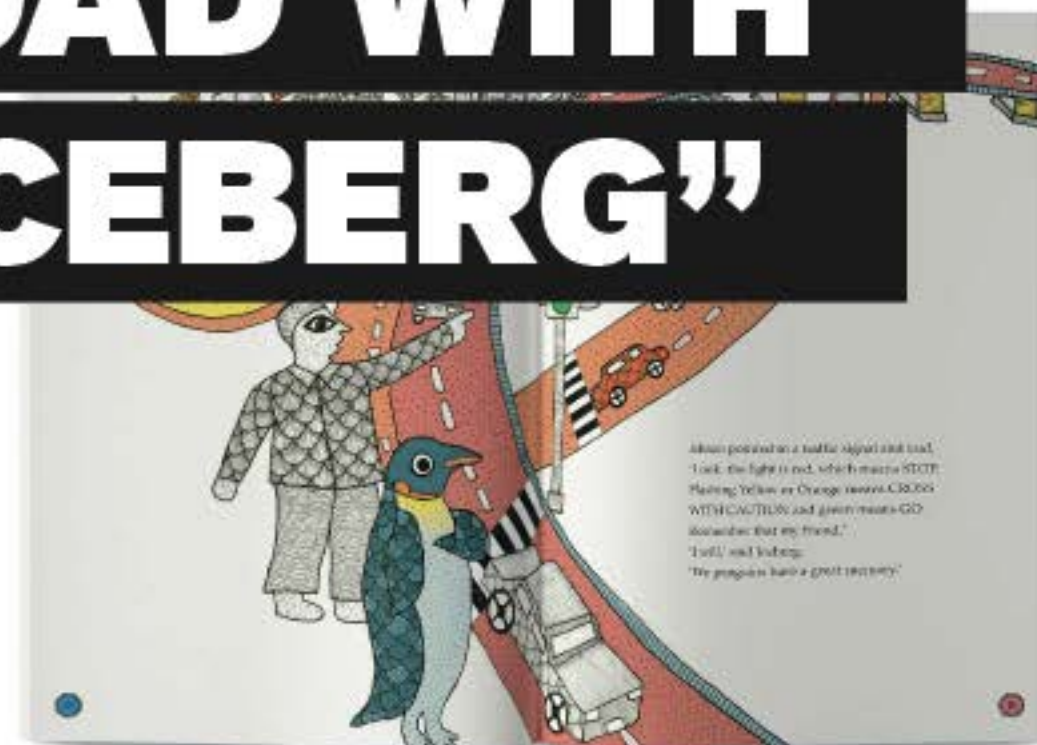
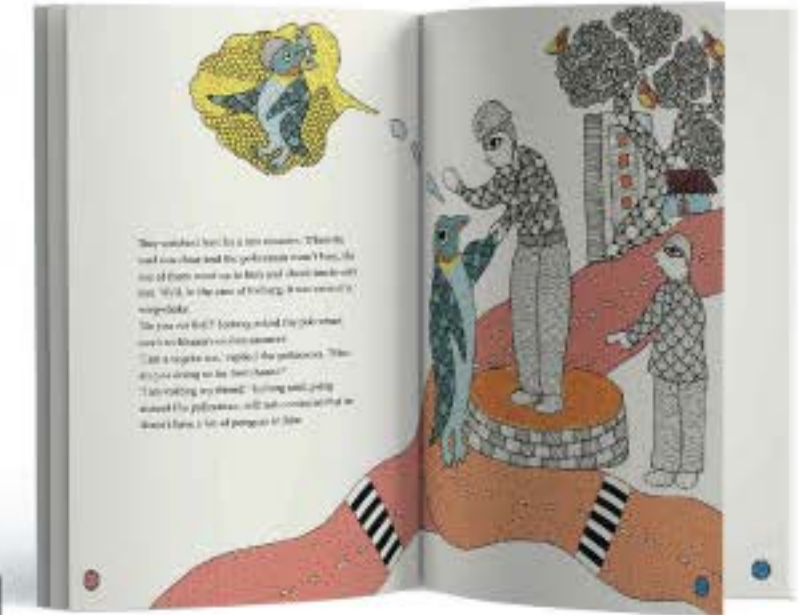
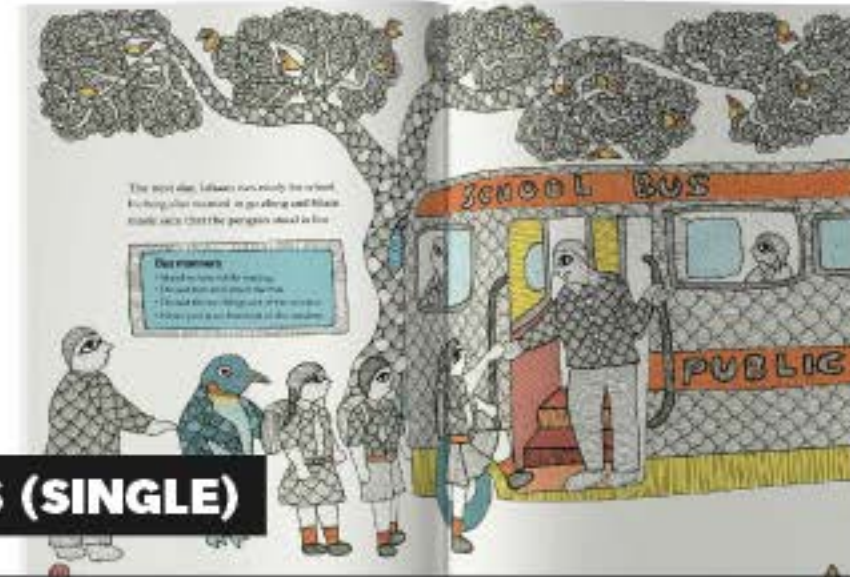
ILLUSTRATION FOR DESIGN | ENTIRE BOOKS (SINGLE)

"ON THE ROAD WITH ISHAAN & ICEBERG"

BMW INDIA

OGILVY

A Book on Road Safety.
Be Safe. Be Smart.



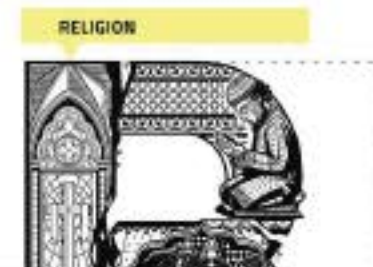
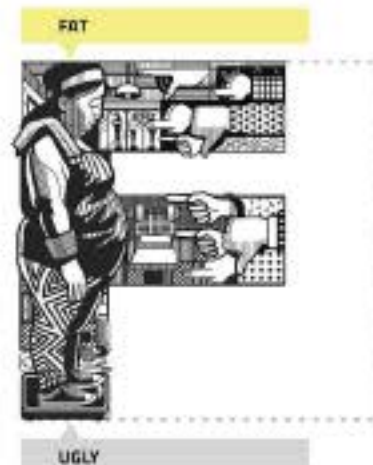
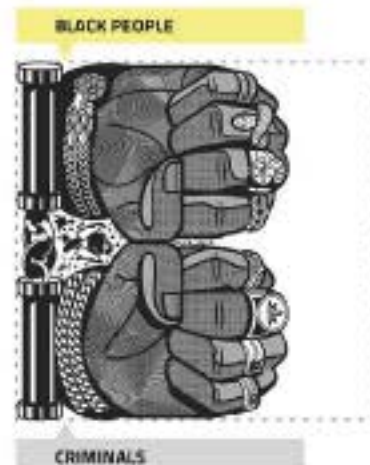


ILLUSTRATION FOR DESIGN | INTEGRATED GRAPHICS

"THE STEREOTYPEFACE PROJECT"

THE BETTER INDIA

WUNDERMAN THOMPSON INDIA



Culture revival

Cultural roots, modern sensibilities

Fusion

A blend of materials, a story to tell

Sustainability

Design in mind, sustainability at heart

ILLUSTRATION FOR DESIGN | INTEGRATED GRAPHICS

“ELLEMENTRY - A HOMELIVING BRAND”

DILEEP INDUSTRIES

CLAY DESIGN STRATEGY

May 18, 2018, Zee News

January 14, 2014, Blogspot

November 19, 2013, Daily Star

November 16, 2016, Huffington Post

March 29, 2018, Mid-Day

February 07, 2014,
St. Louis Post-Dispatch

September 24, 2018, News A

July 30, 2014, Eos 140

FAMOUS INNOVATIONS

VERBALLY ABUSIVE MAN CUTS
OFF TONGUE TO WIN WIFE BACK

November 06, 2012, Complex

A 32-year-old man who was verbally abused by his wife for 10 years, decided to cut off his tongue to win her back. The man, who was 32 years old, was married to a woman who was 25 years old. The woman was verbally abusive to the man for 10 years. The man decided to cut off his tongue to win her back. The woman was shocked and the man was hospitalized. The man was discharged after 10 days and the woman was not with him.

HARYANA KHAP LEADER ADVISES
NOT EATING CHOWMEIN AS IT LEADS
TO RAPE

MAN ACCIDENTALLY
SHOOTS HIMSELF AFTER
THROWING GUN
AT COCKROACH TO KILL IT

March 20, 2018, Metro

A man accidentally shot himself after he threw his gun at a cockroach in an attempt to kill it. The man, who was 40 years old, was living in a small room in a slum. He was angry because he had a cockroach in his room. He picked up a gun and threw it at the cockroach. The gun hit him in the chest and he was hospitalized. The man was discharged after 10 days and the cockroach was not with him.

OKLAHOMA MAN GETS
30 YEARS IN
PRISON FOR FATAL
ATOMIC WEDGIE

July 12, 2015, Reuters

OKLAHOMA CITY (Reuters) - A 30-year-old man was sentenced to 30 years in prison for a fatal "atomic wedgie" on a woman. The man, who was 30 years old, was married to a woman who was 25 years old. The woman was sexually abused by the man for 10 years. The man decided to put a nuclear bomb in the woman's underwear. The woman was shocked and the man was hospitalized. The man was discharged after 10 days and the woman was not with him.

MAN USES COW
DUNG ON
CELLPHONE
TO AVOID
RADIATION

August 07, 2016,
India.com

Calcutta, August 7: It seems that the world is going to be a better place. A man in Calcutta, India, has been using cow dung on his mobile phone to avoid radiation. The man, who was 40 years old, was living in a small room in a slum. He was angry because he had a mobile phone in his room. He decided to use cow dung on his mobile phone to avoid radiation. The man was hospitalized. The man was discharged after 10 days and the mobile phone was not with him.

ILLUSTRATION FOR DESIGN | POSTER DESIGN (SINGLE)

“AVOID HUMANS - RAGE”

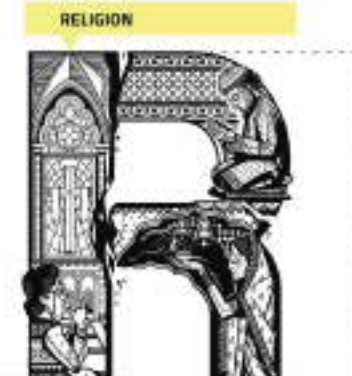
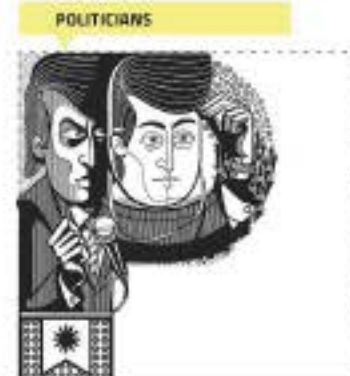
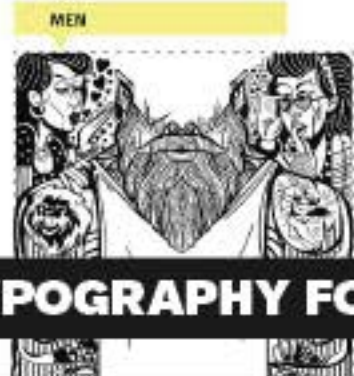
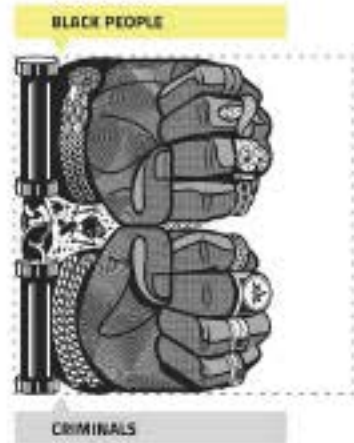
TADOBA WILDLIFE SANCTUARY

FAMOUS INNOVATIONS

DELHI MAN CHOPS
OFF WIFE'S HEAD
ON VALENTINE'S DAY,
HANGS IT FROM
A PEG AT HOME

DAYTONA BEACH MAN
SHOTS PARTIALLY

AVOID HUMANS
Visit
Tadoba Wildlife Sanctuary
www.tadobanationalpark.in



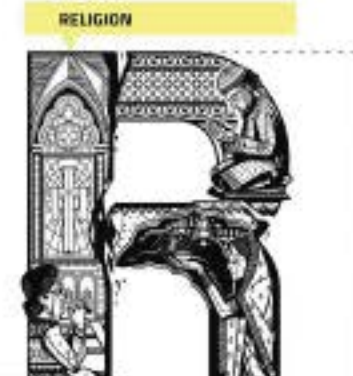
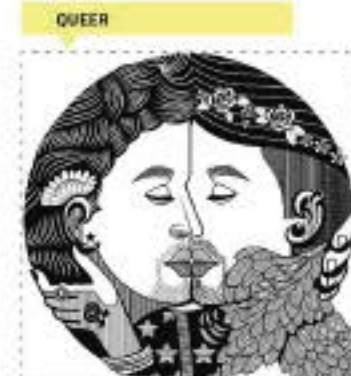
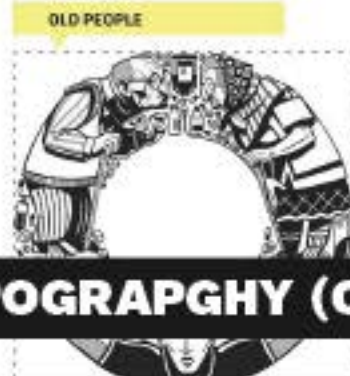
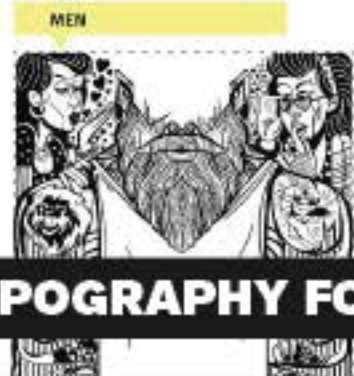
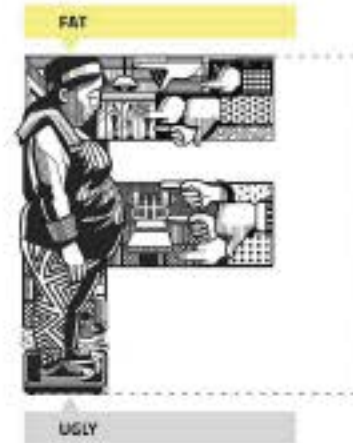
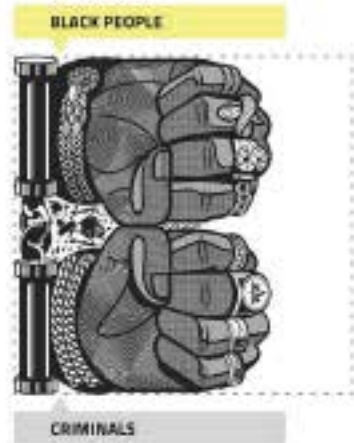
TYPOGRAPHY FOR DESIGN | LETTERING (CAMPAIGN)

"THE STEREOTYPEFACE PROJECT"

THE BETTER INDIA

WUNDERMAN THOMPSON INDIA





TYPOGRAPHY FOR DESIGN | USE OF TYPOGRAPHY (CAMPAIGN)

"THE STEREOTYPEFACE PROJECT"

THE BETTER INDIA

WUNDERMAN THOMPSON INDIA



Questions are made of simple words:

Who, what, why, when, where, how.

Simple words that have a tough ask.

In just a word the question says

There is a reason beyond

The most apparent one

Or the most placating.

It says that information is not a one-way street.

It says we want answerability, not just answers.

Questions find the reasons that make sense of our world.

Questions bring the clarity that truth needs.

Questions don't let the powerful have all the power.

WRITING FOR DESIGN | WRITING FOR INTEGRATED GRAPHICS

“QUESTIONS ARE POWERFUL”

MUMBAI PRESS CLUB

OPEN STRATEGY & DESIGN

Sure, coffee
lacks a few
social graces.
You would
too if you spent

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (SINGLE)

“COFFEE'S BEST FRIEND”

DUVAL ENTERPRISES

FAMOUS INNOVATIONS

ears of your life
captivity.

Kidnapped,
smuggled,
and well
nearly murdered.

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (SINGLE)

“COFFEE'S BEST FRIEND - BITTER”

DUVAL ENTERPRISES

FAMOUS INNOVATIONS

being so bitter?

Poor coffee.

A century

of being called

the devil's drink

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (SINGLE)

“COFFEE'S BEST FRIEND - DEVIL”

DUVAL ENTERPRISES

FAMOUS INNOVATIONS

can give anyone
the best issues.

Sure, coffee
lacks a few
social graces.
You would
too if you spent

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (SINGLE)

“COFFEE'S BEST FRIEND - CAPTIVITY”

DUVAL ENTERPRISES

FAMOUS INNOVATIONS

s of your life
in captivity.

At first glance, it's just a house. Everything is untouched.
The table has been set and the television is on. Not a trace
of the genocide that tore this sleepy town apart last night.
Almost on cue I hear a crash somewhere in the house.
I follow the sound to find a kitchen torn apart by bullets.
I realise too late that I am standing in a pool of congealed
blood. The bodies of a young couple lie facedown on the floor.
My stomach lurches. I spot a large rice canister in the corner.

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (CAMPAIGN)

The lid has come off; that was the sound I heard. I peer inside

“BEHIND THE PHOTOGRAPH” ks up

MUMBAI PRESS CLUB her cheeks tear-stained and whispers a single word –

‘Maa’. I fight back tears of my own as I reach for my camera.

FAMOUS INNOVATIONS

I hear the bullet before I see it. It whizzes past my ear like a deranged wasp, cutting through the shoulder of a man in front of me. Before I can react, two more shots are fired. One shatters the man's kneecap and the other kills him, exploding his face into fragments of bone, blood and cartilage. The impact throws him back on to the rock littered street. Next to me a young girl in a pink *hijab* screams. My ears ring as the police thump their batons rhythmically on the barricade. The rioters surge forward, enraged. A man runs past me screaming. I barely make sense of this when my nostrils fill with the pungent reek of petrol. A lighter clicks somewhere and the man goes up like an inferno. I jump back startled as the camera slams against my side. I set the aperture high to make up for my trembling hands.

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (SINGLE)

“BEHIND THE PHOTOGRAPH - RIOT”

MUMBAI PRESS CLUB

MUMBAI
PRESS CLUB

FAMOUS INNOVATIONS

Photography exhibition, 11 to 21 February 2019

House, Mahapalika Marg, Azad Maidan,
Fort, Mumbai, Maharashtra 400 001

Day two in paradise and hell has come to stay. Tsunamis don't believe in survivors. The seagulls cackling overhead seem to acknowledge this fact. I shiver, the shirt damp and sticky against my back. A solitary wail from the far end of the beach catches my ear. I follow the sound, wading through a nearly seamless carpet of bodies. The nauseating stench of rotting flesh and salty air threatens to bring up breakfast. At the edge of the shoreline I see a woman screaming herself hoarse, arms spread out on the sand, her *saree* bloody and tattered. Partially buried in the muck, lies the corpse of a young child, no more than five. His left arm has been torn from its socket and his torso is twisted in a position that sets my hair on end. The water laps at the tiny body, greedily threatening to reclaim it. I suddenly become aware of the camera on my shoulder.

WRITING FOR DESIGN | WRITING FOR POSTER DESIGN (SINGLE) or 85.

“BEHIND THE PHOTOGRAPH - TSUNAMI”

MUMBAI PRESS CLUB



**MUMBAI
PRESS CLUB**

FAMOUS INNOVATIONS

Photography exhibition, 11 to 21 February 2019

Glass House, Mahapalika Marg, Azad Maidan,
Fort, Mumbai, Maharashtra 400 001

The Untimely Death of Miss
Jebeen the First

The Ministry of
Utmost Happiness

Dr Azad Bhartiya

Landlord

Where Do Old Birds
Go to Die?

Some Questions for Later

The
MINISTRY
of UTMOST

DESIGN FOR BOOKS | E-BOOKS & DIGITAL BOOKS (SINGLE)

"THE MINISTRY OF UTMOST HAPPINESS: RE-READER"

ARUNDHATI ROY

The Slow-Goose Chase

ITU CHAUDHURI DESIGN

Guih Kyom

icd



DESIGN FOR BOOKS | CULTURE, ART & DESIGN COVERS (SINGLE)

“PHOTO STUDIO”

KETAKI SHETH

ITU CHAUDHURI DESIGN





DESIGN FOR BOOKS | TRADE COVERS (SINGLE)

“BHAUNRI”

HARPERCOLLINS PUBLISHERS INDIA

ISHAN KHOSLA DESIGN



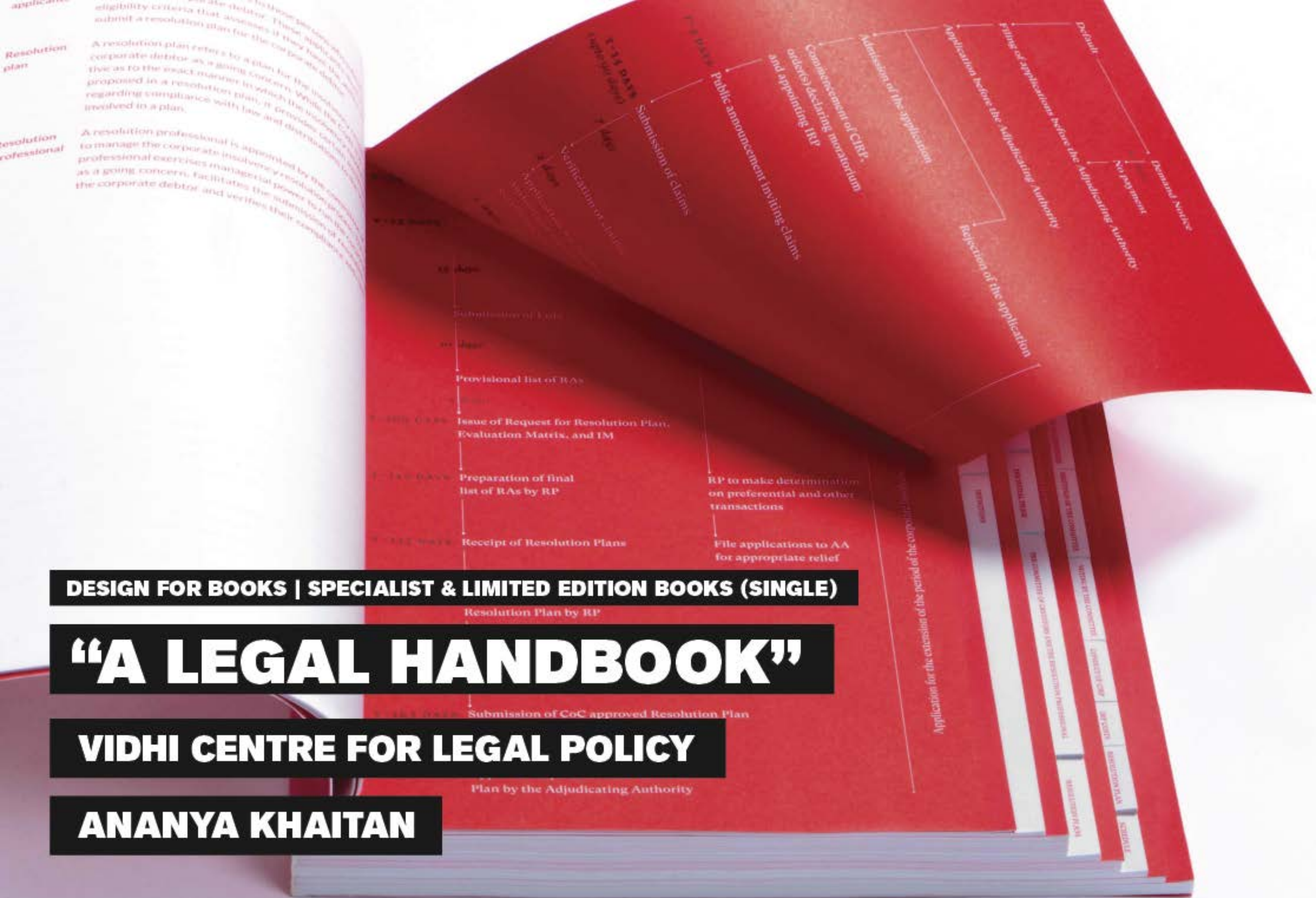


DESIGN FOR BOOKS | CULTURE, ART & DESIGN BOOKS (SINGLE)

“JITISH KALLAT MONOGRAPH”

CHEMOULD PRESCOTT ROAD

KAHANI



DESIGN FOR BOOKS | SPECIALIST & LIMITED EDITION BOOKS (SINGLE)

“A LEGAL HANDBOOK”

VIDHI CENTRE FOR LEGAL POLICY

ANANYA KHAITAN



**ON THE
ROAD
— WITH —
ICEBERG
AND ISHAAN**

DESIGN FOR BOOKS | CHILDREN & YOUNG ADULT BOOKS (SINGLE)

**“ON THE ROAD
WITH ISHAAN & ICEBERG”**

BMW INDIA

OGILVY

A Book on Road Safety.
Be Safe. Be Smart.

QUESTIONS ARE POWERFUL.

Trust and credibility are at an all-time low for journalism. Fake news, social media and selective reportage are a big factor in this. Mumbai Press Club wanted to address this. Through their RedInk Awards platform, we decided to remind the journalists that questions are the most powerful weapon that they have. With a question, they can not only clean up the chaotic web of fake or distorted news but change the narrative. And we showed how journalists have been doing it for a long time.

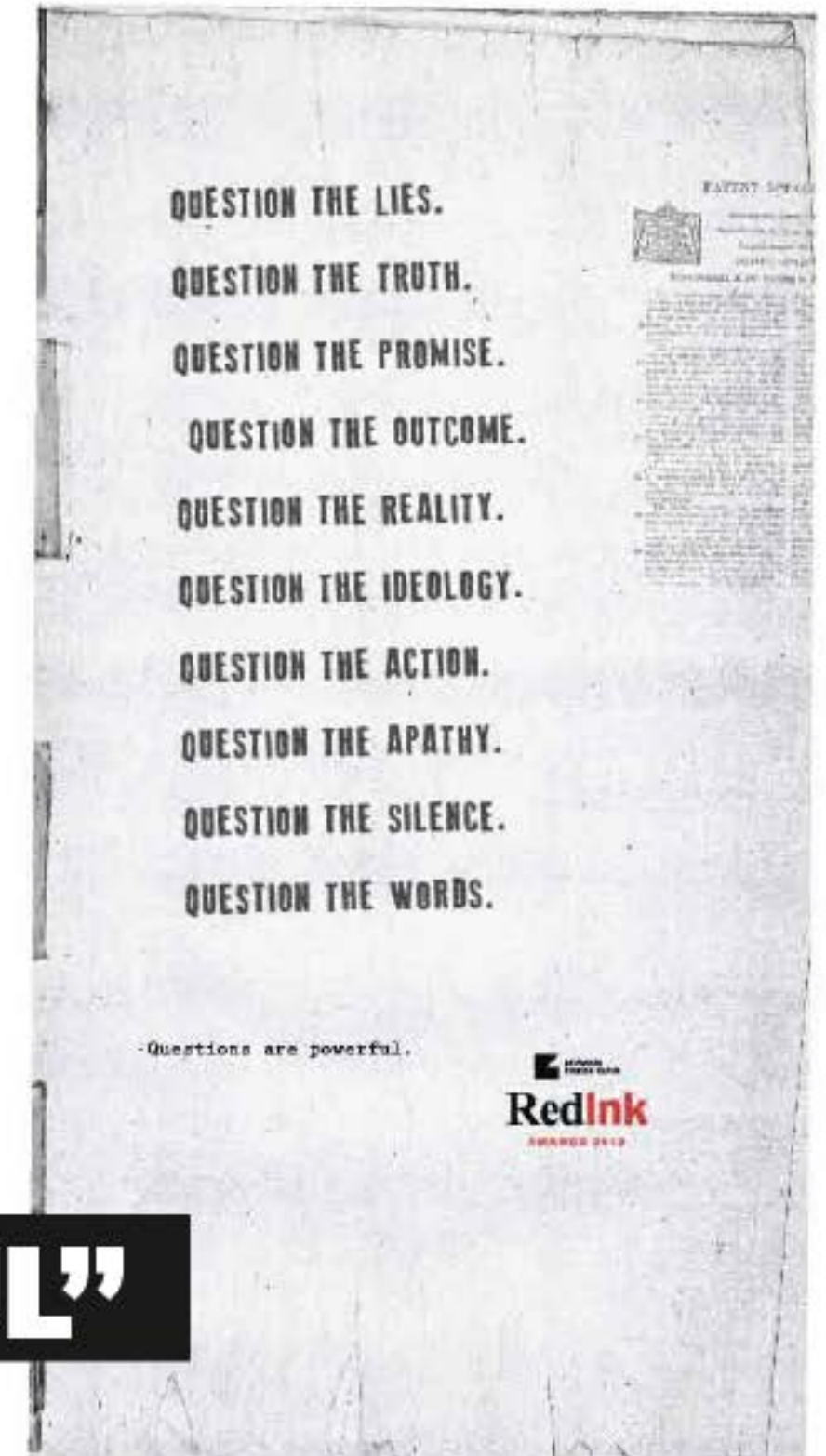
Historically important events like the fall of the Berlin wall, the Vietnam war and many other world-changing events, all happened because a journalist asked the right question. The campaign was created with inspiring video footage, photojournalism and real reportage. It turned a crisis into a celebration and a reminder of what good journalism is all about.

DESIGN FOR GOOD | PSA

“QUESTIONS ARE POWERFUL”

MUMBAI PRESS CLUB

OPEN STRATEGY & DESIGN





Ather's believes in thoughtfully designed products, with user-experience at its realm. This philosophy is well captured in the concept "Designed. Not Built".



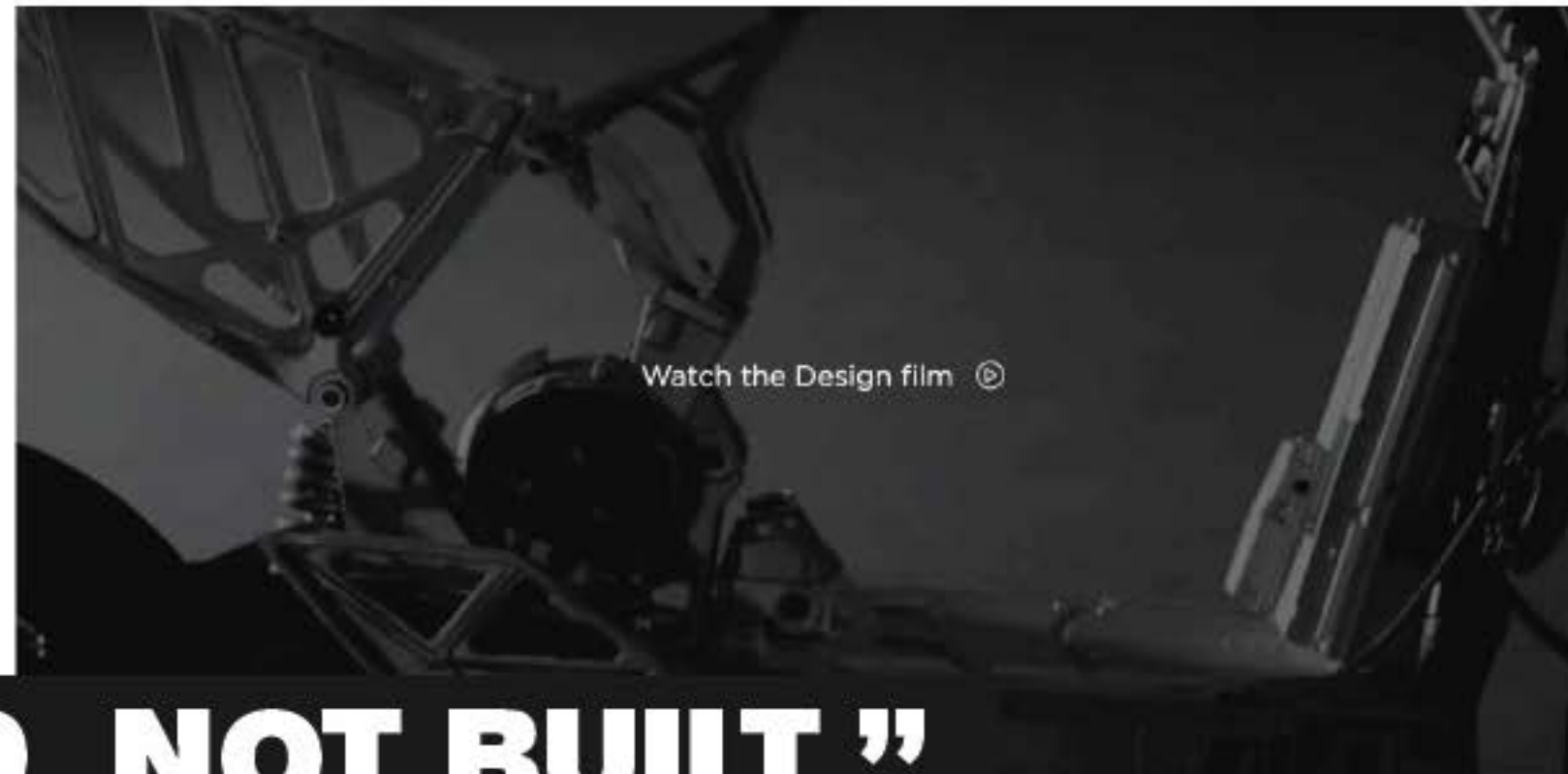
DIGITAL DESIGN | WEBSITES

"DESIGNED. NOT BUILT."

ATHER ENERGY

ATHER ENERGY

reflect the brand's design philosophy of being clean, purposeful & genuine.



Performance
An electric ride

3.9 sec
0 to 40 kmph

80 kmph
Top speed

55-75 km
Range



A person is holding a smartphone in their right hand and a 2000 Philippine Peso banknote in their left hand. The smartphone screen displays the Google Lens app, which is scanning the banknote. The app interface shows a red bounding box around the banknote and a small 'Fox Star Studios' logo. The background is a plain, light-colored wall.

DIGITAL DESIGN | AUGMENTED REALITY & VIRTUAL REALITY (AR & VR)

“LAUNCHING MANGALYAN FROM EVERYONE'S POCKETS”

FOX STAR STUDIOS

HUMANX / HUMAN EXPERIENCE OPC