

HELLO!

I am ADITI MUKERJI, a RETAIL EXPERIENCE DESIGNER by profession and a **DESIGNER** at heart.

I am **always curious** and love to read and research. My strength lies in being **proactive, positive** and a **perfectionist**, at the same time attention to detail and sticking to deadlines is what sets me apart.

My goal is to bring my client's vision to life while making sure of its feasibility, sustainability and functional requirements.



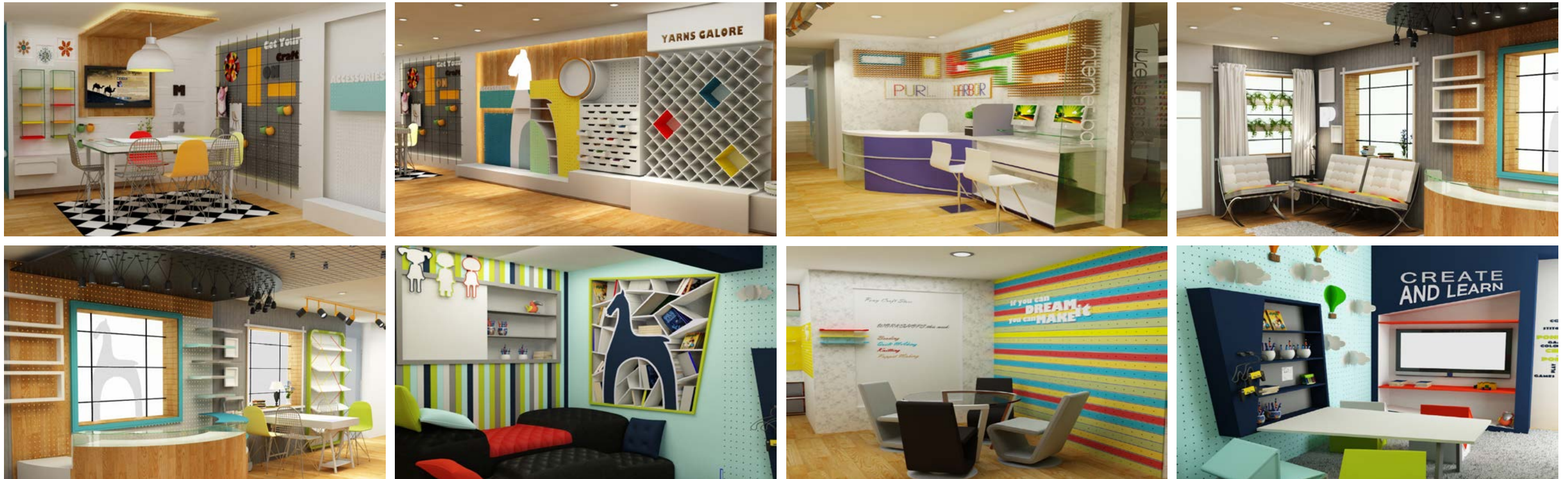
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Bachelor of Design, Fashion and Apparel- NIFT Bangalore, 2005-09
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SPACE DESIGN
RETAIL DESIGN
EXPERIENCE DESIGN
FURNITURE DESIGN
PACKAGING DESIGN
BRANDING
VISUAL MERCHANDISING
SYSTEM DESIGN
GRAPHIC DESIGN
IN STORE COMMUNICATION
APPAREL DESIGN
KNOWLEDGE OF TEXTILES

RETAIL PROJECTS

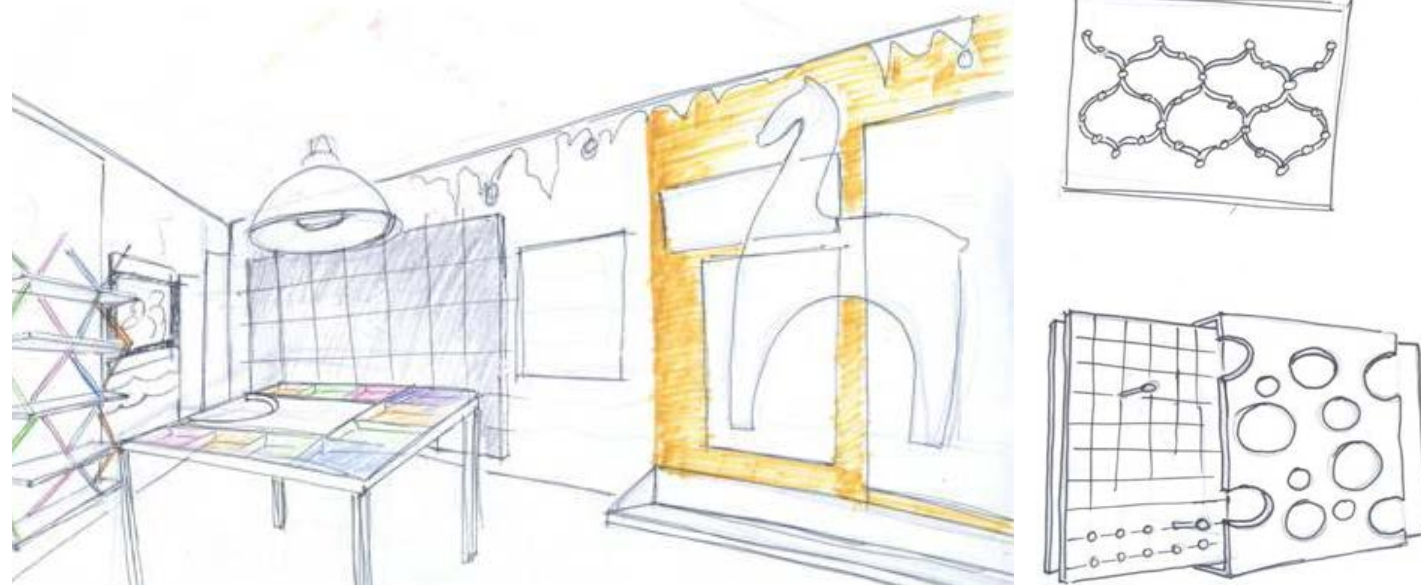
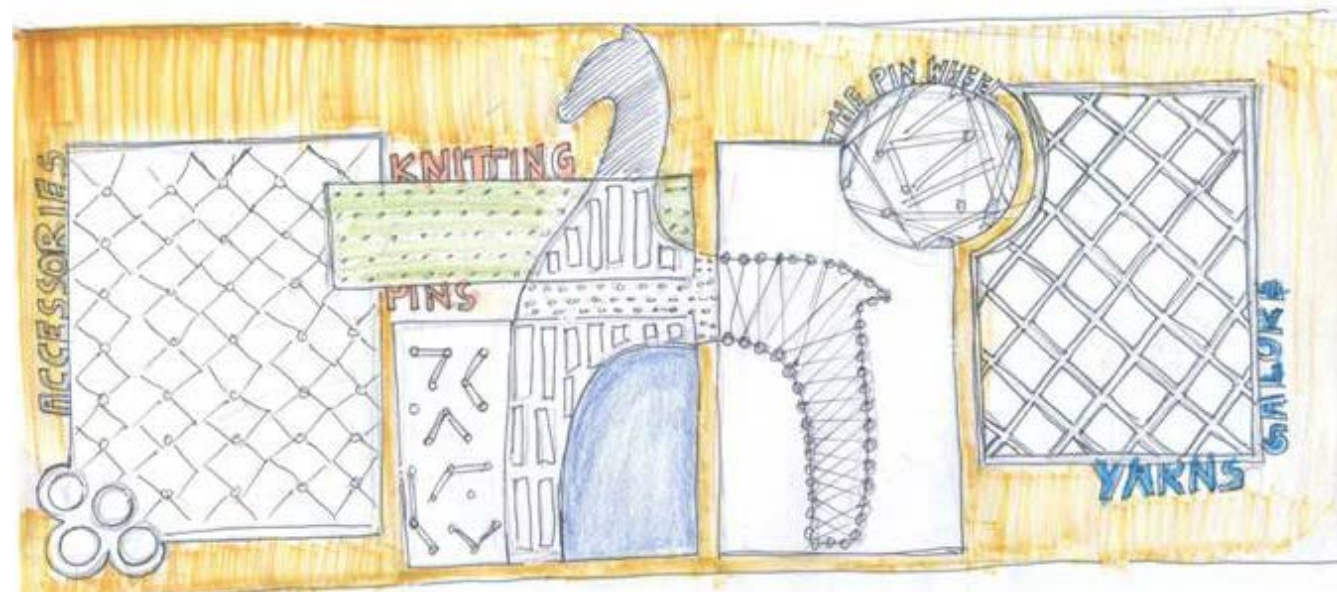
PONY CRAFT STORE



Set amidst the green Nilgiris, is a curious little shop that sells joy and hours of indulgence in small packets called **CRAFT SUPPLIES!**

This place is a crafters paradise as it offers them a one stop destination to buy crafting kits and raw materials, also to learn, promote and indulge in craft. This 1200 sq.ft. store offers a wide range of merchandise, creatively organized with specific fixtures suiting its display/stacking and storage needs. It also boasts of a fully loaded workshop area with projector fitted classroom setting that can hold a class for about to 8-10 people at a time. It also has work spaces that let the customers indulge in the art of craft and spend as much time as they need in the store to help boost up impulse buys. Not only this, it has an internet bar and kids area incorporated to take care of all the customer's needs. And to add a cherry on top, one can glimpse over the undulating slopes of green and refreshing Nilgiri Hills and sip hot coffee while indulging in art and craft. This store is a new unique format started by the renowned Pony Needle Industries which supplies high quality needles and craft goods all over India and abroad.

CONCEPT



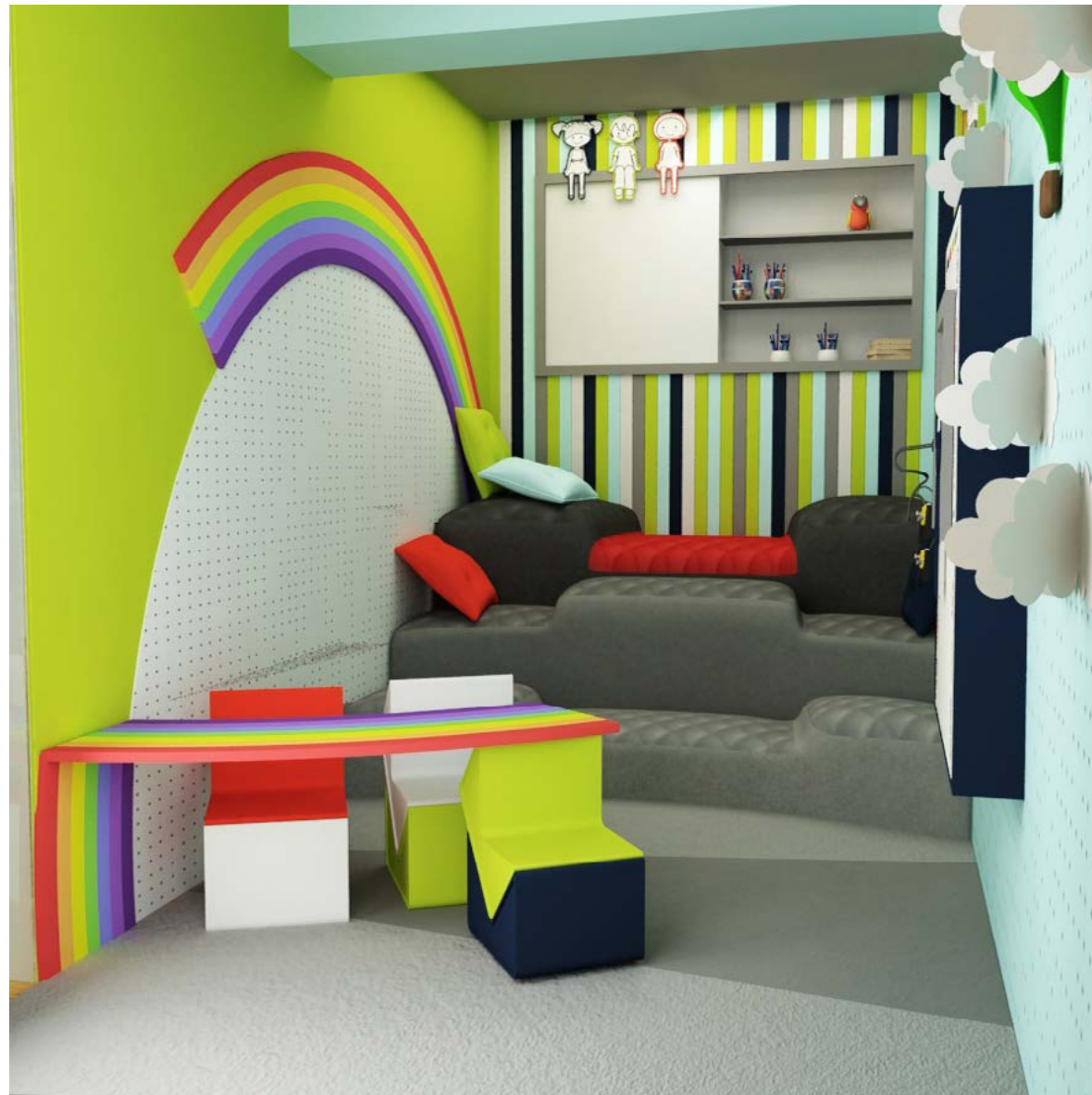
RENDERS



RENDERS



3D RENDERS



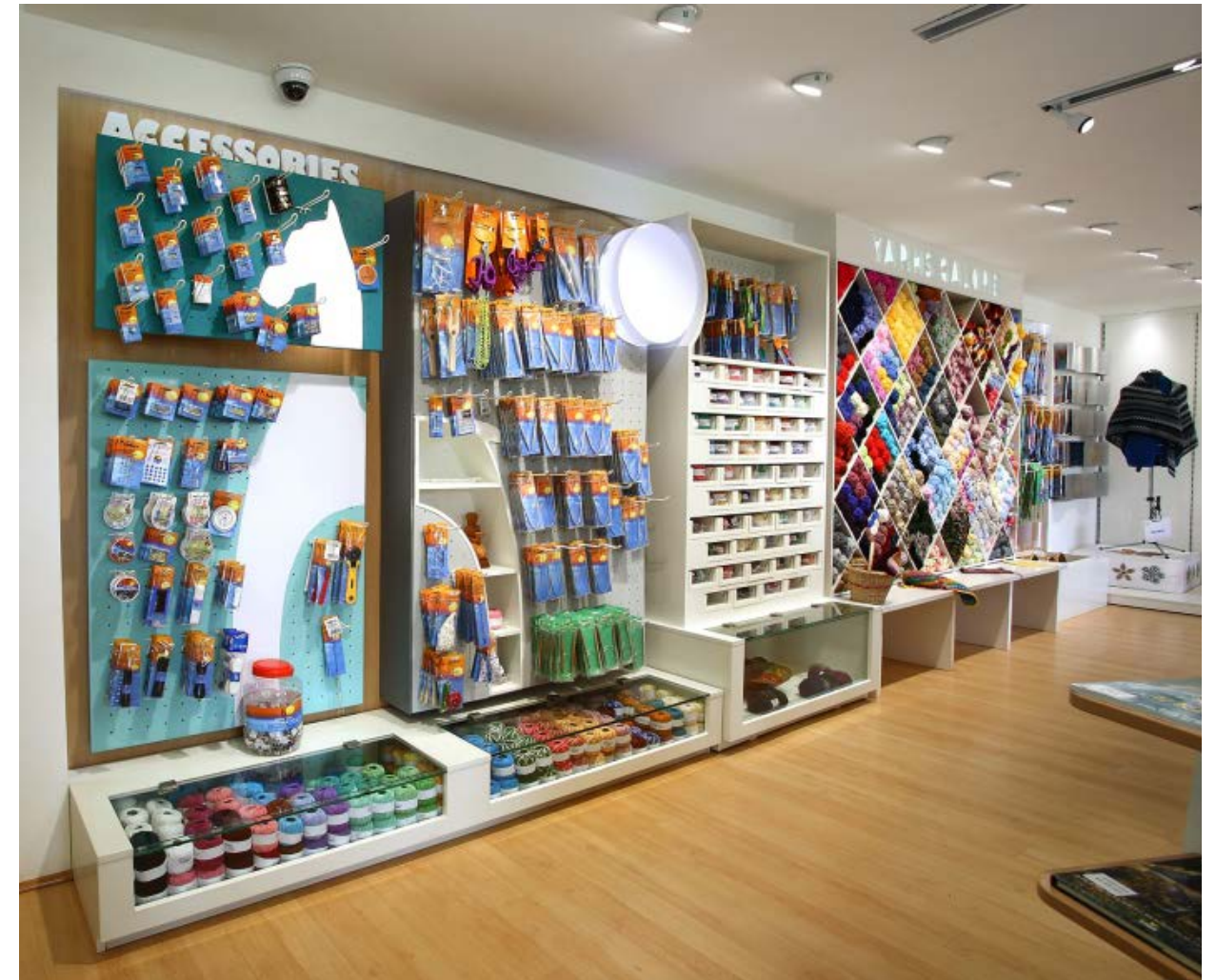
STORE PHOTOGRAPHS



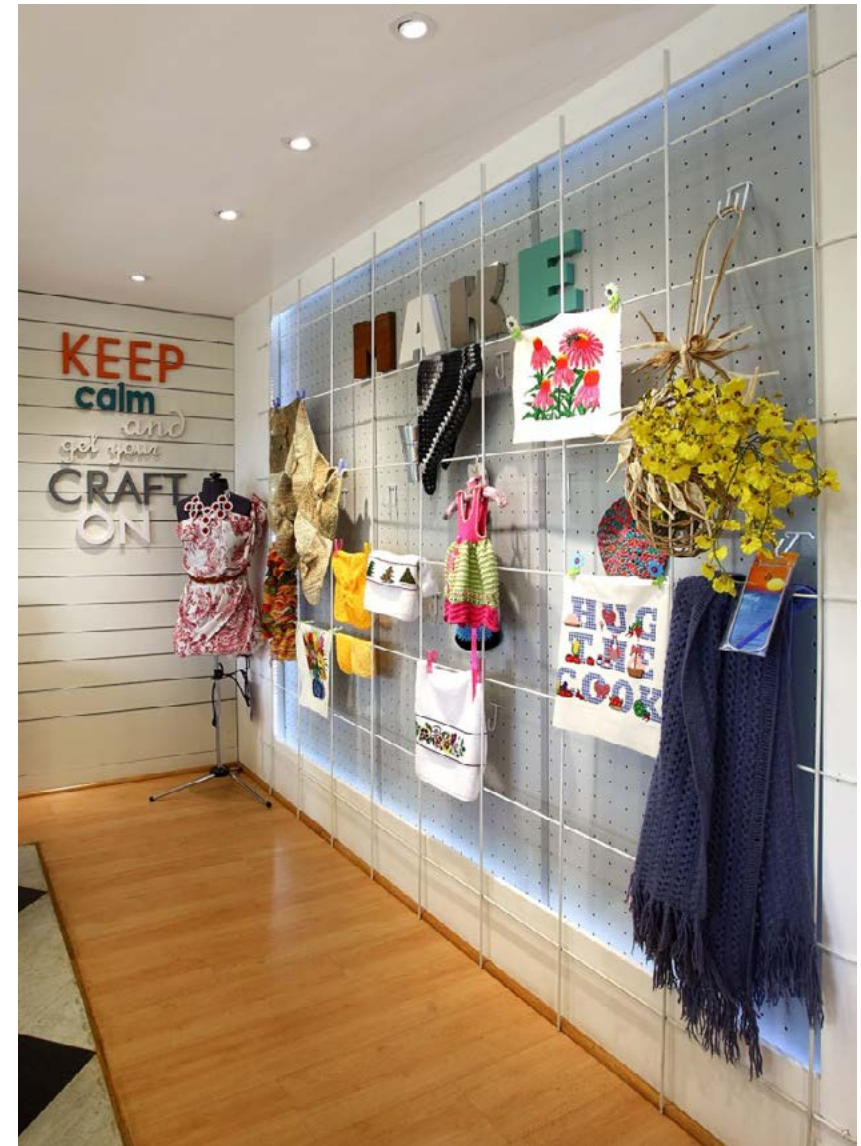
STORE PHOTOGRAPHS



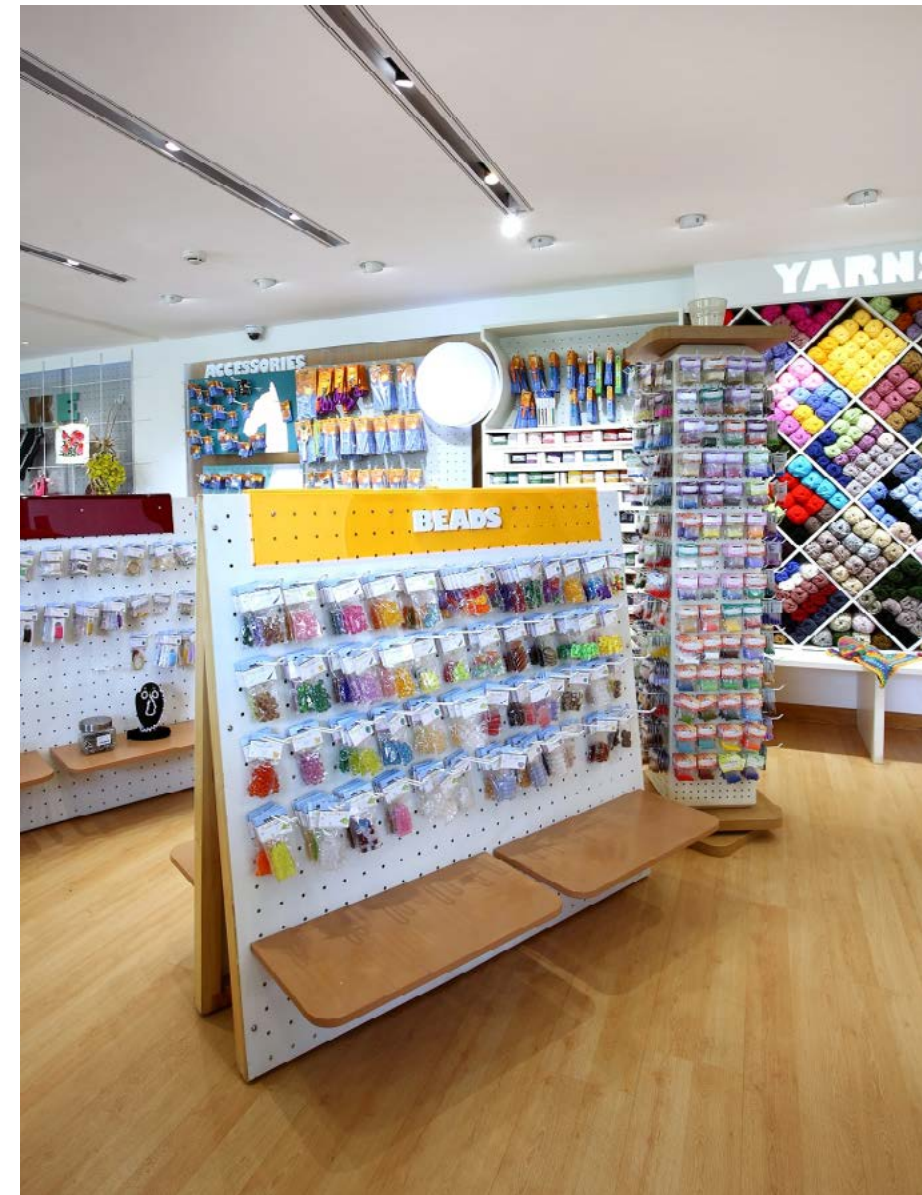
STORE PHOTOGRAPHS



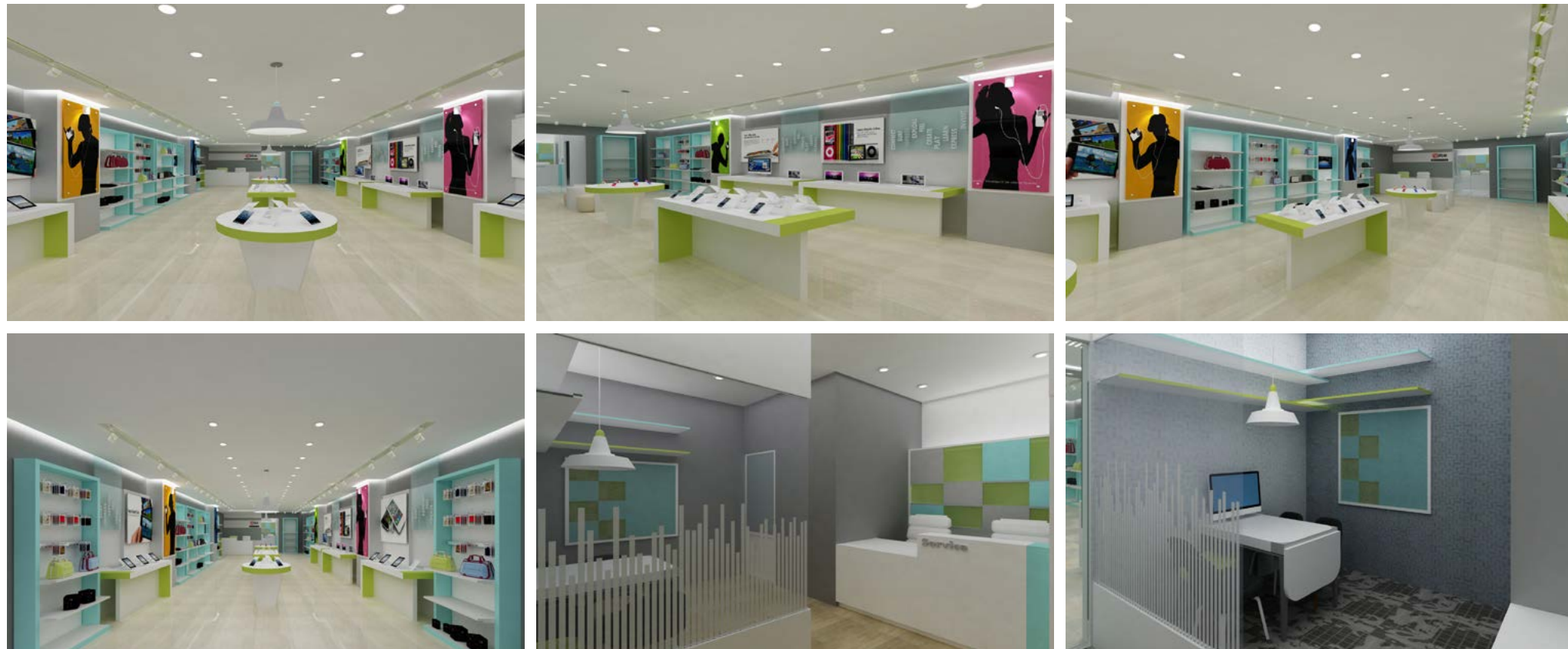
STORE PHOTOGRAPHS



STORE PHOTOGRAPHS



THE APPLE STORE



This is the concept for an Apple Authorized Re-seller brand called Elite, located in Kolkata, India. Area: 630 sq. ft.

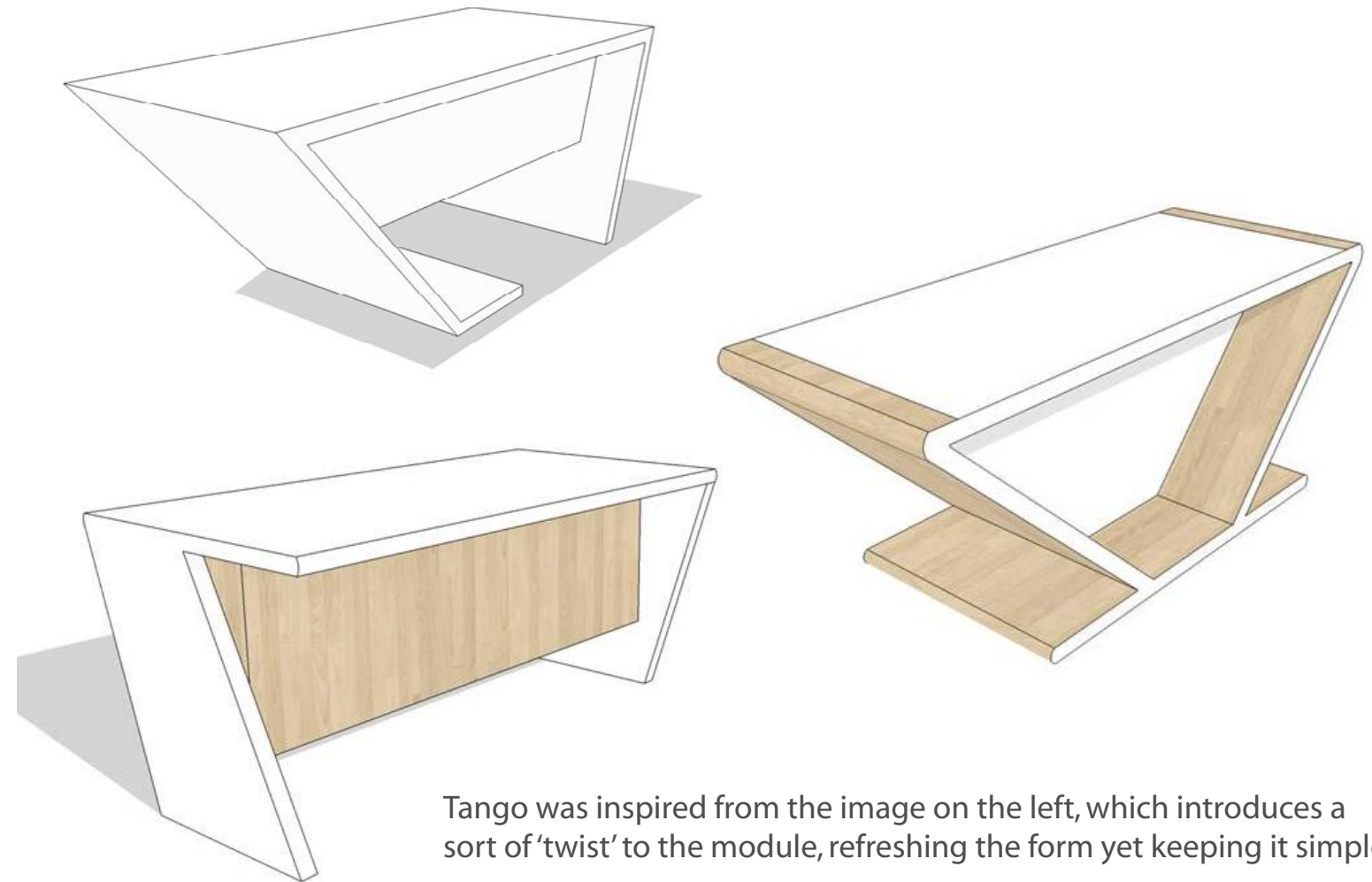
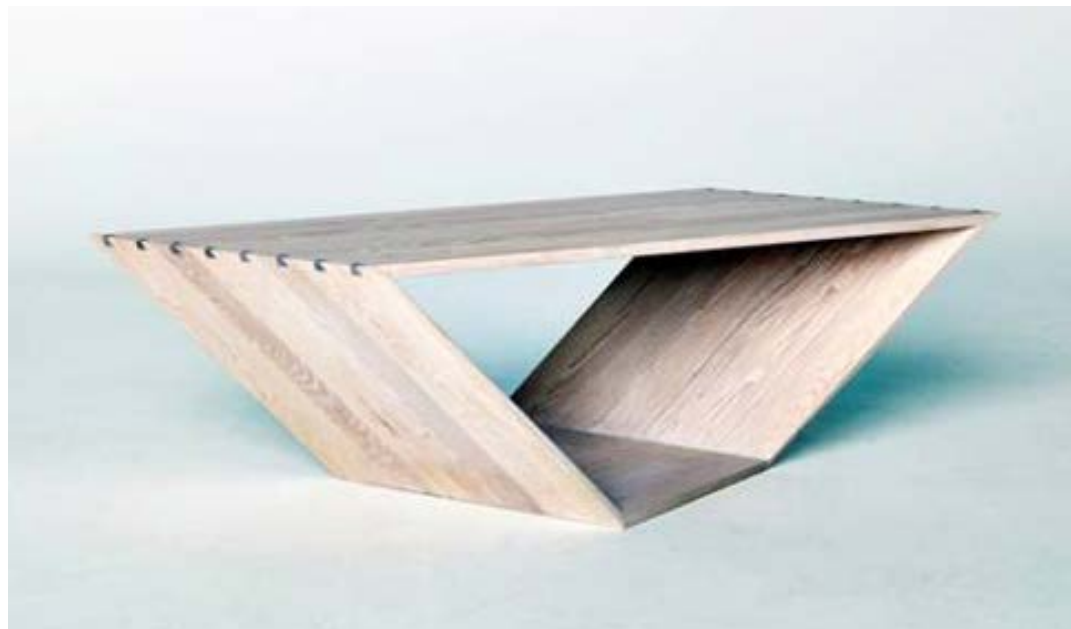
The idea here is to create a store that follows in the footsteps of Apple's Philosophy - LESS IS MORE, a minimalistic and straight-forward approach to portray the Product as the HERO of the store.

The modules have been designed to be PRODUCTION FRIENDLY to suit the needs of quick roll-outs. The wiring and security devices have been incorporated into the modules to provide a clean and minimalistic look to the store. Bright colors and graphic panels were added strategically to make the interiors more vibrant and inviting, as a large consumer base in India felt that the clean white Apple store interiors are intimidating at times.

CONCEPT

A different approach was taken to develop the store as the concept revolves around the form of the modules, in line with the design guidelines of 'The Apple Store' and yet is inviting and vibrant. Hence three stories were designed that follow three different languages in its form to decide the best possible display solutions. Once this decision was taken, the next step was to create a store environment that accentuates these modules and the products displayed on them.

1. TANGO

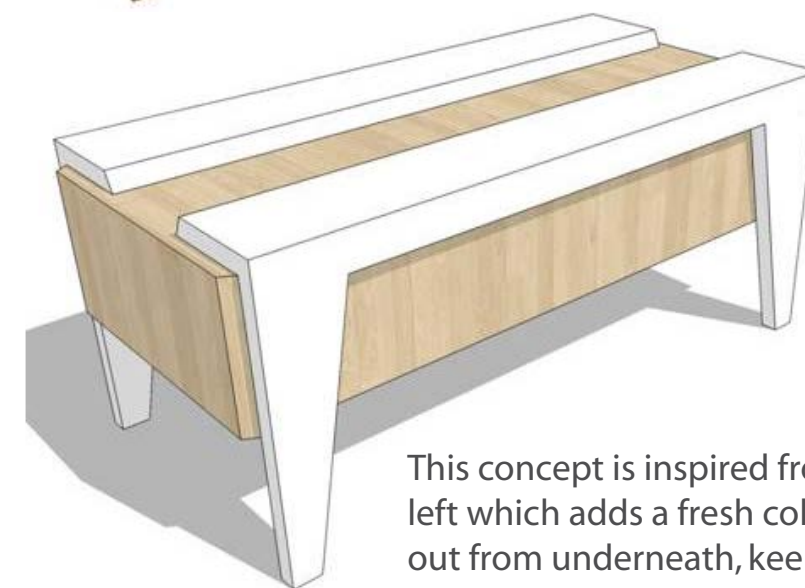
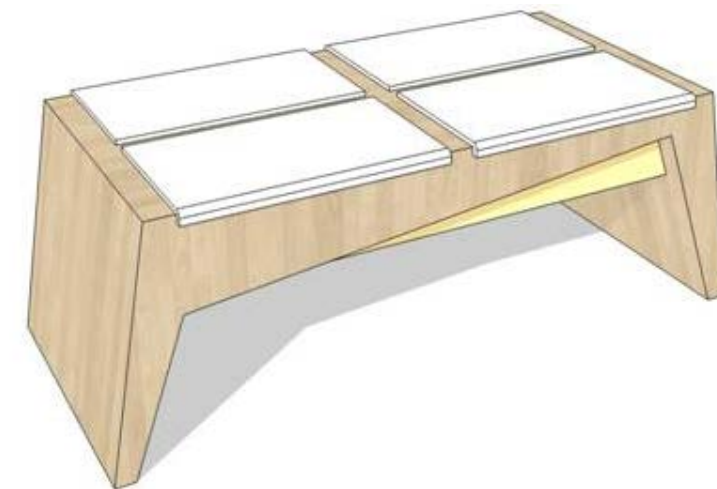


Tango was inspired from the image on the left, which introduces a sort of 'twist' to the module, refreshing the form yet keeping it simple.

CONCEPT

One of the major issues was to keep the modules very budget and manufacture friendly to aid faster roll-outs. Hence the design had to be simple yet fresh and new.

2.SURPRISE

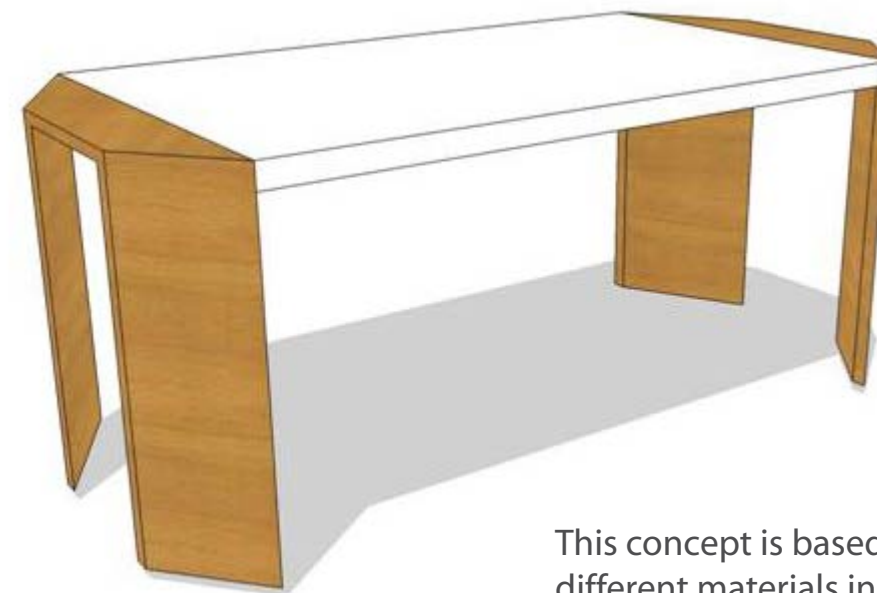


This concept is inspired from the image on the left which adds a fresh color surprise peeking out from underneath, keeping the rest of the form simple yet contemporary.

CONCEPT

Another major factor in designing the modules was to make sure that the display components necessary for phones/lap tops/ipads should be built in the modules in such a way that the wiring/connections are not visible and hence, helps maintain a clean clutter-free look for the store.

3.MERGE



This concept is based on combining two different materials in a refreshing form to add interest.

3D RENDERS



3D RENDERS



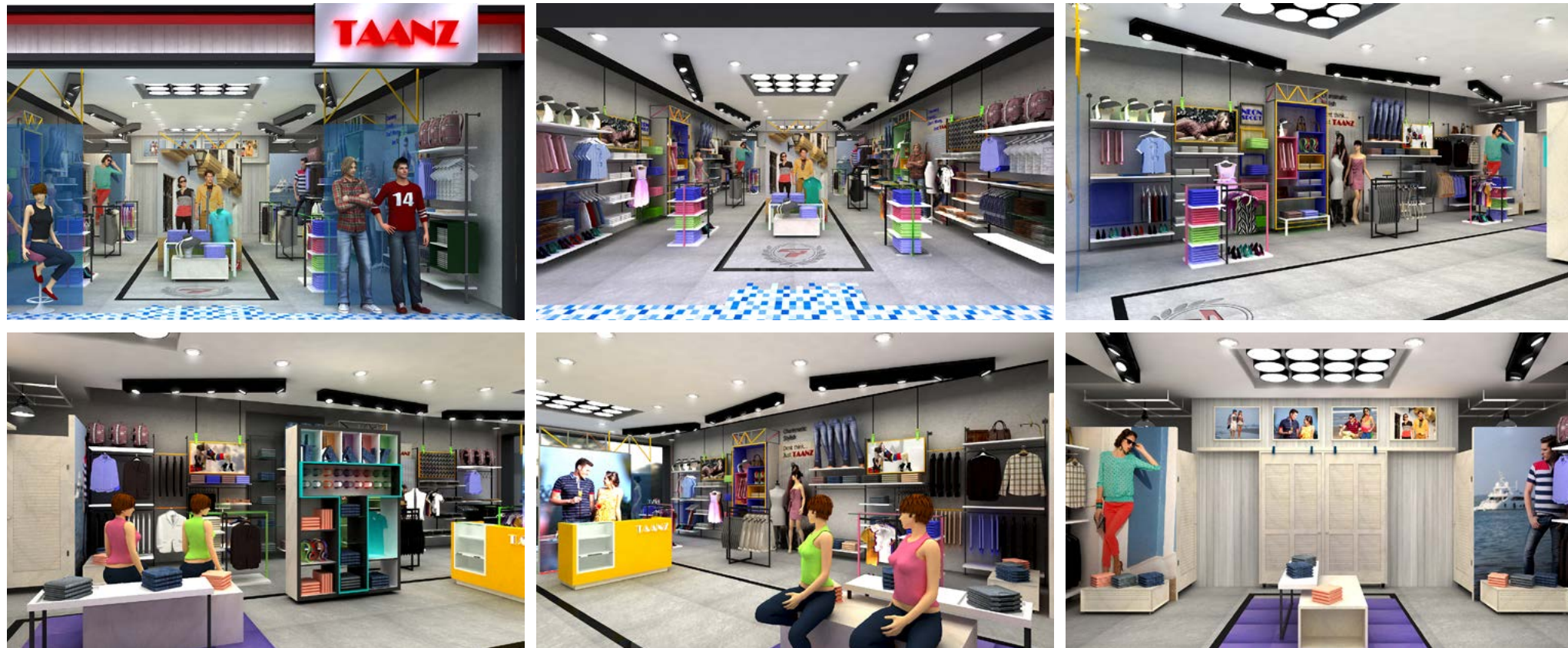
3D RENDERS



3D RENDERS



TAANZ



Taanz is a brand that offers a complete range in western clothing for women and smart casuals for men. French for “dance”... dance is all about movement, quite like fashion, which is never stagnant..... It’s always moving ahead.

Their goal was to bring a global flavour to the Indian market, at a local price. Hence the look and feel of the store had to be international, clean, youthful, and at the same time - following stringent budget restrictions and production friendly design. Also, the store language had to resonate the brand attributes of quality, fashion forwardness and pricing.

A basic monochromatic color palette was incorporated with vibrant accent colors, and an overall bold language was infused with clean and simple fixtures with subtle details. Finally a touch of quirky playfulness was added with props and lighting to attract attention of shoppers who are exposed to the international brand experience.

CONCEPT



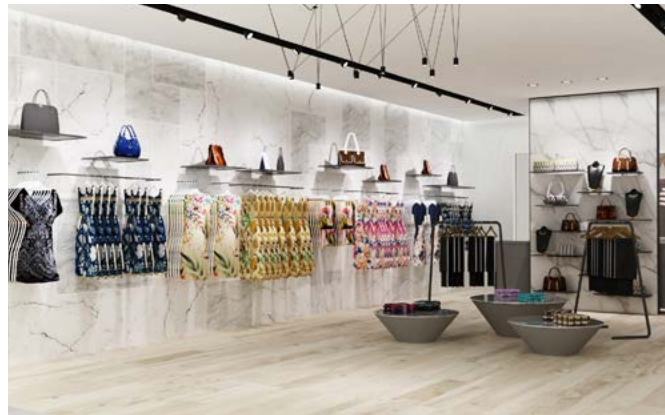
RENDERS



RENDERS



BHARAT SILKS



Bharat Silks is a leading manufacturer and exporter of high-quality silk fabrics for global fashion market since 1978 at Bangalore, India. They have been supplying luxury fabrics to well known brands like Christian Dior Couture, Dolce & Gabbana, Ellen Tracy, Emporio Armani, French Connection, Gerard Darel, Liz Cliborne, Moschino, Nicole Farhi, Polo Ralph Lauren, Prada Industrial Spa, Sonia Rykiel And Zara, Debenhams, Next and Tommy Hilfiger Home.

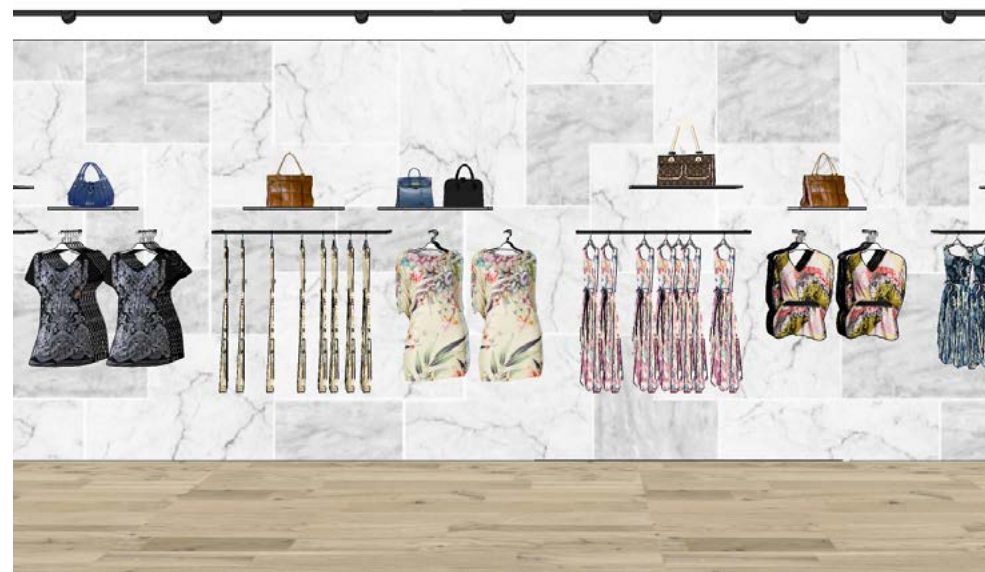
Now, they wanted to use their own fabrics and launch it in India as an in-house brand(name undecided) targeted towards a similar client base like Zara and Forever New. In order to do so successfully, they wanted a retail experience which is very posh, upmarket and yet minimalistic in its look and feel. Initially it was decided that the target segment would mostly be young professionals, but finally they wanted to target women of ages 22-50 to increase their consumer base and reach out to more number of people.

The process of designing this 1000-1200 sq. ft. format was conducted closely with the client's team to satisfy their need of expressing the understanding of the international market and bring it to the local market via a local brand.

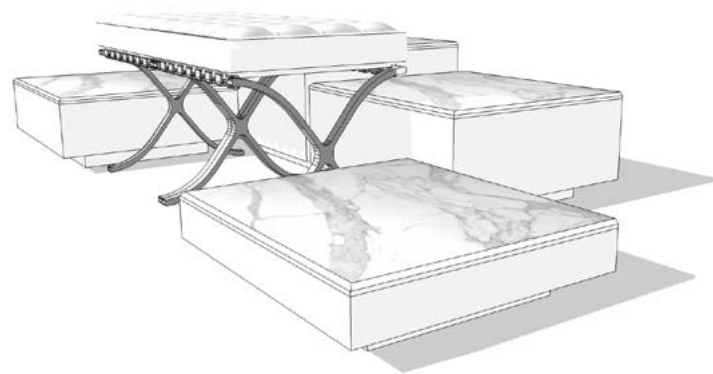
INITIAL CONCEPT



FINAL CONCEPT



RENDERS



HOSPITALITY PROJECTS

SHERATON DENVER - Remodel

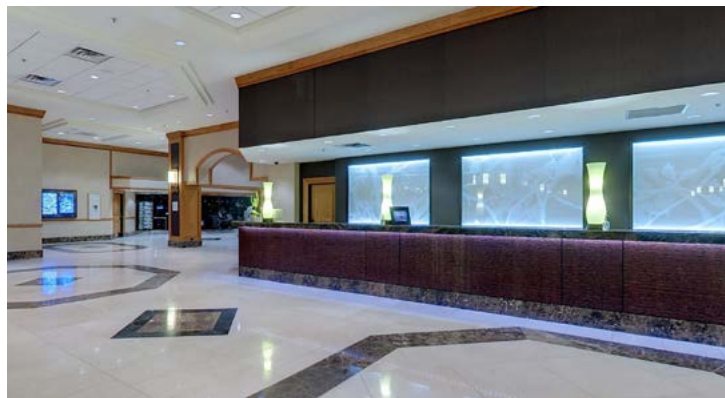


The Sheraton project was a very big win for DLR because of its iconic nature and prime location in downtown Denver's 16th St. Mall.

The project was headed by one of their Hospitality Principles' and assisting her was a great learning experience for me. I helped with the concept development, presentation, design, 3D modelling, floor plans as well as material development. We started with simple massing techniques to chalk out the major elements. We worked mostly on the public spaces - Registration, lobby, bar and restaurant, elevator lobbies, etc.

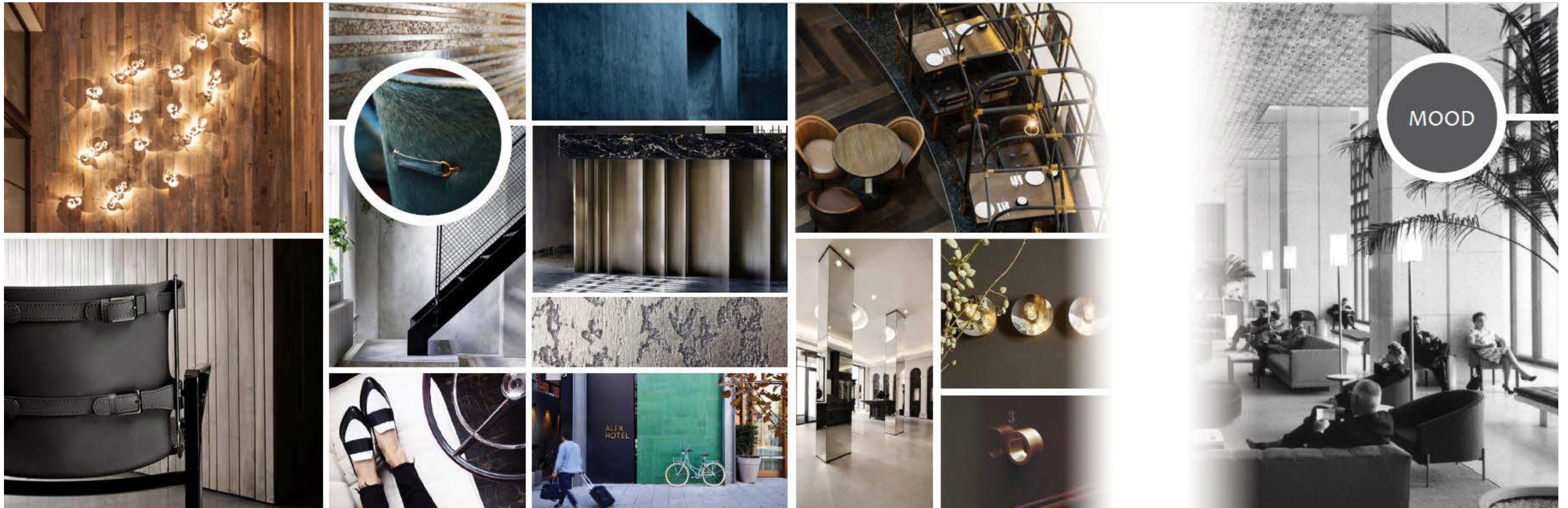
Creating new elements that worked coherently with the existing features was one of the major challenges we faced as the last renovation done was several years ago. It was a great experience for me in learning to work around restrictions of time and budget.

EXISTING



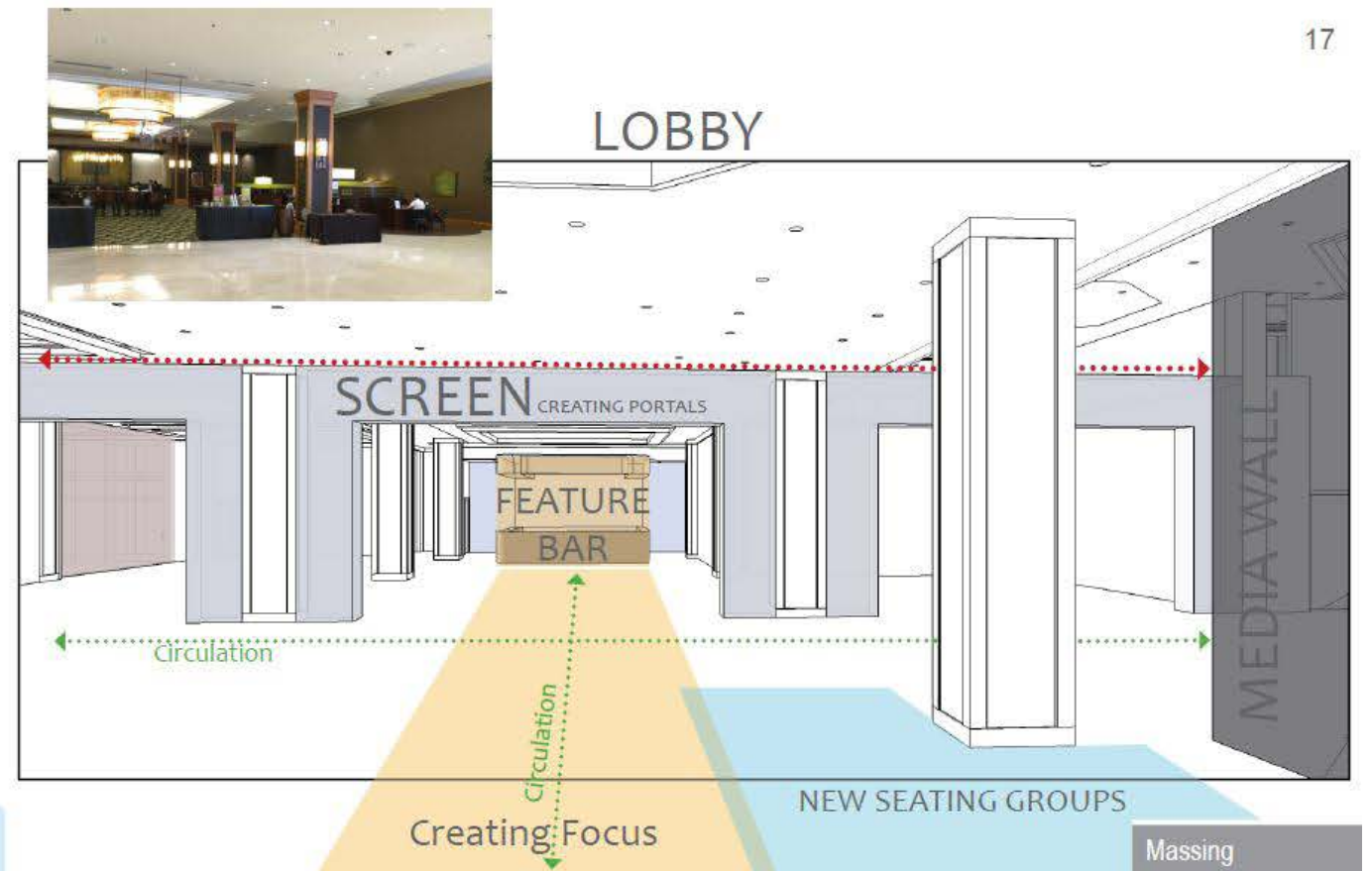
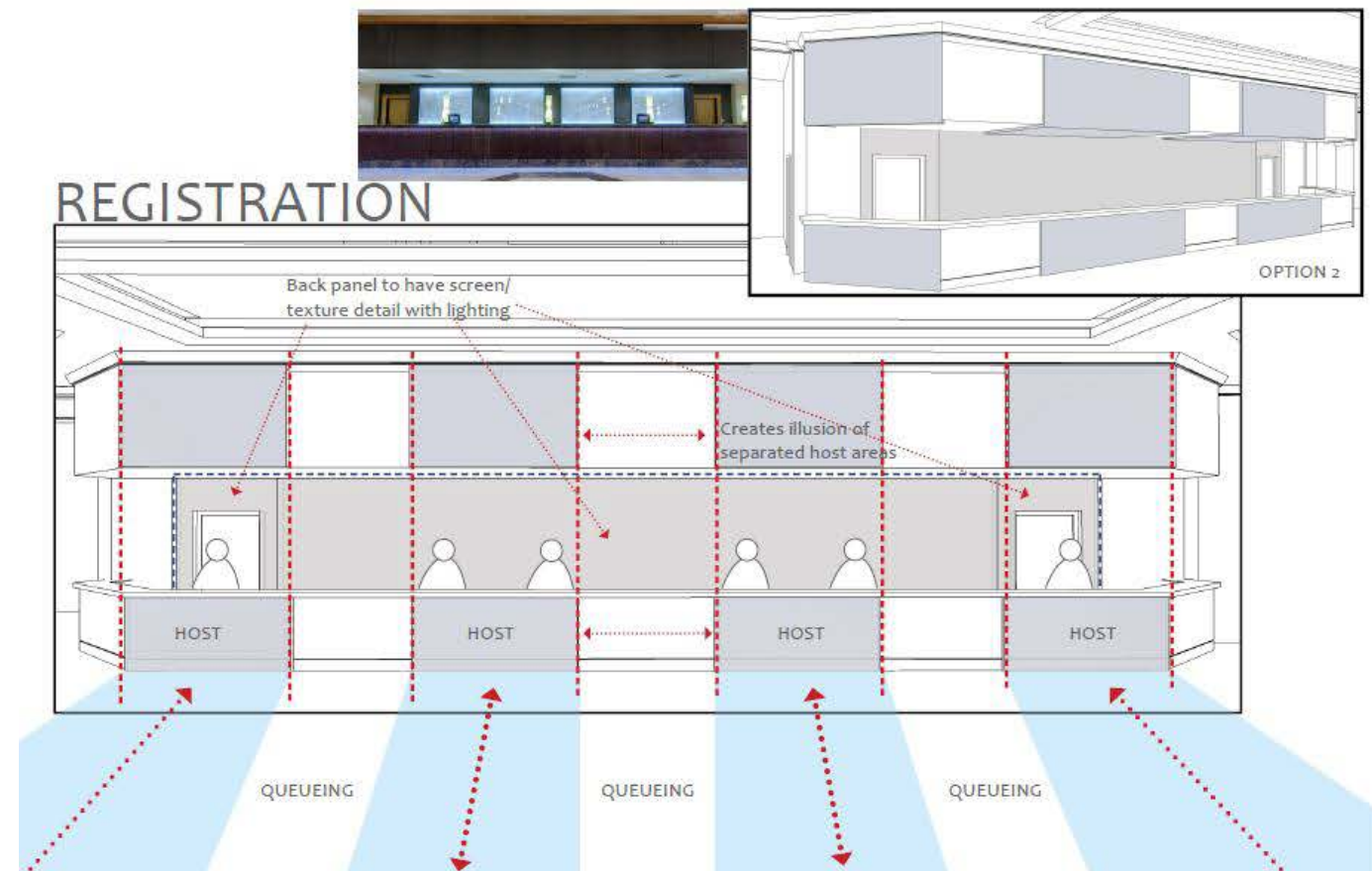
This project was a balancing act between budget and ambience. The giant hexagon detailing on the floors and the chunky columns with wood trim and crown moulding were one of the biggest challenges as the budget didn't allow for them to be replaced. We decided to repaint and upgrade the columns, strip the light fixtures and give a modern face-lift to the columns while balancing colors and forms to make the hexagon shapes in the flooring less prominent.

CONCEPT

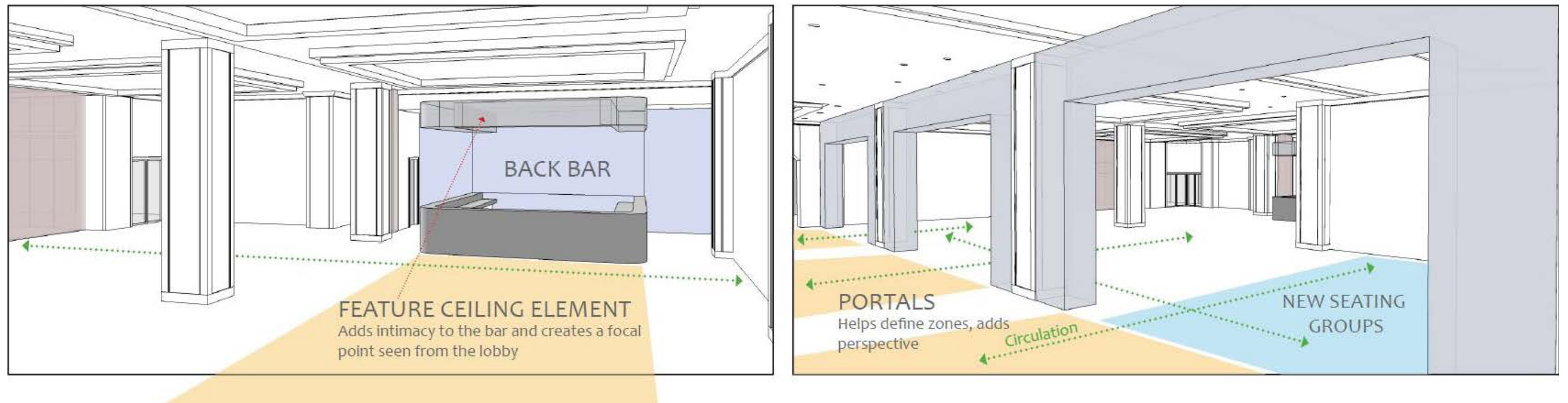


MODERN • CONTEMPORARY • STRONG SENSE OF HEIGHT • DRAMATIC LIGHTING
METAL AND WOOD MATERIALITY • DRAMATIC TEXTURE • COLOR ACCENTS • CLEAN LINES

MASSING



MASSING



Massing really helped to predefine some focal elements that can enable good circulation and connect to the major requirements put forth by the clients. Also it is a good way to clearly define the function and accessibility of each space.

PORTAL OPTIONS

To make the transition from the lobby to the bar welcoming and add a feature design to the whole space we explored some portal options, taking inspiration from the existing facade of the building which is an iconic part of the downtown Denver architecture. Playing with layers and perforations to create semi-open or see-through portals as they became key to the look and feel of the lobby because of their massive size.



3D VIEWS



THE CULINARIUM



'The Culinarium' is a Mediterranean style restaurant initiated by Pony Needle Industries in Ooty amidst the undulating greenery of Nilgiri Hills. Size: 1350 sq.ft.

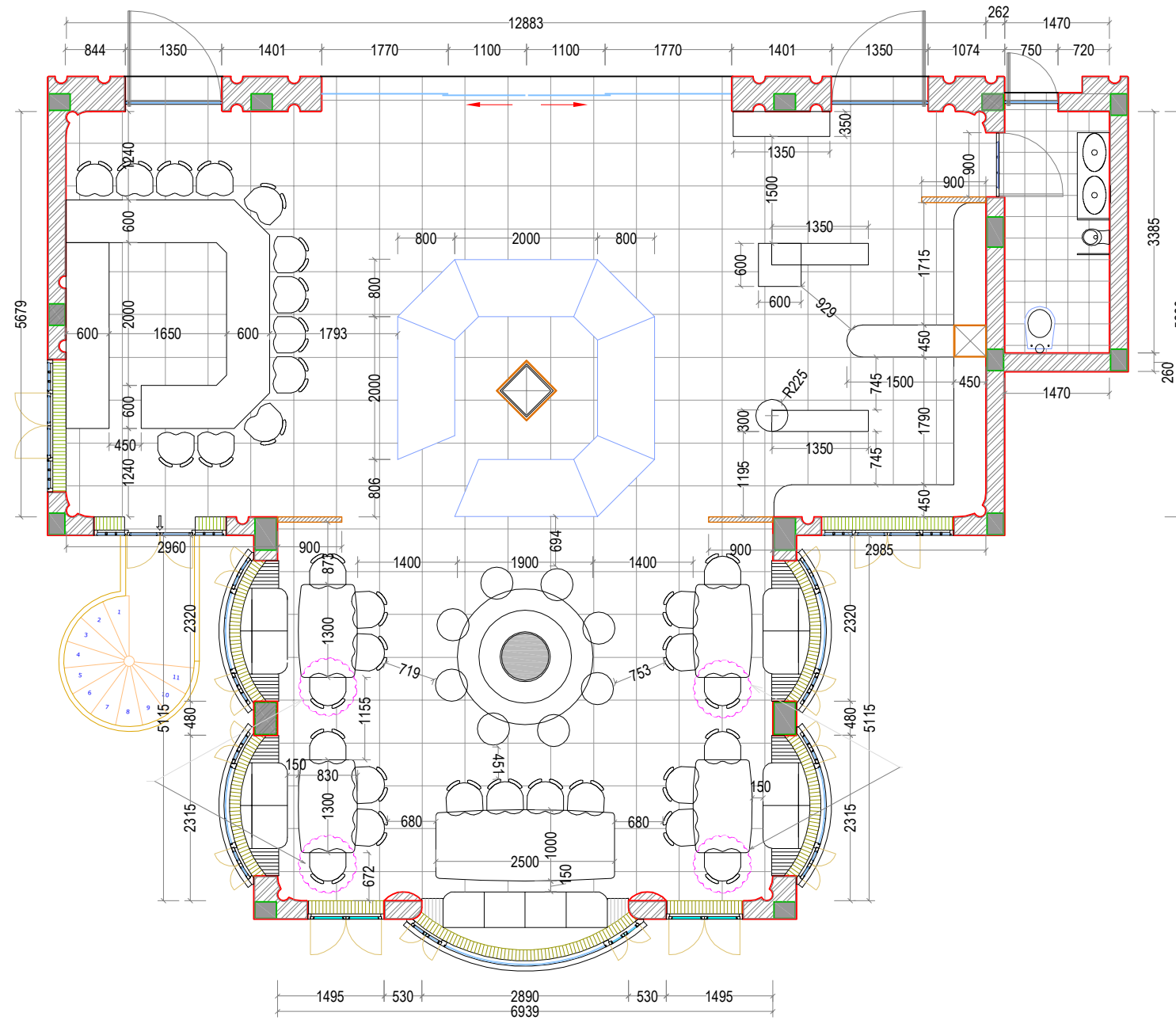
Its a passion project for the company and hence required a very in-depth and thorough understanding of the client's requirements and ideas. The client wanted to create an environment like no other restaurant provides in the well known tourist destination - Ooty.

The interiors had to be taken up from a mid-way process wherein a few of the elements were already decided. Hence incorporating the ethos of the surroundings, inspiration from the local cool and dim atmosphere and finally creating a warm and inviting environment, was no ordinary challenge.



Reflecting the Mediterranean architecture in its structure and a concept based on horizons- where the sky and earth come together, resulted in a space which encapsulates the mood of the mountains and the valleys, letting the skies and greenery seep in though huge glass windows and merge coherently with the interiors. Blue walls and colorful upholstery brings in the right amount of vibrancy to lighten the mood on a gloomy winter afternoon, and forms a perfect hangout in the evening with the exquisite chandeliers, fine cutlery and a larger than life copper chimney to add warmth to the ambience.

LAYOUT



CONCEPT

blue
WOODS



Taking cues from the weather, environment and ethos of The Nilgiris, a concept called 'BLUE WOODS' was derived that could cater to all the needs of this restaurant and make it stand out from the competition.

Interpreting the concept in a contemporary manner, made me depict the woods in a stylized fashion and create a warm and inviting environment that could encourage the niche clientele, tourists and connoisseurs to visit and spend time in the restaurant, be it dining here, having a quick snack at the snack bar, picking up baked treats or buying curious artefacts from the boutique.

FIRST CUT CONCEPT



ELEVATIONS



RENDERS



RENDERS



RESTAURANT PICTURES



RESTAURANT PICTURES



RESTAURANT PICTURES



RESTAURANT PICTURES



EGO



Ego is a wellness clinic designed to provide holistically designed programs towards better skin, hair, body and health through scientific & result-driven methodologies backed by modern machines & technology. They excel at explicating lifestyle and food habits of individuals and provide a 360° approach towards improving their overall wellness and appearance. Hence, the client wanted a compartmentalized space that could cater to different services like salon, therapy and consultation rooms, apparel section for make-overs, etc. Also, the budget was really tight because of the project being a franchise-type startup.

To approach this space a bold color approach was taken with elements inspired by nature to create an environment which is soothing, earthy and promotes wellness. Every space was designed with simple built-ins catering to specific needs of the section and maintaining clean lines and spacious look and feel.

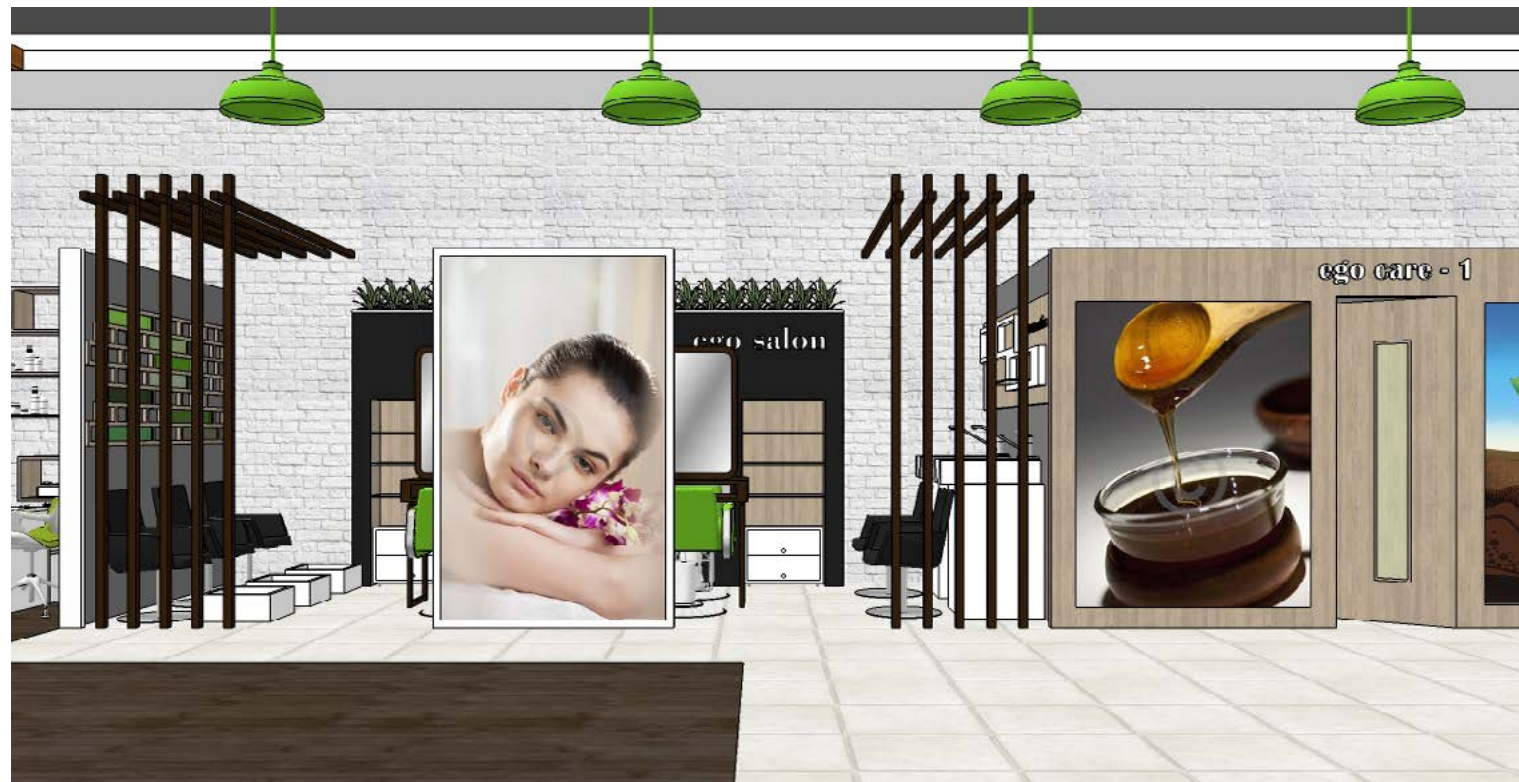
3D VIEWS



3D VIEWS



3D VIEWS



3D VIEWS



KIOSKS

TATA DOCOMO



TATA Docomo has been fighting with bigger competition and while trying to gain more market, they have targeted the youth segment of India. For this purpose they are entering the CROMA RETAIL STORES as a shop-in- shop concept with KIOSKS that need to attract the customers and stand out in a space flooded with products and encourage more youth oriented clientele to check out their products and services.

To pacify these stringent requirements I came up with a concept that breaks apart from their earlier structural and serious formats with a fresh approach. This 8' X 8' kiosk has 4 sided branding that has a very strong presence. Simultaneously it has an integrated advise desk and product display counters to let the customer experience their products on a vibrant, youthful and modern backdrop.

PREVIOUS CONCEPT



CONCEPT 1



Centre Kiosk



Against the wall

CONCEPT 2



Centre Kiosk



Against the wall

CONCEPT 2 RENDERS

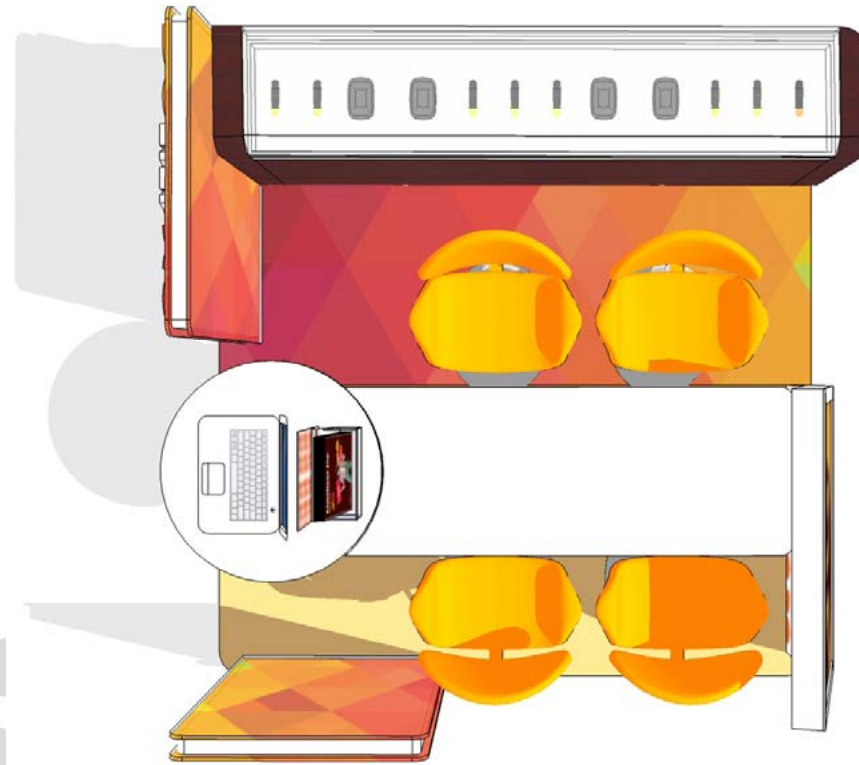
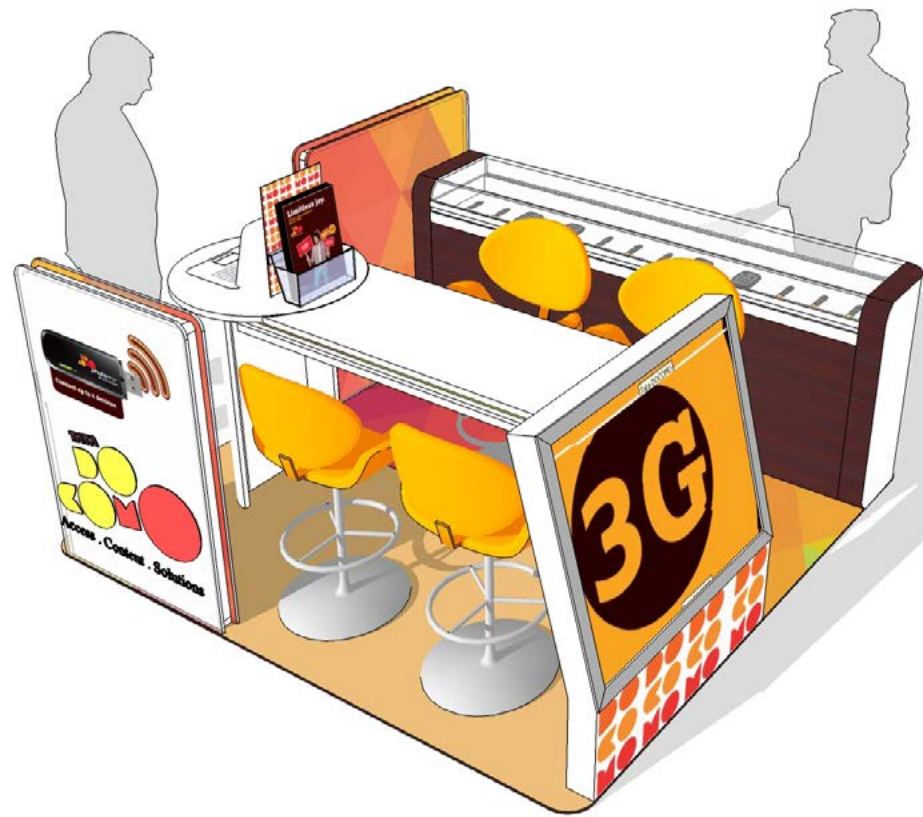


Centre Kiosk

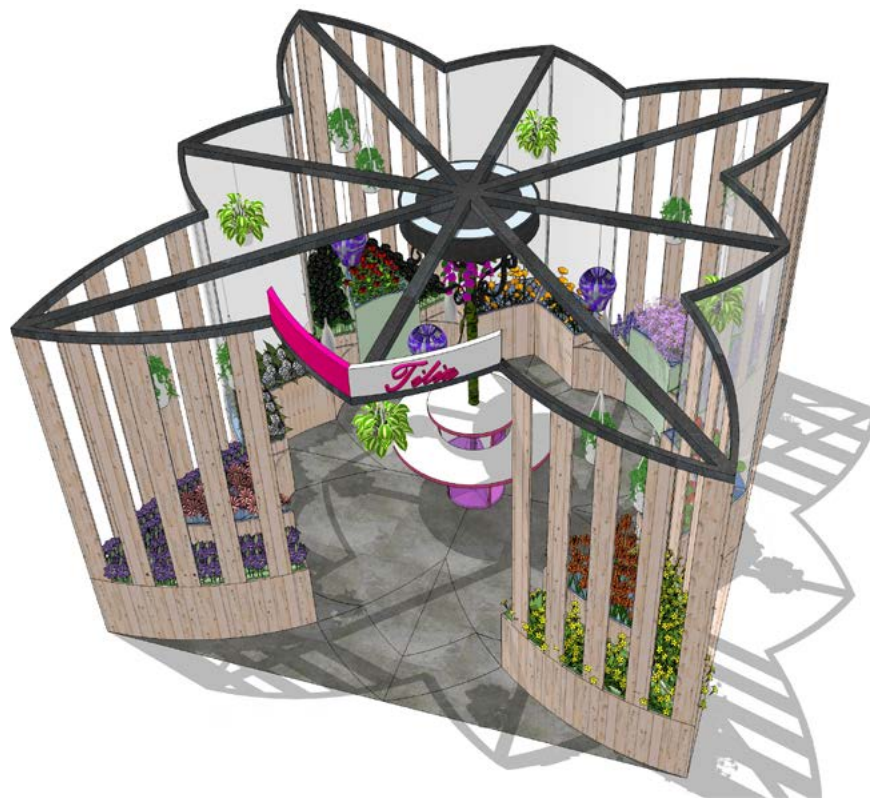


Against the wall

CONCEPT 3



TILIA - Bangalore International Airport



Tilia is a chain of retail florist outlets in Bangalore, India, set up in 2006. This client wanted to launch and promote their brand in a kiosk format at the Bangalore International Airport. The brief was to design an 18'X18' kiosk at the airport near arrivals, which doubles as an installation so that it attracts attention and adds a refreshing change in the concrete-jungle backdrop.

Using a lot of natural materials and allowing a peek into the bright fresh flowers inside the space, this kiosk would become the warm and bright focal point in the centre of a chaotic and rushed environment... A space that forms a visual treat to unwind your senses.

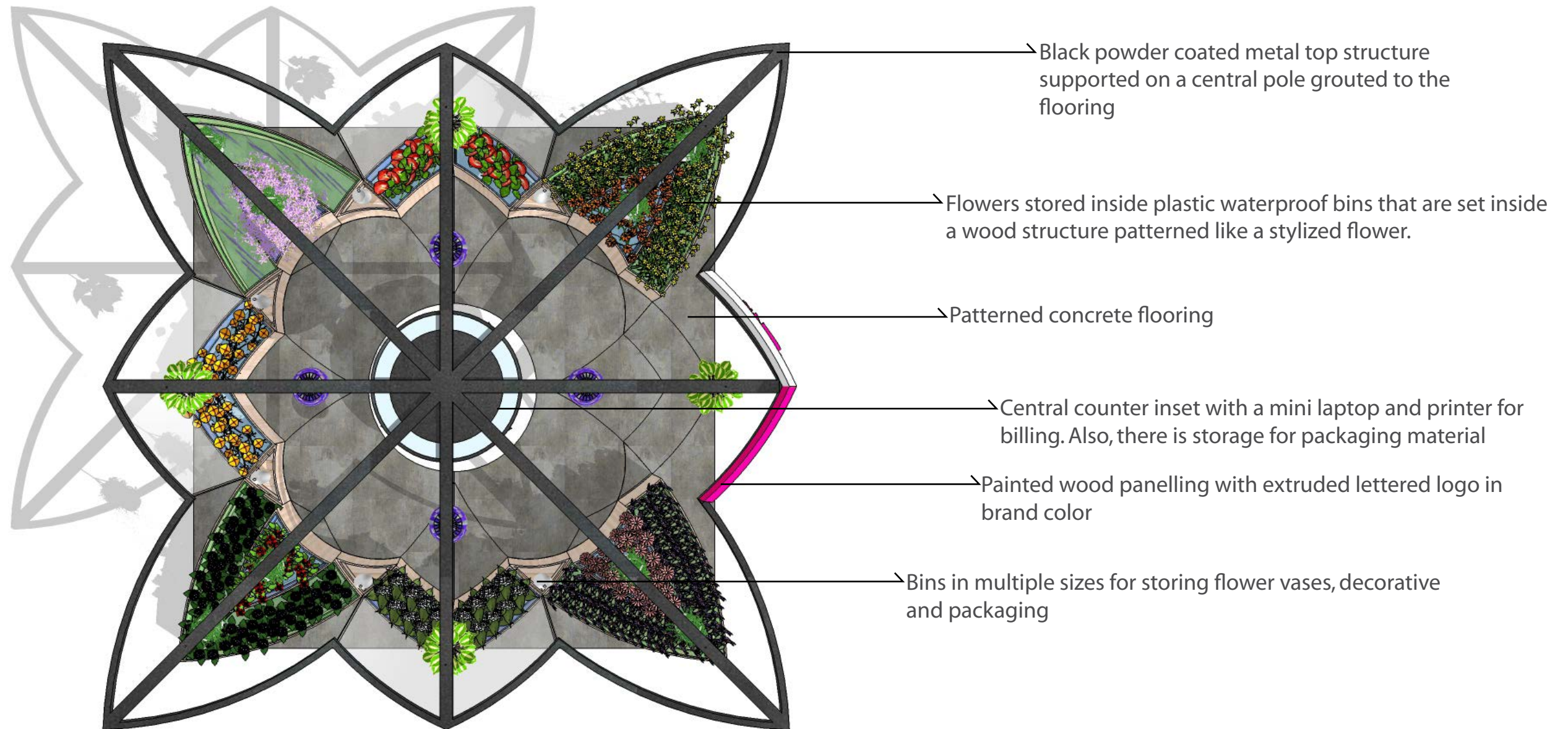
Be it surprising a loved one, welcoming a guest to the new city or just buying flowers to take home, this kiosk cum installation will definitely invite a lot of attention.

INSPIRATION



The inspiration was derived from the beautiful symmetry present in the flowers and a lot of beautiful and bright landscapes that take our breath away. Flowers never cease to please the eye and refresh our mood with their fragrance, color and beauty. They are a forerunner when it comes to make people feel welcome or express an emotion. Hence keeping that in mind I wanted to create a vista that would also behave in a way to refresh, welcome and express what flowers are quintessentially used for conveying.

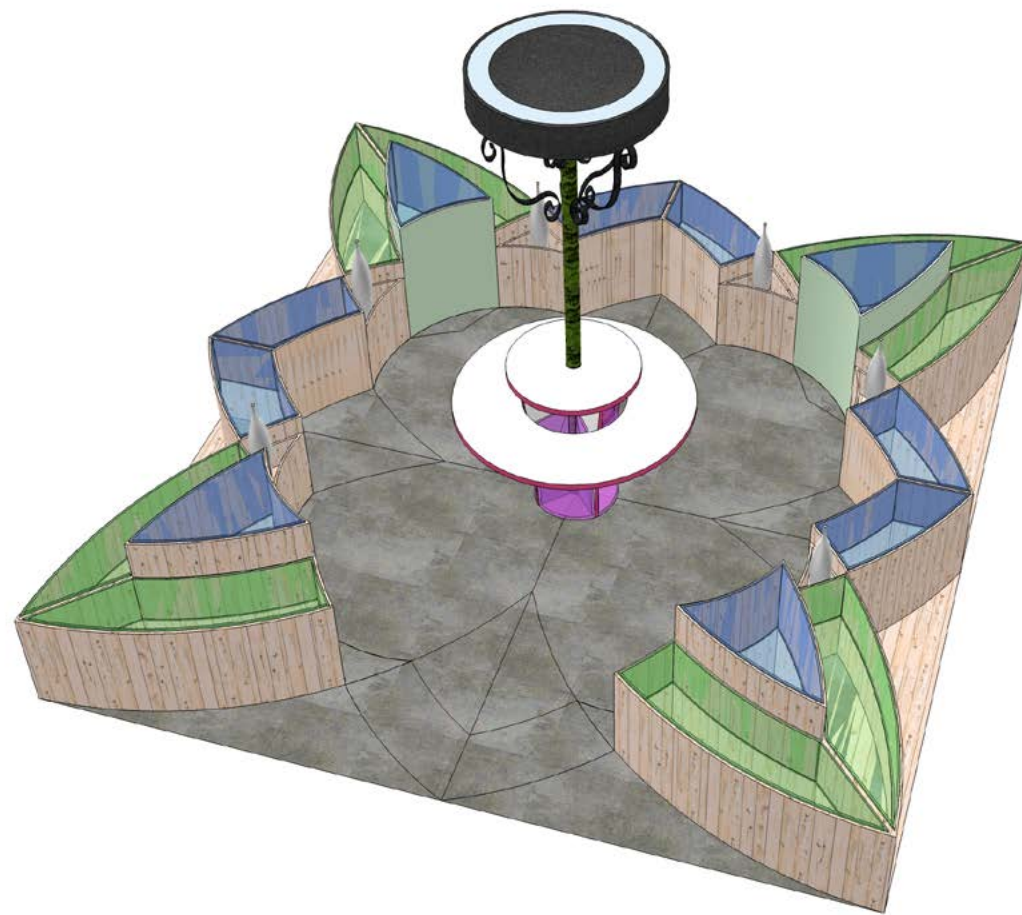
CONCEPT



CONCEPT



BUILD-UP



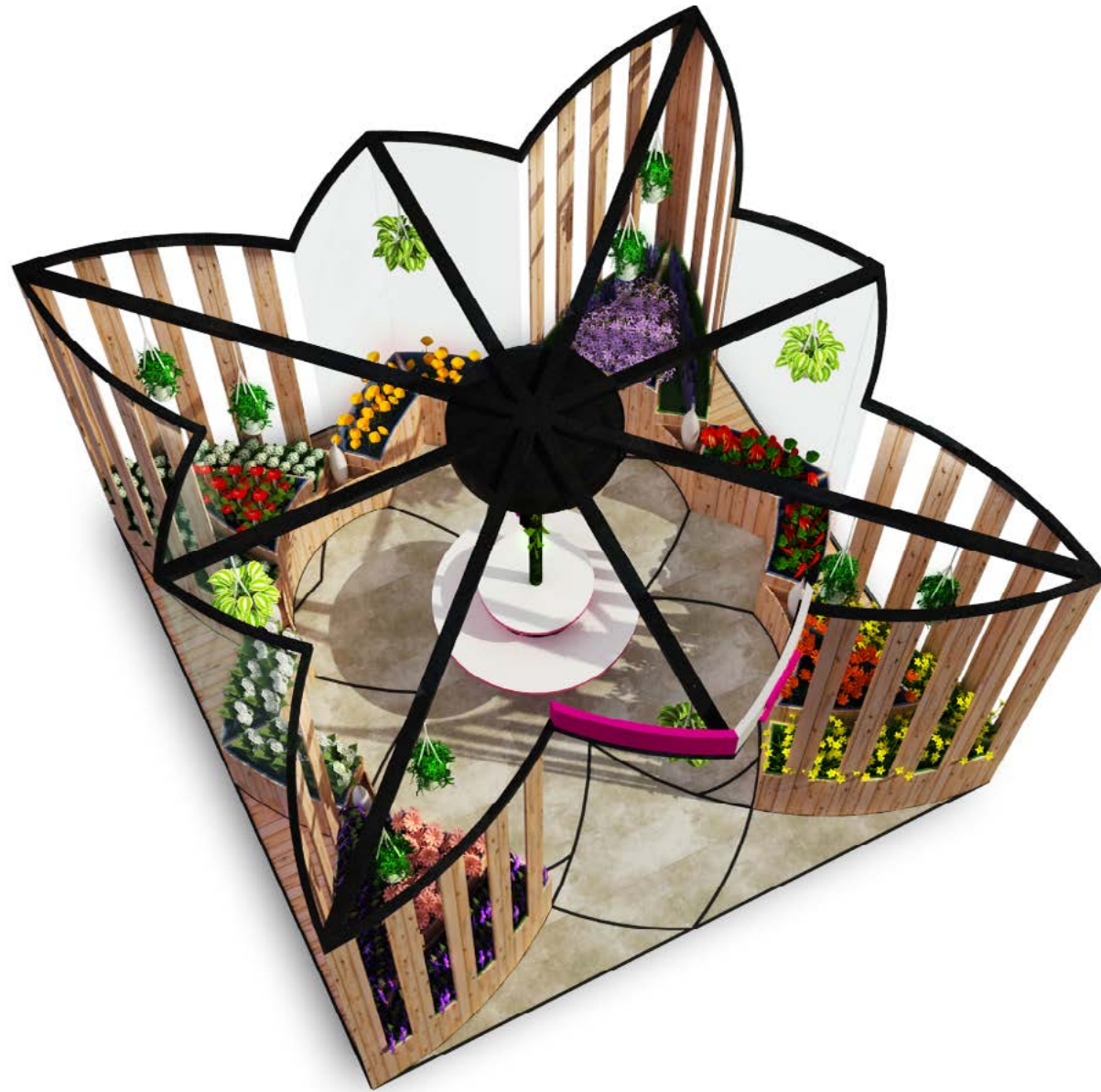
BUILD-UP



BUILD-UP



RENDERS



REAL FEEL SETUP



OFFICE PROJECTS

RELIANCE - Design Studio

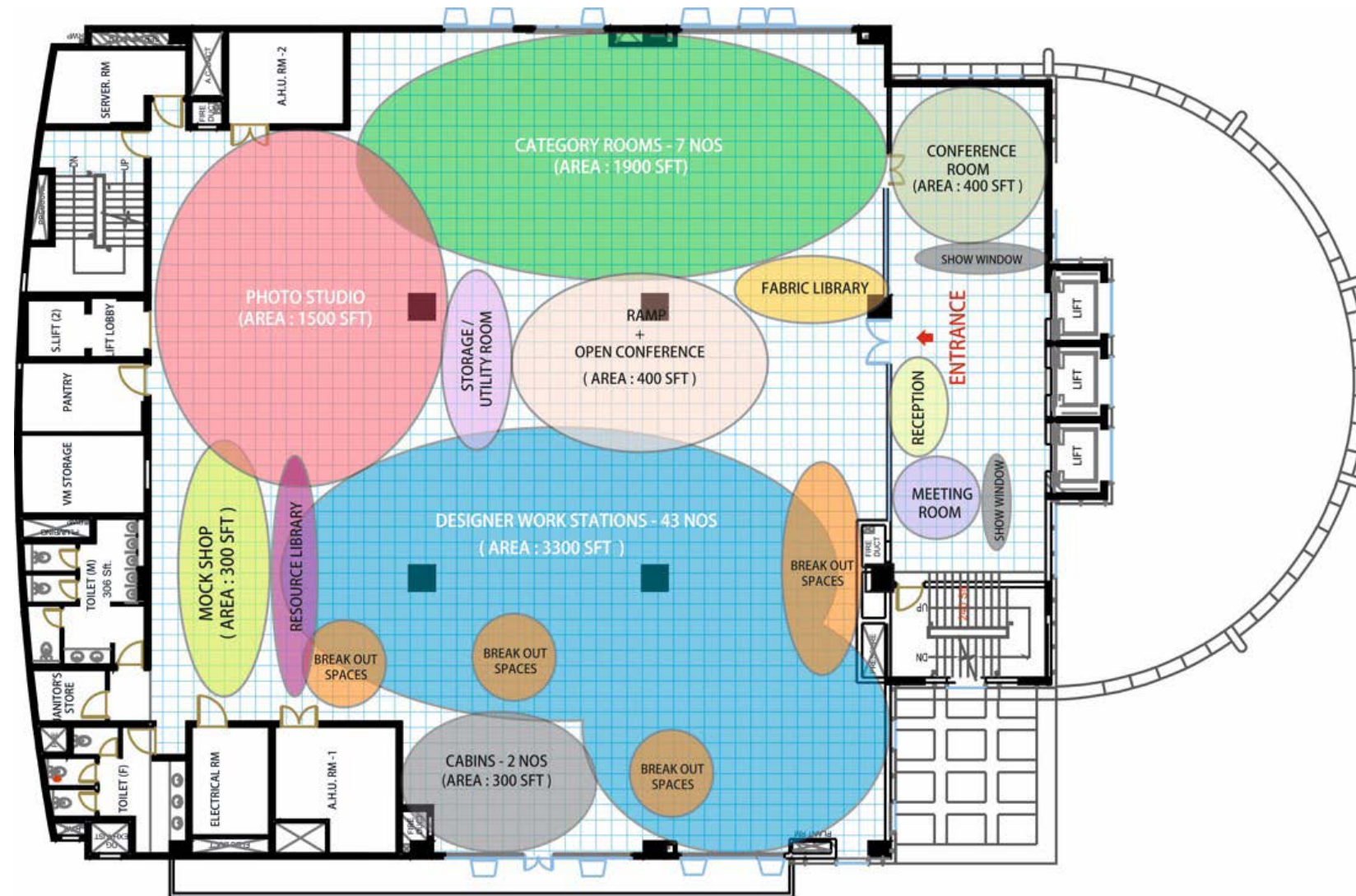


This office/design studio was conceptualized for the fashion design vertical of Reliance Retail under the brand name of 'Reliance Trends'. It was launched in 2007 and is one of the biggest fashion and lifestyle retailer in the value-retail segment. This office space is located in Bangalore, India with an area of about 10,000 sq.ft.

The client wanted a multifunctional space with seamless flow between work spaces and resource centres. They also wanted the studio to have an ubercool experience designed around different spaces that interact in a creative manner, transform when necessary, be efficient and enhance creative thinking. The office should also offer pockets of comfortable hangout areas to allow relaxation and ignite discussions.

To achieve all the aforesaid requirements, our team came up with multiple layouts that could cater to the needs of each section with a central free-flowing work space and sections that could transform for multipurpose use. Zones were created with a colorful story that would assist the creative thought process, keeping all the resources accessible. A modern and playful ambiance was quintessential to this concept.

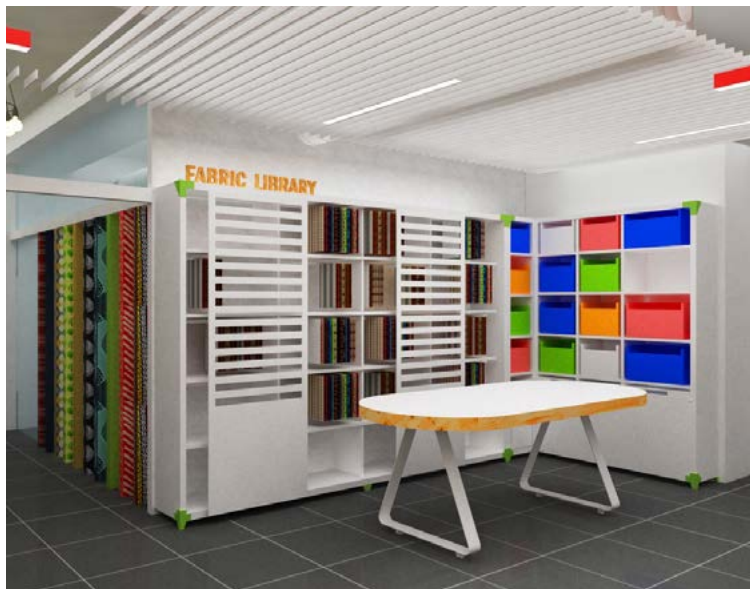
ZONING



LAYOUT



CONCEPT



SEATING AND RESOURCE CENTRE



RENDERS



RENDERS



RENDERS



RENDERS



RETURN PATH - Remodel



Return Path is an email data solutions provider with their office located in Broomfield, Colorado. This office was designed by DLR group 8 years back and now they wanted to remodel and update the interiors. This was a major renovation with focus on improving the flow and make it an open concept.

The areas where I helped out was mostly designing unique and creative elements in their kitchenette, cafeteria and graphic walls in the work space. The emphasis was on interactive and fun elements that added a quirky and young feel to the office as the employees mostly belong to the age group of 25-45.

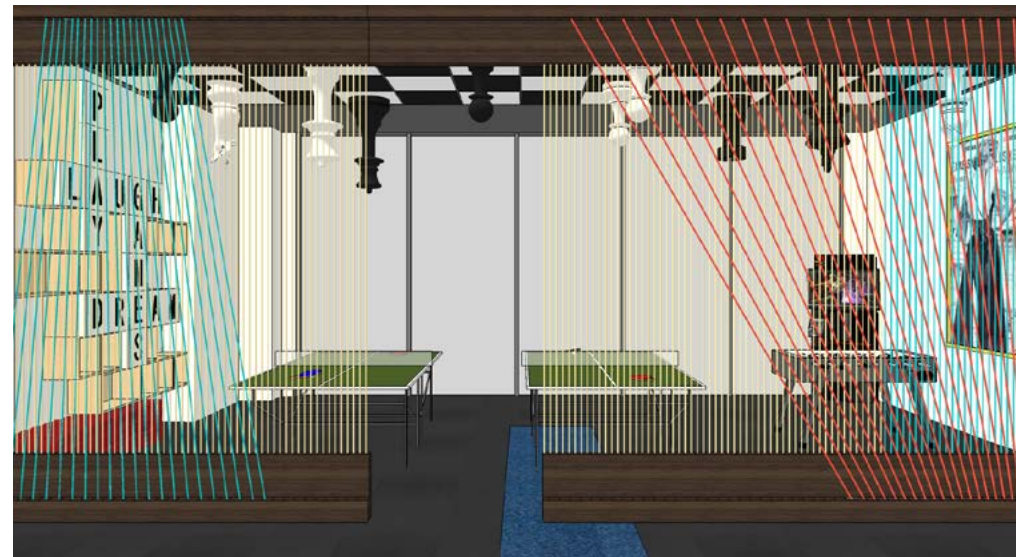
KITCHENETTE - Option 1



KITCHENETTE - Option 2



GAME ROOM - Options



INTERACTIVE GRAPHIC WALL



This interactive graphic wall is meant to inspire the employees to partake in team as well as individual outdoor activities. The map could be an interchangeable decal or a screen depending on the budget and the employees can call out the location (with the colored magnets corresponding to the writable colored surfaces to specify the type of activity) they recently visited and feed the travel and route information as well as images in the I pads mounted on the wall. This can encourage team/individual pursuits/challenges and inspire people to do more outdoor activities and take advantage of Colorado's bountiful nature and sports recreation.

These kind of setups are a new and upcoming trend in workplaces to keep the employees fit and stress free ensuring an overall good physical and mental health.

LIGHT FIXTURE - Cafeteria



THANK YOU for your time!