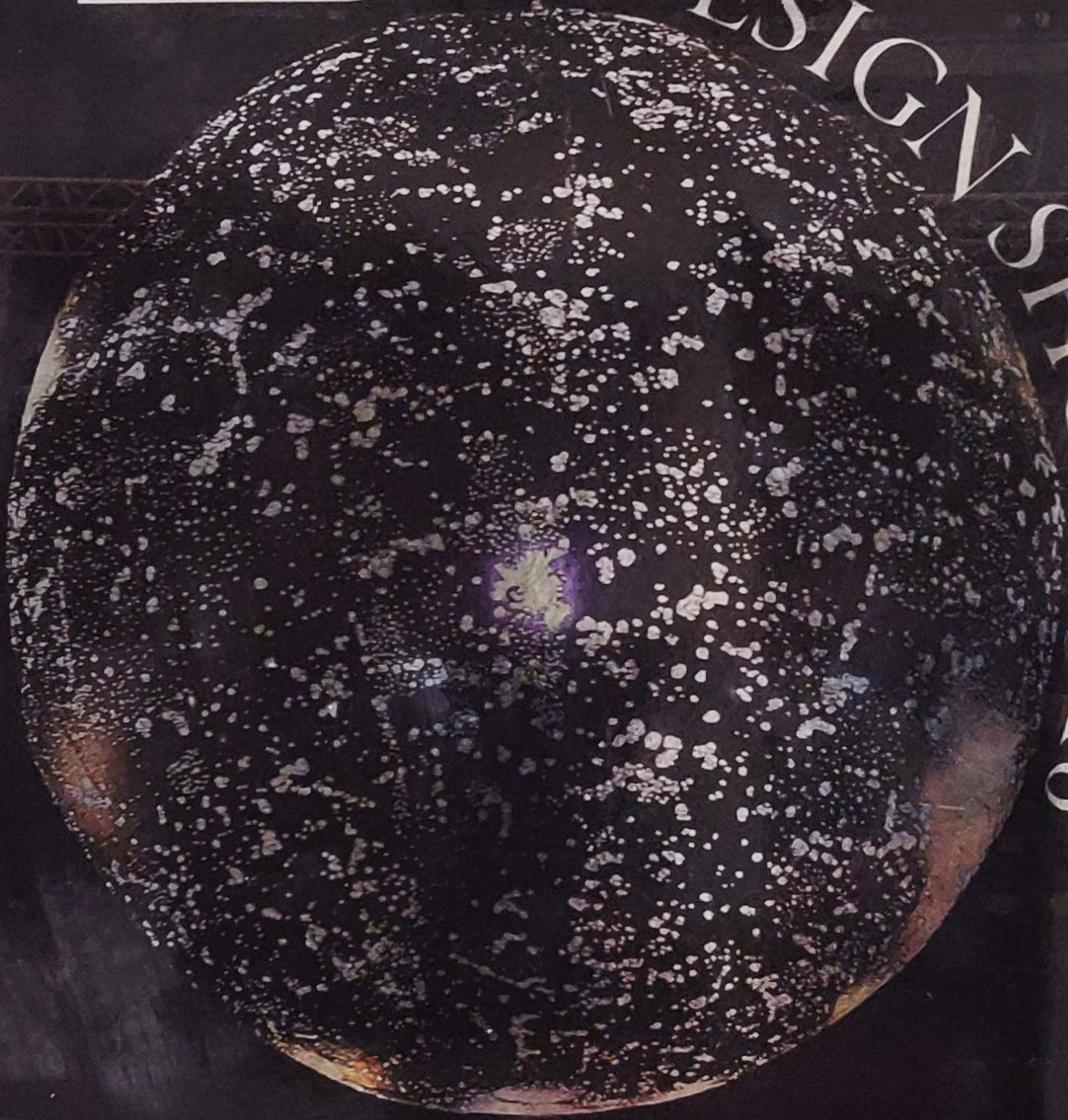


ARCHITECTURAL DIGEST

AD

DESIGN SHOW 2018



THE HIGHLIGHTS FROM MUMBAI'S LUXURY ART & DESIGN FAIR



CASA BY VIBHOR SOGANI

Replete with avant-garde aesthetics, every light created by this New Delhi-based brand is bespoke and sculptural—as this installation shows

The Casa Installation by Vibhor Sogani at the AD Design Show.



For years, artist Vibhor Sogani has been combining innovative designs with intricate craftsmanship to develop exclusive lighting and light installations. Through his studio, SOGANI by Vibhor Sogani, the award-winning artist has undertaken a wide range of creative graphic, retail and exhibition projects for top global brands.

THE COLLECTION

Featuring a mix of rich Indian artisanal skills and new technology, each lighting masterpiece is handcrafted to perfection, customized to varied requirements and often employs an innovative blend of materials. The artist has over 100 designs to his credit, where each piece is high on both visual quality and function.

AD DESIGN SHOW INSTALLATION

On display at the AD Design Show was the *Casa* installation. Inspired by the weaver bird's nest, the installation is a sculptural ode to this bird's natural abode. Taking over 60 days for completion, the installation was constructed with approximately 4,500 mirror-finished stainless steel balls. The stainless steel spheres were painstakingly welded to each other, slowly taking on an organic form, but with complex curves. The result: a root-shaped light installation that combined fluid curves and solid spheres to draw in observers curious about the mysteries it held within. Inside this shell was the warm glow emanating from the egg-shaped marbled glass light source that added a sense of life to the *Casa* installation—the ever-changing, multiple reflections producing a mesmerizing visual texture. The design in tent was focused on enticing the

"The response received for our installation Casa was humbling and encouraging. It was interesting to see the audience engage and connect with the installation and appreciate the detailing that has gone into the design and construction."

— Vibhor Sogani

audience and bringing out a child-like inquisitiveness—aims that were easily met.

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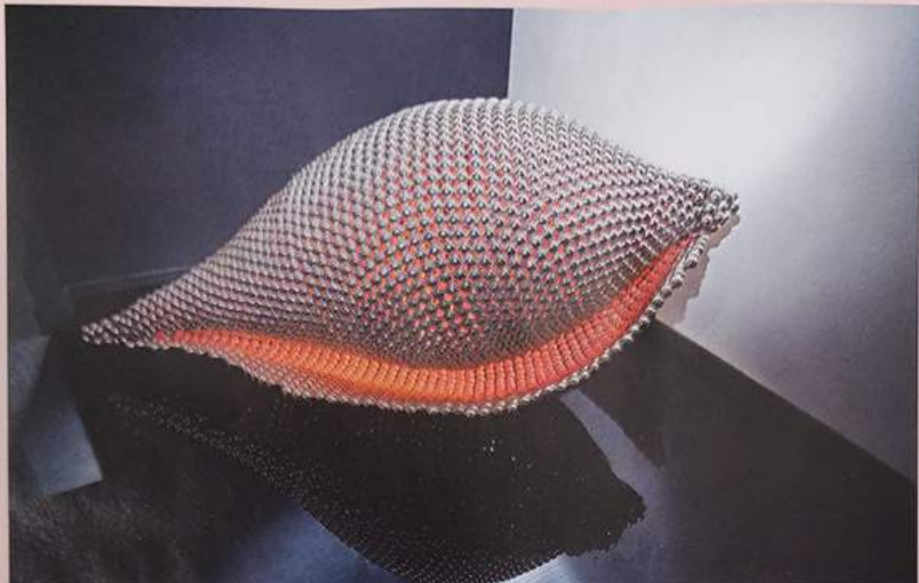
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SOGANI BY VIBHOR SOGANI

The brand has created a niche for itself with its repertoire of over 100 unique lighting products that seamlessly blend creativity and cutting-edge technology



The 'Palm' floor lamp. Above: The 'Shell' floor light.

New Delhi-based SOGANI by Vibhor Sogani is synonymous with high-quality, opulent lighting and light installations. This can be attributed to the fact that each of the brand's 100-plus designs fuses an innovative use of materials with cutting-edge technology to become a bespoke, sculptural piece. One of the atelier's most prominent works is the 40-foot-tall *Sprout*, a steel installation set amidst 50,000 sq ft of verdancy between the flyovers at AIIMS crossing in New Delhi. This year alone, the brand's milestones include being the first Indian lighting design brand to showcase in the high-end modern lighting design segment at the Light + Building fair in Frankfurt, and one of its designs, 'Umbrā', winning the Best Decorative Wall Light of the Year Award at Light Middle East Awards 2018.

THE STORY

Co-founders Navdeep and Vibhor Sogani are a dynamic creative duo. Navdeep brings her extensive understanding of design and lighting and gives direction to the creative enterprise, while Vibhor, an NID graduate with a specialization in industrial design,



The 'Umbrā' wall and ceiling lights. Above right: The brand's display at the AD Design Show.

is the artist. With their creative powers combined, the Soganis have created wondrous installations inspired by nature.

RETAIL CONCEPT

SOGANI boasts a sprawling 35,000-square-foot retail space and studio in New Delhi, which also houses its R&D centre.

THE COLLECTION

Vibhor is inspired by natural phenomena and forms, and the physical environment. He attempts to materialize its value and meaning in his designs, and the works in the SOGANI collection are an allegory for forms in nature. The end result: products and lighting pieces that blend rich Indian artisanal skills with new technology. The brand's portfolio ranges from sculptural lights to surreal light installations and everything in between. Each piece at its studio is handcrafted in stainless steel—to romanticize the form—and emits soft ambient lighting. Other materials used by the Soganis include stainless steel, brass, aluminium, copper, glass, Corian and resin, among others.



"To bring the best of Indian and international design on one platform is, of course, much needed in India. This event provides exposure to design trends and technology. It also offers brands the chance to showcase their products at a focused, high-quality, dedicated art and design platform, and helps reach a larger audience in the domains of art, architecture and design—and also the end user."

—Vibhor Sogani

SIGNATURE PIECES

Chrona and *Golden Dew*—the two light installations that marked the studio's foray into lighting design—have both won prestigious design awards. Even now, a decade after first being introduced, they still evoke a powerful emotional response from observers.

AD DESIGN SHOW EXHIBIT

The newest collection from SOGANI by Vibhor Sogani, which was unveiled at this year's Light + Building fair in Frankfurt, was displayed in India for the first time at the AD Design Show. One product in the brand's display that stole the show in Germany and at the AD Design Show in India, was the floor light titled 'Shell'. Inspired by the conch shell, the lamp recreates the shell's fluid curves using lustrous beads, which piqued many an observer's curiosity. The piece is conceived as a symbol of purity, brilliance and auspiciousness.

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