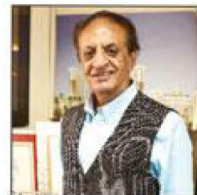
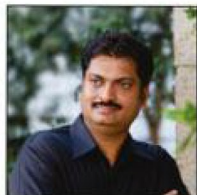




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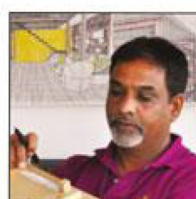
CITY



DESIGN | DESIGN
IS NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. IS HOW IT WORKS.
Steve Jobs



MAKERS





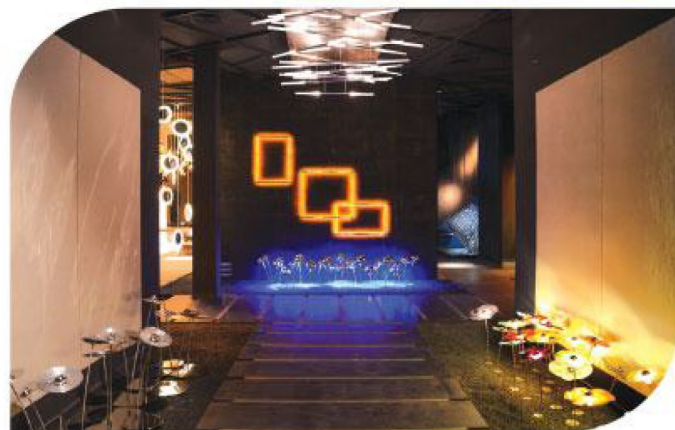
The SOGANI Studio Designed by Vibhor Sogani

Vibhor Sogani, born in Rajasthan, India, specialised in Industrial Design from the prestigious National Institute of Design, Ahmedabad. Given his diverse interests, he engaged in a wide range of creative projects in the areas of exhibition, graphic, retail and product design, for top global brands. He has also handled offbeat projects like developing the country's first few go-karting tracks; redesigning Mumbai's suburban trains, redevelopment of copper craft in Kashmir, designing & producing some of the prominent trophies for international sports matches and government events, to name a few.

Famous for India's largest and most visible public art installation, the 'Sprouts' (a Delhi Government initiative towards the beautification of Delhi), a 40 ft high stainless steel installation spread over 6 acres of greens surrounding the AIIMS flyover in the heart of Delhi, Vibhor Sogani's creations are recognised globally. He has recently executed a 30 ft high installation, 'Kalpavriksha – the wish fulfilling tree' in Ahmedabad, which is perhaps the largest public art installation of the state and the second largest for India.

In 2002, he launched his signature brand called SOGANI by Vibhor Sogani of lifestyle accessories using steel in combination with wood, brass, glass, etc. The SOGANI studio, with its R&D center and flagship show space is spread across 35,000 sq. ft. in New Delhi with an eclectic repository of over 60 indigenous designs. In 2018, SOGANI became the first Indian Lighting Designer brand to make its presence felt at the Light + Building fair in Frankfurt this year with its bespoke creations.

Multiple EDIDA winner, Vibhor has also been awarded 'Indian Art Icon of the Year 2014' in Singapore and has been recently nominated by the Government as a member of Governing Council of the India Design Council.



SOGANI

By Vibhor Sogani



Envisioned as a concept space, the SOGANI Studio in New Delhi brings together ethereal elements, scattered installations and vibrant lights. It is a mix of artworks, lights and installations, covering an expanse of 35,000 sq.ft. with a large indoor and outdoor space.

The studio is planned as different zones, each dedicated to a distinctive installation. Each piece has been presented in isolation, so as not to interfere with or distract from the neighbouring work. What one sees in the studio, are conceptual ideas that can be scaled to varied degrees.

"The design objective is to excite the audience and connect them with concepts behind a piece, so that they can visualize it in their spaces in relation to their scale and themes. The studio has a flexible display system, which means that we can reorganize the works,

including the divisions, flooring and lighting, at any point," explains Vibhor Sogani, who was instrumental in the design of the studio.

Each piece at the studio is handcrafted and customized to suit different spaces and requirements. The designs, contemporary in style, epitomize functionality with quality and urban aesthetics. As one enters the studio, there's an expanse of plush green with outdoor art installations.

The flooring of the studio is planned like a ramp that leads to various sections: the centre of the studio takes the visitor to other large light installations, the Cascade and Cube. There is also a miniature of the Sprouts installation, which is designed and executed at the AIIMS flyover in Delhi as part of a government initiative to beautify the city. The studio houses modules from various collections of lights such as Chroma and Golden Dew. These modules have been scaled to suit the space.

The material palette of the entire studio is inspired by nature. The walkways and flooring are made of wood and stone. The partitions that define the zones within the studio are made in wood. The colour scheme has been kept neutral, so that the focus remains on the works. The space is consciously kept darker than usual, so that the outlines of the various forms stand out.

"While the studio was being designed, new installations were simultaneously in the process of being developed. The challenge was to incorporate these new installations and concept works. It wasn't only about manipulating the space but also figuring out how to display the concepts," says Vibhor.

The SOGANI Studio Designed by Vibhor Sogani

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