

# Vibhor Sogani

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**V**ibhor Sogani, born in Rajasthan, India, specialised in Industrial Design from the prestigious National Institute of Design, Ahmedabad. His works are an allegory for forms in nature and his own observations in life. NID gave some direction to his indulgences in the formative years

of his career by providing multi-disciplinary exposure to films, textile, furniture & ceramic design, graphics, metal machining and insights into arts and crafts. It gave him orientation and taught him to approach industrial design problems methodically. At the same time, it inculcated in him, a structured understanding of various

subjects, which enabled him to approach any complexity with a sense of comfort and vigour.

Apart from having established his name as a successful product designer, he is also a colloquial leader in the art scene of India. Drawing inspiration from his favourite material, Vibhor has over time, created series of artworks in stainless steel and exhibited them in National Galleries and Contemporary Art Galleries in India and abroad. His journey from design to art was seamless and very interesting. "Initially the shift was not felt as I moved from one 'commission' to the other, each



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being a 'real life, client based' assignment. And soon I felt ready and confident to deviate to installations on my own."

Famous for India's largest and most visible public art installation, the 'Sprouts', a Delhi Government initiative towards the beautification of Delhi, Vibhor has handled several 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. 'Sprouts' is a 40 ft high stainless steel creation spread over 6 acres of greens surrounding the AIIMS flyover in the heart of Delhi.

"Sprouts was one of the most ambiguous and challenging briefs I have ever received. It was more than 10 years ago when the then CM of Delhi gave me six words to

work on - 'From walled city to world city'. The Sprouts project was initiated with the idea 'when the seeds begin to sprout', to signify growth, development & progress. Hence, Stainless Steel was used as a new age material representing contemporary thought," says Vibhor Sogani.

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In 2007, Vibhor launched his range of lights and light installations for International and National market. Early 2018, SOGANI became the first Indian Lighting Designer brand to exhibit at Frankfurt's Light + Building fair in the high-end modern lighting design segment. At brand SOGANI, quality craftsmanship and creative design solutions that add value and beauty to everyday life are quintessential.



The 35,000 sq. ft. flagship SOGANI Studio in New Delhi is an eclectic repository of over 120 indigenous designs. Along with avant-garde aesthetics, the designs fuse innovative use of material with state-of-the-art technology to create lights that are bespoke and sculptural.

Till date, Vibhor derives his observations from innumerable sources of inspiration while travelling. According to him, he is an artist who takes cues from his observations from natural phenomena, forms in nature, and the physical environment

He has been recently nominated by the Government of India as a governing member of the 'India Design Council'. Recipient of many honours, his works have won him multiple awards including the EDIDA and 'Singapore Indian Art Icon of the year 2014' award.



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