

After graduating from architecture school, I accepted a position in a multidisciplinary design firm where I was involved in designing interiors, exhibits, sets, products and digital media. I collaborated closely with graphic designers, animators, fabricators, manufacturers, technical experts, and stakeholders to create innovative, creative and practical solutions.

THIS BOOK CONTAINS:

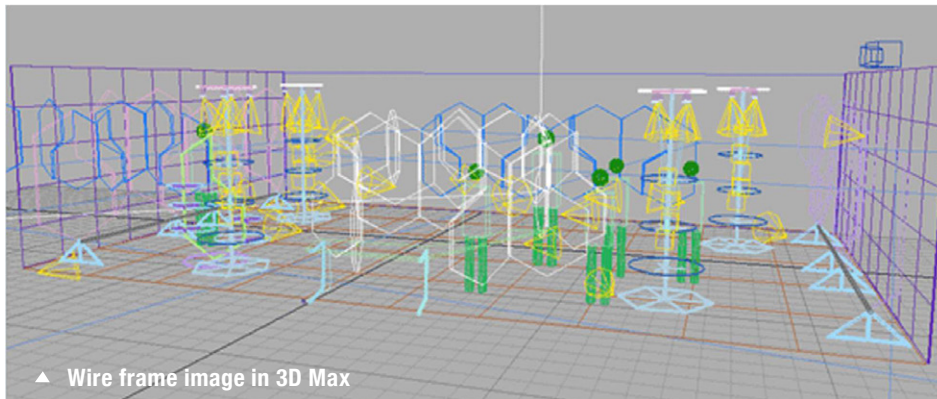
- Exhibition Design2
- Claymation Design4
- Set Design6
- Product Design8
- Branding10
- Architecture11

EXHIBITION DESIGN | BHUKANWALA DIAMOND TOOLS

Materials: aluminium channels, mild-steel framework, vinyl prints mounted on foam board, 8mm thick acrylic sheets.



▲ Rendered view of exhibition booth in 3D Max and Photoshop



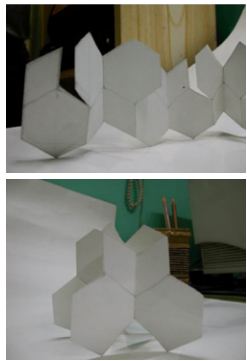
▲ Wire frame image in 3D Max

Bhukanwala Diamond Tools produces high quality ceramics and diamond cutting tools. They needed a strong brand presence and portability for their trade show booth. The solution was a unique and modular partition system, designed in the form of their logo. It was built from lightweight aluminium channels housing printed vinyl mounted on 4mm thick foam board. The printed panels offered flexibility to change graphics for future trade shows. The design was also composed of modular display units which could all fit in a suitcase for ease of transport.

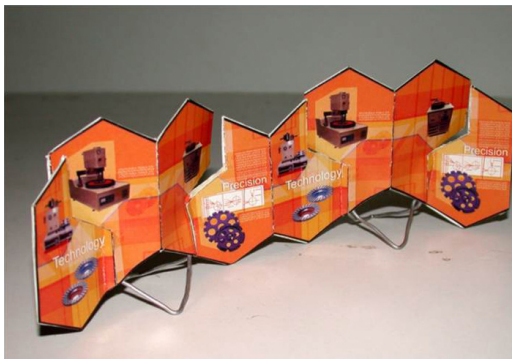
EXHIBITION DESIGN | BHUKANWALA DIAMOND TOOLS



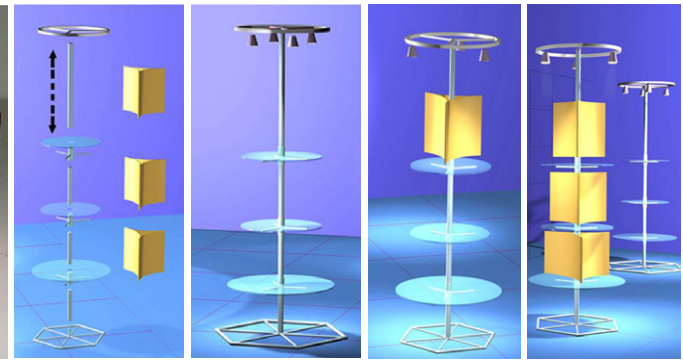
▲ Logo of Bhukanwala Diamond Tools



▲ Rough paper model



▲ Cardstock paper model, size: 3"x10"



▲ Display shelves

Materials: 10mm thick powder coated mild-steel pipes, circular acrylic shelves, and fiber-reinforced plastic (shown in yellow) information boxes with digital vinly prints.

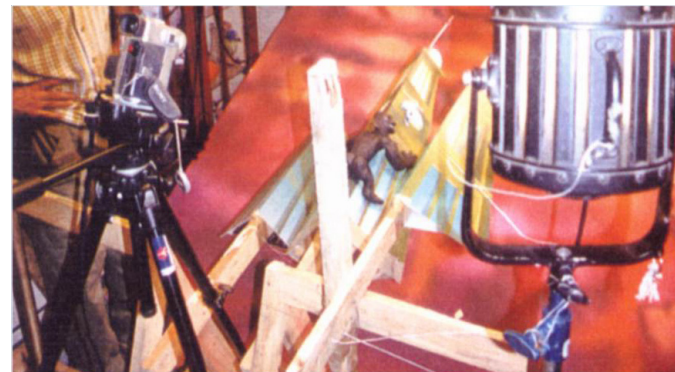
CLAYMATION MINIATURE DESIGN | CHANNEL V TIME CHECKS

Time Checks were a series of twelve animated films for music television network Channel V India. Each film had an independent script and used various techniques of clay animation as well as other forms of model animation. These films won “Promax-Asia Gold” in the category “Best Non-Computer Animation”.

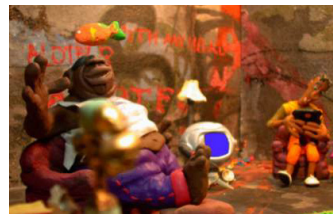
Final miniature backdrops carved out of styrofoam, finished with Plaster of Paris and then hand painted. The backdrops were made of digital vinly printouts mounted on formboard.



▲ Channel V Time Checks



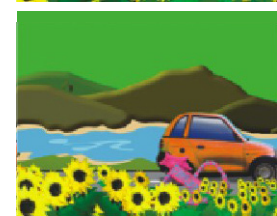
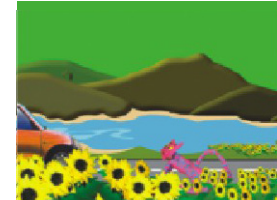
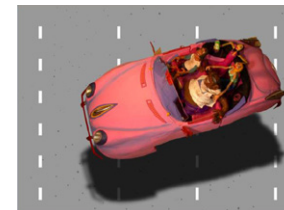
CLAYMATION DESIGN | DRIVE MUSIC VIDEO FOR PENTAGRAM, AN INDIAN ROCK BAND



A 3-minute music video was created for the song *Drive* by Pentagram, an Indian rock band. This was the first claymation music video of its kind that was made in India and the world. It used different techniques of animation which seamlessly move from one animation medium to the other.

Final miniature backdrops were carved out of styrofoam, finished with Plaster of Paris and hand painted. Digital vinly prints mounted on foamboard were used as backdrop.

◀ **Car (Pentagram)**
Materials: styrofoam, Plaster of Paris, acrylic, aluminum wire, etc.



▲ **Car sequence (Pentagram)**
A 3 seconds animation clip.

SET DESIGN | P.O.V. SHOW

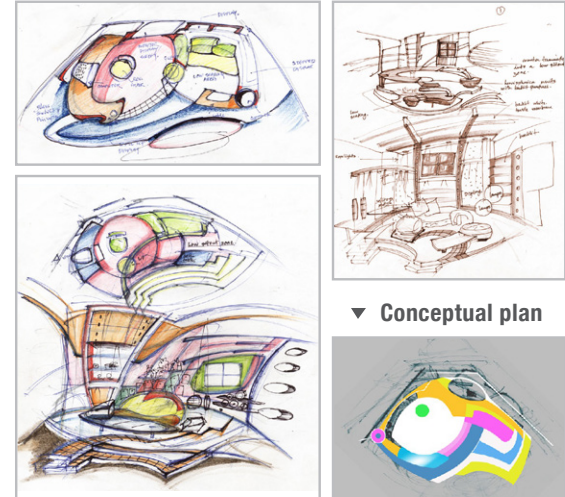
Backwall: backlit digital vinyl print stretched over powder coated mild-steel frame.

Platform: wooden framework, plywood, backlit acrylic and carpet

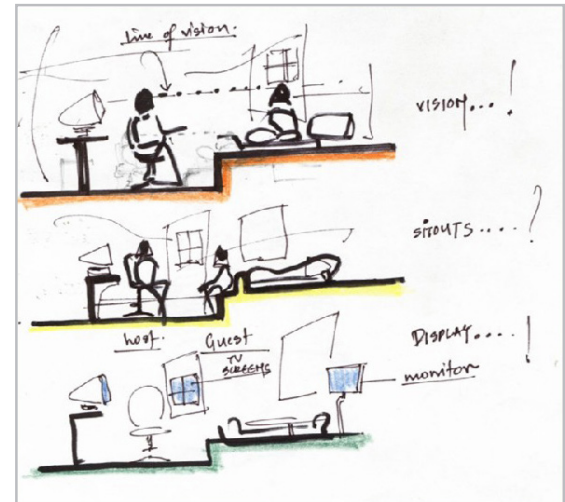


P.O.V. (Post Office Channel V) was a request show on Channel V, a music television channel in India that catered mainly to teenagers. The concept used vibrant colors, web/social media style graphic icons and props that would appeal to its target audience.

▼ Conceptual sketches

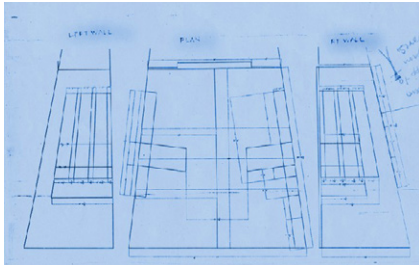


▼ Seating study

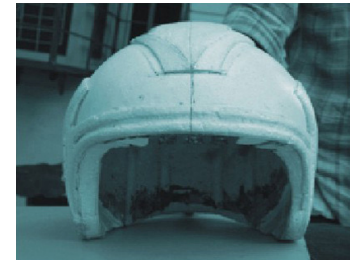


SET DESIGN | MTV FRESH SET

This show introduced the audience to new things happening in Mumbai —from products to people. The set was designed in a forced perspective to give it that exaggerated depth. The products could be displayed on the shelves or the tables and the guests would enter the set through the refrigerator door!



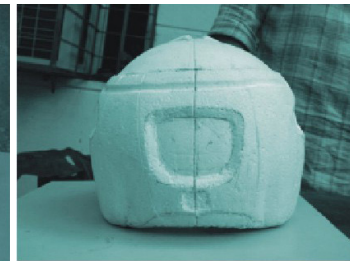
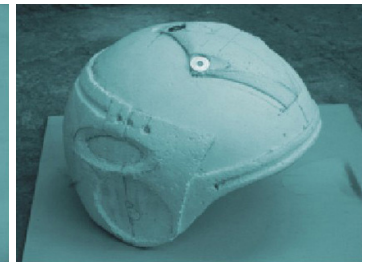
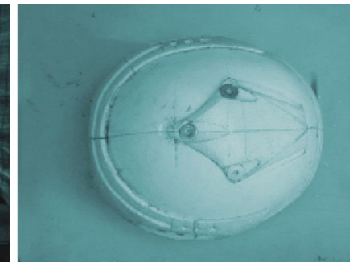
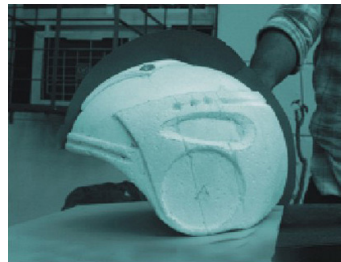
PRODUCT DESIGN | CHANNEL[V] HELMET DESIGN



Materials: Fiber reinforced plastic, rubber-chrome finished strip, and auto paint.

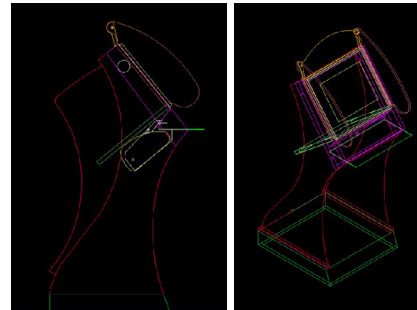
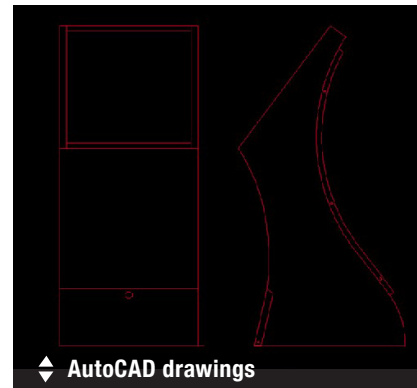
The helmet could be retrofitted with different cameras to show the point of view of the participants in various gameshows. The stylized outer layer of helmet was fabricated with fibre reinforced plastics (FRP).

Digital cameras could be mounted with the included metal structure to the three bolts provided on top of the helmet or in place of the removable circular side caps. As you may have guessed, these were the pre-action camera days!





PRODUCT DESIGN | INTERNET BANKING KIOSK – GLOBAL TRUST BANK (INDIA)



Materials: Fiber reinforced plastic, 0.8mm mild-steel sheet metal, 10mm thick frosted acrylic sheet.

I helped design these internet banking kiosks for Global Trust Bank for installation in their branches across India. These kiosk housed a 17" monitor, a computer tower and a keyboard with a built in trackball. The design reflected the bank's brand identity. The main kiosk enclosure was built around mild steel sheet metal with a fiber reinforced plastic shell.

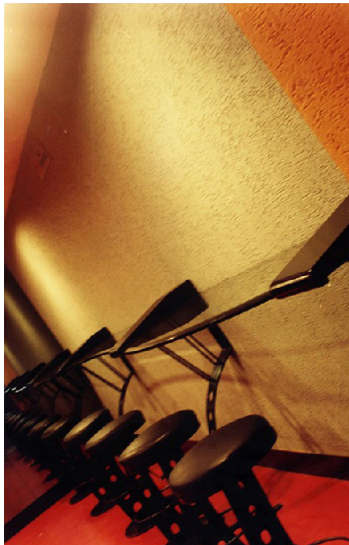
BRANDING | INDIA'S FIRST IMAX® THEATRE

IMAX® Adlabs Multiplex, Mumbai



Bar counter & stool design

Materials: Powder coated mild-steel and glass.



Retail Music kiosk

Materials: Alucobond (aluminium sandwich panel), plywood, laminate, 4mm thick clear acrylic shutters, 4" casters, mild steel framework. Five revolving shelves displaying CDs. Storage space at bottom and a cash counter.

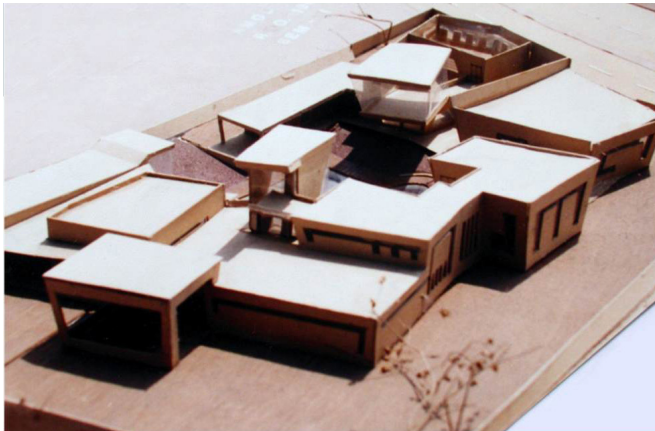


▲ Renderings in 3D Max

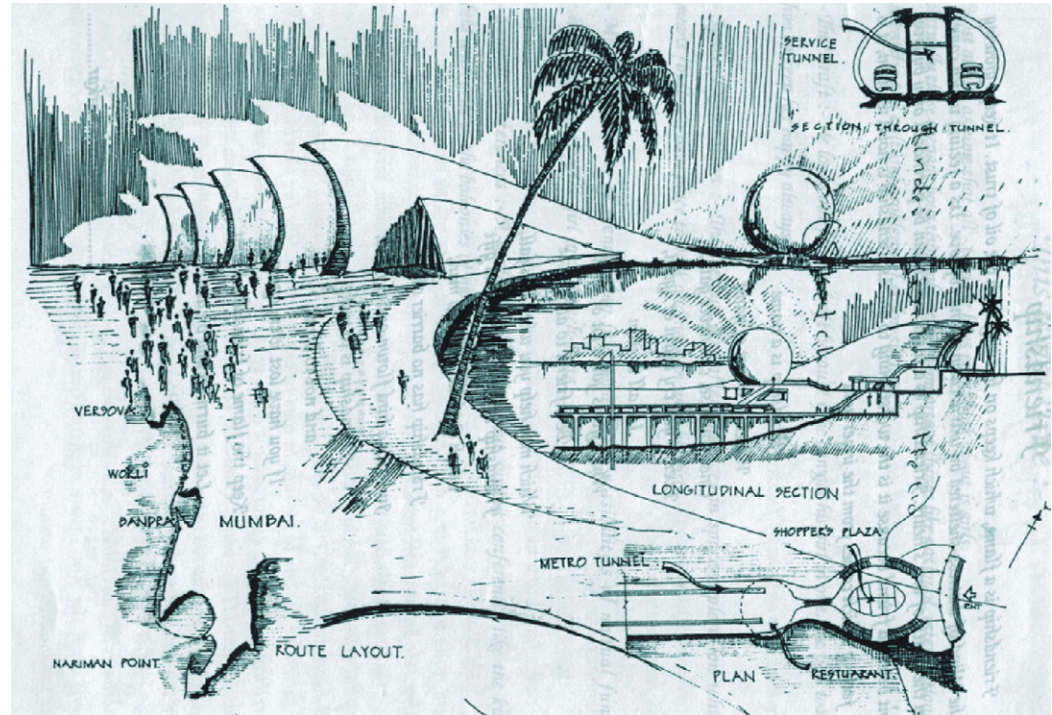
ARCHITECTURE |



DRAMA ACADEMY WITH AUDITORIUM
1:200 scale model.
Materials: card board, textured paper and styrofoam.



SPORTS CLUB
Andheri, Mumbai
1:200 scale model



UNDERWATER METRO STATION AT NARIMAN POINT IN MUMBAI
ZONASA'98 Design Competition



STUDENT ACTIVITY CENTER
1:200 scale model



▲ Water color rendering

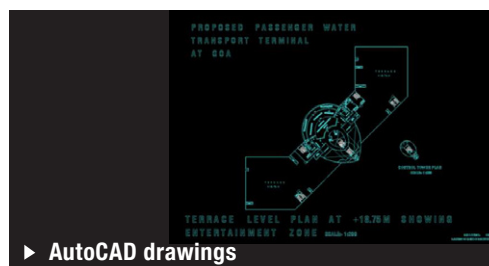
ARCHITECTURE | PASSENGER WATER TRANSPORT TERMINAL COMPLEX

Goa, India

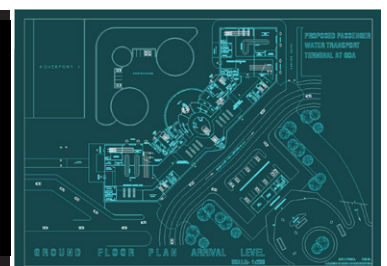
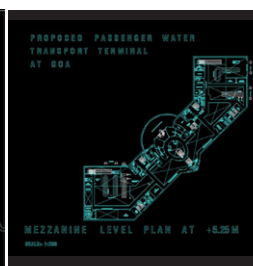
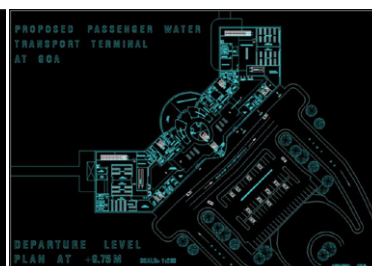


This terminal was intended to serve as:

- A gateway to travelers coming to Goa and Vasco da Gama.
- A landmark location.
- An interchange for passengers between water and land transportation modes.



► AutoCAD drawings



Examples of my *recent work* and
qualitative research are available on
my website at www.amolsurve.com

Thank you for your time,
Amol Surve

surveamol@gmail.com 480-619-0677