



rave design

USER EXPERIENCE &
PLACEMAKING

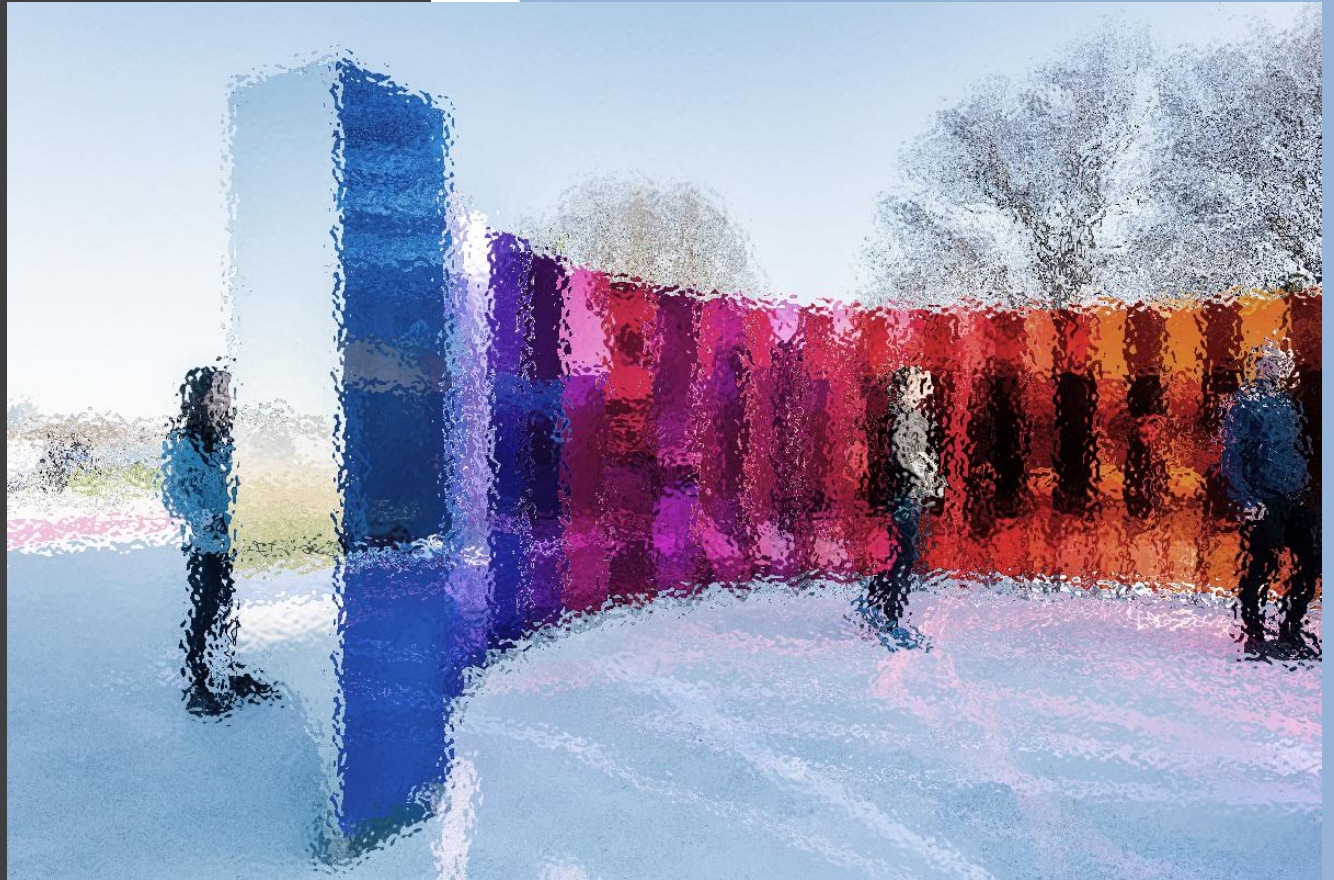
USER EXPERIENCE & PLACEMAKING

This an art wherein we turn spaces into experiences

We ideate, curate and develop design solution to create a 'user experience'

These can be across various sectors- such as shopping centres, retail precincts, commercial complexes / IT parks, residential townships etc

We can also bring these experiences alive at your locations



USER EXPERIENCE
& PLACEMAKING

MAKE **DESIGN** YOUR STRATEGY
TO STAND OUT



SPECIAL ART ELEMENTS

Themes like:

Peace, Unity, Love,
Education, Yoga etc

- UNIQUE CURATED AREAS FOR eg.**
- Garden cafe
 - Street art gallery
 - Community space
 - Play areas

For seasonal installations key areas can be identified & infrastructure planned

STREET SCAPE ELEMENTS LIKE:

Like Streetlights
Bollards
Seating
Trash Cans
Cycle Stands
Kiosks
Directories
Railings
Super Graphics etc

4
Some opportunities to create experiences, these can also be bundled with Social Media & CSR and make a unique proposition

Services Offered

- **VISUALISATION**
- **ESTIMATION**



**Rajan
Vernekar**

Co-founder

He has a Master's Degree in Design from IDC, IIT, Bombay.

Over three decades of experience of working with top management in Indian real estate at Strategy & Leadership Levels, Design Management, Product Innovation & Design.

Veteran in shopping centre industry, worked in multiple fields before entering real estate in 2004, Head of Design at Everstone Funds, experience in middle east, worked on some of India's premier mixed use projects before setting up his own company. Well known in retail community & architects community too. He is often called as guest speaker, external jury in various platforms.

He is soft spoken, has a fantastic sense of humour, blazingly creative and also spiritual at heart!



**Sangeeta
Vernekar**

Co founder

Over 30 years of experience in Design & Education Niche segment- Retail Excellence, User Experience & Design

Seasoned leader, an architect, who works closely with top management & clients to design build some world class properties. This involves feasibility, conceptualization, design management -guiding the teams for master-planning, architecture, interiors, way-finding signage to fitting out. The advisory has been built on three decades of experience in consumer insight, strategic thinking, aiming for excellence and developing brand experience. Has led large teams with Director level responsibilities in real estate industry. Has worked across sectors such as large-scale mixed-use assets with retail & shopping centres, commercial, hotel & residential. Properties.

A pioneer in shopping centre industry of India & was a core team member of launching some of India's best retail destinations for Inorbit Group & Phoenix Group including Palladium malls & all the Phoenix Market cities. Managed Retailers Relations for all the shopping centers in the group, Marketing Communication Initiatives, Retailers events, etc. Has worked closely with hundreds of brands on their designs during her journey.

Business Development, Sales, Marketing & Communication : Headed Corporate team of Marketing & Communications at Phoenix Group for 2 years. Handled brand guidelines and website development, selection & coordination of all Mar Comm agencies, budgets, monitoring of execution, ideating properties and designs.

Well known in design community & taught in design schools. Likes to talk to people, is warm & friendly loves to learn and organize & solve problems.

Key clients & examples



CRAFTING CUSTOMER EXPERIENCE THROUGH STRATEGIC USE OF EXPERIENTIAL ELEMENTS



CONNECTING PEOPLE TO PLACES . . .

CREATING MEMORY HOOKS & TALKING POINTS



Unusual experiences create
heightened sensory emotions



placemaking makes a blending of art,
culture, technology and makepowerful
communities

Streetscapes need not be bland..
They can be exciting..



placemaking is how urban spaces become experiential environments that people seem to connect better



A street can be 'adapted' by the brand color and designed as a unique zone



‘Chill out ‘ zones can be developed



INDIAN PROJECTS HANDLED & CLIENTS

ravedesign

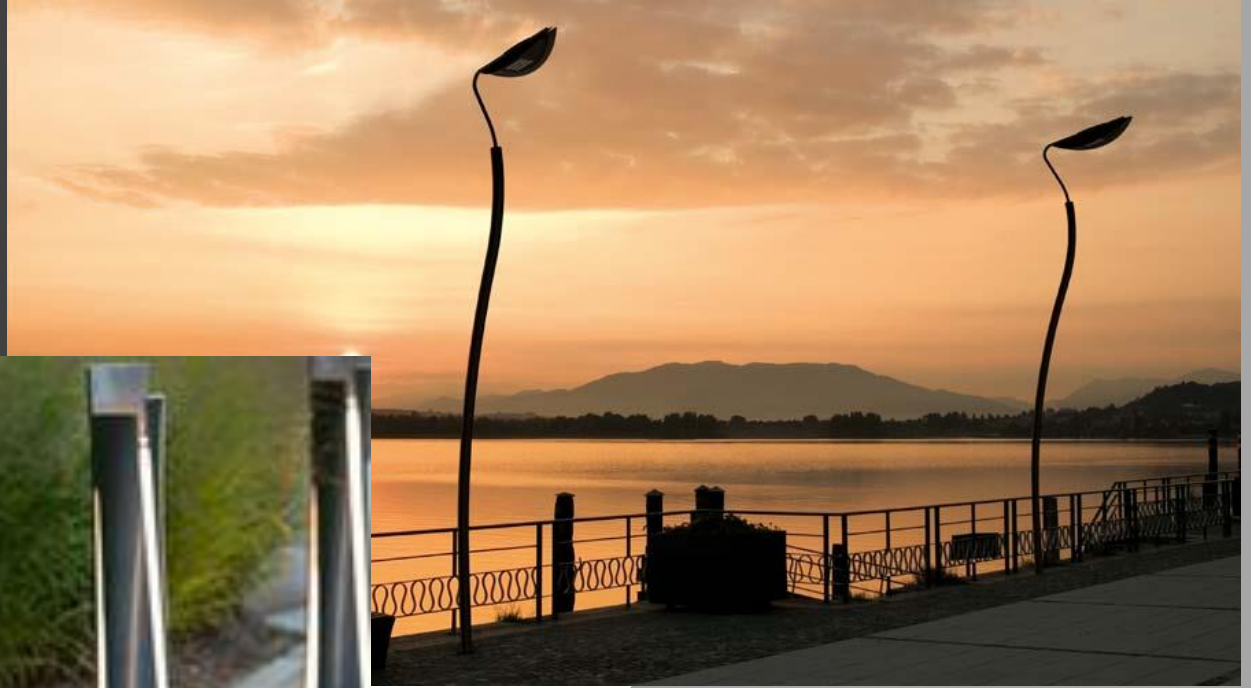


A unique experience of an 'urban courtyard' transforming an open space



The brand can be expressed through specially designed graphic motifs and can build a visual connect through out the property

Street lamp posts
can have their own
identity





Solar art to produce
aesthetic power





Some installations can be permanent installations like a superb sculpture



Some installations can be permanent installations to create a unique experience



Some installations can be permanent installations to create a unique experience



Blank walls can be great canvases to make a statement





Special lounge for loyal customers can be a great example



Art on walls can
set a great tone



Specially created
art on walls to
make a statement



Some can be temporary installations which become a talking point & fun element



Some can be temporary installations which become a lovely experience



Some can be temporary installations which become a lovely experience



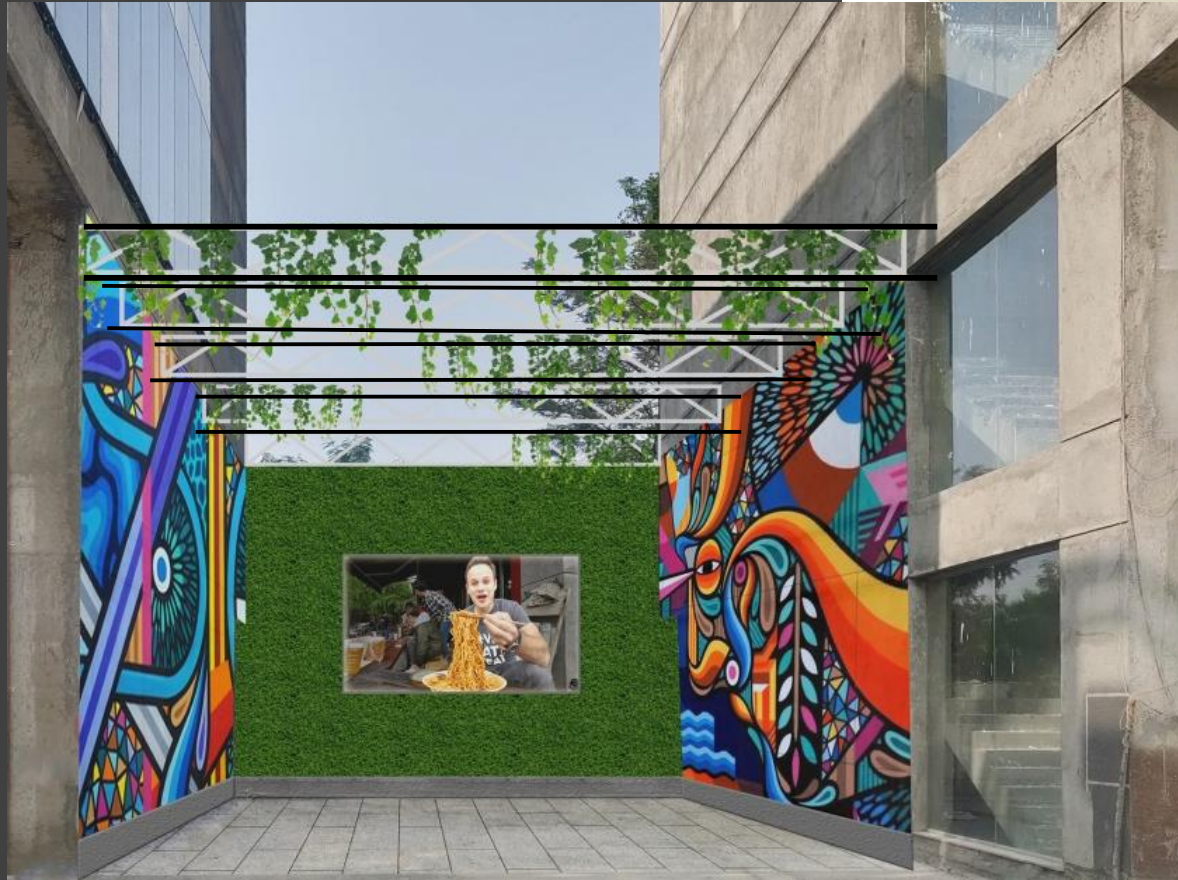
Some can be infrastructure kind of installations which can help tenants



Some installations
can promote fashion
& art together



Some special events can be themed and can become experiential



Curating a promo space which can be used to help tenants * revenue generation or even if events are not happening is still a vibrant space



Client: F&B Hub
in Pune

Installation at drop off point

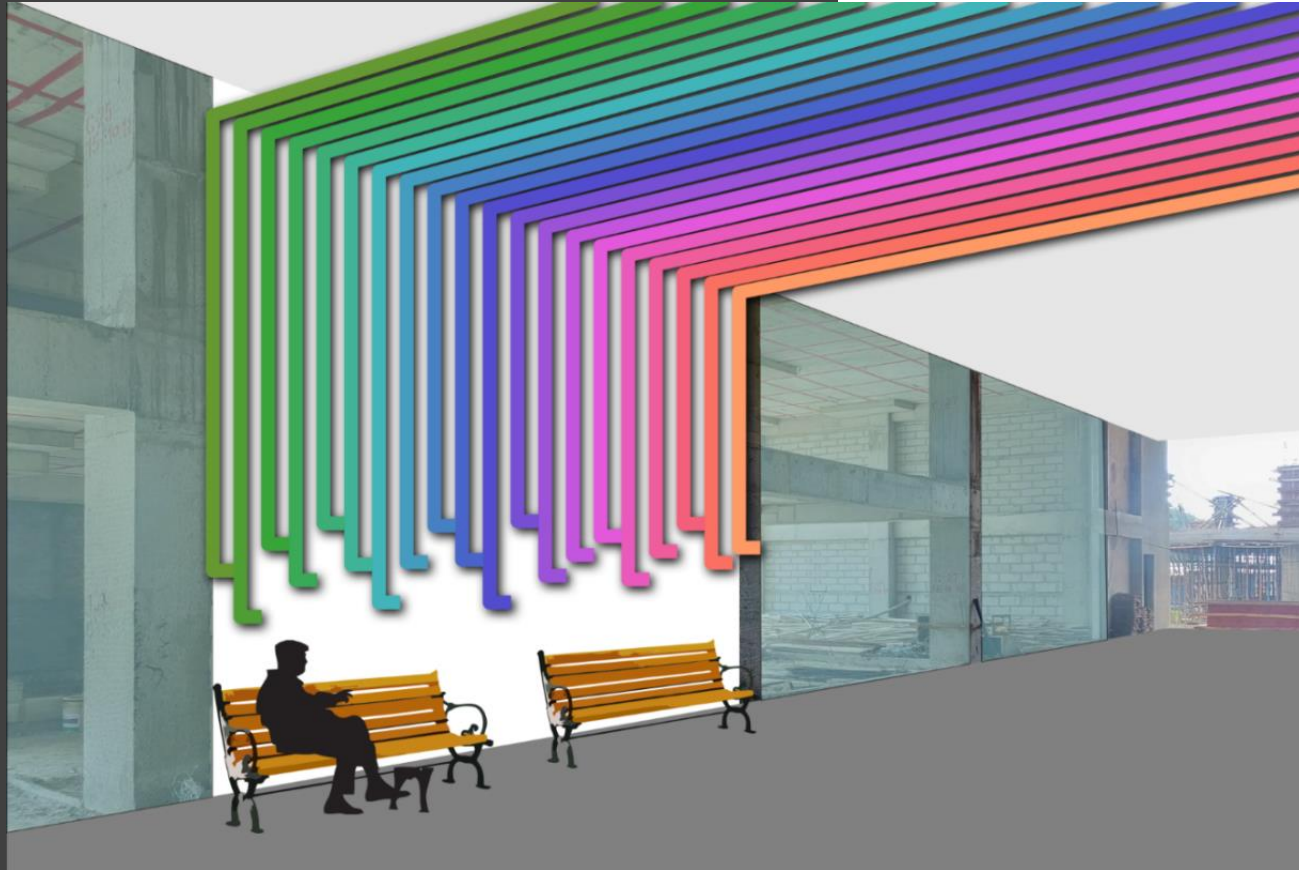
8' to 10 feet high & 20
feet in length

This is a 2D sculpture becomes an attraction at the drop-off point. It also creates a visual barrier giving some privacy to diners



People speak from one side and the sounds will be heard on the other wall.

This creates an interesting interaction among friends and strangers alike



WIP: Interactive Art Installation

People speak from one side and the sounds will be heard on the other wall.

This creates an interesting interaction among friends and strangers alike

Made of painted PVC pipes



WIP: Light patterns on the Plaza Floor

Light Bollards in-between water cascades. They throw light patterns on the floor



Chai pe
Charcha-3D
at the
roundabout

#joy



8' height figures

Or can be larger
according to the
space

Indoor or outdoor

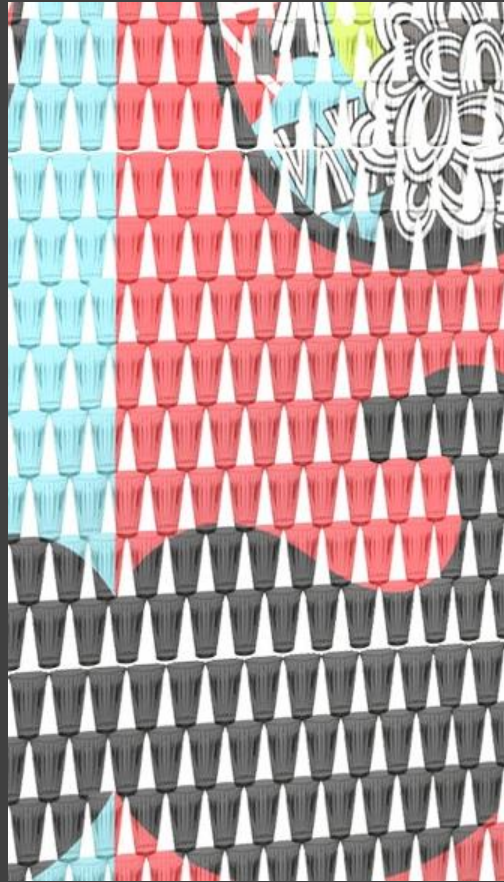


Melange of art,
culture &
technology

experience an
exquisite blend
of art, design &
technology



Lodha Xperia Mall
Valentine's Day



#GO LOCAL

- A Glass cutting chai Installation.
- Cubical Base structure in clear acrylic on metal structure.
- Surface ornamentation in hand painted cutting glasses to form a design. The glasses would be arranged in such a way that it forms a design.
- External lighting effect

MMRC: Exhibition for Metro-3
at Nehru Science Centre



MMRC

METRO 3

brings new technology to the city
for emerging engineers & professionals

WORLD TECHNOLOGY DAY

rave design



METRO 3
fully underground, COLABA to SEEPZ

Tunnel Boring Machine (TBM)



TBM being lowered



METRO 3
fully underground, COLABA to SEEPZ

Underground Metro Stations



Underground Metro Station under construction

Example of an underground Metro Station with safety doors



METRO 3
fully underground, COLABA to SEEPZ

Ongoing Tunnelling Work



Two TBMs functioning at Nayanagar



Segments being assembled



Cutting through rock



Finished Tunnel

Metro-3 MMRC

World
Technology Day
Exhibition for
Metro-3 at Nehru
Science Centre



Metro-3 MMRC

Installation for Metro-3
at Kala Ghoda Festival



Air Conditioned 8 Car Trains

Features:
Safe environment
Last mile connectivity

Late night service to Airport

Safety:
Full CCTV coverage
24x7 Surveillance
Hotline to hospitals
Platform screen doors
First aid facility

Cuffe Parade to Airport in 50 Min

Electricity:
Fed by 3 separate grids
2 level backup for lifts & escalators
Signage visible in darkness
Tunnels well lit & ventilated

Escalators, Lifts & Stairs

Network:
Rail-network for WiFi within trains,
stations and tunnels

27 Stations

मेट्रो 3

Metro-3
MMRC,

Interactive
maps at
strategic
locations

The background features a vertical line on the left side. To the right of this line, there are two triangles: a light orange one in the upper half and a darker orange one in the lower half. Further to the right, there are three rectangular blocks: a light green one at the top, a white one in the middle, and a light blue one at the bottom. The text "THANK YOU" is centered within the white rectangular block.

THANK YOU