



rave design

SIGNAGE & WAYFINDING



Signage and Environmental Graphic Design (EGD) embraces many design disciplines including graphic, architectural, interior, landscape and industrial design, all concerned with the visual aspects of way-finding, communicating identity and information, and shaping the idea of creating experiences that connect people to place.



We create opportunities for memorable experiences through placemaking. We enhance experiences with way-finding, branding and design

WAY FINDING SIGNAGE



MAKE **DESIGN** YOUR STRATEGY
TO STAND OUT



**Signage
Design**



IDENTIFY

Signage helps in identifying the property, give it an identity & reinforce it's positioning

INFORM

Signage gives out the necessary information about the property and other landmarks

DIRECT

Signage directs one to the desired destination whilst creating an aesthetic ambience

SIGNAGE & Wayfinding

We provide various services- Signage & Wayfinding Design, Place Making, interiors & Retail Design

Our unique approach is, we partner with the client . . .

Signage Design is not an isolated process and will work only with the backing of a thorough understanding of the circulation and the design intent behind the space. This expertise comes from our hands-on experience with close to 90 projects in diverse sectors.

We work closely with the client and all associated agencies like marketing, advertising, MEP, structural, parking, lighting etc for the best outcome

Some of the work done by the principals in individual capacity, while employed and or as part of this firm is represented in the following pages ...



**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.



**Gurjeet
Sawhney**

Director, Design & Technical

A qualified engineer, Gurjeet is an industry veteran in the field of signages. He has executed multiple large scale signage projects pan India in a diverse industry sectors.

A trend setter in the detailing of signage elements, exact know-how of each specification of various materials- he has a passion for getting each detail right. He was one of the pioneer in making 3d signages in India. He religiously tracks each new invention and international trend in the filed of signage design and is responsible for creating a synergy between Indian parameters and latest trends.

He is completely a results-oriented professional with robust 35 years experience in completing projects in cost & time parameters.

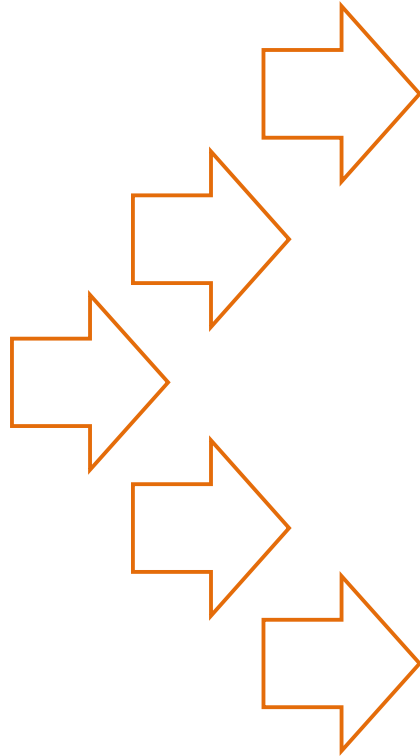
He also has his own set up and production factory for executing large scale projects. This is a separate set up al together.

**Sectors
Addressed**



- RESIDENTIAL TOWNSHIPS
- COMMERCIAL BUILDINGS
- IT PARKS
- SHOPPING MALLS
- SCHOOLS
- SPORTS FACILITIES
- CLUBHOUSES
- HOTELS
- WAREHOUSES
- HEALTHCARE CAMPUSES

**Areas
Addressed**



- Exterior Signage**
 - a. Pylons / Totem poles
 - b. Way finding to all areas of the complex
 - c. Entrance names if any

- Façade Signages**
 - a. Name of building block/project

- Interior Signage**
 - a. Directories at all the entry points
 - b. Totems signages at key locations if required
 - c. Level Directories near the Lift & escalators
 - d. Utilities signage in service areas, toilets etc.

- Parking Areas**
 - a. Way finding signages in parking areas, lobbies etc.

- SOH Signages**
 - a. SoH signage across the property
 - b. LED screens

- PLACEMAKING**
 - a. **Sculptural elements**
 - b. **Super graphics**
 - c. **Permanent Art Installations**
 - d. **Curated Experiences**



Work Content

Work Content:

- Site Study
- Mapping of Signage locations
- Developing Design language
- Typography of Signages
- Concept Design of Signage elements
- Developing Prototypes
- GFC, Tender & BOQs
- Content Generation with client
- Artworks
- Evaluating quotes from vendors
- Vendor selection
- Vetting shop drawings
- Support during execution at site
- Execution of Super-graphics on site
- Execution of sculptural elements

Key
Clients



Projects handled

As part of Senior Experience by both of the Founders before forming RaveDesign



MALAD



VASHI



CYBERABAD

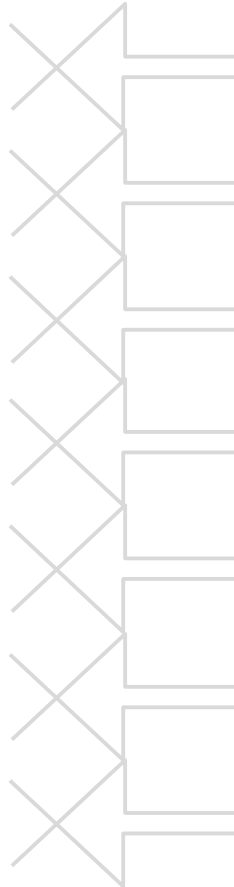


PUNE





Key Projects



- Social Street-Pune
- Ganga Legends County Residential Township
- Buzz Hub, Commercial
- Urban Square, Udaipur
- School-Pune
- Sports Academy-Pune
- Club House-Pune
- Seawoods Grand Central Mall-Navi Mumbai
- Inorbit Malad
- Inorbit Vashi
- High Street Phoenix, Mumbai
- Palladium Mall, Mumbai
- Palladium Hotel
- Phoenix Marketcity Pune
- Phoenix Marketcity Bangalore*
- Phoenix Marketcity, Mumbai*
- Palladium Mall, Chennai*
- Centre Square Vadodara*
- Gulmohar Park Ahmedabad*

*signage design management





I have worked closely with RaveDesign for WayFinding Signage at Seawoods Grand Central Mall, Navi Mumbai, which is one of Nexus Malls flagship asset.

A very unique project, as the mall was already trading and the earlier signages needed a lot of alternations. RaveDesign introduced a fresh scheme with both static and digital signages, which helped us not only for Way finding and also for advertisements and revenue generation.

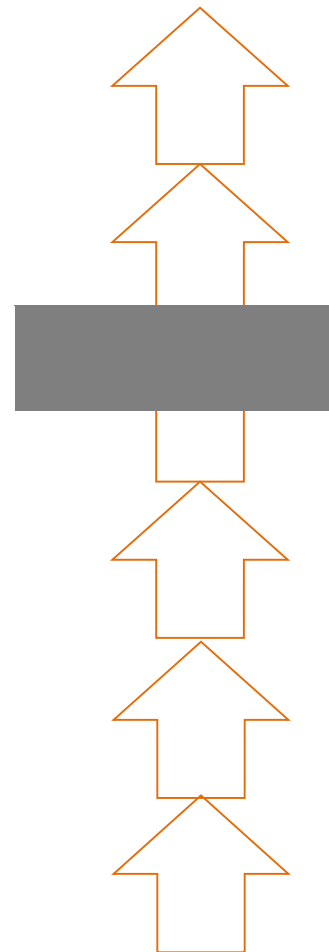
We chose Ravedesign for their earlier works and would highly recommend RaveDesign as a signage consultant for their vast experience in design management and their understanding of retail & customer circulation, which makes it a true win-win for us.


I would also like to mention that they are always accessible and ready to go that extra mile with a smile and warm, which makes the relationship further strong.



Abhijit Nikale
Head - Design

**Client
speak**





Client speak



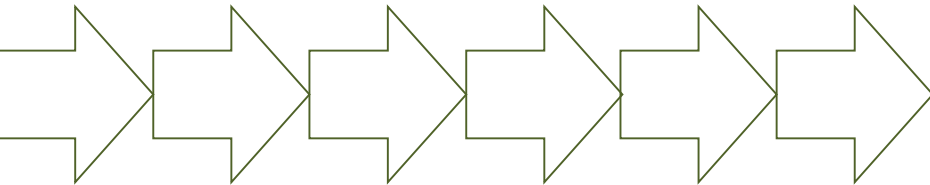
I have worked closely with Rajan Vernekar for the WayFinding Signage for various mixed use projects as part of the Everstone Capital projects.

All these properties were retail led and needed way-finding signage schemes in keeping with the positioning of each property. Rajan drove the complete design management process for these exercises and worked very closely with other teams to deliver superb solutions. This was greatly appreciated by our investors & customers alike.

I would highly recommend Rajan -Rave Design- as a signage design consultant; they have a vast experience under their belt and can deliver results along an international standard. And they are very enthusiastic friendly people to work with which is a rarity!

Suyash Verma
Executive Director
EVERSTONE CAPITAL ADVISORS PVT. LTD.

EVERSTONE





Sangeeta's association with the Phoenix Group goes a long way, first as the Director-Retail Excellence Team and later as a consultant (Rave Design) working across various projects.

Sangeeta (RaveDesign) led the Way Finding Signage Design for Palladium- Mumbai, High Street Phoenix & Phoenix Marketcity - Pune. She led the Way Finding Signage Design Management for Phoenix Marketcity Kurla and Palladium- Chennai It is under Mr. Ruia's & her leadership that we see a path breaking signage design at the Phoenix Malls.

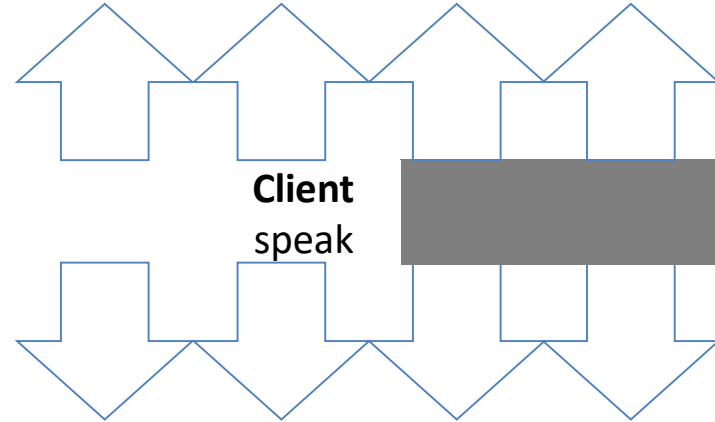
Sangeeta is one of the most knowledgeable individuals I have come across in consulting in these fields ; very knowledgeable in international trends in retail, & shopping centre industry, total project development, design planning and team management, with extensive experience in planning theories and concepts.

She is an excellent motivator , it was a pleasure working with her and I highly recommend RaveDesign as valuable consultants to set new benchmarks in design!

Abhijit Banik
AVP - Retail Design



The Phoenix Mills Limited





My team worked closely with Rave Design for the Way Finding Signage project for the Phoenix Marketcity, Pune which is part of the Phoenix Group.

The property was open to public and the earlier signage scheme seemed dated and needed a revamp. Rave Design along with other consultants & teams developed a completely new design. They worked very closely with our Marketing Team to develop the right content for each signage. They came up with a unique design that was very eye catching and appealing. This was greatly appreciated by our tenants & customers alike. We then proceeded to incorporate this design across multiple other Phoenix properties.

It comes as no surprise that I would highly recommend Rave Design as a signage design consultant; they are a great mix of creativity, execution and flexibility in a one solid package.

Rajiv Malla

Aug 2018 onwards, CEO, Runwal Group, Mumbai

2011-2018-Director, Phoenix Marketcity, Pune



**Client
speak**





Client speak

I along with the Marketing team at the The Palladium hotel worked with Rave Design to create the Way Finding Signage package for the hotel in 2014.

This was a challenge due to the complicated nature of the building itself, as it sat atop the Luxury mall and the real experience started at the Main Lobby at Level 9 of the property and yet we needed to have a fool proof, easy to understand set of directional signages that started at the ground level. The hotel also had multiple elevator banks that went to specific levels as well as an entire separate banquets wing with its own entrance and elevator bank too.

The hotel interiors were already done and this meant that Rave Design had to not just plan the directional signages to ensure that guests could easily find their way around this massive property, but ensure that the aesthetic matched the top class interior design and execute this in a hotel that was already operational. The team at Rave Design developed the complete scheme in line with the brief & executed the entire project to our satisfaction.

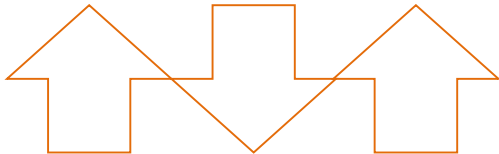
2 years later when the property was converted to the regions first St. Regis Hotel almost all of these elements were maintained by the new brand as well with the exception of a few minor changes.

Working with Sangeeta and the team at Rave Design was a great experience as their understanding of the end users requirement, creative ability & design management skills made this task an effortless one. I must add their affable personalities and likeable nature was a big plus.

Romil Ratra

Ex Group Director,
Hospitality- Phoenix Mills Limited.

Ex Co-Founder, Director & Chief Everything Officer,
Bellona Hospitality Services Limited, Part of Phoenix Group





Urban Square Mixed Use

- Mall
- Hotel
- Banquets
- Offices
- Suites
- Serviced Apts



Urban Square Mixed Use



Seawoods
Mall





Seawoods
Mall





PALLADIUM-Mumbai

Signage Design Management- Senior experience



PALLADIUM- Chennai

Design Management- Signage Design

Palladium
Malls





Palladium
Malls





PUNE

Signage Design

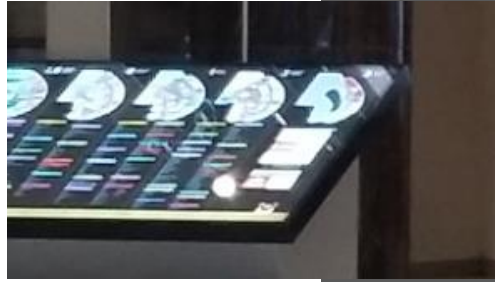


BANGALORE

Signage Design Management

Phoenix
Marketcities





Phoenix Marketcity Pune

HIGH STREET PHOENIX - Mumbai





High Street Phoenix Mall





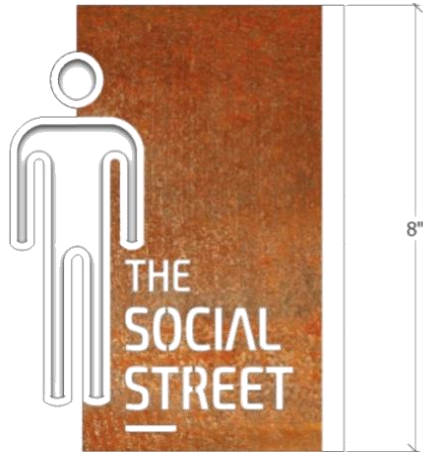
 **THE**
 **SOCIAL**
 **STREET**
 **STREET**






Main driveway is lined with these brand pylons which also illuminate the path.







Signage Design Management

Centre Square Vadodra



Gulmohar Park Ahmedabad

Signage Design Management



Ganga Legend County
30 acre township





Ganga Legend County

30 acre township

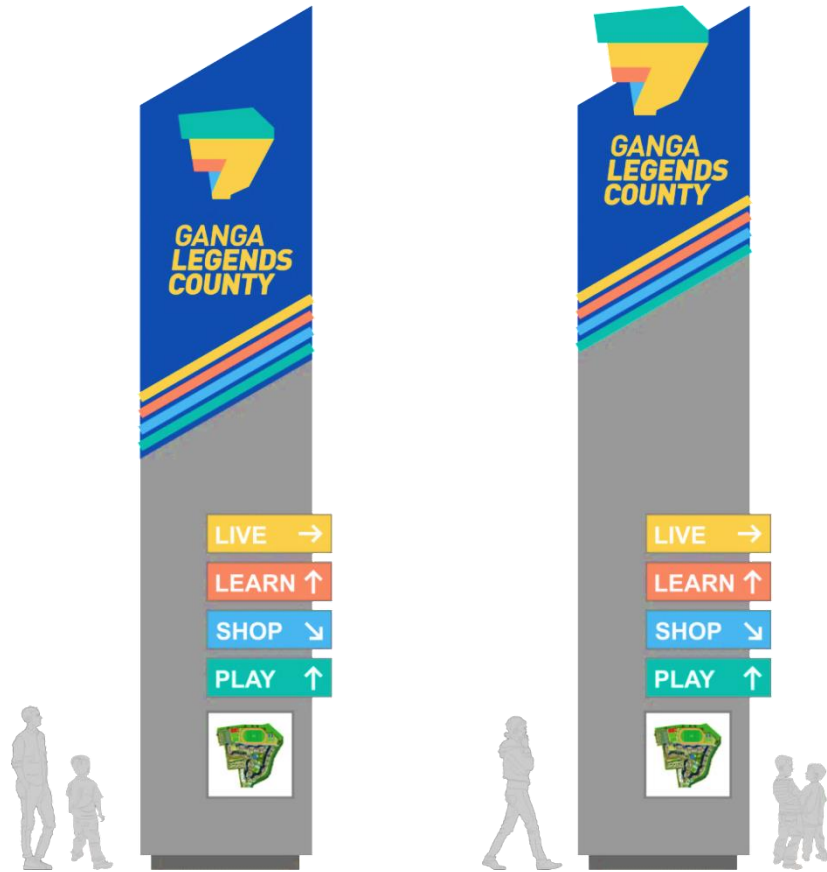




Sports Academy & School

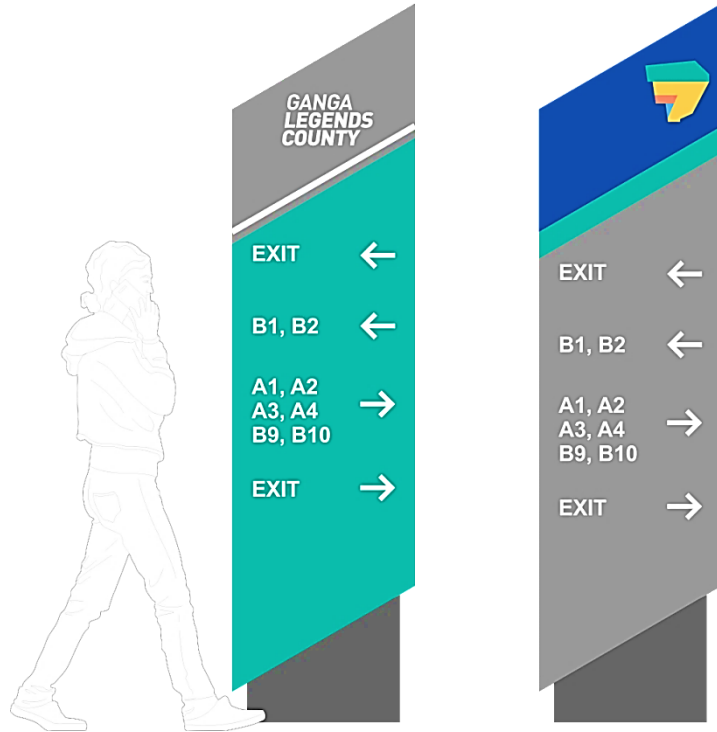


WIP



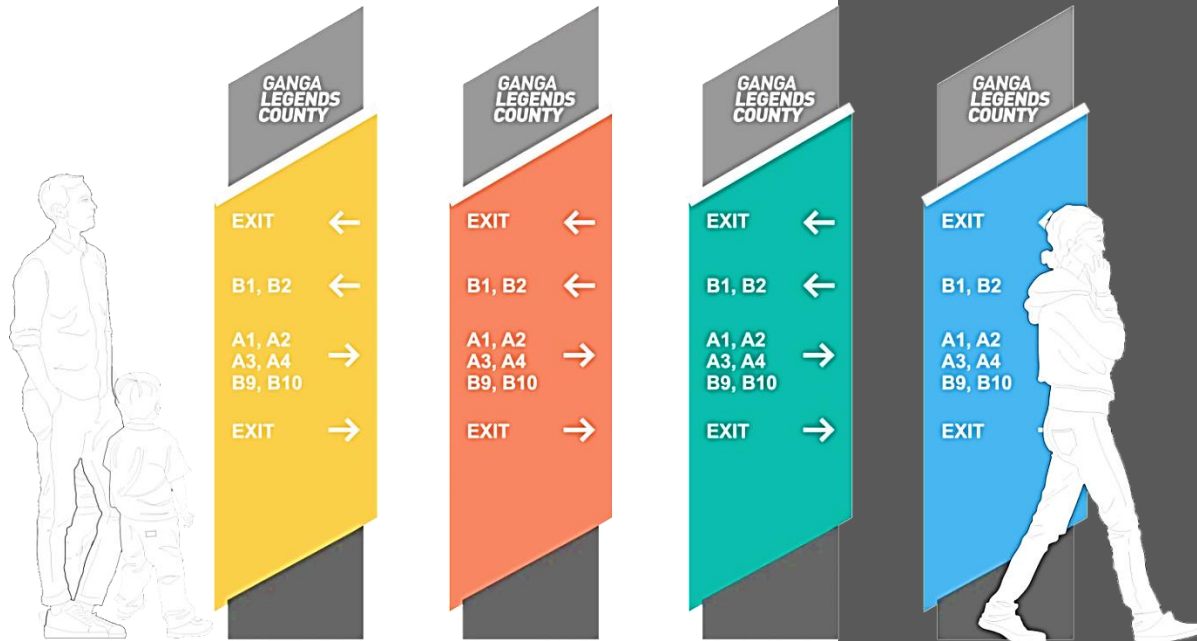
Ganga Legend County
30 acre township





Ganga Legend County
30 acre township





Ganga Legend County
30 acre township





Business Hub

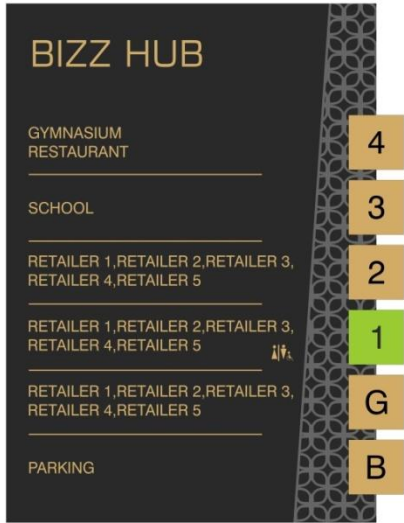




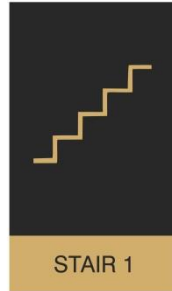
Ganga Legend County

30 acre township





LOBBY SIGNAGE. 840mm X 600mm



STAIR SIGNAGE. 350mm x 200mm



WORLD TECHNOLOGY DAY
Exhibition for Metro-3 at Nehru Science Centre



MMRC

METRO 3

brings new technology to the city
for emerging engineers & professionals

Metro-3 MMRC



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



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

Installation for Metro-3 at Kala Ghoda Festival

