

Kanishka Gandhi



01

Publication Design

- 06 | Flo - Guide on Alcohol Ink Art-
- 12 | Menu Design - Bisou
- 16 | Menu Design - Soam-At-Home

03

Brand Identity

- 26 | Branding - 17 ° North

05

Photography

- 50 | Architecture - Underlying Grids

02

Illustration Design

- 20 | Digital Painting - Anatomy Art
- 22 | Comic Strip - Netflix & No Chill
- 23 | Poster Design - Nescafé

04

Packaging Design

- 36 | Sweets - Meetha
- 40 | Sweets - Dadu's


Flo

Guide on Alcohol Ink Art

ABOUT


"Paint with pure magic. It comes in small bottles. A Wild Child with a mind of its own and an attitude of pure joy. And the colors! These inks create stunning effects that no other medium can produce."

Alcohol ink is a colorful, acid-free medium that's a blast to paint with. The ink is capable of creating colorful abstract collages or more intricate paintings on various surfaces by using various techniques.



“Where the inks lead, my paintings take on a life of their own.”

7 | Flo

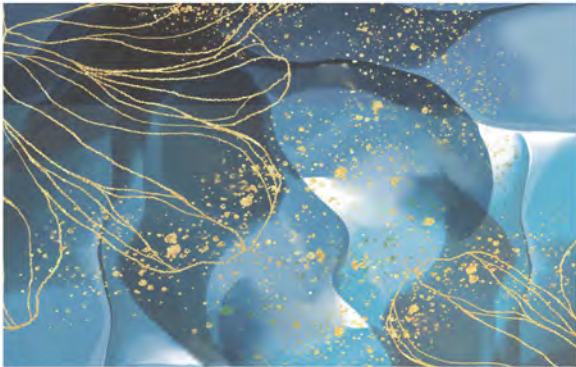


Alcohol inks are a relatively new art medium. Having been around for about 9 years or so, they were originally used for stamping by greeting card makers. It's been within the last few years that they have really taken off.

Like many other trends, this also originated in America and is already experiencing a real hype in. Alcohol Inks consist of a large part of alcohol mixed with color pigments.

Have a playful spirit and allow the inks to 'do their thing'. I have realized that the enemy of inks is trying to control and tame the flow.

The colors dry very quickly due to the evaporation of the alcohol, which can certainly be used to one's favor.



Flo | 8

PAINTING THE ARTWORK



1 Pour a couple of drops of ink onto the canvas. Pour a couple of drops onto whatever surface you're painting on. The ink will form a small pool that can be manipulated.

2 Spread the ink around with a brush. Place the tip of a brush into the pool of paint and use light strokes to apply it to your canvas. Start to get a feel for the paint and examine how the ink dissipates and bleeds. Create more pools of paint and see how they mix with one another.

3 Paint over the existing ink with the blending solution. Saturate the brush with blending solution and go over the painting. Examine how the solution interacts and aids while blending. One needs to apply the blending solution while the paint is still wet.

4 Let the paint dry. Leave the painting in a well-ventilated area for about 1-2 hours and come back to see the dried painting. Now that you have an idea of how the ink and blending solution work, you can start to implement more advanced techniques.

USING ADDITIONAL TECHNIQUES

1 Apply a coat of blending solution. Before applying the ink, wet the surface down with blending solution. This will first create a wavy, wet effect that can be used for landscapes or abstract paintings. This method helps to lay down an undercoat of color onto the canvas.

2 Blow the ink with hair dryer. Pour a decent amount of blending solution and ink on your canvass. Hold the hair dryer a few inches away from the wet ink at a perpendicular angle with respect to the surface. This will push the paint abstractly so that it dissipates in different directions. See how they mix with each other.

3 Use blender pens or cotton swabs. Blender pens are small pens with a blending solution that comes out of the tip. Alternatively, one can use a cotton swab saturated with blending solution. While the painting is still wet, rub over the surface of ink with the blending pen to lighten or blend colors together.

4 Use a felt applicator to get a marbled look. While painting on tile, stone, or glass, one can achieve a marbled look with alcohol ink. Pour a couple of drops of different ink onto a felt applicator and it against the surface. This will create small circles that resemble marble.



Flo | 14

MEDIUMS

Alcohol Inks on Porcelain

All these ceramic surfaces are perfect to paint on with alcohol ink. One can use the tiles as coasters or simply display as art or can be used for gifting purposes. Besides tiles, one can also decorate dishes with Alcohol Inks – from plates, cups to vases everything is possible.

1 To make the Alcohol Inks stick better, place the painted porcelain in the oven at 150 ° for about half an hour.

The procedure here is the same as on Yupo paper, but the challenge lies mostly in the round shapes – here the colors sometimes run unexpectedly. Another possibility is the application of alcohol inks with an airbrush gun. This way a very specific application is possible and is used for realistic pictures.

2 Hand washing is recommended instead of using a dishwasher.



Via: Dans le Lake House

19 | *Ffe*



Alcohol Inks on Glass

Alcohol inks flow easily over glass surfaces, creating attractive blended colors. The final finish appears like stained glass and when placed in the light, will create a lovely effect. Seal the alcohol inks on the glass surface. One can do this by:

1 Use a heat gun to burn off the alcohol, this also stabilizes the dye. Do this before the ink has dried properly, and this will create a realistic stained-glass effect.

2 Spray with a clear glass glaze or glass fixative after the ink has dried.

Ffe | 20

Ink Ripple Technique



35 | *Ffe*





Menu Design

Marriott - Bisou

BISOU

BRIEF

CLIENT

Marriott - Bisou

ABOUT

Bisou depicts a French expression for a sweet kiss. Serving a wide range of cocktails, mocktails, and exotic wine accompanied by a variety of lip-smacking snacks showcases the blend of class in this intimate bar. Startling music progresses by the time, and fabricates as an amazing place to Eat , Talk and Chill.

REQUIREMENT

Bar Menu

CONCEPT

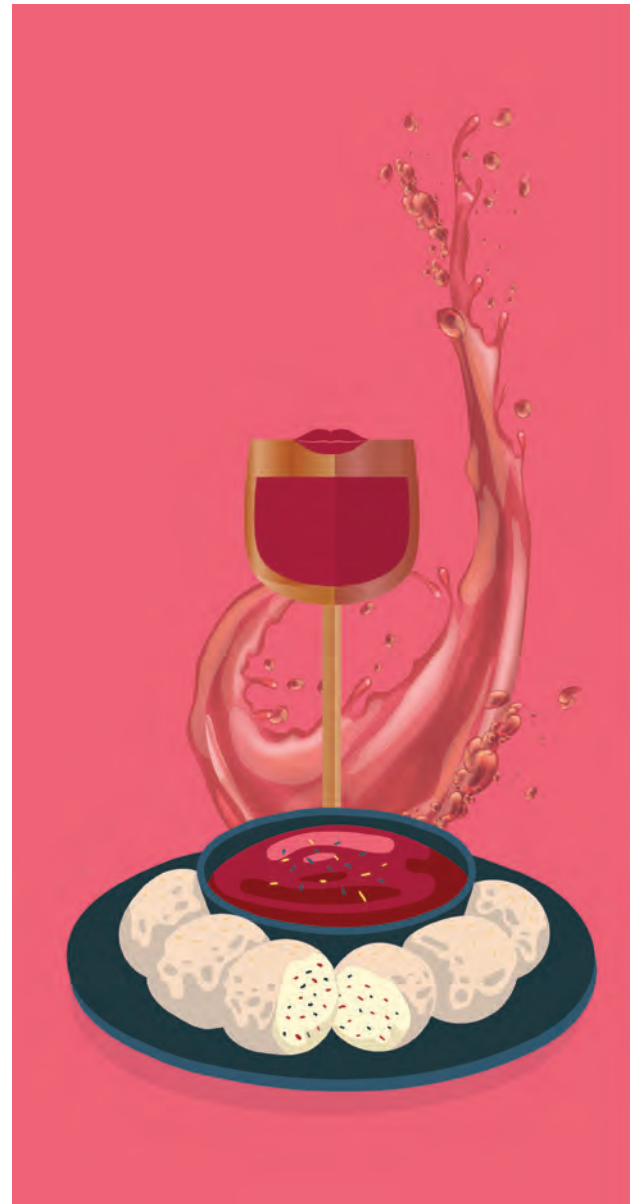
The ambience is classily tagged with dim lights in a tincture of grey submerged from the origins of sterling French blue. The illustrations used as section dividers have to convey the meaning of Bisou.

<div>COCKTAILS</div> <div>LONG DRINKS</div> <div>OLD SCHOOL</div> <div>MARTINI</div> <div>RUM</div> <div>Taxes As Applicable</div>	<div>WINE</div> <div>VODKA</div> <div>SHOOTERS</div> <div>Taxes As Applicable</div>
--	---

Spread: With Content

<div>SPRITS</div> <div>APERITIF</div> <div>COGNAC</div> <div>GIN</div> <div>RUM</div> <div>Taxes As Applicable</div>
--

Spread: With Illustration



Illustrations as Section Dividers



Menu Design

Soam-At Home

BRIEF

CLIENT

Soam-At Home

ABOUT

Soam originally launched as a Veg. Gujarati restaurant. At it’s recently launched store, Soam-At Home, one may find savouries ranging from pickles to sweets that can be enjoyed from the comfort of one’s home.

REQUIREMENT

Menu

CONCEPT

As it offers vegetarian comfort food, the nature-inspired floral pattern and leaf motif was set in place to complement their delicacies and indulgences.



Printed Accordion Menu

Digital Painting

Anatomy Art

“Follow your Heart
but take your Brain
with you.”

The art within the Heart



A man paints with his Brain
and not with his hand



Comic Strip



It's forbidden to continue watching a series without your Netflix partner

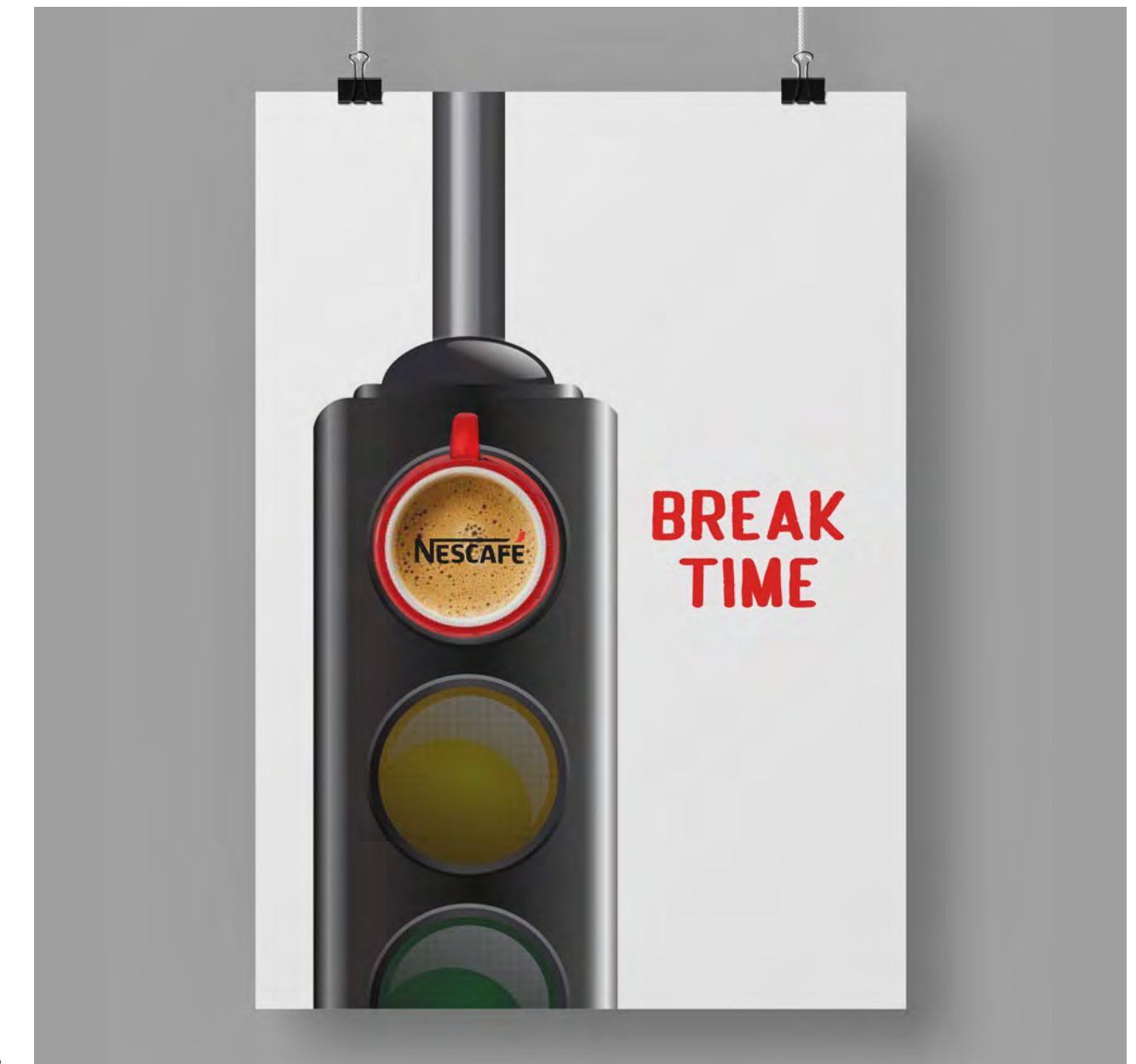
Poster Design

Product - Nescafé

Coffee is the designated beverage for waking up in the morning. It serves as a booster to make someone more alert.

This is taken care of by Nescafé as it is instant coffee needing almost no preparation.

A yawn is a silent scream for coffee



Branding

17° North



INTERNSHIP PROJECT BRIEF

CLIENT	ABOUT
17° North	Headed by the Aparna Group, 17° North is its first venture as a club, catering to its exquisite and elite private members with a luxurious heaven, destined to become one of India’s most well-integrated lifestyle communities.
REQUIREMENT	CONCEPT
Branding Asset Development	Exquisite in character, it provides grandeur, grace and privacy measures. The design language must contain detailed elements with distinct features and must flow either organically or geometrically.

Signages:



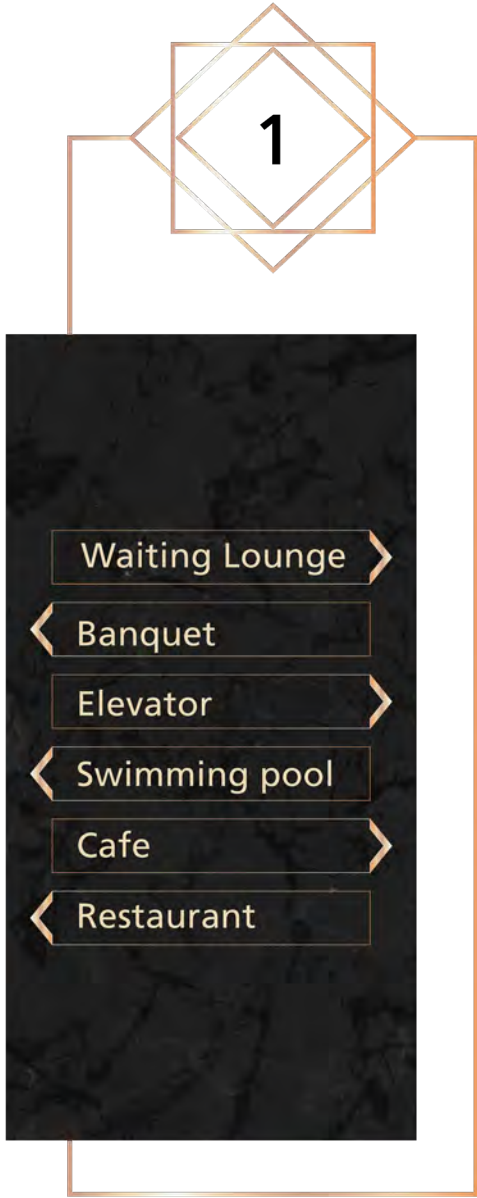
Room Signage



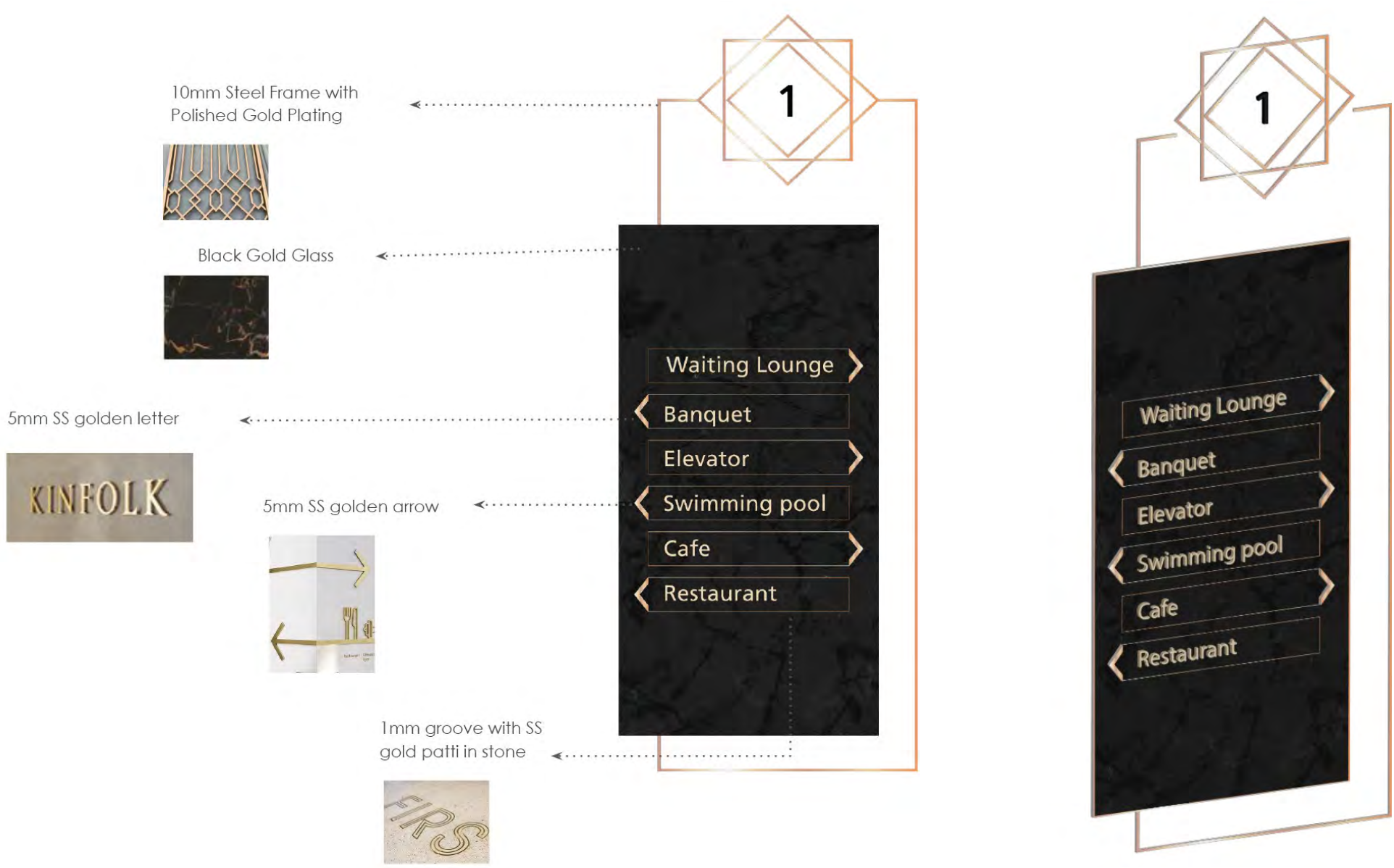
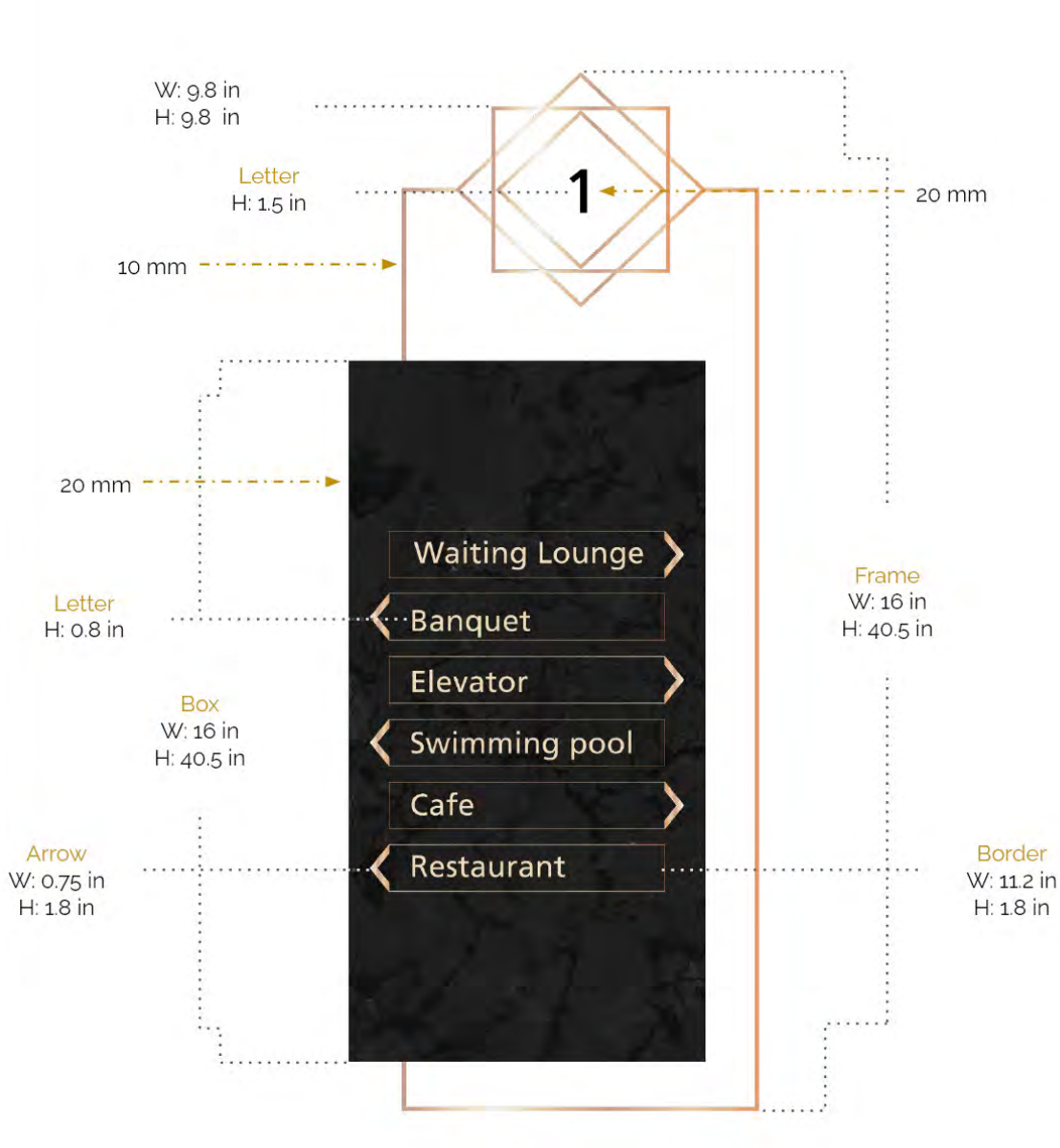
Washroom Signage



Location Signage



Directional Signage



Stationery:





Sweets Packaging

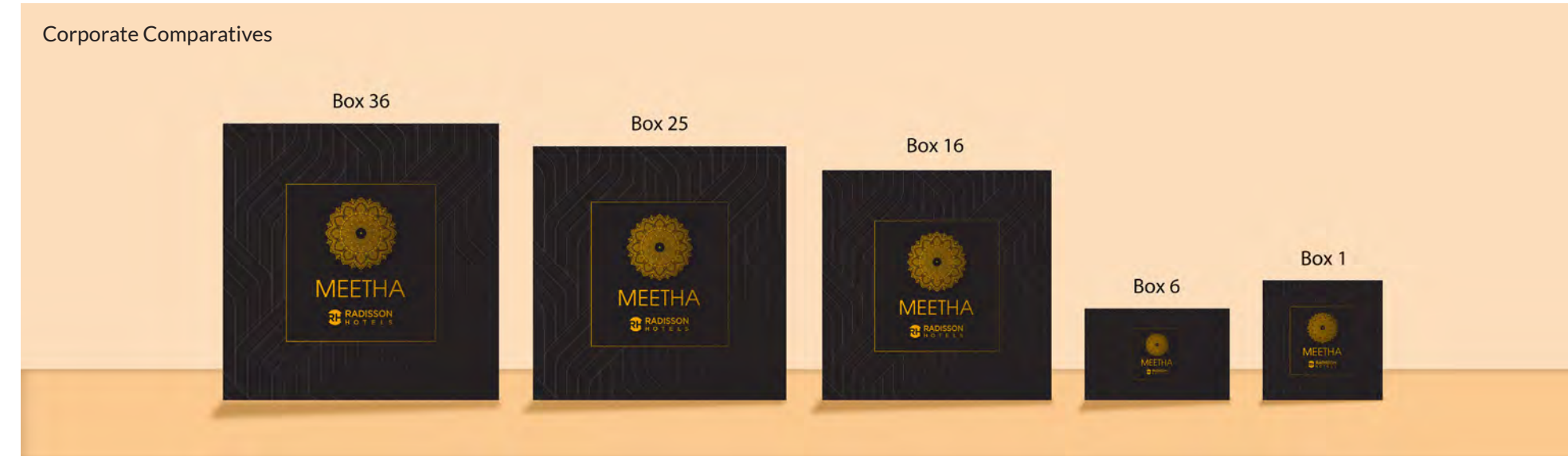
Radisson - Meetha



BRIEF

CLIENT	ABOUT
Radisson - Meetha	A brand of premium culinary taste with the highest health and hygiene standards. The brand is deeply rooted in Indian cultures and traditions with an aim to connect with the discerning guests of today.
REQUIREMENT	CONCEPT
Packaging Design	A medley of special treats that is curated to add sweetness to your festivities, celebrations and auspicious new beginnings. Each mithai is tailor made for your celebrations.







CLIENT

ABOUT

REQUIREMENT

CONCEPT

Fluid and traditional designs that are representative of our culture and traditions. Celebrating our long heritage, culture and who we are.

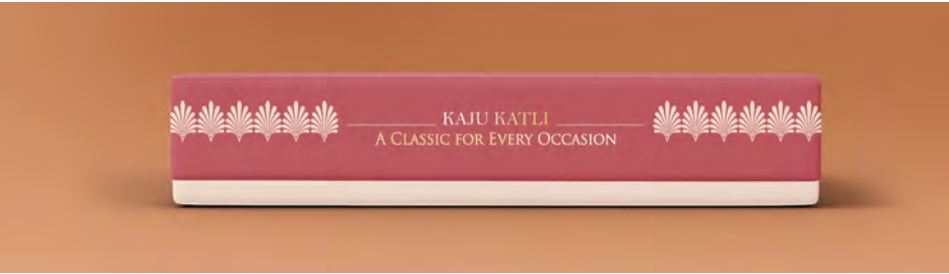
- Catering to all the indian flavours and rich in colour
- Very ethnic in approach and representation
- Representative of our values, cultures and traditions
- Good for gifting purposes during different occasions

The Product Range:

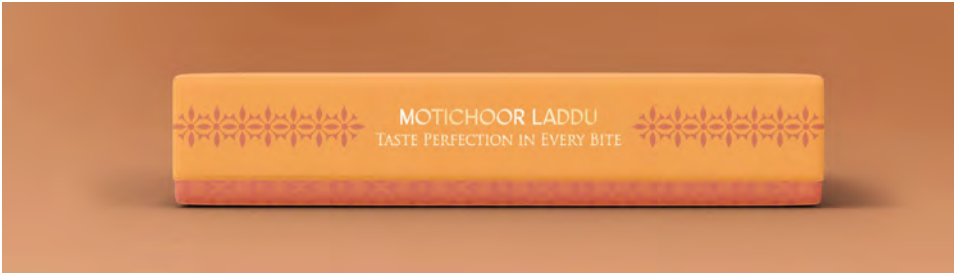
- Motichoor and Kaju Katli Boxes from the same family
- They will run throughout the season
- A different theme and range of corporate boxes
- The categorized boxes will have their respective bags

Moodboard:





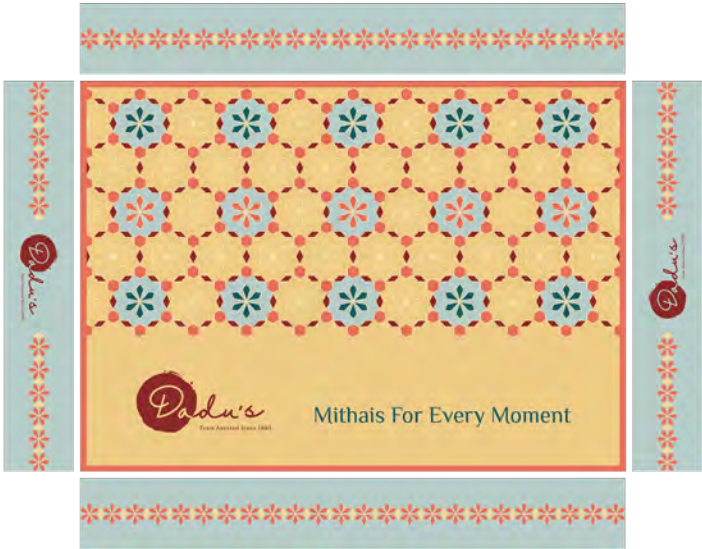
Regular Range: Kaju Katli Box



Regular Range: Motichoor Box



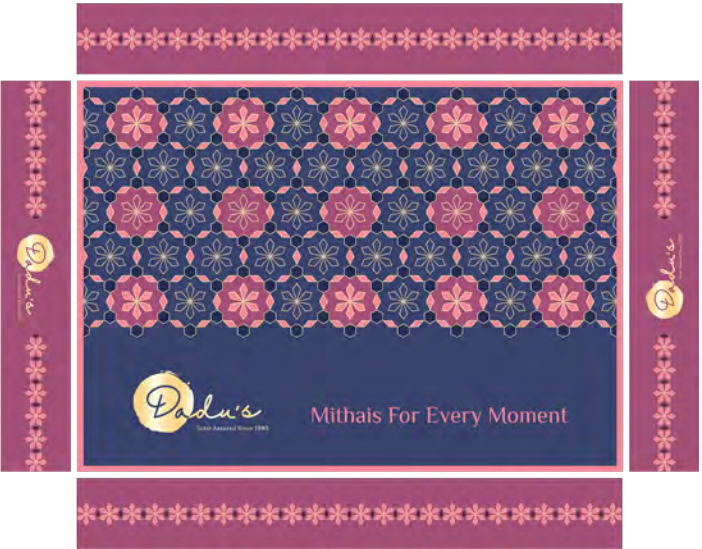
Corporate Range: Pal - 5 lines



Corporate Range: Pal - 6 lines



Corporate Range: Rejoice - 5 lines



Corporate Range: Rejoice - 6 lines



Premium Range





Carry Bags



