

design is the unending pursuit of form

identity design presentation

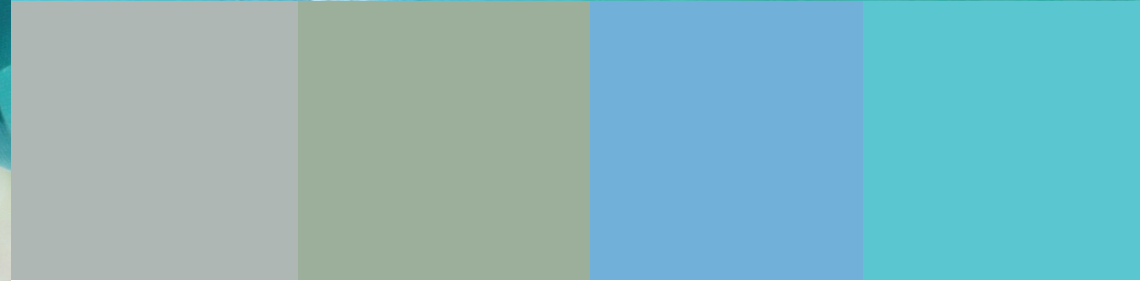
lakshmi = lotus



**ICONOGRAPHY:**  
the lotus

**REPRESENTATION:**  
turned right to show progress

**DESIGN:**  
interpretations of the lotus



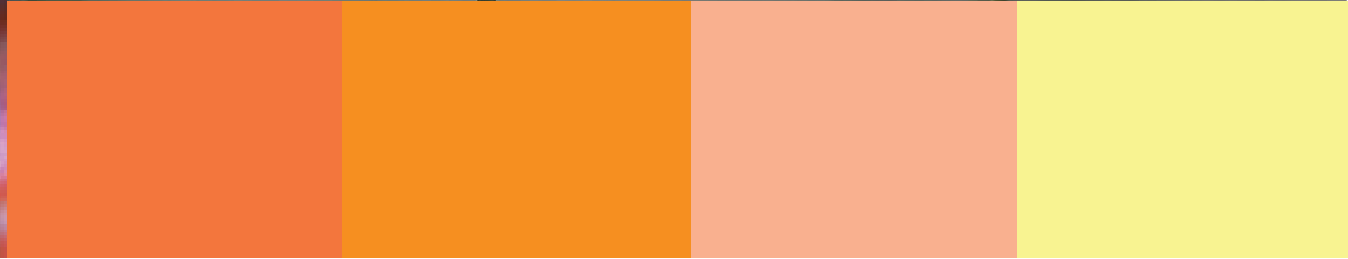
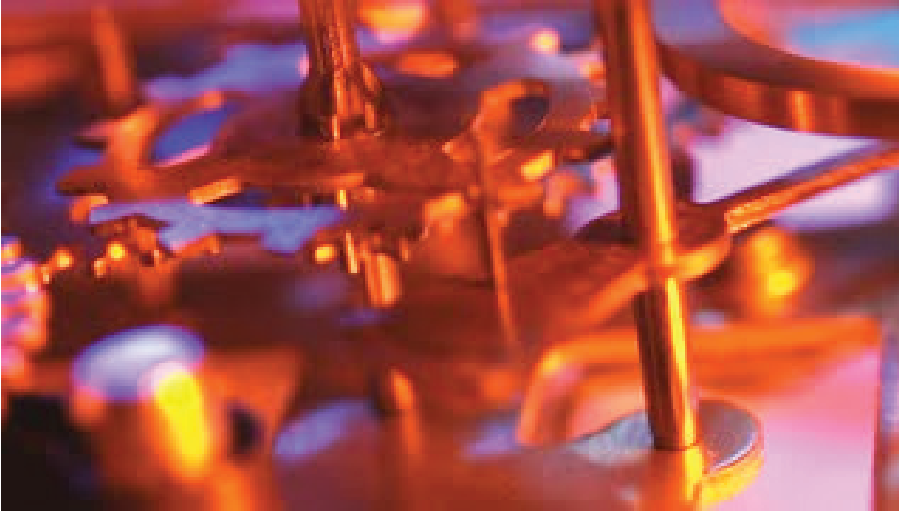
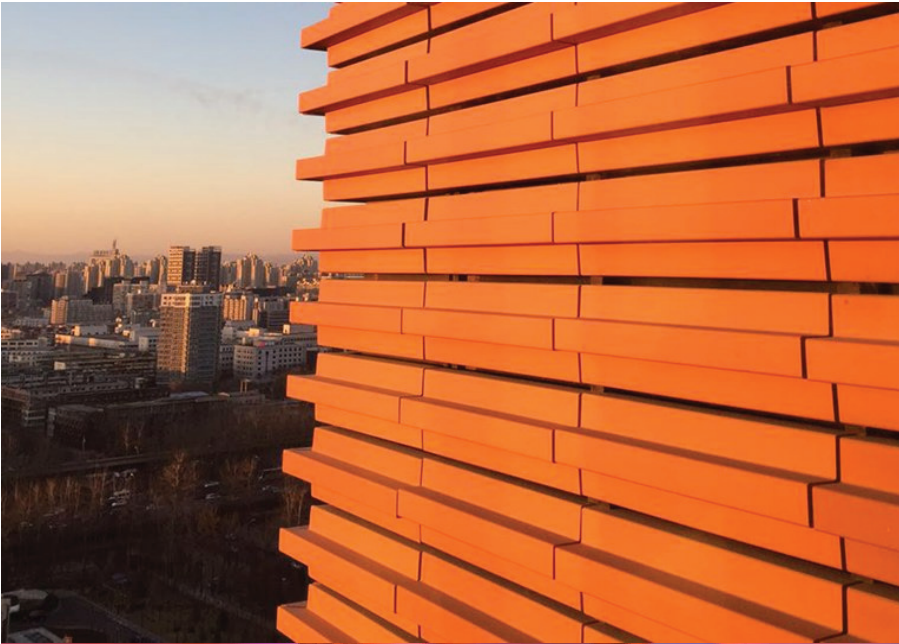
Colour inspiration for the design institute.



The design influence originated from the lotus and manifested itself as a pinwheel, reflective of the institute's offering. Simply put, a pinwheel could also be looked at as a lotus.



explorations of the lotus form as a piece of art that boasts the biosymmetry in nature and the fluency of organic form.



Colour inspiration for the management institute.

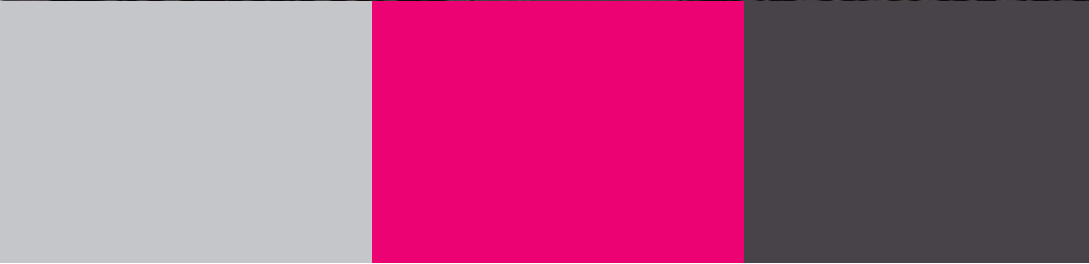




The design for the management institute came from origami.



explorations of the lotus as a blossoming institute for thought leadership, using the clever art of origami.



Colour inspiration for the technical resource institute.



● exploration of the lotus form, as interlocking cyclic gears.



The design for the technical resource institute came from a gear.

dj academy  
design

OF



dj academy  
managerial excellence

OF



gkd institute  
technical resources

OF





thank you