

Pushkar Thakur

Digital Art
A4 Anand Niketan
India

View the full portfolio at <http://www.thecreativefinder.com/india/6002216-grafiosi>

Professional Experience and Curriculum Vitae

At the turn of the millennium Pushkar Thakur, graphic designer and digital artist, realised his need to create a space that would hone and generate design that went beyond beauty and convention. His idea of creation began with a need to understand the current, analyse the possibilities, experiment with the odds and then to deliver. In 2005 he officially initiated The Grafiosi, today an internationally accredited award winning multi-disciplinary studio of design and art.

Be it the psychedelic tech-edge of a nightclub like Ministry of Sound or the stylish sleek of F Bar & Lounge, the understated flamboyance for fashion designer Rohit Bal, or neo-classic statement for menswear retail store Pall Mall, the bold sincerity for international law firm Hugh, Cartwright & Amin or new-age grunge for indie-band Them Clones, conceptualising the uber-hip retail concept with 'hie' or experimenting with the already established Hindustan Lever Ltd – Versatile, global and exclusive, The Grafiosi, has successfully worked with various industries, brands and individuals creating a specific design vocabulary with and for each client, in and outside of India.

Each project is catered to and worked on personally by the designer himself assuring the client, the market, the attitude, and the art. With a tight network of only the best creative professionals and production facilities, every single aspect of a project is overseen and executed with stringent quality control and efficiency. Steadily creating its own space within the creative industry, this studio has been awarded an American Design Award [2006], a Creativity 36 Award [2006], an Honourable Mention from The Harvard Law School's Work Life Wizard Programme [2006] and went on to receive an Award from the Web Master Forum for Fantasy [2007].

This one-man studio has also been appreciated and published by curated design publications like Young Asian Graphic Designers [DAAB, Germany], Sourcebook of contemporary graphic design [Maomao, Spain], Colour Management for Packaging [Rotovision, UK], Creativity Awards Annual [Harper Collins Design, US], International Design Yearbook [Madison Series, China] and My Own Business Card [Praquin, France]. The designer and studio have also been showcased in the India Issue of Pen representing graphic design within the country (Tokyo's leading creative magazine), Elle Magazine's Hotlist, Emerging Artist of 2007-08 for Platform (India's only contemporary arts magazine) and as the first alternative segment entrepreneur to be featured on CNBC TV18's Young Turks.

The minimal vibe of the contemporary, modern and slick or powerful energy of the retro, funky and cutting-edge; this studio is all about flexibility and experimentation through user-friendly and practical design. Motivated to bridge quality design, accessibility and saleability, it is bound to the belief of beautifying purposeful form within economic functionality. Brand building, nurturing and creation, is the integral discipline followed here and services are further particularised based on discourse between the designer, client and target audience. The Grafiosi, specialises in brand identity, packaging & print design, retail, social and eco conscious design. Excavating through these various facets this design hub is in constant creation.

Previous Clientele

Asian Paints, Bharat Forge, Blackberrys, Blackdove Photography, Godfrey Phillips, F Bar & Lounge, Fez, Hindustan Unilever, Honda Motors, Hugh Cartwright & Amin, Interglobe Aviation, Lex Orbis, Max Mueller Bhawan, Ministry of Sound India, MTV, Nikhil & Shantanu, Penguin, Platform_ Magazine, Rock Street Journal, Rohit Bal, Sage Publications, Siddhartha Tytler, Sidewok, Them Clones, Vikram Phadnis, Western International University

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