

INTERROBANG™

We are a Mumbai based multidisciplinary design studio offering communication and spatial design services.

in·ter·ro·bang (n) : a unique punctuation mark that is a combination of a question mark and an exclamation point

www.interrobang.in

  / @interrobangcreative

 contact@interrobang.in



CURIOSITY

We believe it all starts with asking the right questions. And the willingness to see things with a fresh perspective.



IMPACT

A strategic, user-centric approach to ensure that design goals are well aligned with business objectives.

An Award winning design approach



OUR CAPABILITIES

EXPERIENTIAL & NARRATIVE ENVIRONMENTS

Visitor experience centres | Exhibition Design | Set Design | Museum design | Interactive spaces | Entertainment spaces | Installation art

RETAIL ENVIRONMENTS

Retail Identity | Retail Experience | Shopper insights | Retail formats | Store design | Shop in shop | Kiosks | Point of Purchase | Planogramming

HOSPITALITY ENVIRONMENTS

Hospitality concepts | Hotels | Bars | Restaurants | Cafes | Brand & collaterals

CORPORATE & BRANDED ENVIRONMENTS

Commercial interior design | Office design | Environment branding | Signage and Wayfinding

FURNITURE & INTERIOR DESIGN

Commercial spaces | Residential spaces | Bespoke furniture | Interior Styling

BRAND & COMMUNICATION DESIGN

Environment branding | Packaging design | Brand Identity | Brand collaterals | Print collaterals | Signage and Wayfinding

THE TEAM

Interrobang Creative consists of experienced professionals dedicated to providing high quality communication and spatial design services to our customers. Our team comprises of a network of designers from multidisciplinary backgrounds like experiential design, interior design, architecture, product and graphic design.



JUHIE GUPTA




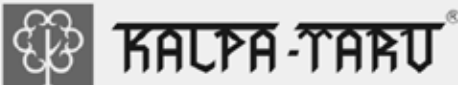



Founder

Juhie's cumulative design experience includes education at the National Institute of Design, followed by 13 years of professional practice in communication and spatial design.

Prior to starting her independent practice in 2013, she has worked as a design consultant/ creative director with leading design companies, architecture firms and agencies like Eureka Moment Design company, Sanjay Puri architects, Bajaj Hotels & Grey Worldwide.

Her expertise spans across a spectrum of design practices including communication design, retail design, hospitality design, experiential/ branded environments and conceptual theme based environments.

OUR CLIENTS

	RITU KUMAR	
		shazé
TATA MOTORS		THE VAULT WORLD WHISKIES & FINE SPIRITS
	GREY	
Ogilvy	QTP }{	Theatre Arpana



INNOVAL: AN EXPERIENCE CENTRE FOR LEGRAND

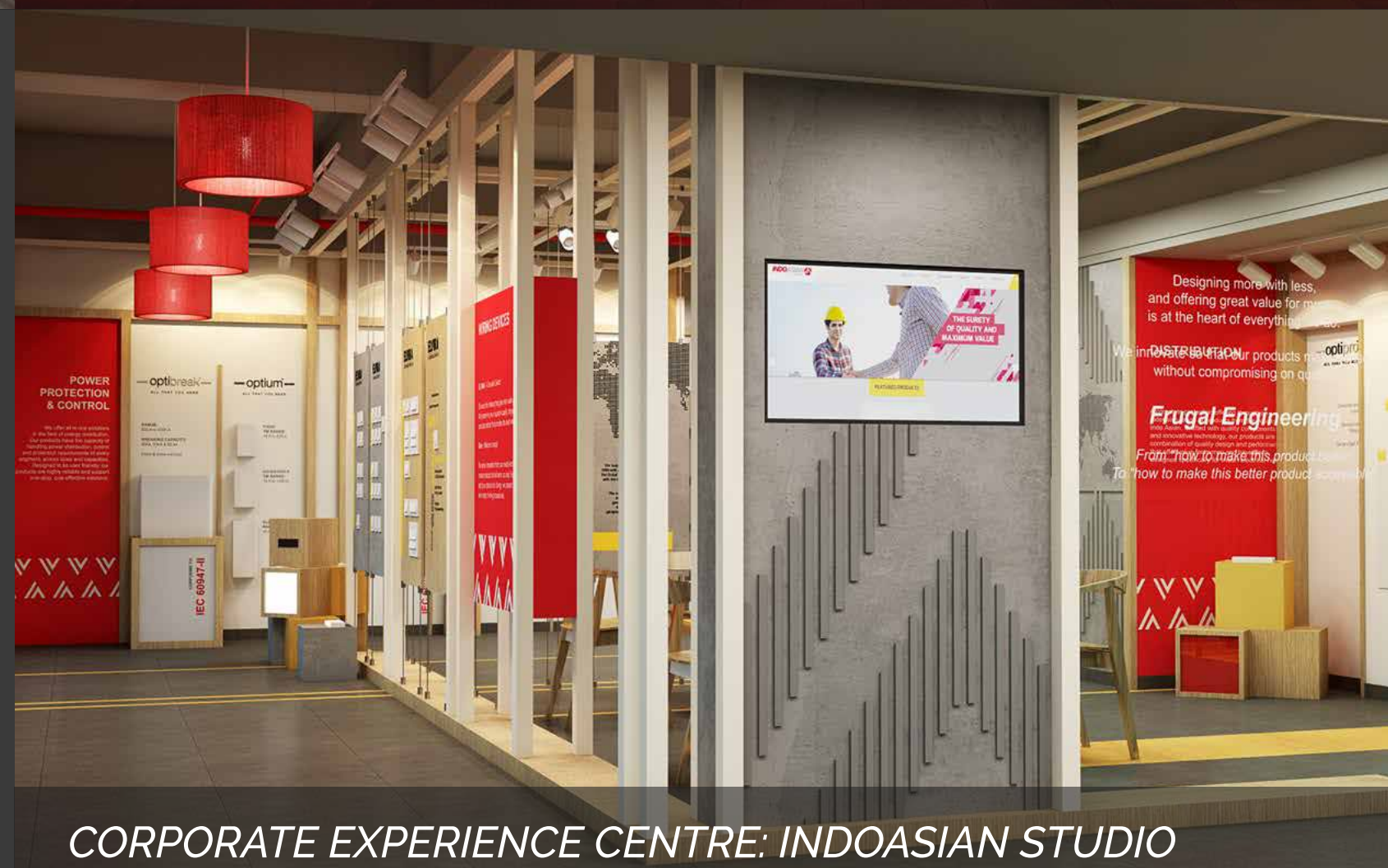


SET DESIGN: GOD OF CARNAGE



INNOVAL: AN EXPERIENCE CENTRE FOR LEGRAND

EXPERIENTIAL & NARRATIVE ENVIRONMENTS



CORPORATE EXPERIENCE CENTRE: INDOASIAN STUDIO



SET DESIGN: A FEW GOOD MEN



EVENT DESIGN: THE VAULT BIENALLE



ART INSTALLATIONS: RITU KUMAR



INNOVAL: AN EXPERIENCE CENTRE FOR LEGRAND



CORPORATE & BRANDED SPACES: INDOASIAN



RETAIL CONCEPTS: SHAZE COLABA



RETAIL IDENTITY AND FORMATS: DAILY OBJECTS



RETAIL IDENTITY & STORE DESIGN: LEGRAND STUDIO



RETAIL IDENTITY & STORE DESIGN: LEGRAND STUDIO



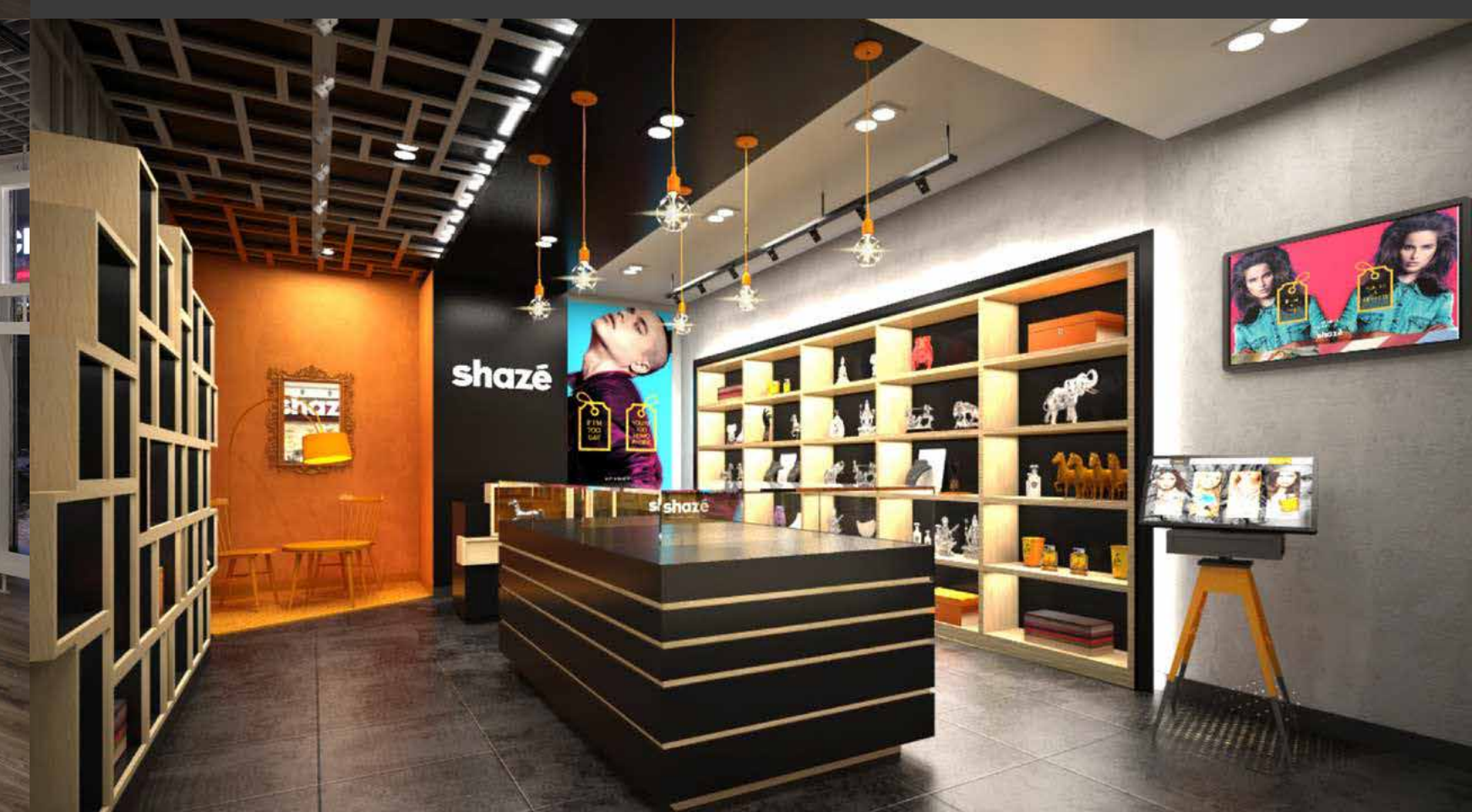
RETAIL & BRANDED ENVIRONMENTS



RETAIL KIOSKS & FIXTURES: SHAZE



RETAIL EXPERIENCES: LEGRAND STUDIO

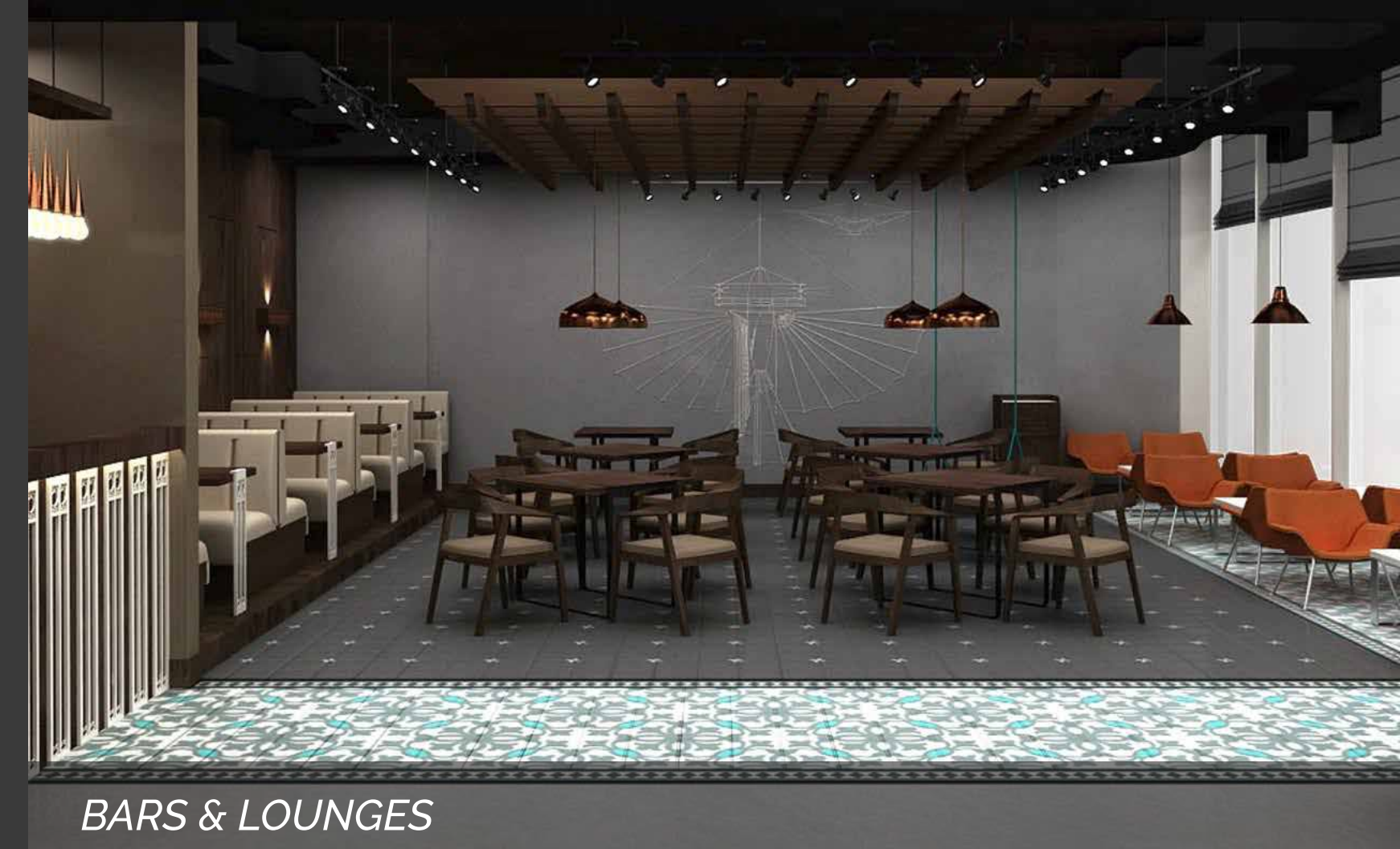


RETAIL IDENTITY: SHAZE PALLADIUM



CAFES & RESTAURANTS: THE TEA PLACE

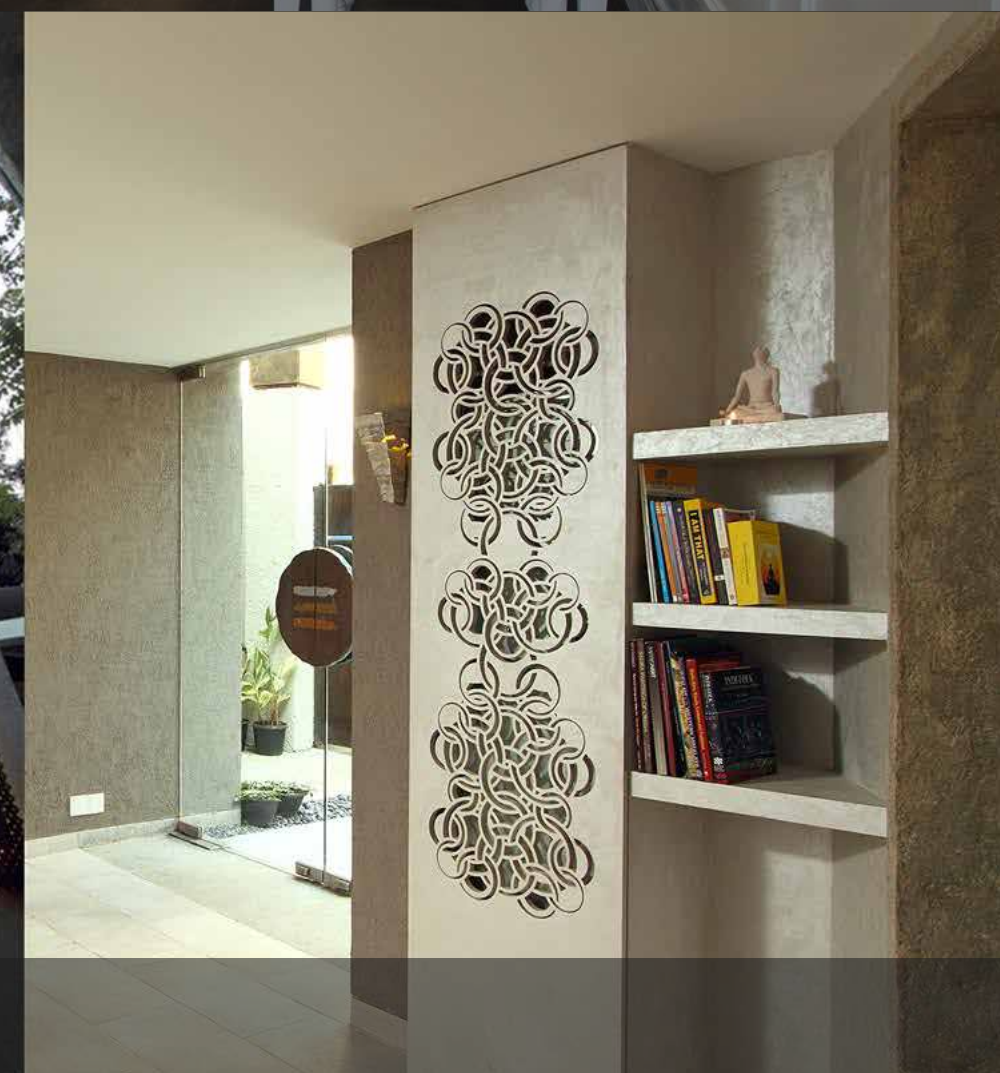
HOSPITALITY ENVIRONMENTS



BARS & LOUNGES



HOTEL DESIGN: LE SUTRA



HOSPITALITY FURNITURE & FIXTURES



HOSPITALITY IDENTITY & CONCEPTS

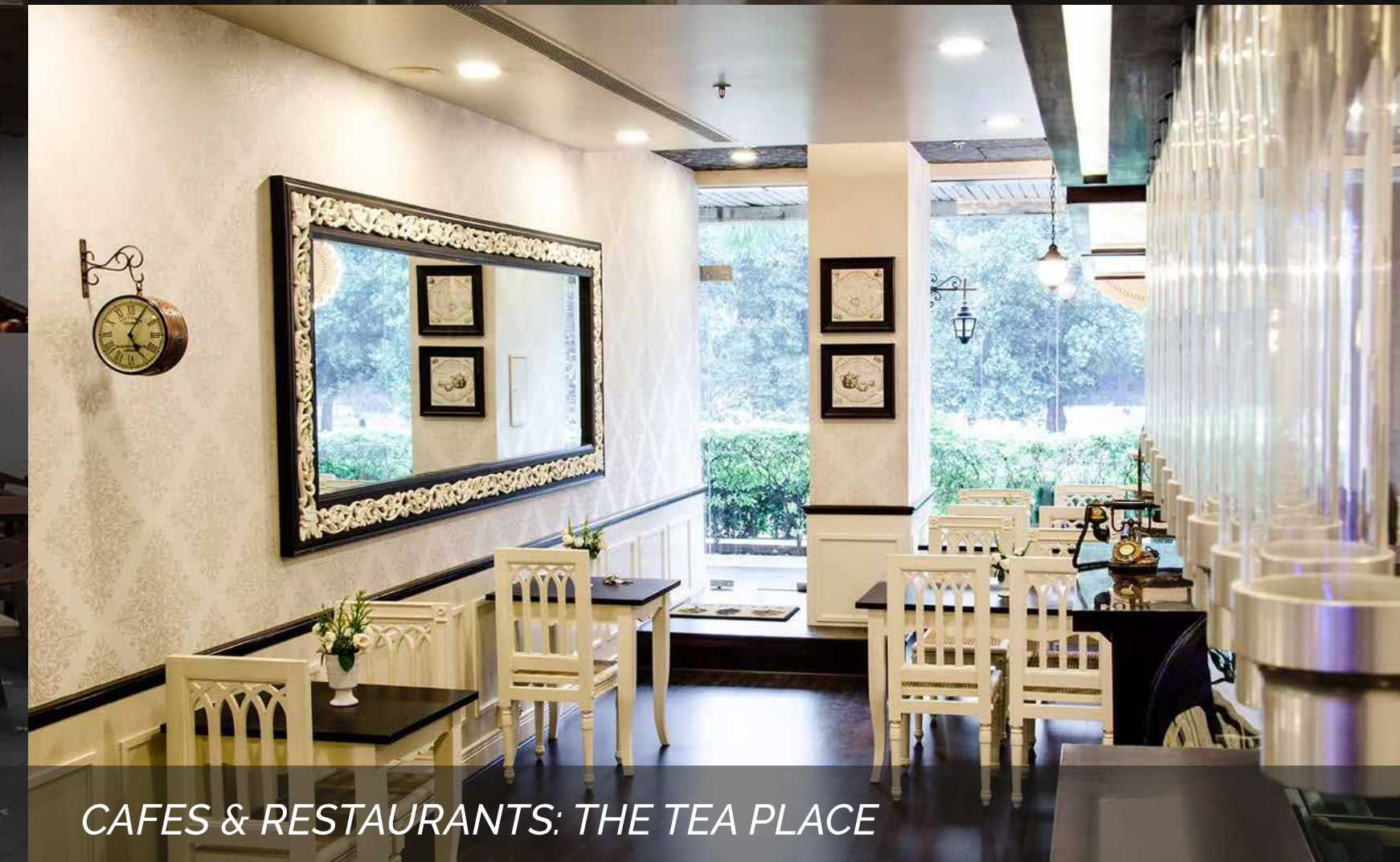


CONCRETE
WOOD
CEMENT TILES
MARBLE
COPPER
BEIGE, TEAL, CORAL AND ORANGE

VISUAL LANGUAGE AND MATERIALS



BARS & LOUNGES



CAFES & RESTAURANTS: THE TEA PLACE



BRAND IDENTITY & COLLATERALS: REKHA INDUSTRIES



GRAPHIC DESIGN: CLAP GLOBAL



PACKAGING DESIGN: AIRTEL AFRICA



COLLECTIBLE STICKERS: CLAP GLOBAL



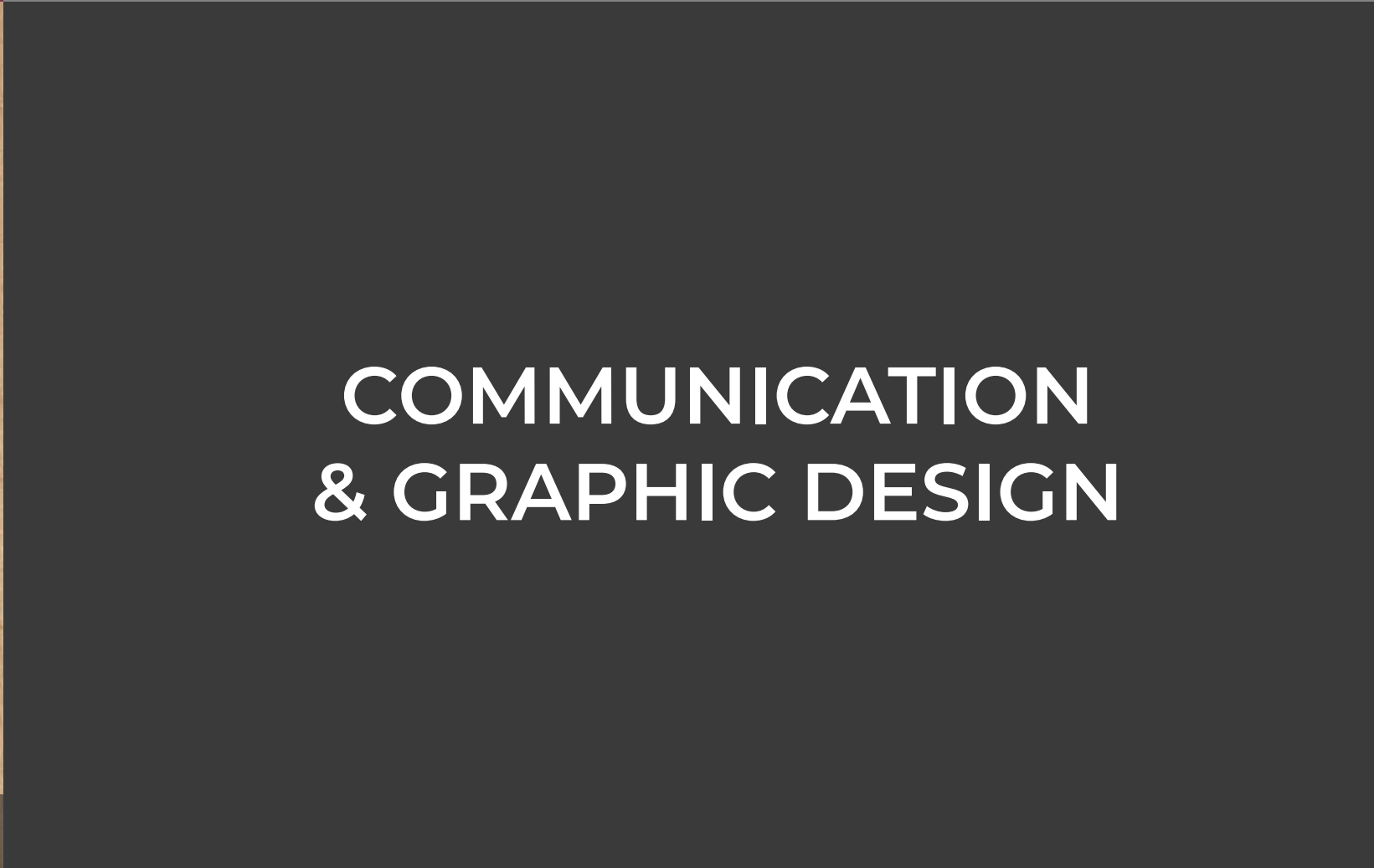
BRAND IDENTITY & COLLATERALS: REKHA INDUSTRIES



BOOK DESIGN: CLAP GLOBAL



BRAND IDENTITY: IKEBANA ARTIST



BRAND COLLATERALS: CLAP GLOBAL

TESTIMONIALS & APPRECIATION

"When creative talent meets timeline commitment outcomes are super successful. That is the best way to describe working with Interrobang and specifically, Juhie. Attention to detail, care for brand identity and support through the execution beyond the scope of their design is a rare find! Highly recommend for individuals, startups, corporates for creative requirements."

Aarti Chhabria
Co-Founder & CEO, Clap Global, 2019

"I thought it was a really tight play, really well performed. It was a great production"
"Wonderful stagecraft, great performances"... "I especially liked the stage design"

Aamir Khan & Kiran Rao
Actor/ Directors, in an interview with Aadyam for the play A Few Good Men, 2019

"... their positive attitude and commitment, their ability to understand and get under the skin of the project, their total sense of ownership, their sensitivity to budgets and their immersion into every aspect of the set design to see how to fine tune and firm up even those aspects of design that were directly not under their responsibility list, ensured that they brought together a user experience that was very highly appreciated. Above all as a team, they are fun, relaxed and open to suggestions and discussions, making it a rich and collaborative experience. The Vault team thanks them for adding so much value to the whole design experience."

Anjan & Keshav Prakash
Curators - The Vault Biennale 2019

"Thanks for pulling together a great show - The work was experimental and the show was experimental as well, which makes what we did so much more impressive! Looking forward to more!"

Hemmant Jha
Chief Design Officer, Godrej & Boyce, 2016

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