



MUSEUM DESIGN FOR IPL

When designing the MUSEUM in compliance with the brand identity, we aimed to carry the OUTDOOR STADIUM indoors. The themes of technology, design, concept and nature were adopted to create a ADVENTURE, PASSION culture. Reflecting the themes on the moodboard; white 3D walls, concrete encasements resembling the adventure, 22 yard wicket ceilings simulating the uneven view, shoe display stands formed of team colour, logo & language of ipl, a freestyle audience silhouettes view of dough outs, 3d ball wall designs, logo signs and slogans of ipl accordance with the store concept on neon signs will liven up the museum combining the stadium life and nature with the surrounding deep LED light. IPL materials were used in all furniture throughout the store to create a cool outlook together with natural materials warming up the atmosphere striving for the sensitive balance. The brands express their own in separate sections, to keep all sections as part of a whole would be the most essential designing solution.

- High display stands put in middle make the VISITOR curious by bringing in secrecy.
- The major objective of the design is to trigger the urge of team of player, spending more time in this riveting place.
- Interactive network established in the store is the one and only example.

