



V Sunil is the Executive Creative Director of Wieden+Kennedy Delhi. W+K Delhi is the mothership for a creative agency, an art gallery, and two regular magazines.

Don't Act **BIG**

W+K Delhi's work is about collaborating with talents from beyond advertising. And they say the only way to do that is to be absolutely real.

Don't act big. That means, don't do anything to make a project look interesting. Do things that need to be done. That's when your work will be real enough to be effective. 'Work is Worship' has resonated since kingdom come in Indian classrooms. When designing our reception, there couldn't have been a better message to transcend through to anyone working or visiting our office. Since everything starts with a pencil – writing, sketching, ideating, creating – that was our cue to build a pencil installation that displays that message on the reception →



Go very deep locally. Then give it an international finish. Your message will resonate with everyone in the country, and yet be sophisticated enough for the world. This sensibility is our chief differentiator. Take 'Bunji' for example. The Bun-sandwich served in the mid-way restaurant on the Delhi-Jaipur highway was so famous for taste, it was respectfully called 'ji'. When we recreated the Indigo menu, we used this name for their samosa-in-a-bun and wrapped it in a paper bag with double cover for a very Indian feel. We printed special newspaper with food grade ink and made sophisticated 'donas' out of it, to serve samosas, just like they are sold in the nukkad.



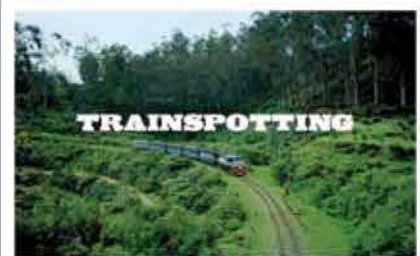
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Have strong views. If you have good content, it will fly. If you don't have good content, you have nothing to say. If you have nothing to say, you will influence no one. It is a pity to see good opportunities wasted for the lack of a good message. This is for everything – movies, advertising, talk shows, TV. When we sat down to create the India-inspired issue of Design Indaba, we made sure the content was very strong. Both Motherland and Indiatube too, reflect strong content. Design was then created with a distinct look to go with each.

Creative collaboration opens new horizons. We focus on collaborating with musicians, fashion designers, movie makers, painters from around the world to strike common chords in a celebration of creative forms. We created contemporary compilations from little known artists in an album for sale in Indigo. Our gallery has hosted exhibitions on typography, art and motorcycles. We recently had the Typographica exhibition. Typographica journal showcases the best of visual arts, poetry, type experiments and photo-documentaries. Alongside Typographica, we also showcased the best covers of Seminar magazine, famous for covers made only by type. Typographica was interesting enough. But adding Seminar made the exhibition diversely richer ←

01 Reception.

02 03 04 Packaging Design. Bunji, Sandwich and Samosa for Indigo Airlines.

05 06 07 The Incredible India campaign.

08 W+K EXP. Art Gallery.

09 Meeting Room.