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Chetan Syal
Communication
Designer

ILLUSTRATED Experiences

For a designer, ideas lie dormant in the varied experiences of life that one lives through. Believes Chetan, who takes inspiration from his interactions with the society and culture around him. For him, ideas strike in the course of episodes and incidents in everyday life. This translates into his brand designs that talk of his involvement with the particulars of the business, brand and client.

01 Stationery Design for Gaia's Secrets. Gaia's Secrets is a custom hand-crafted jewellery and lifestyle accessories design house. Gaia, the Greek Goddess of Nature, supports the very existence of life. Hence, the logo represents the face of Gaia, a calm, elegant and intricate depiction of Mother Earth. By using organic lines that represent the different elements of the nature, the face of Gaia has been created. The elegance, calmness and intricacy of the illustration enhance the beauty of the goddess.

02 Shanti Boutique Hotel Identity. The brief was to integrate the symbol of Ganesha into the brand identity. Hence, the easily identifiable yet abstract avatar of the deity was chosen. The illustration complements their services and style adhering to the age-old Indian traditions. Since Ganesha is a universally recognized Hindu deity, the design was meant to communicate the apparent Indianness to the international clientele.

03 Event Invitation for Kaagaz. Kaagaz was a contemporary paper art exhibition by the Bengaluru-based artist Gouri Kamat. The illustration, created for the invitation card, depicts the modern woman's divine psyche that comes forth in a deluge of black, white and a touch of colour. The cold surgical cuts in the image resemble the strength and resilience of the woman. The colour palette deliberately strikes in the mind of each viewer a subjective emotion that they can call their own