



NITISH ROY

CONCEPT DESIGNER & ART DIRECTOR



PERSONAL PROFILE

Nitish Roy dares to dream and explore designs and dimensions. Delving into the realms of modernity, Roy engaged in a combination game with unusual forms, colours and concepts.

Today the works of Nitish Roy covers an extraordinarily wide range of Projects – Architecture, Landscapes, Film Art Direction and Thematic Concepts. Varying in scale from small Private Homes, Film Sets, Film Studios, Amusement Parks, Samadhis, Restaurants, Health Spas, Botanical Gardens, Art Galleries, he has designed them all.

Nitish Roy receives a lot of his inspiration from the History and culture of our country. Nature and the ancient civilizations of the world never fail to marvel him. His diversity of vision has enabled him to be client oriented. This leads to highly interactive design solutions where the client himself plays a very important role in its conception and finalization. Every structured space according to him, should give the people a chance to rejoice and better the space of the Earth.

Film Art direction in over hundred films enabled him to perfect his skills in realistic recreation. He is the recipient of the National Award 3 times for the films:

Kharij – Directed by Mrinal Sen (1982)

Mandi – Directed by Shyam Benegal (1983)

Lekin – Directed by Mr. Gulzar (1991)

STUDIO ART is a new kind of Designing and Communication firm providing a full range of Design and production services for its Corporate, Entertainment, Museum and Hospitality Clients.

Whether designing an entire park, a single attraction retail outlet, restaurant or mixed used development, it provides the creative energy and applied knowledge necessary to successfully launch a new project or improve existing ones. A well-equipped operational and managerial experience allows us to deliver innovative design and concepts that work. We maintain a chain of actions that starts from drawing board and ends in final execution.

Since our Company has an Art Direction wing, we have used the technology prevalent in the Film Industry and after due R & D Process adapted it for architectural use.

Thus our innovative use of fibre glass and cement casting (Glass reinforcement cement) has helped in making structures hitherto thought impossible with ease and perfection and most importantly with speed. This makes it financially very feasible too.

Our background in Art Direction also helps in theme oriented projects like amusement parks, resorts, and film cities etc. where the design concept cannot be restricted to the conventional and where historical veracity is important.

We have a group of trained professional and semi-professional persons to supervise the execution of our specialized work. Married to our penchant for man power utilization is a state of art computerization of the complete design process. This enhances our designing capabilities and enables us to have better perception of our schematic design results.

OUR SERVICES INCLUDE

Our scope of services for Theme Park, Water Parks, mixed used developments and entertainment facilities include:

- 1. Master Planning*
- 2. Theme Development*
- 3. Conceptual Design*
- 4. Interior Design*
- 5. Graphic Design*
- 6. Film and Video Production*
- 7. Theatre Design*
- 8. Production Design*
- 9. Art Direction*
- 10. Conceptual Proposal and planning*
- 11. Presentation of Design Schemes for client approval*
- 12. Project Optimization through material section and scheduling*
- 13. Designing and details of electrical and telecom services*
- 14. Designing and detailing of water supplies and scheduling*
- 15. Detailing of Accessories and peripherals*
- 16. Appointment of Contractors*
- 17. Certification of Prorata payments to contractors*
- 18. Supervision of construction till completion*
- 19. Turnkey solutions for themes structures*

SCOPE OF WORKS

- a. Layout*
- b. Plans*
- c. Sections*
- d. Elevations*
- e. Details*
- f. Working Drawings*
- g. Structural Design*
- h. Technical Consultants*
- i. HVAC*
- j. Light Grid*
- k. Electrical*
- l. Cat Walks*
- m. Console Designs*

EQUIPMENT CONSULTANTS

Identifying Equipments
Sourcing
Negotiating

LANDSCAPE AND HORTICULTURE DESIGN

Layouts

Detail Design

Appointment of Contractors

EQUIPMENT CONSULTANTS

a. Interior details

b. Layouts

c. Furniture Details

d. Electrical Details

e. Services

f. Specification and bill of quantities

g. Tender documents

h. Supervision of projects

i. Management models

j. Selecting personnel

Having designed, executed and most with the running of projects like RFC, ensures that we know what to do both in design and marketing.

We believe that the execution of every project should have one very clear motto – Utilization without Exploitation with a strong emphasis on ecological and environmental balance.

After analysing end user profiles we conclude that the demand for today is active recreation like in Theme Park, Water Park and Amusement Park.

Entertainment – Film, Laser Shows, Fountains, Hospitality Services, Shopping Malls and Stadiums.

Visit us for a total realization of your dream whichever category it may be.

NOTABLE PROJECTS

1. *RAMOJI FILM CITY – (1993-2000) = BUDGET 600 CRS.*
2. *PRAYAG FILM CITY, WEST BENGAL – (2008-12) = BUDGET 500 CRS.*
3. *INNOVATIVE FILM CITY, BANGALORE – (2007-09) = BUDGET 200 CRS*
4. *TRIBAL SCHOOL, ANDHRA PRADESH – (2016) = BUDGET 180 CRS*
5. *SHILPARAMAM, VISAKHAPATNAM, ANDHRA PRADESH – (2018) = BUDGET 150 CR*
6. *EVP WORLD, CHENNAI – (2010) = BUDGET 100 CRS*
7. *DAMODAR SETKI RESTAURANT, KOLKATA, WEST BENGAL – (2017) = BUDGET 50 LAKHS*
8. *ADC SCULPTURE GARDEN, AMARAVATI, ANDHRA PRADESH – (2017) = BUDGET 48 CR*
9. *TRIBAL MUSEUM, ANDHRA PRADESH – (2016) = BUDGET 36 CRS*
10. *N.T.R. GARDEN AMUSE MENT PARK (1999) = BUDGET 27 CRS.*
11. *N.T.R. SAMADHI/ MEMORIAL GARDEN – (1997-99) = BUDGET 7.5 CRS*
12. *BALAYOGI SAMADHI AMLAPURAM (2003) = BUDGET 5.5 CRS*
13. *SNOW WORLD, LOWER TANK BUND ROAD – (2002-04) = BUDGET 10 CRS.*
14. *FANTASY LAND, MUMBAI – (1990-92) = BUDGET 5.0 CRS.*
15. *DOLPHIN HOTEL, VIZAG – (1995-96) = BUDGET 5.0 CRS.*
16. *SITARA HOTEL – (1997-99) = BUDGET 20 CRS*
17. *TARA HOTEL – (1997-99) = BUDGET 12 CRS.*
18. *CLUB HOUSE, RAMOJI FILM CITY – (1998-2000) = BUDGET 6.0 CRS.*
19. *KALANJALI SHOWROOM, HYDERABAD – (1994-95) = BUDGET 2.0 CRS*
20. *DRAGON RIDE GRS, MYSORE – (2005-06) = BUDGET 3.0 CRS*

21. *HEALTH SPA, JUBILEE HILLS, HYDERABAD – (2010) = BUDGET 1.5 CRS*
22. *STATE GALLERY OF ART, HYDERABAD – (2006-07) = BUDGET 12 CRS.*
23. *KRAZY CASTLE WATER PARK, NAGPUR – (2007) = BUDGET 12 CRS*
24. *TARAMATI BARADARI, HYDERABAD – (2006-08) = BUDGET 15 CRS*
25. *OHRI'S THEME RESTAURANT, BANJARA HILLS – (2010-11)
= BUDGET 2.0 CRS*
26. *OHRI'S THEME RESTAURANT, NECKLACE ROAD – (2010-11)
= BUDGET 3.5 CRS*
27. *PARKLANE RESTAURANT, PARADISE, HYDERABAD – (2010-11)
= BUDGET 1.0 CRS*
28. *MAINLAND CHINA RESTAURANT, KOLKATA & PUNE – (2011-12)
= BUDGET 2 CRS*
29. *BJN RESTAURANT, MUMBAI, PUNA – (2011-12) = BUDGET 2 CRS*
30. *RIPLEY'S BELIEVE IT OR NOT MUSEUM, BANGALORE – (2007-08)
= BUDGET 4.5 CRS*
31. *LOUIS TAUSSADE WAX MUSEUM, BANGALORE – (2007-08)
= BUDGET 6 CRS*
32. *TRIBAL MUSEUM, BANGALORE – (2013-14) = BUDGET 4.5 CRS*
33. *PHOTOSHOT, BANGALORE – (2014) = BUDGET 1.5 CRS*
34. *5 STARS AND BUDGET HOTEL IN PRAYAG FILM – (2009-2011)
= BUDGET 10 CRS*
35. *PRAYAG RESORT, WEST BENGAL – (2009-2012) = BUDGET 30 CRS*
36. *PURPLE MOVIE TOWN, KOLKATA – (2011-12) = BUDGET 12 CRS*
37. *TECHNICIAN'S STUDIO, WEST BENGAL GOVT. KOLKATA – (2013-14)
= BUDGET 27 CRS*

38. **JOKA ARISTO CLUB, KOLKATA – (2012-13) = BUDGET 7 CRS**
39. **NAIHATI TOURIST VILLAGE, WEST BENGAL – (2011-12) = BUDGET 20 CRS**
40. **LAKE KALIBARI TEMPLE, KOLKATA – (2014-) =BUDGET**
41. **BLISS WATER PARK, AHMEDABAD – (2016) = BUDGET 2.5 CRS**
42. **SNOW KINGDOM, CHENNAI – (2015) = BUDGET 12 CRS**
43. **UDH 1590 THEME RESTAURANT, KOLKATA – (2015) = BUDGET 1.5 CRS**
44. **SNOW CITY, MUMBAI – (2017) = BUDGET 12.5 CRS**
45. **CAPITAL MALL, SNOW WORLD – (2017) = BUDGET 21 CRS**
46. **TRIBAL REVOLVING TOWER RESTAURANT, ANDHRA PRADESH – (2017)
= BUDGET 13 CRS**
47. **CHAPTER 2 THEME RESTAURANT, KOLKATA – (2016) = BUDGET 2 CRS**
48. **KRAZY CASTLE AQUA PARK, NAGPUR – (2017) = BUDGET 12 CR**
49. **ACCOLADE AMUSEMENT PARK, ASSAM – (2017) = BUDGET 7 CR**
50. **TANTUJA SHOWROOM, KOLKATA, WEST BENGAL (2017) = BUDGET 35 LAKHS**
51. **SHUNYAA SHOWROOM, KOLKATA, WEST BENGAL (2017) = BUDGET 1.2 CR**
52. **DUTTA'S CURIO AND ARTEFACT SHOWROOM, KOLKATA, WEST BENGAL (2017)
= BUDGET 1.5 CR**
53. **SIN CITY, MUMBAI, MAHARASHTRA – (2019) = BUDGET**

WINDOW SHOWROOM DESIGNING

SHEETAL (Bombay – All Branches)

SHYAM AHUJA (Bombay)

TRADE FAIR PAVILIONS

- 1. CAPEXIL Pavilion at Pragati Maidan – 1981. Best Pavilion Award*
- 2. PCL – Pavilion at the Computer Fair at Calcutta – 1990 Best Pavilion Award*
- 3. BBIL – Pavilion at Pragati Maidan for the International Trade fair – 1990*
- 4. BAJAJ ELECTRICALS at Pragati Maidan – 1991*
- 5. PCL – Pavilion at Computer fair in Delhi – 1992 Best Pavilion Award*
- 6. Ramoji Film City Pavilion, Delhi – 1999 Best Pavilion Award*
- 7. Ramoji Film City Pavilion, Mumbai – 2000 Best Pavilion Award*