

Doyel Joshi and Neil Ghose Balser

**Portfolio**

**For.** Hans Reitz

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## Portfolio

# 1.

● Titles / Scope of work



### **Doyel Joshi**

- Creative Direction
- Concept / Spatial Design
- Garment Design
- Furniture / Utility Design

*Doyel is an interdisciplinary artist working in Mumbai, New York and Germany. Her work both as an artist and entrepreneur aims to question, break and re-make convention of accepted forms. Her work is driven by freedom - freedom OF thought, expression, uniqueness and freedom FROM our own boxes, limited beliefs and wounds.*



### **Neil Ghose Balser**

- Creative direction / concept
- Performance
- Sound (installation, composition)

*Neil is an interdisciplinary artist and composer. He works in creative direction from a perspective of concept, performance and sound. His New York based sound studio SOUNDOFAFISHINGBOAT does sound direction and original composition for shows, installation, design spaces and sound identities for brands.*

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# 2.

About their partnership

### Howareyoufeeling.studio

is a creative interdisciplinary studio providing art direction and production services. Run by couple Doyel Joshi and Neil Ghose Balser their studio specializes in art installations, concept shows and performance.



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# 3.

Clients and Links

## **Doyel Joshi**

Vinokilo Creative Director // **Concept, Branding and Creative Direction**

Inserting oneself // **Self portrait with installation art**

Floating Galleries New York // **Concept, Creative Direction and production**

New York Fashion week // **Concept and Fashion Design**

Berlin Fashion Week // **Concept and Creative Direction**

Musée du Louvre // **Fashion Design**

Asian Paints Color and Trend forecast 2022 // **Furniture Design**

Clothing Design - Upcycling // **Fashion Design and Art Direction**

Portfolio

# 3.1

Vinokilo Creative Director // **Concept, Branding and Creative Direction**

**Vinokilo's** 4 year evolution to make Second hand an alternative for first hand fashion. From crossing out fleamarket in the logo as a statement to Vinokilo's ethos to making the events experiential, gallery like events - over the 4 years helped Vinkilo redefine second hand in Europe as the biggest Vintage Kilo Sale in Eurpoe.

**VINOKILO**  
VINTAGEKILOSALE | WINE | FLEAMARKET

**VINOKILO**  
VINTAGEKILOSALE | WINE | FLEAMARKET

**vinokilo**



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# 3.2

PLAGUESpace NYC // **Concept, Branding and Creative Direction**

**PLAGUESpace** Joshi's brain child curated Floating Galleries in NYC to highlight the process of an Artists or designers work. They become experiential spaces where audience could emerge into the process of design, thereby fostering mindful consumption for the audience.



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# 3.2

PLAGUEspace NYC // *Concept, Branding and Creative Direction*

## PLAGUEspace Spacial Design & Concept



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# 3.3

Berlin Fashion week // **Concept, Creative Direction and performance art**

**Berlin Fashion Week** for Vinokilo // Fashion show and 2 day Installation showcased the magnanimous impacts of clothing waste during the height of a week in fashion that celebrates “new clothes”. The show was a slow build up of models wearing second hand clothes into “installations” ushered into position by Joshi. The setting was a black plastic floor and 80 ft backdrop which came down in the finale to reveal 2 tons of clothing waste as a statement for Vinokilo to reveal mindful consumption.



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# 3.3

Berlin Fashion week // *Concept and Creative Direction*



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# 3.4

Inserting oneself // *Self portrait with installation art*

A series of works that serve both as self portraits with works of art / installation that are autobiographical.



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# 3.5

PLAGUESpace NYC // *Concept, Installation Design and Creative Direction*

## PLAGUESpace Spacial Design & Concept



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# 3.5

PLAGUEspace NYC // *Concept, Branding and Creative Direction*

## PLAGUEspace Spatial Design & Concept



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# 3.6

NY Fashion week // *Concept and Creative Direction*

**New York Fashion Week** Installation showing Joshi's collection around a dinning table echoing the Last Supper by Vinci. With an empty seat for the audience, the clothes hung hollow, standing and sitting while the audience ate / drank around the installation.



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# 3.6

NY Fashion week // *Concept and Creative Direction*



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# 3.7

Musée du Louvre, Paris// *Fashion Design and exhibit*

**Musée des Arts Décoratifs, Louvre** invited Joshi for a month long residency to study the crafts of Parisian couture and create a piece for their exhibit Le Jardin Des Plantes. The work was inspired by the resilience of nature.

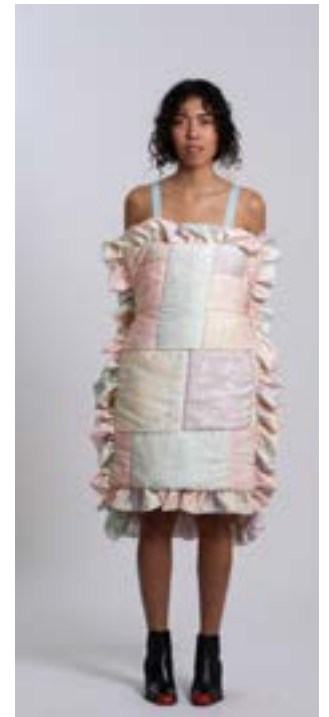


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# 3.8

Fountainhead NYC // **Fashion Design and exhibits**

**Fountainhead NYC** brainchild of Joshi upcycles / reimagines left over fabric and second hand clothes into conceptual, wearable garments that challenge the norms of functional clothing - forcing the onlooker or wearer to look at a new “point of view” within themselves and others.



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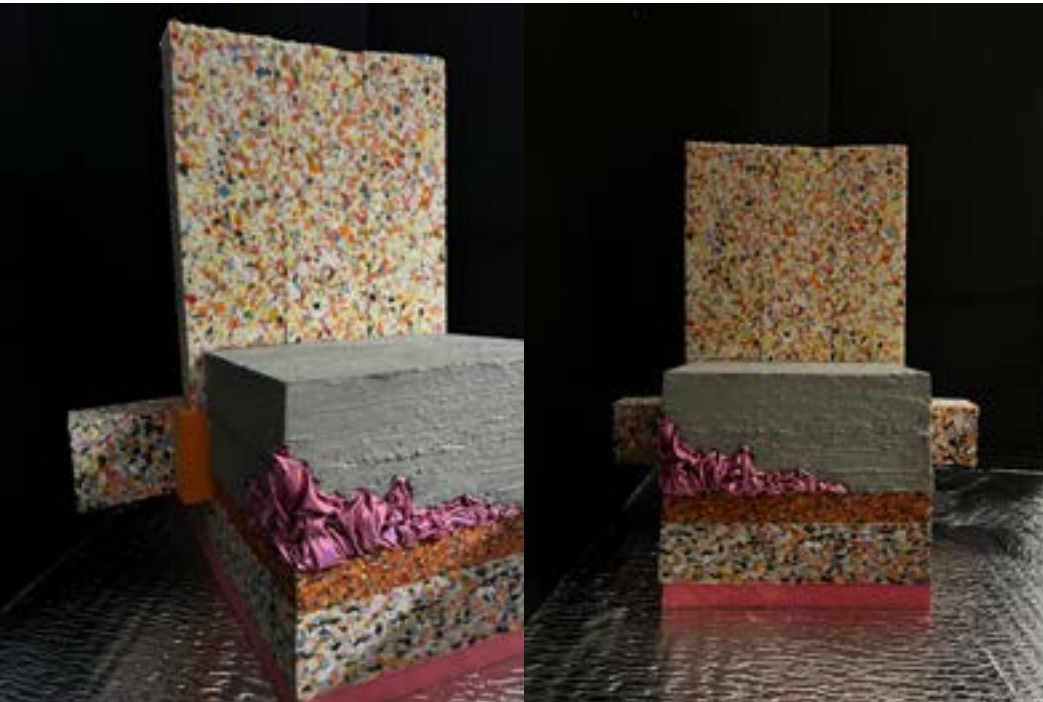


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# 3.9

Asian Paints Color and Trend forecast event // *Installation and Furniture Design*

**Asian Paints** commissioned Joshi to create 2 pieces of furniture / art pieces for their Vision for the future event. Joshi curated a chair and a bench with moulded cement and iridescent fabric.





**Portfolio**

# 4.

● Clients and Links

## **Neil Balser**

GUCCI - 4 screen installation & event in Berlin // **Creative Concept and Sound + Original Composition**

"Observing Place Louise" (2021) // **Production/ Creative direction / Public Performance Installation**

Paris/ NYC/ Berlin fashion week // **Sound Direction, Original Composition, Live music performance curation, sound installation**

Neil Ghose Balser // **Film music composition & sound design / sound direction**

Noguchi Museum New York City // **Performance installation / creative direction / composition**

Vinokilo-shows experiential art events // **Creative concept / performance installation / sound installation**

Neil Ghose Balser // Workshops / organisation - **Connecting individuals in the creative industries to business & entrepreneurs and thereby sharing skills // Stage presence and communication workshops (2017- ongoing)**

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# 4.1

GUCCI - 4 screen installation & event in Berlin // **Creative Concept and Sound + Original Composition**



Directing how a four screen installation and film merge seamlessly with a sound installation.



<https://vimeo.com/562431952>

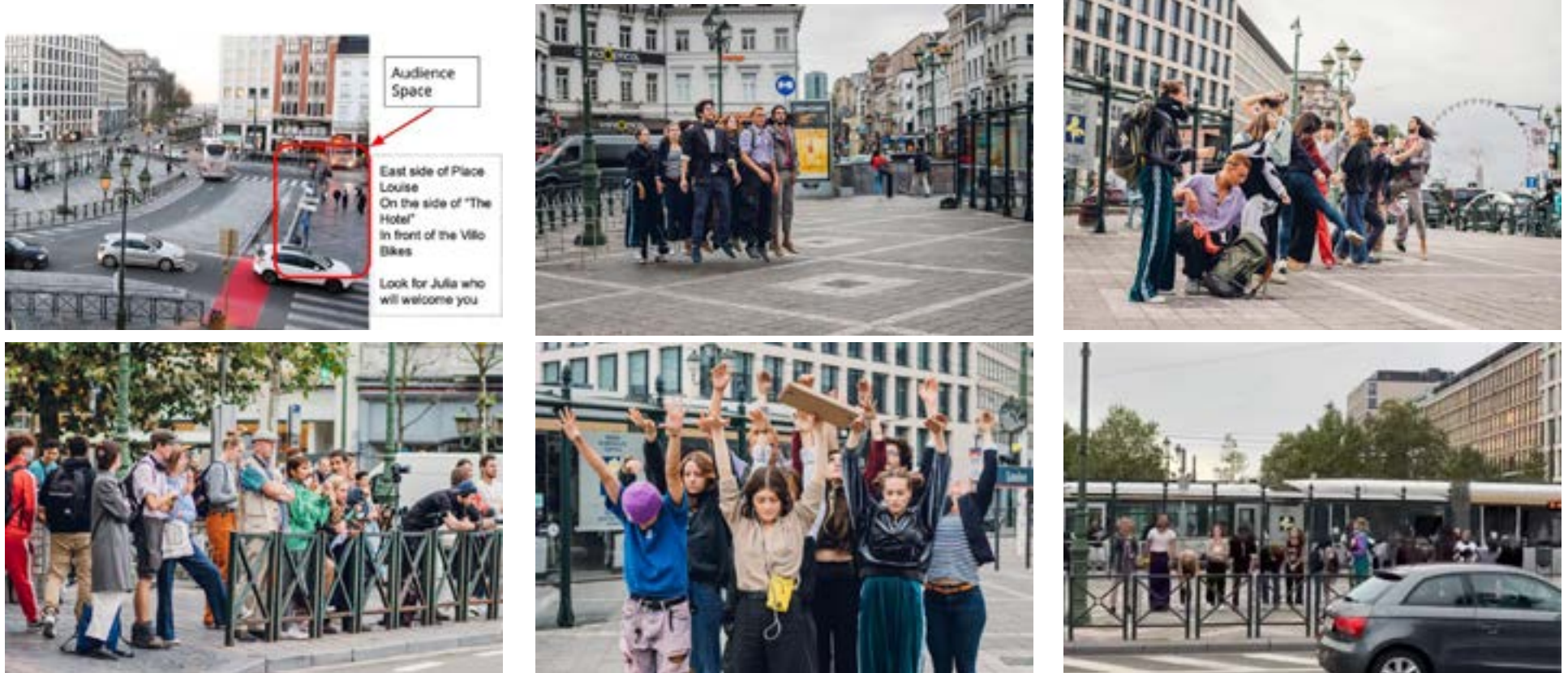
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# 4.2

"Observing Place Louise" (2021) // **Production/ Creative direction / Public Performance Installation**

In 2021 in Brussels at Place Louise we had a 30 - day public performance with a team of 15 professional dancers around the topic of the 'day-to-day happening in public squares' questioning what we regard as 'normal' in post-corona times. This culminated in a public performance and film.



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# 4.3

Paris/ NYC/ Berlin fashion week // **Sound Direction, Original Composition, Live music performance curation, sound installation**

Select brands:

Mugler, Moncler, Ludovic de Saint Sernin, Area, Vinokilo, Document Journal, Vogue / Models.com, Vasilis Loizides, Parsons, Priscavera, Area i.a.



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4.4

Neil Ghose Balser // *Film music composition & sound design / sound direction*

NOWNESS



NANUSHKA



MONCLER



ALLA CARTA



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# 4.5

Noguchi Museum New York City // *Performance installation / creative direction / composition*



<https://vimeo.com/user65591449>

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# 4.6

Vinokilo-shows experiential art events // **Creative concept** / **performance installation** / **sound installation**

**About You** - four tents with interactive art installations.



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# 4.6

Neil Ghose Balser // Workshops / organisation : ***Connecting individuals in the creative industries to business & entrepreneurs and thereby sharing skills // Stage presence and communication workshops (2017- ongoing)***

I have been working with my team of eight professional actors to give communication classes to entrepreneurs / business and innovators (anybody who speaks on stage or in front of a room)

**Clients:** Royal Academy of Engineering, Oxentia (Oxford), Source (Bulgaria),



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# 4.7

Neil Ghose Balser // *creating a sound identity for a brand / space*

*Sound identity for VINOKILO / StreetlifeDXB / working with Massive Music Amsterdam*



**My question hereby is:** What is the equivalent of a company's branding in sound? In a future world, I want to believe that addressing all the senses will have more importance. For that - besides creating a visual identity we will create a 'sonic identity'. Furthermore, there is space to collaborate with smell and touch.



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Vision for future projects//

- *Working as a creative couple*
- *Large scale performances or installations*
- *Creative concepts / Curating / Full production of events*
- *Performances*
- *Bringing together/ curating diverse teams of creatives / artists / performers / futurists / florists/ cooks / astronauts / poets and working on 'our idea of future'*
- *Residencies*

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# Thank You.