



SRISHTI MANIPAL COLLECTIVE'25

Under Graduate Professional Programme





What Himalayan birds have the largest wingspan in the world? The Griffon vulture (10 ft), the Lammergeier (9.3 ft) and the Golden Eagle (7.8 ft), all three found in HP. How do you educate a visitor about this intriguing piece information/knowledge without giving a boring lecture or scribble this on a flat poster? Well... we create 3-D models of the 3 birds and suspend them from a beam in a Nature Park in Manali and create a selfie-point for a visitor where they can measure the wingspan against their own outstretched arm. Mixing fun/entertainment with education to create a better recall value.. This is just one of the installations we have done at the Beas-Bihal Nature Park in Manali amongst others. Srishti Films, a centre at SMI, has been working with the Himachal Pradesh Forest Department since 2018 to produce a wide range of communication outputs that includes films, brochures, print publications, animation videos, designing Wildlife/Nature interpretation centres and art installations across various nature parks in HP. This project, “Junglee by Nature”, is set in two nature sites close to Shimla, Potters Hill and the Kufri-Mahasu peak ecotourism trail. 21 students from different disciplines travelled to these sites to engage in creating outputs that intelligently enhance visitorexperience at Nature Parks and wildlife trails around Shimla. The brief from the Himachal Pradesh Forest Department was to design, “enhanced visitor experience” at five important nature sites in and around Shimla. This batch of students worked on two sites. Through exhibition and interactive space design, 3D models, branding, customised products for site-specific functional use such as monkey-proof waste disposal bins, merchandise and installations, the project brings to life the ecological and cultural richness of these landscapes, encouraging visitors to engage meaningfully with the natural world.

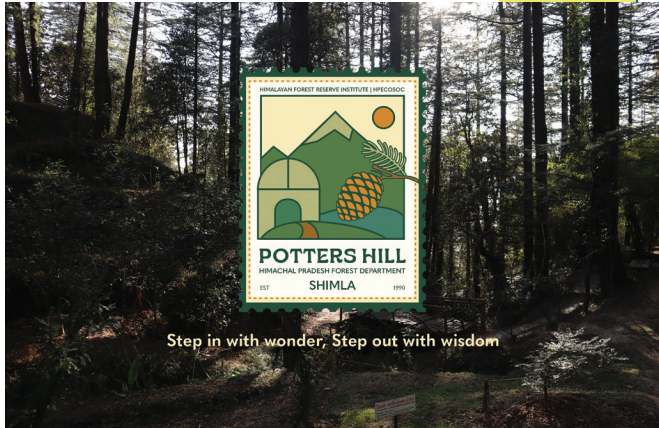


JUNGLEE BY NATURE
SANJAY BARNELA





Potters Hill is a forest sanctuary near Shimla, offering an offbeat, mindful escape into nature. This project builds a complete brand strategy, identity, and communication system for Potters Hill, repositioning it as a destination focused on education, conservation, and exploration. The strategy highlights its proximity to Shimla, its untouched landscapes, and its potential to create a new tourist circuit that is both enriching and sustainable. The brand identity includes a logo, colour palette, typography, and collaterals that reflect the raw, natural spirit of the sanctuary while following government design standards. The brand communication focuses on storytelling, positioning Potters Hill as a place that is not just visited but experienced. Together, the strategy, identity, and communication create a cohesive system that is memorable, scalable, and invites visitors to discover a hidden side of Himachal Pradesh..



THE GREENPRINT

ADITHI N

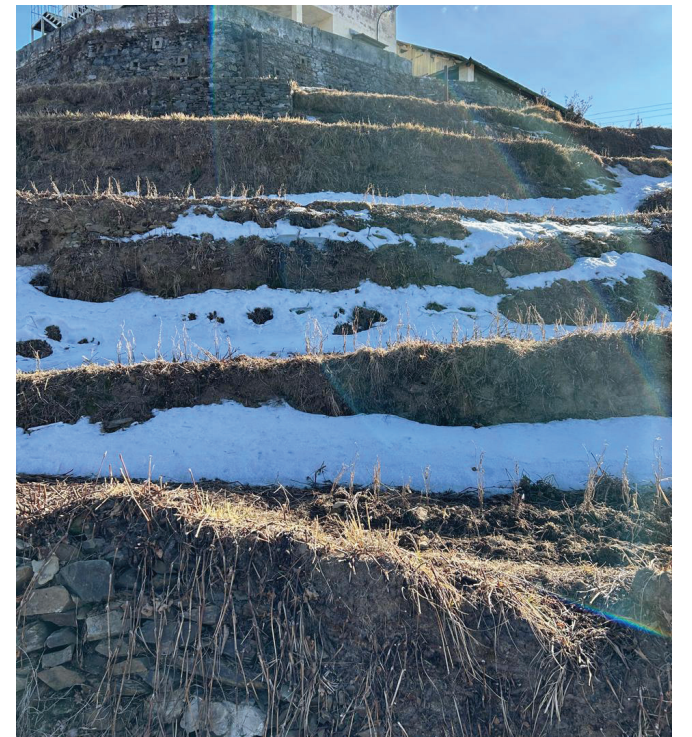
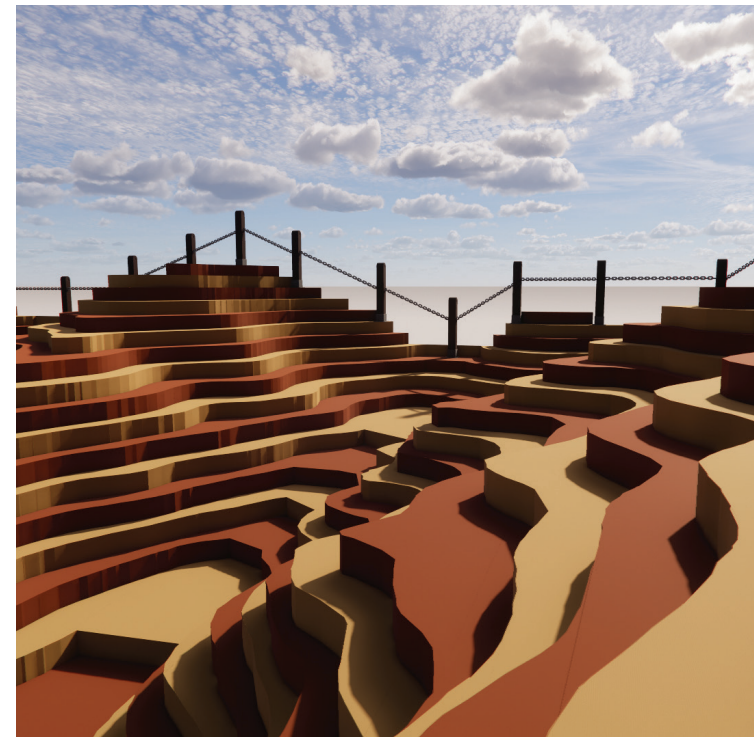
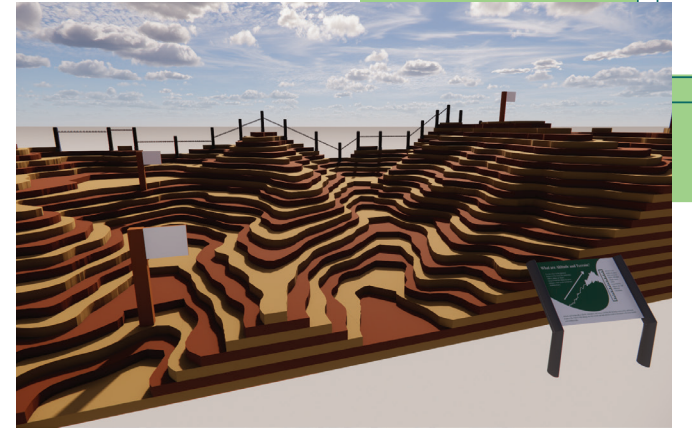
Visual Communication and Strategic Branding

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Tracing Lines envisions a dynamic topographic model of Potter's Hill, crafted from locally sourced clay to create an authentic, tactile experience. This exhibit brings to life the flowing contours, soaring altitudes, and rugged beauty of the Lower Himalayan terrain. By using the very soil of Potter's Hill, the project deepens the connection between geography and materiality, rooting the installation in the landscape it represents. Tracing Lines aims to make complex topographic ideas accessible through touch, exploration, and movement — celebrating both the natural story of the land and the sustainable practices that honor it..



TRACING LINES

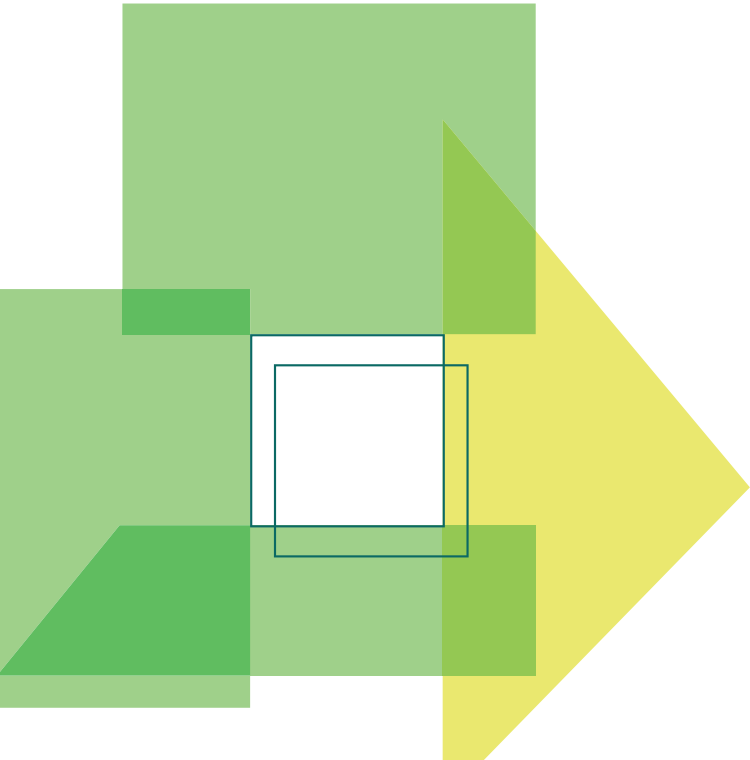
SHAILAJA AMBATIPUDI

Public Space Design

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01 PINE WHISPER #567D47	02 MOSS MEADOW #B5B67B	03 MOUNTAIN LIGHT #F9EBBB	04 EARTH TRAIL #99682D
05 FOREST ROOT #254F3B	06 CEDAR MIST #42747A	07 HIMALAYAN HONEY #D4A045	08 RHODODENDRON PETALS #D4A045

Potter’s Hill is a hidden sanctuary of underappreciated tranquillity, with the potential to captivate anyone willing to reconnect with nature and explore its many wonders. Until now, the site has been underutilized and at times misused, largely due to a lack of awareness and proper guidance for visitors. This project addresses that gap by developing a complete brand strategy and identity from the ground up, aiming to generate excitement around Potter’s Hill and reveal that Shimla offers more than just its well-known tourist spots – it is also home to hidden treasures like this. Through a thoughtful marketing and communication strategy, along with fresh illustrations and logo designs, this project presents a new face for Potter’s Hill. It captures the place’s authentic spirit while aligning with government standards, yet remains distinctive, memorable, and easy for people to connect with..

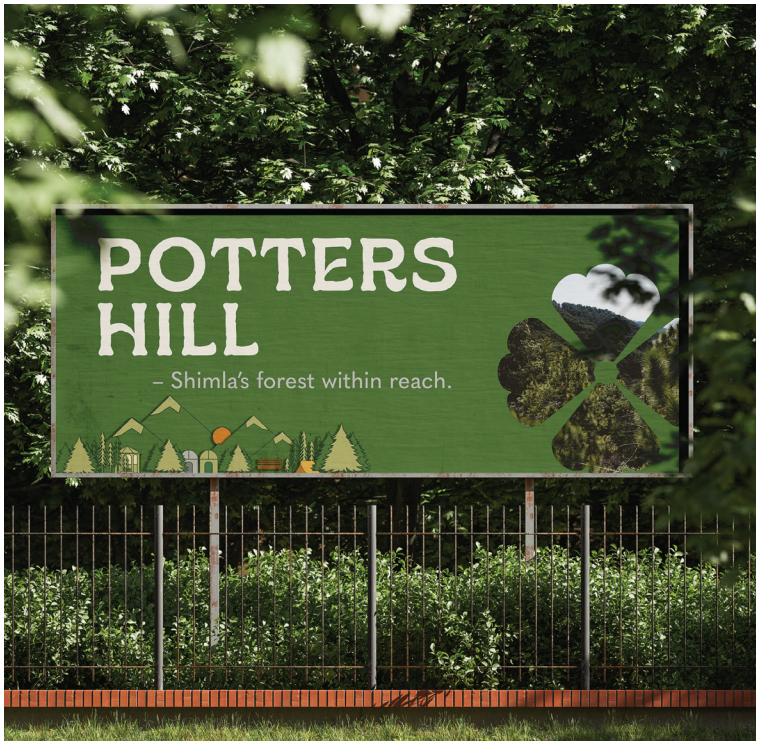


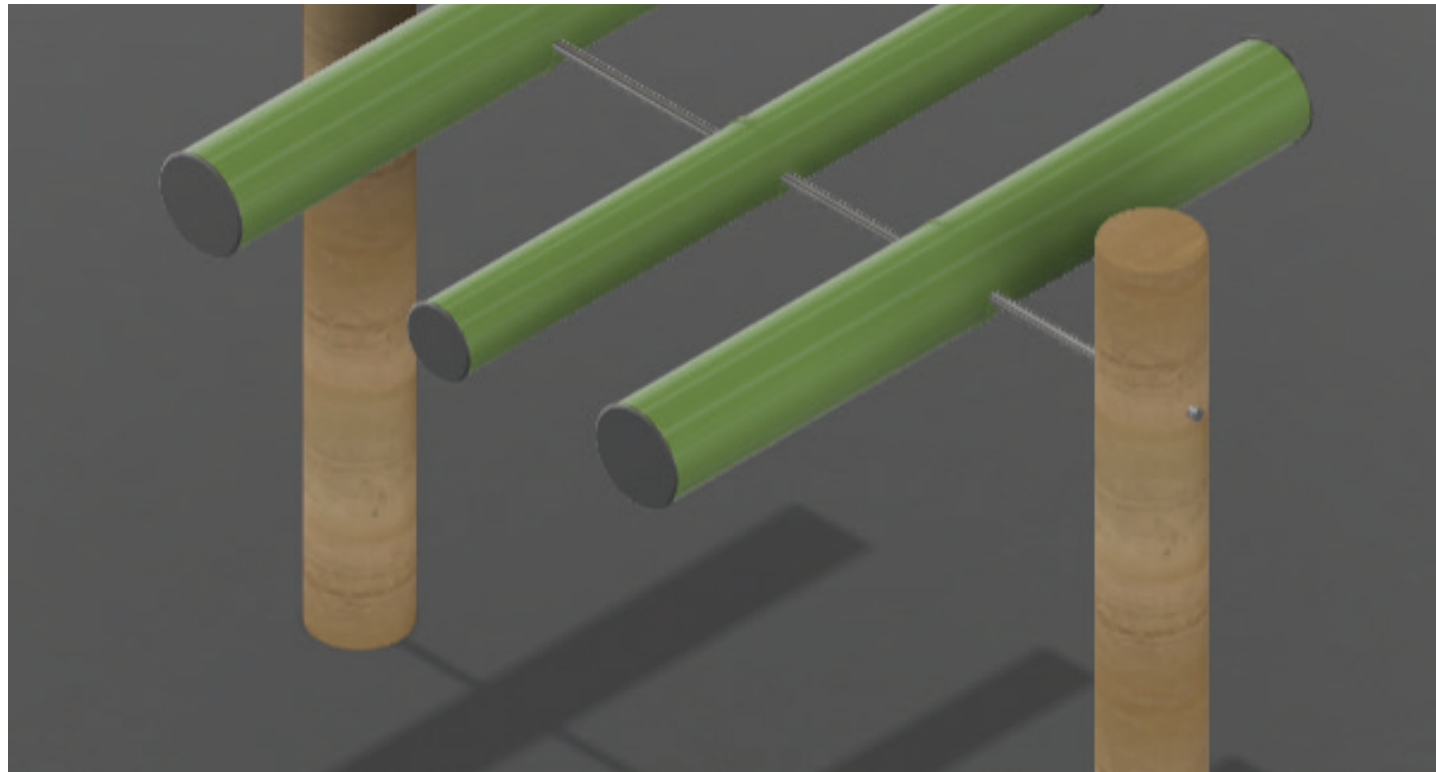
THE GREENPRINT

FIZZA MULLAMITHA

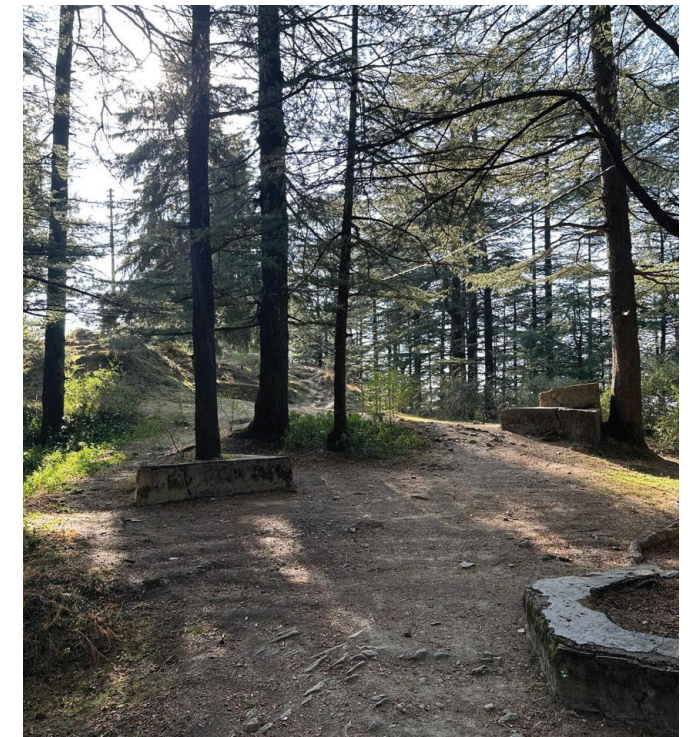
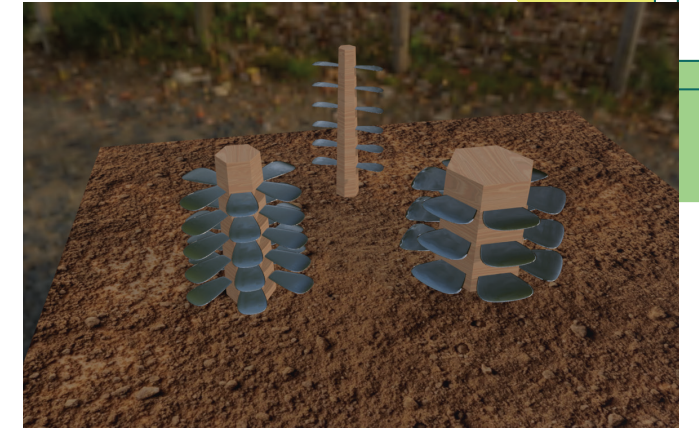
Visual Communication and Strategic Branding

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Sonic Grove is a sound-based installation at Potter's Hill, crafted to create a playful and tactile experience through natural materials and nature-inspired forms. It invites visitors to engage with the sounds of the landscape, offering a memorable journey that celebrates the stories of the local landscape. Built from locally sourced materials, Sonic Grove features three interactive pieces. Hill bamboo – native to Potter's Hill and vital to local livelihoods – forms the core of the structures, alongside pine wood from the region. Inspired by natural forms, the installation includes "Pine Totems," towering structures with layered leaflets that respond to tapping, and the "Bamboo Sound Garden," which mimics the calming sounds of rainfall to create a zen-like space. Sonic Grove invites you to listen, play, and reconnect with nature..



SONIC GROVE: A SONIC INSTALLATION IN POTTER'S HILL

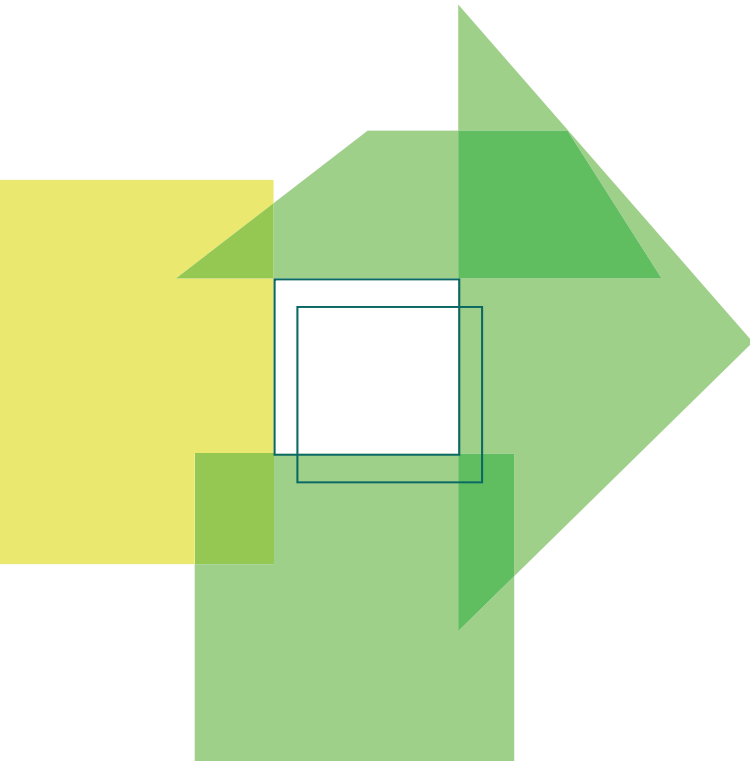
SIDDHARTH KULKARNI

Industrial Arts and Design Practices

Siddharthk2205@gmail.com



Nectar Station, a resting place reimagined as a butterfly's sanctuary, expanded to welcome human forms. The veil between worlds thins through a magnified vision, as visitors step into the delicate existence of a butterfly — witnessing life through their eyes. It is an experience that replicates the interaction — the give and take — between the butterfly and the Buransh flower. A circular bench, much like the Buransh's clustered bloom, painted in vivid red, surrounds a central water fountain designed to resemble the flower's core. Just as butterflies are drawn to the vibrant red of the Buransh, visitors too are invited — to rest, to hydrate, and to contemplate the delicate balance of giving and receiving that sustains all life. Before the bench, two convex mirrors stand, framing a captivating mountain view between them. Here, visitors glimpse the world as butterflies do — in sweeping panorama, nearly 300 degrees of vision. The mirrors weave a grand, unified scene, blending the bench, the fountain, and the mountain range into one dynamic landscape. The installation highlights the timeless courtship of nectar and pollen, of sustenance and survival..

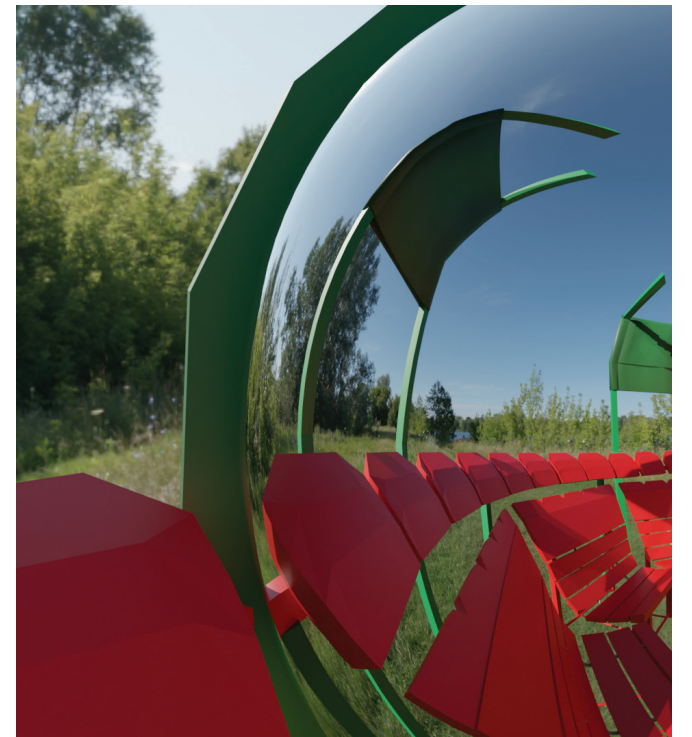
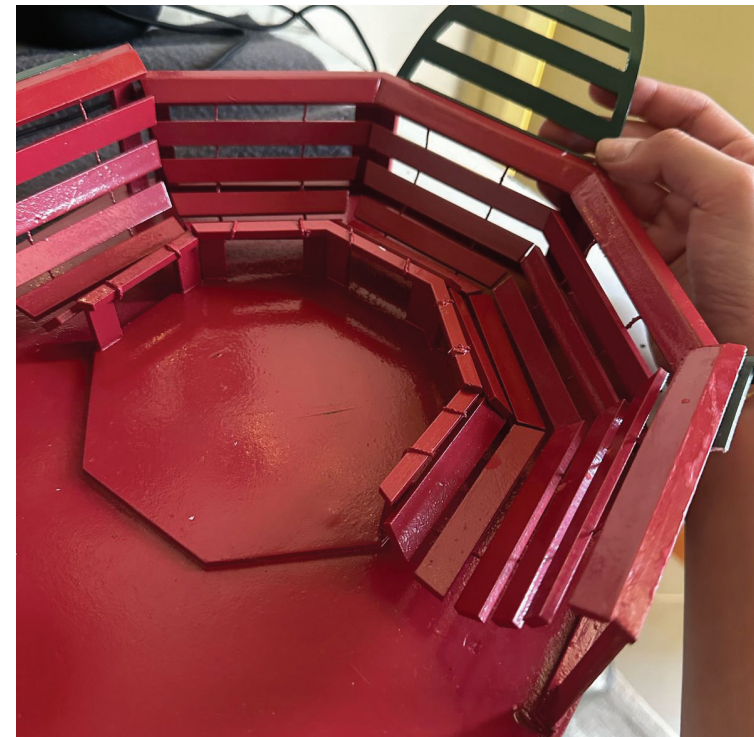


NECTAR STATION- THE BURANSH AND BUTTERFLY

VANSHIKA SINGH

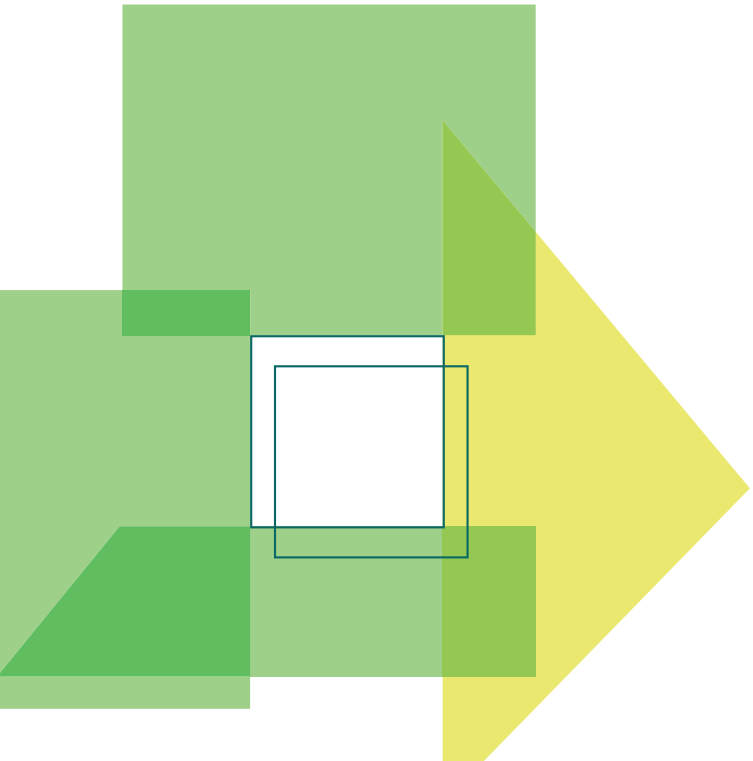
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Potter’s Hill, a hidden sanctuary in Shimla, has long been overlooked despite its immense potential for eco-tourism, conservation, and experiential learning. While Shimla’s busy streets and popular tourist spots attract most visitors, Potters Hill remains underutilized and often misused due to a lack of awareness. Our project seeks to change this by developing a complete brand strategy and identity that highlights the very spirit of this place. The project positions Potters Hill as a curated, immersive, and sustainable experience that inspires deep engagement with nature. Our goal is to reveal that Shimla has more to offer beyond its crowded streets and popular tourist attractions. By blending a thoughtful branding and marketing strategy with fresh illustrations, logo designs, and a unique brand voice, we aim to craft a new identity for Potter’s Hill that captures its authentic spirit, aligns with government standards, and remains memorable and accessible to all. These interventions will enhance the visitor experience while promoting mindful and responsible tourism. Ultimately our project strives to ensure the long-term preservation of this delicate ecosystem..



THE GREENPRINT

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iBECA

FLORA SYMPHONICA is a 360 degree immersive bio-sonic light and sound, night walk through the mystical forest at the Arboretum in Potters' Hill, Shimla. Engage yourself in an immersive storyline taking you through the Arboretum and the various species that it houses. As you walk through you hear the plants sing to you the stories of their tribes, with music all generated by the plants. BECA or Biosynth Electronica Community Acapella, is the music instrument that brings these plants to life, in a way giving hands and fingers to a plant with an instrument they can play. Built as a completely stand-alone instrument, feel free to plug into any plant and hear them sing..



BECA & FLORA SYMPHONICA

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This project aims to improve visitor experience at the Arboretum by implementing infrastructure enhancements and innovative engagement strategies. The key areas of focus include: (Individual Project) Innovative Monkey Bar • A reimagined version of traditional monkey bars, designed to encourage playful interaction and movement. • Incorporates elements of creativity, challenge, and surprise, making it more than just a climbing structure. • Could include dynamic lighting, sensory feedback, or an unconventional structure that reshapes how people engage with their environment. (Group Project) “_ky”, The proposed project aims to design an improved public dustbin for nature parks in Shimla, addressing key challenges such as monkey tampering, ease of maintenance, and space constraints along narrow pathways. The redesigned bin will ensure efficient waste disposal while blending with the natural surroundings and improving user convenience..



__KY AND INNOVATIVE MONKEY BAR

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This project aims to improve visitor experience at the Arboretum by implementing infrastructure enhancements and innovative engagement strategies. The key areas of focus include: (Individual Project) PINELOOP- “Circle back to nature”, A rest space in a natural environment focusing on creating a serene, immersive area where visitors can relax and reconnect with nature. Using locally sourced, sustainable materials like wood and stone, this space seamlessly blends with the landscape, enhancing the surrounding flora. They provide comfort with ergonomic seating, shading, and natural padding while offering views of trees, flowers, and wildlife. Designed for minimal maintenance, it encourages visitors to pause, observe, and appreciate nature, creating a sanctuary for rejuvenation and mindfulness in harmony with the natural surroundings. (Group Project) “_ky”, The proposed project aims to design an improved public dustbin for nature parks in Shimla, addressing key challenges such as monkey tampering, ease of maintenance, and space constraints along narrow pathways. The redesigned bin will ensure efficient waste disposal while blending with the natural surroundings and improving user convenience..



PINE-LOOP & __KY

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Located on the western outskirts, just 5 km from Shimla, Potter's Hill is a lush forest. Once a hub for local potters sourcing clay during the British era, has since transitioned into an ecological sanctuary under the management of the Himachal Pradesh Forest Department. Despite its rich cultural and environmental significance, the site remains underutilised, lacking structured engagement opportunities for visitors. This project aims to reimagine Potter's Hill as an interactive and immersive public space, bridging its historical roots with its evolving ecological identity. Through the design of an Interpretation Centre, the project will enhance visitor engagement by integrating spatial storytelling, indigenous craft, and ecological education. The centre will act as a threshold between past and present, allowing visitors to experience the layered narratives of the land through thoughtful design interventions. By weaving together craft, nature, and cultural history, the project will foster a deeper understanding of forest ecosystems, biodiversity conservation, and responsible tourism. The design will not impose itself on the landscape but will work with it—allowing the forest, light, and air to shape the experience. An extension, seamlessly integrated with the architecture, provides additional space for immersive experiences that celebrate the beauty of the natural world. Ultimately, this initiative seeks to transform Potter's Hill into a dynamic space for learning, recreation, and environmental awareness, creating a model for enhanced visitor experiences across other nature and wildlife trails in Himachal Pradesh.

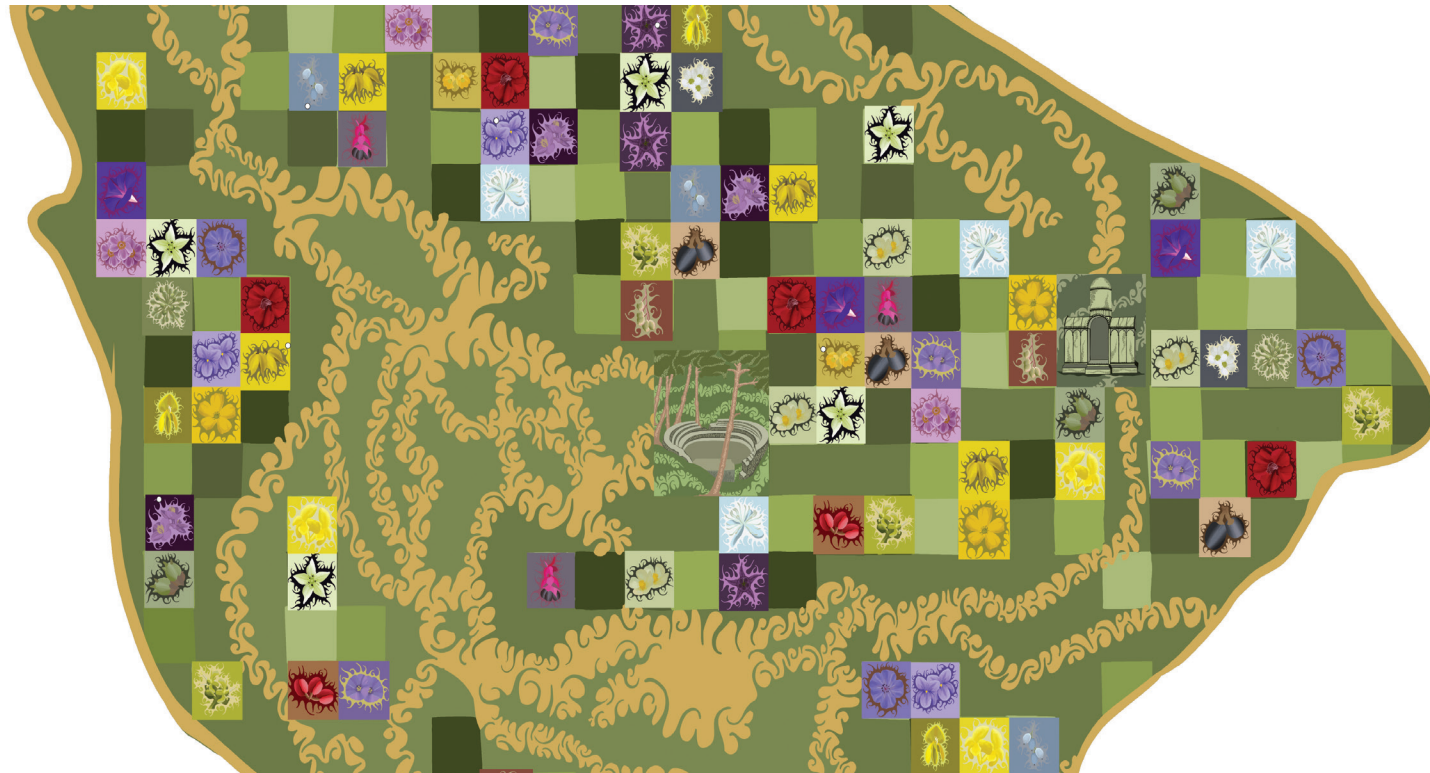
FROM CLAY TO CANOPY - A INTERPRETATION CENTRE

SPRIHA PATEL

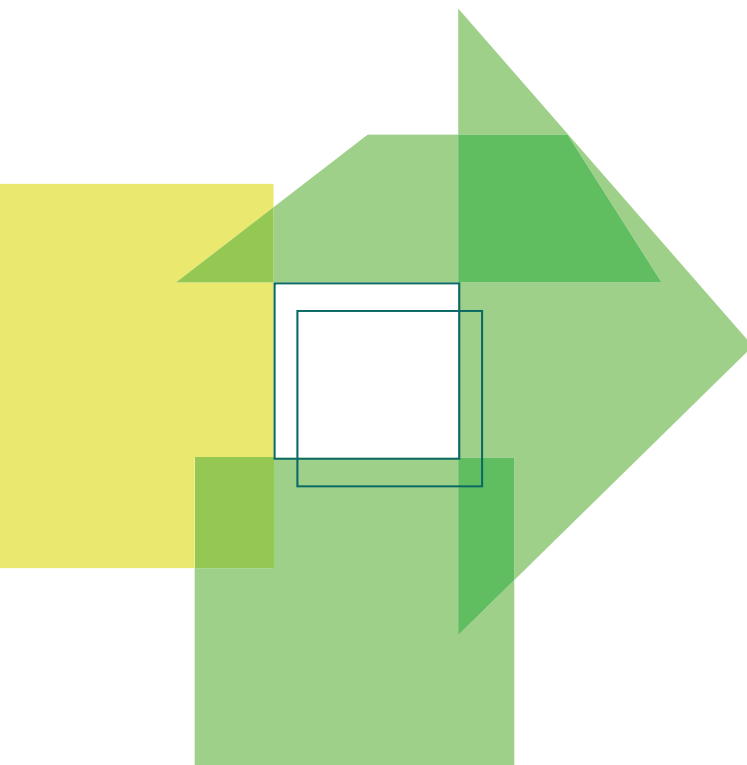
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Potter's Hill offers an immense variety of flora, trees, and fungi, some of which possess great medicinal significance. They serve as a traditional healing remedy for various ailments over the ages, ranging from respiratory ailments to digestive disorders. It is unfortunate that all this knowledge has been lost in the urban scenario today. Nature's Pharmacy is an interactive illustrated installation designed to bring back that lost connection. It would combine sensory, visual, and digital experience to remind people that the natural world has not forgotten the important role these species play in supporting health and well-being. This place wears a rich and diverse living flora, trees, and fungi; many of them carry deep medicinal significance. For centuries, those have been sources of folk remedies for a wide range of ailments, from respiratory diseases to digestive disorders. However, a lot of this ancient knowledge does not hold in the urban context. Nature's Pharmacy, on the other hand, is an open interactive illustrated installation for people who may have forgotten this knowledge. This will comprise sensory, visual, and digital experience to remind them that the natural world has not forgotten the important role these species play in health and well-being..



NATURE'S PHARMACY

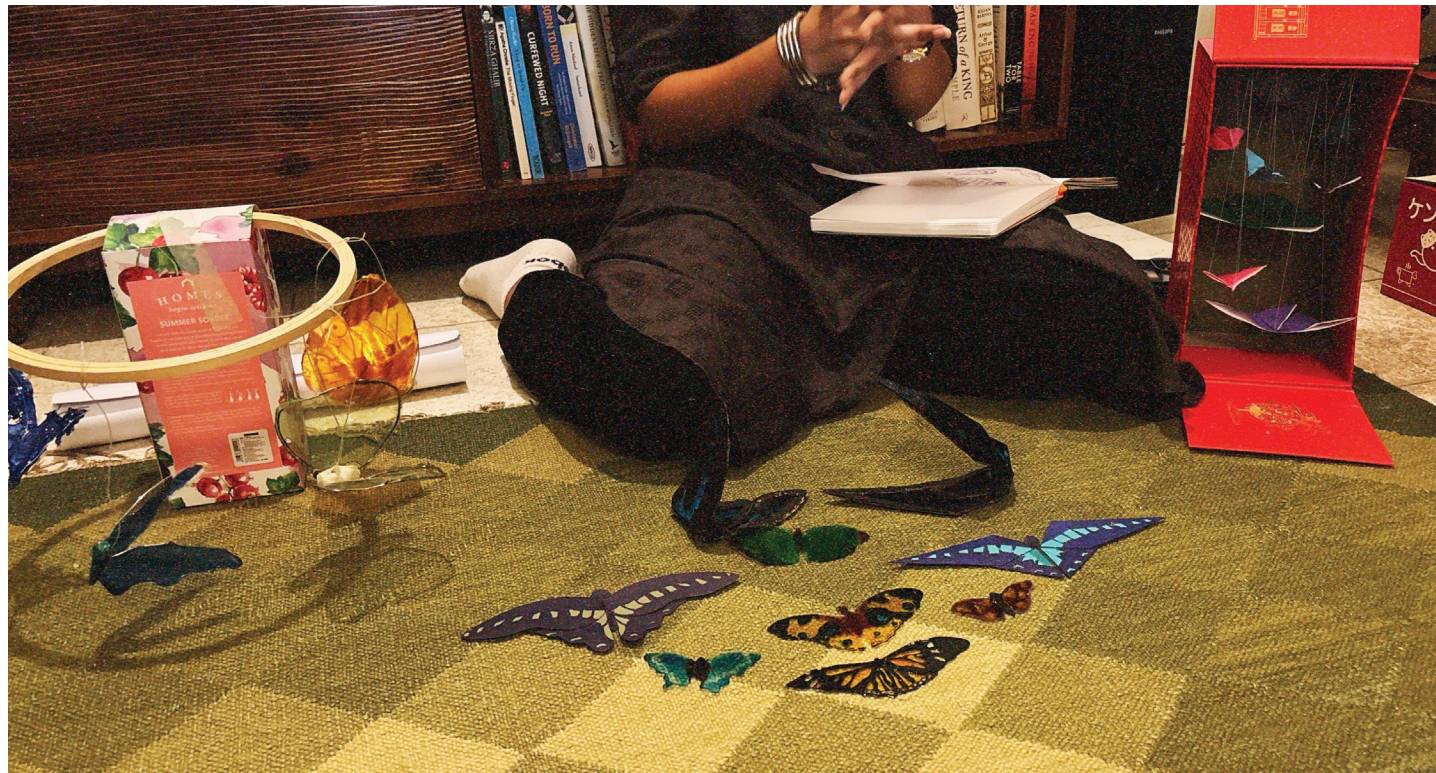
KRIA G NARESH

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Nature's Pharmacy
Healing with ancient wisdom



Shimla, a popular tourist destination, is filled with generic attractions like costume photography setups and oversized signage, catering to surface-level tourism rather than meaningful engagement. Potter's Hill, despite its rich biodiversity and scenic beauty, remains an underappreciated ecological site. Unlike heavily commercialized spots, it presents an opportunity to introduce thoughtful, interactive designs that enhance visitor experiences while maintaining the site's natural charm. This project proposes an installation that integrates art, design, science, and conservation: the Ballad of the Hills, a suspended indoor installation features butterflies arranged in a dark space, with Spotlights falling on them and projecting their shadows on the surfaces around, creating an immersive visual experience. This installation is designed to be simple, efficient, and intelligent, utilizing existing infrastructure to optimize manufacturing costs while attracting visitors who seek deeper engagement. With every corner of Shimla offering a scenic backdrop, most tourists instinctively reach for their phones. This project aims to break that pattern, inviting visitors to pause, interact, and observe. By encouraging curiosity and engagement, this installation redefines how people

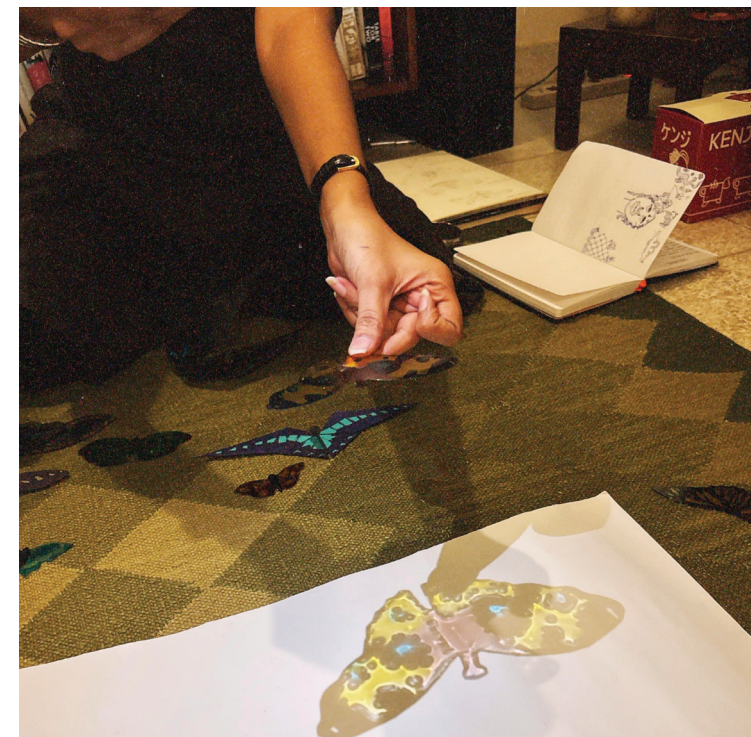
experience Potter's Hill, shifting the focus from passive sightseeing to active exploration and appreciation of its ecological significance..



THE BALLAD OF THE HILLS

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Potter's Hill, once a hub for local potters sourcing clay during the British era, has now evolved into an ecological sanctuary under the Himachal Pradesh Forest Department. Despite its cultural and environmental significance, the site remains underutilised, lacking structured engagement for visitors. This project aims to reimagine Potter's Hill as an interactive and immersive public space that bridges its historical roots with its ecological identity. Through the design of an Interpretation Centre and Café, the project will enhance visitor engagement by integrating spatial storytelling, indigenous crafts, and ecological education. The centre acts as a threshold between past and present, allowing visitors to experience the layered narratives of the land. The design emphasizes biophilic principles, using natural materials, organic forms, and ample daylight to foster a deep connection with nature. An extension complements the original structure, creating additional space for immersive experiences without disturbing the landscape. By weaving together craft, nature, and cultural history, the project promotes an understanding of forest ecosystems, biodiversity conservation, and responsible tourism. It seeks to transform Potter's Hill into a dynamic space for learning, recreation, and

environmental awareness, creating a replicable model for enhancing visitor experiences across Himachal Pradesh's nature parks..



FROM CLAY TO CANOPY

PRACHI JAIN

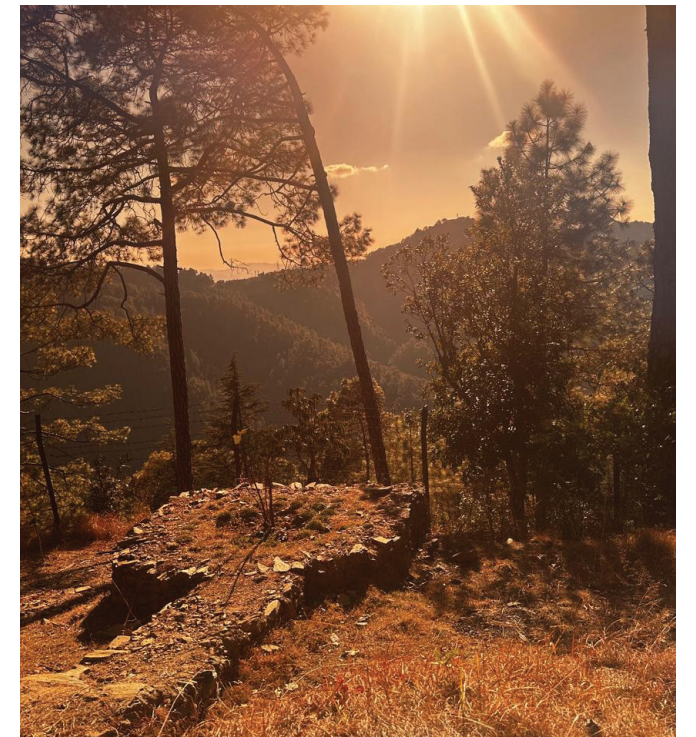
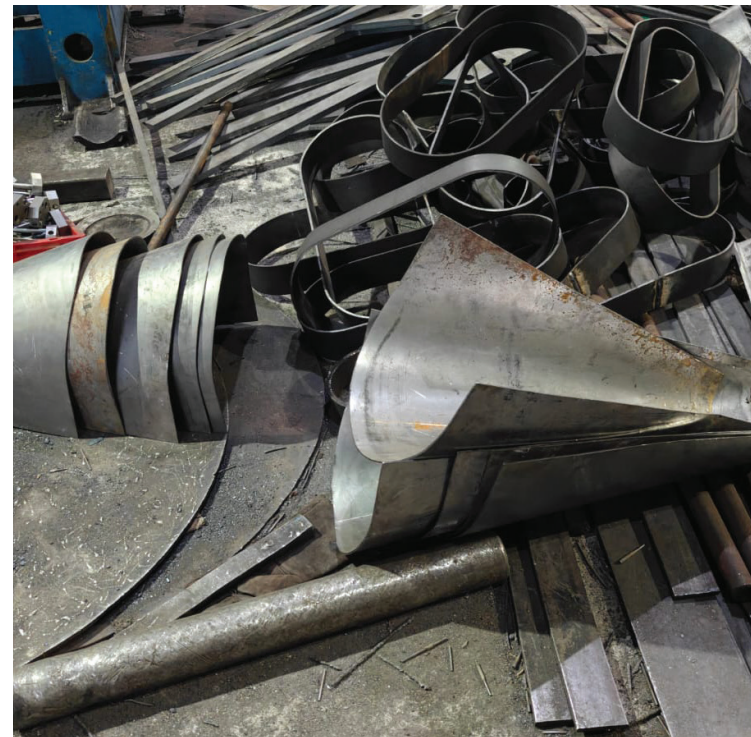
Public Space Design

Prachi03112@gmail.com





This project invites you to listen closely to the living symphony of Potter's Hill, a protected forest treasure nestled in Shimla's Western Himalayas. Here, the forest is alive with conversations: birds calling to one another, insects humming as they weave through the undergrowth, leaves whispering in the breeze, and countless other subtle sounds that together create a rich and dynamic community. Through the careful capture and thoughtful amplification of these natural voices, our sound installations aim to reveal the hidden layers of communication within this vibrant ecosystem. Visitors are invited to experience the forest with fresh ears, stepping away from the visually dominated ways we often interact with nature and instead tuning into its acoustic life. This project is not only about appreciating the beauty of nature's music—it is an invitation to recognize ourselves as active participants in an ancient and ongoing dialogue with the natural world. By truly hearing the forest, we hope to spark a deeper emotional connection and a more intuitive understanding of the importance of protecting these precious landscapes. In listening closely, we rediscover a relationship with the Earth that is rooted in care, respect, and shared belonging..

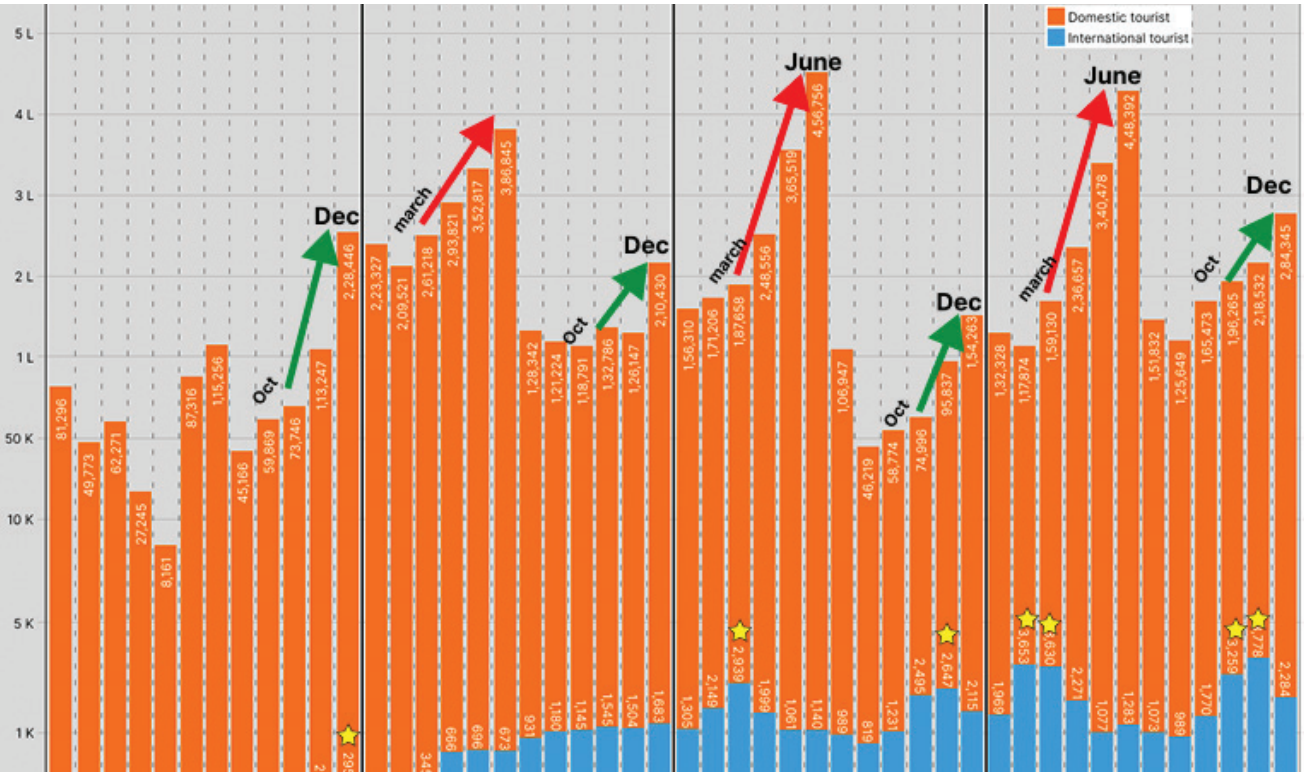


THE LISTENING HOLLOW

FAYEEZA PARWEZ

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Fayeeza27sh@gmail.com

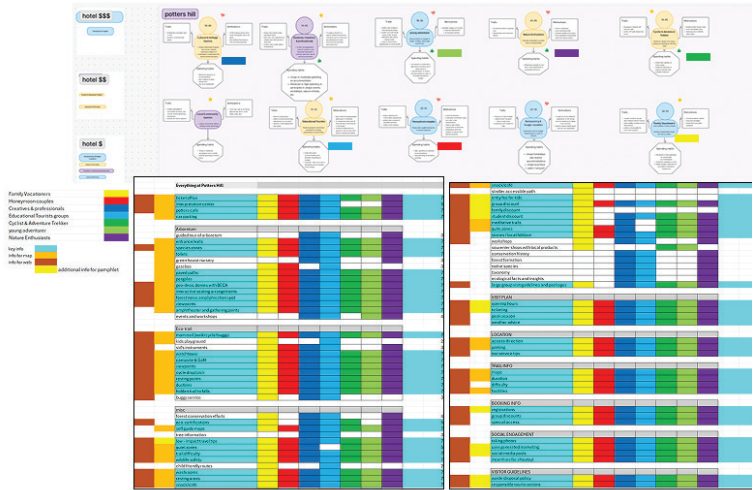


Calling all nature enthusiasts, adventure seekers, and tranquility lovers! Discover Potter's Hill, offering unforgettable experiences for everyone. This pilot campaign strategically partners with HPTDC hotels, introducing visitors to lush trails, serene cycling paths, Chadwick Falls, the Western Himalayan Temperate Arboretum and other unique experiences. Guests receive detailed pamphlets along with a souvenir from the forest, guiding them seamlessly from awareness to exploration via an engaging website. Fostering sustainable tourism through organic reach and circular engagement. Experience Nature Responsibly at Potter's Hill now!.

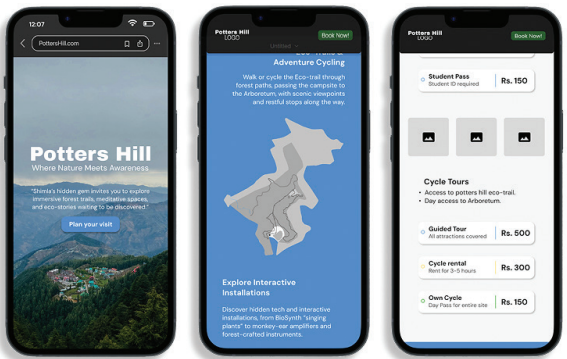
Potters Hill Brochure / map



Affinity mapping & Card Sorting information



Mobile view website



POTTER'S HILL — PILOT MARKETING CAMPAIGN STRATEGY

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Business Services Design

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Potter's Hill, once a hub for local potters sourcing clay during the British era, has now evolved into an ecological sanctuary under the Himachal Pradesh Forest Department. Despite its cultural and environmental significance, the site remains underutilised, lacking structured engagement for visitors. This project aims to reimagine Potter's Hill as an interactive and immersive public space that bridges its historical roots with its ecological identity. Through the design of an Interpretation Centre and Café, the project will enhance visitor engagement by integrating spatial storytelling, indigenous crafts, and ecological education. The centre acts as a threshold between past and present, allowing visitors to experience the layered narratives of the land. The design emphasizes biophilic principles, using natural materials, organic forms, and ample daylight to foster a deep connection with nature. An extension complements the original structure, creating additional space for immersive experiences without disturbing the landscape. By weaving together craft, nature, and cultural history, the project promotes an understanding of forest ecosystems, biodiversity conservation, and responsible tourism. It seeks to transform Potter's Hill into a dynamic space for learning, recreation, and

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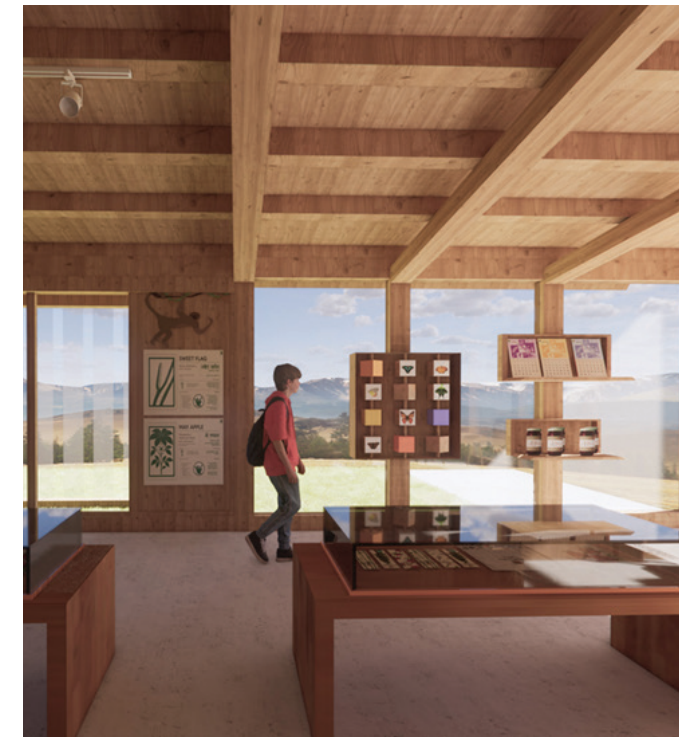


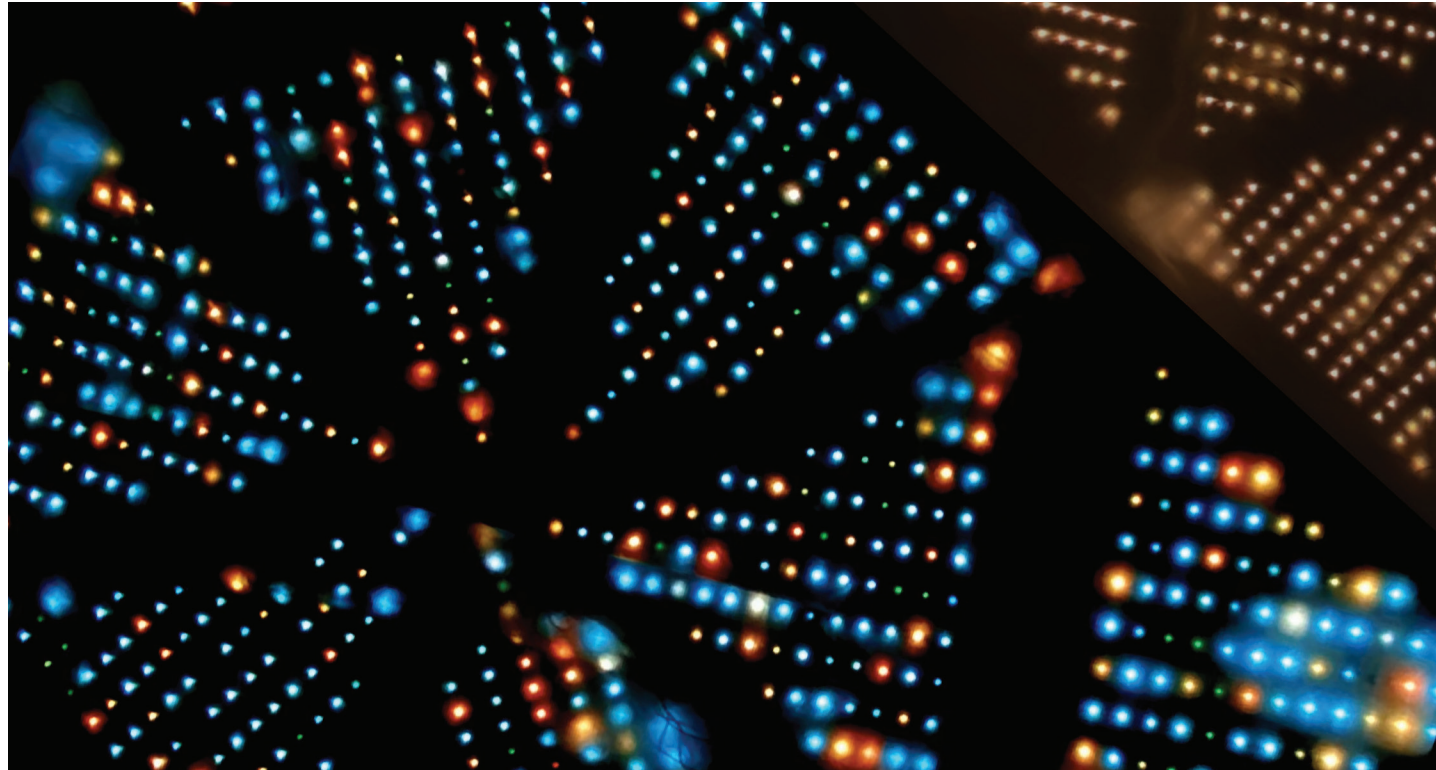
FROM CLAY TO CANOPY : AN INTERPRETATION CENTRE

ANUSHKA MALU

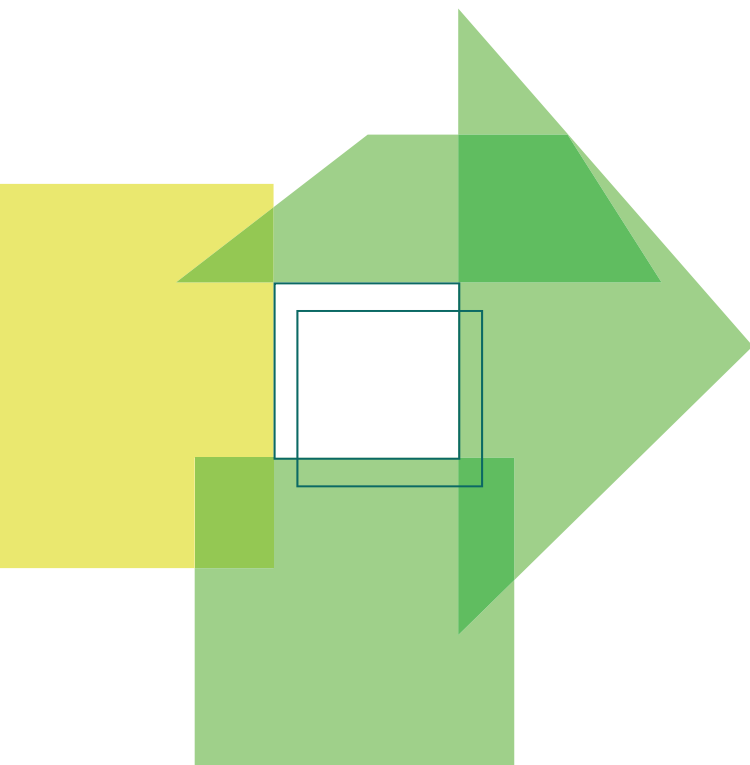
Public Space Design

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Flora Symphonica is an immersive, site-specific installation that reimagines eco-tourism as a multisensory journey through nature. Set within the living forest of Potter's Hill, Shimla, the project reveals the hidden rhythms of plants and ecosystems through sound, light, and interactive storytelling. Visitors are invited to listen to the subtle songs of trees, interact with responsive bamboo groves, and walk along illuminated pathways that shift dynamically with their presence, creating an experience where nature is not just observed but deeply felt. Beginning as a prototype in Bangalore and evolving into a large-scale outdoor plan, Flora Symphonica fosters emotional connections between humans and the environment. The project aspires to transform passive tourism into a profound engagement with nature's unseen rhythms, inspiring wonder, reflection, and a deeper sense of belonging.



FLORA HARMONICA

DRASHTI MEHTA

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Located on the western outskirts, just 5 km from Shimla, Potter's Hill is a lush forest. Once a hub for local potters sourcing clay during the British era, it has since transitioned into an ecological sanctuary under the management of the Himachal Pradesh Forest Department. Despite its rich cultural and environmental significance, the site remains underutilised, lacking structured engagement opportunities for visitors. This project aims to reimagine Potter's Hill as an interactive and immersive public space, bridging its historical roots with its evolving ecological identity. Through the design of an Interpretation Centre, the project will enhance visitor engagement by integrating spatial storytelling, indigenous craft, and ecological education. The centre will act as a threshold between past and present, allowing visitors to experience the layered narratives of the land through thoughtful design interventions. By weaving together craft, nature, and cultural history, the project will foster a deeper understanding of forest ecosystems, biodiversity conservation, and responsible tourism. The design will not impose itself on the landscape but will work with it—allowing the forest, light, and air to shape the experience. An extension, seamlessly integrated with the architecture, provides

additional space for immersive experiences that celebrate the beauty of the natural world. Ultimately, this initiative seeks to transform Potter's Hill into a dynamic space for learning, recreation, and environmental awareness, creating a model for enhanced visitor experiences across other nature parks and wildlife trails in Himachal Pradesh..

FROM CLAY TO CANOPY - AN INTERPRETATION CENTRE

RISHIKA SABOO

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POTTERS HILL

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77°08'03.6" E

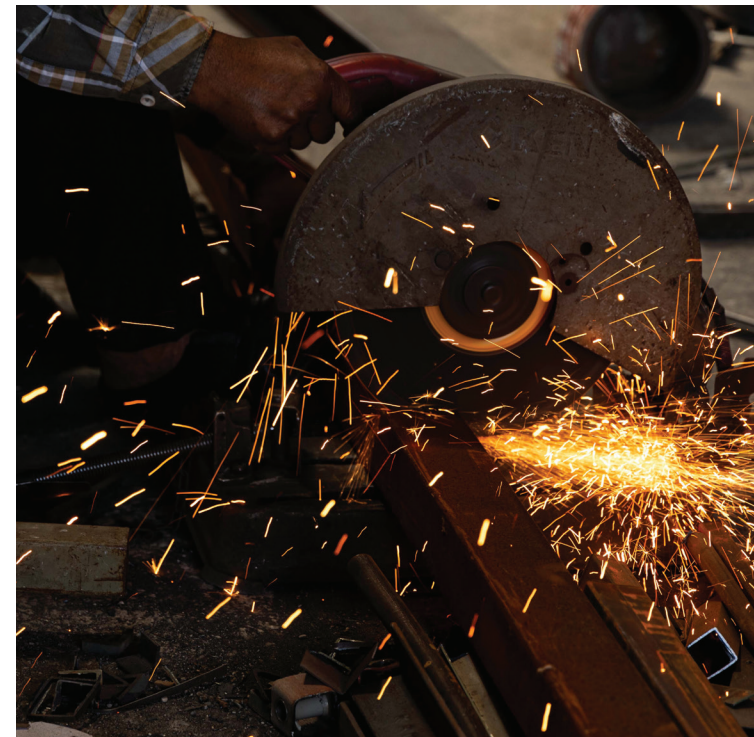
VANISHING FOOTPRINTS

KEERAT KAUR

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Branding

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Vanishing Footprints is a public design intervention rooted in the forests of Potters Hill, Himachal Pradesh. This project creates a trail-based experience that invites visitors to discover the unseen lives of the forest's fauna through footprint installations of native species like the leopard, red fox, porcupine, and Himalayan black bear. Each installation pairs life-sized clay imprints with minimal and factual narratives, encouraging sensory interaction and reflection rather than information overload. Through thoughtful materiality and site-specific storytelling, the project bridges ecological awareness with artistic memory. An indoor interpretation space and forest-inspired merchandise extend the experience beyond the trail. Designed with a quiet, respectful presence, Vanishing Footprints reframes wildlife encounters not as sightings, but as shared spaces—asking visitors to move with attention, empathy, and curiosity. The project is a reminder that even what we don't see still sees us—and leaves a mark, if we learn to notice..





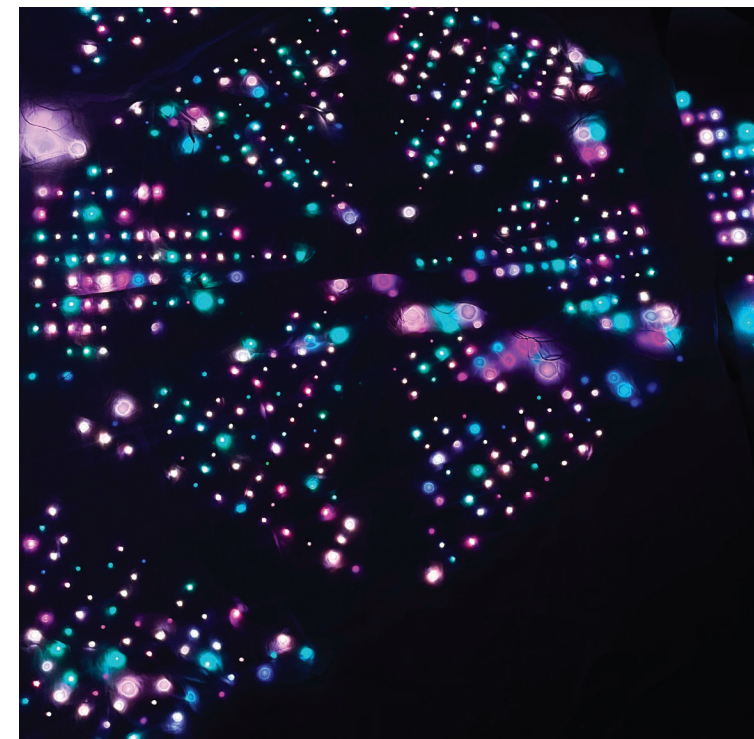
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FLORA SYMPHONICA

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The Potter's Hill project focuses on reimagining a lesser-known forest space on the outskirts of Shimla, transforming it into a thoughtfully branded and sensitively communicated nature experience. Historically used by local communities and largely untouched by commercial tourism, Potter's Hill holds immense ecological and cultural value. However, a lack of awareness, engagement, and identity has kept it hidden from visitors. Through this project, we aim to create a brand that celebrates the site's natural rhythm — one that invites people to slow down, wander, and reconnect with nature, without overwhelming the space. Our objective is to develop a full brand strategy and marketing communication plan that positions Potter's Hill as an accessible, peaceful alternative to Shimla's crowded tourist circuits. The work spans research-driven storytelling, the creation of a visual identity, wayfinding, experiential interventions, and content rollouts across print and digital channels. Rooted in values of sustainability, mindfulness, and community collaboration, the project seeks not just to build a destination brand, but to shape a living, evolving experience — one that grows with the land and those who care for it..



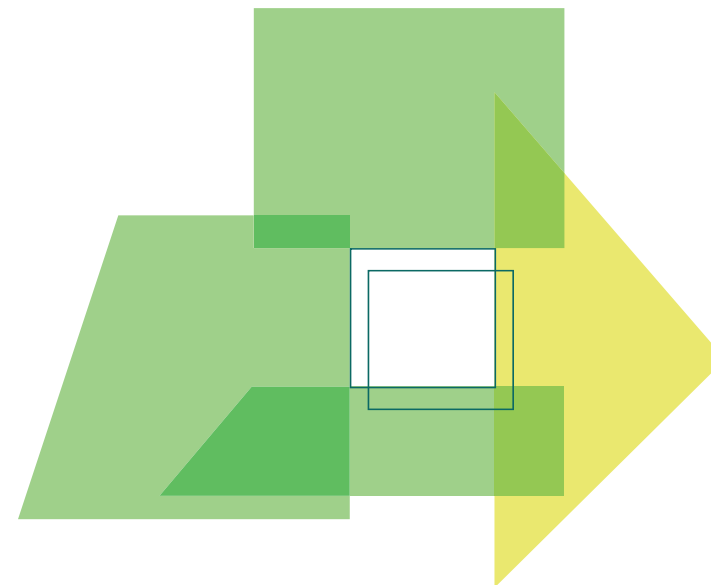
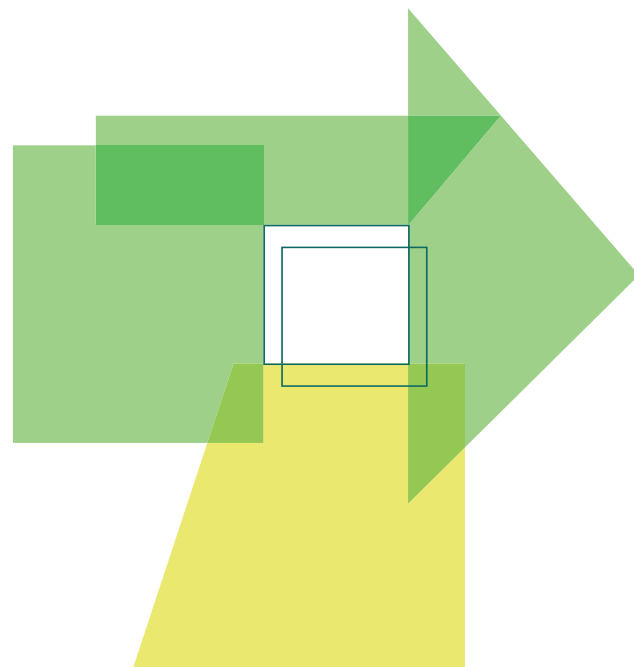
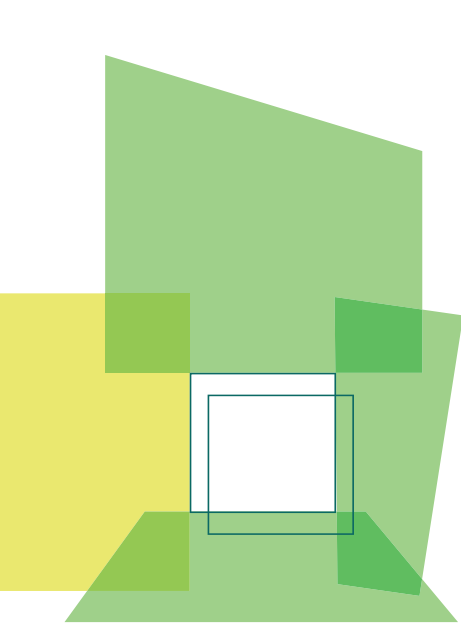
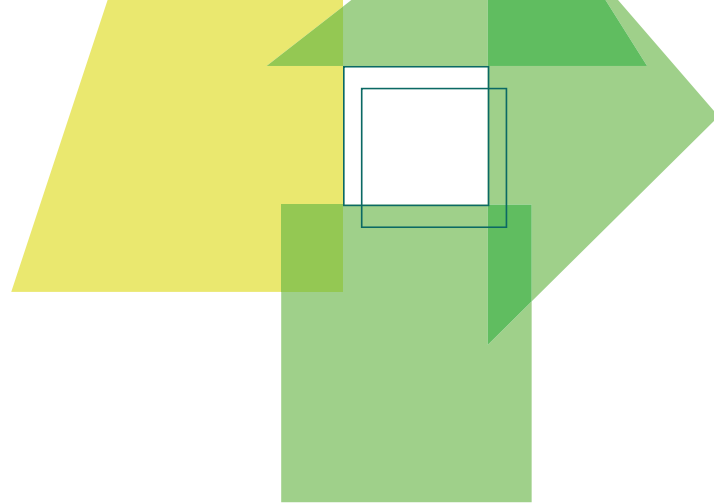
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