

# UTSSAV GUPTA

M.Arch (2011, Emergent Technologies and Design, London), B.Arch (2008, Delhi)  
AIIA, COA, LEED Green Associate

Partner CEO | Creator of Inventive Architecture | Diagnostic Innovation  
specialist- Outcome driven model | Author | Researcher

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Utssav Gupta, partner, and CEO of Creators Architects and founder of Black Swan Lab; a Research Think Tank. An alumnus of the prestigious Architectural Association in London and a licensed architect.

He is currently spearheading a movement in the built sector through innovative and strategic design, examining how architecture affects an organisation's short and long-term business objectives. A thought provoker and catalyst for change, he is assisting organisations and institutions for transformation through DIAGNOSTIC INNOVATIONS.

Through his found framework of DIAGNOSTIC INNOVATION (research work under Black Swan lab), he has channeled collaboration, ideas, and strategic approach into an OUTCOME-DRIVEN MODEL, that has facilitated a significant breakthrough for numerous entrepreneurs to expand new niches, and creating opportunities for them to grow rapidly.

Utssav is deeply passionate about "INVENTIVE ARCHITECTURE" being the instrument of positive change, that meshes 'Diagnostic Innovation' at the core. This philosophy is exemplified further by use of "Outcome-Driven Model" into architectural designs thus creating a disruptive outcome in its own right, giving client organisations an edge.

He has authored "REBOUND: How to bounce back with Strategic Innovations", got covered in worldauthors.org amongst other and got rave reviews, where he details out this thought process and shows a new lens that focuses on the intertwined relationship between business and design to achieve a successful outcome.

## Back ground

A grad of London's prestigious Architectural Association, he is a second-generation architect who currently leads the practice established by his father late Rajiv Gupta and Mrs. Mukta Gupta. Coming from an architectural family, he was exposed to the

profession at a young age and saw various facets, contrasts, and contradictions early that shaped his vision and aspirations.

Thereafter, he researched and studied business design, design thinking, and innovation theory, applied them into main stream architecture, developing frameworks such as Inventive Architecture and others.

These profoundly altered his and his company's perspective on projects and the way their designs responded to the clients' purpose, user-centricity, and environmental impact, thereby establishing a new niche and innovation.

Utssav is a firm believer in establishing a win-win situation. He developed an interest in disruptive innovation theory and is a strong believer in the value of problem framing and a holistic approach when it comes to applying his domain expertise to innovation methodologies. Through the use of design thinking and visual tools in fast-paced, high-impact engagements, he has assisted clients from a variety of verticals in crafting their strategies and ultimately achieving their bold vision through consulting sessions.

He later on went ahead and founded Black Swan Lab, where he pursues his passion for innovation, hones his skills and knowledge, conducted training for entrepreneurs, solves their problems, formed a Master mind group. He had developed a unique and sharp method of diagnosing the right problem to innovate a complete model around it. This frame frame he calls as Diagnostic Innovation.

### **Major milestones**

2005: Covered by Stainless India journal for research and development of vertical Tensegrity Structure

2006: Covered by Stainless India journal for research and development of cantilever style Tensegrity Structure

2007: Awarded Silver medal by National Institute of Design and Research, Institution of Engineers, India

2007: Recognition at Holcim Awards, Switzerland

2008: Graduated with honours.

2008: winner of Gold medal at Sushant school of Architecture for thesis topper

2008: winner for Spectra award, Kuala Lumpur

2008: Zone winner at National Institute of Advance Studies in Architecture thesis award.

2010: Graduated for M.Arch at Architectural Association London

2010: joined as assistant architect at a London based firm on the Royal Mail project.

'2011: Joined Creators Architects, Delhi as partner.

2011: Design lead for Raksha Shakti University, design proposal was the runners up at international competition.

2011: Project lead for Pearson School, Jaipur,  
2012-14: Designed several workspaces projects and participated in various competition as winning entries.  
2013: Won the competition for Dighali Pukhri development, Assam  
2014: Won competition for Bhramaputra River Front Development, Guwahati.  
2014: Runners up at IDA awards for design of Pearson School, Jaipur  
2015: Completed APAC headquarters for Anheuser-Busch Inbev

2016 marked a tun around year.

2016: Developed the Project discovery workshop format

2016: Appointed as over all project leader for Pushtidham, Godhra- World's Largest Vaishnav Temple

2016: Project lead for Apex hospitals, Jaipur

2016: Project lead for World Meditation Centre, Hyderabad- World's Largest Meditation Centre

2018: Design Lead for DTU Raj Soin Hall, Delhi

2018: Design Partner for DTU Design Centre, Delhi

2019: Won the competition for Central Park, Guwahati

2019: Project lead for BM Cambridge school

2019: Project lead for BM Integrated University

2019: Took the first public presentation for Innovation

2020: Release of Book "Rebound: How to bounce back using Strategic Innovations"

2020: Founded Black Swan lab

2020: Started teaching innovation to entrepreneurs and founded the Mastermind group.

2020: Covered by Singapore based media as profile story.

2021: Project lead for Andromeda Hospital.

2021: Awarded Best Innovative Architect of year by MSME Time2Leap award.

2021: Awarded elite 40 under 40 Best Architects of India 2021 award.









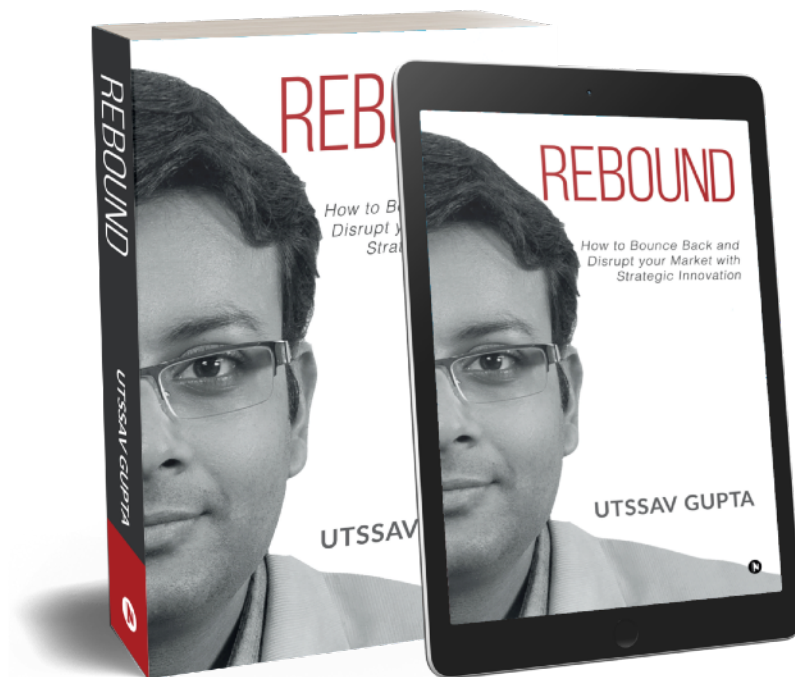
Invited as one of the three judges as innovation specialist for Commerce wizard 2019, a pan india start up competition by DAV schools.



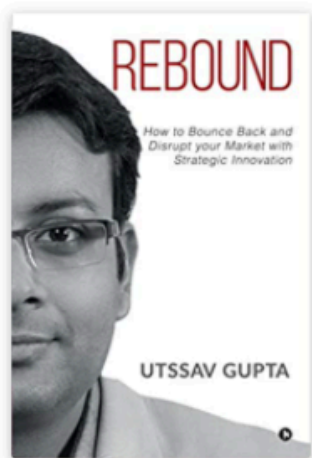
Key note speaker for strategic innovation at a Bussiness training.



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2) 50/50 split  
3) far exchange  
4) abundance



Launch of book  
“Rebound- How to  
bounce back using  
Strategic Innovation”  
on Amazon platform



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by [Utssav Gupta](#) (Author)

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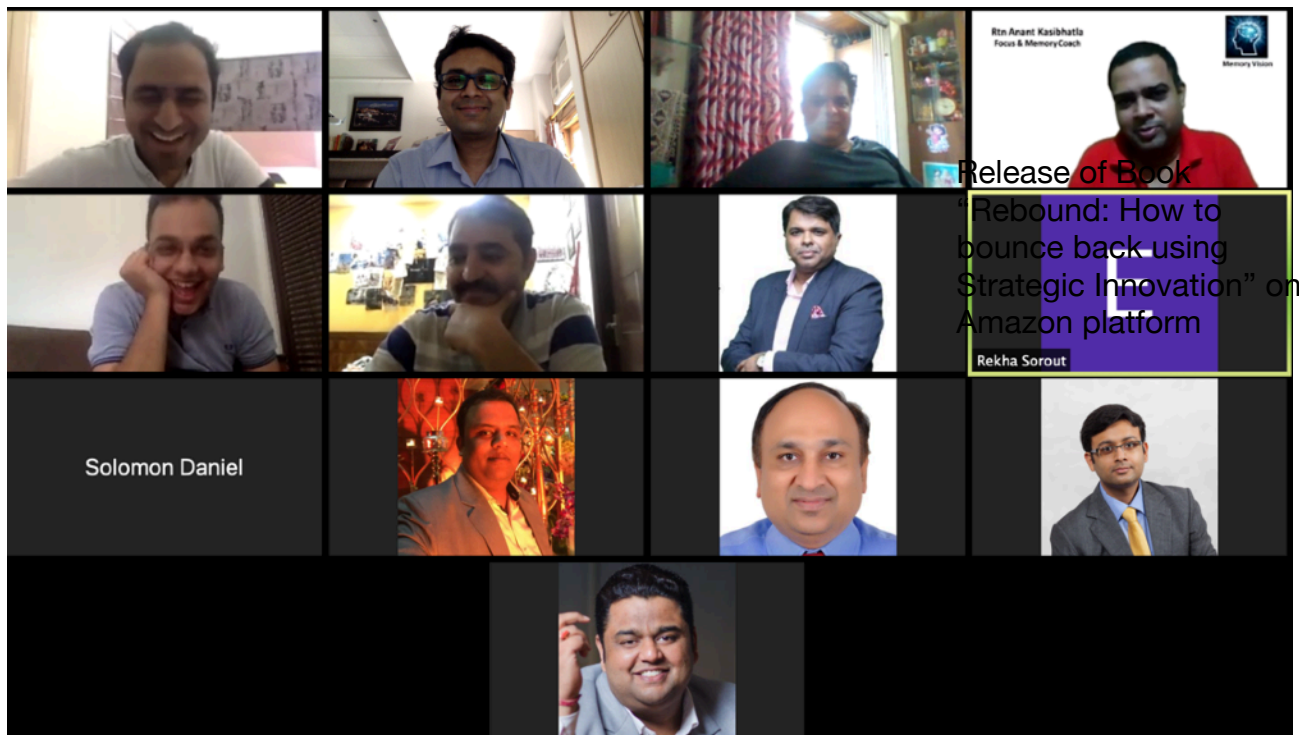
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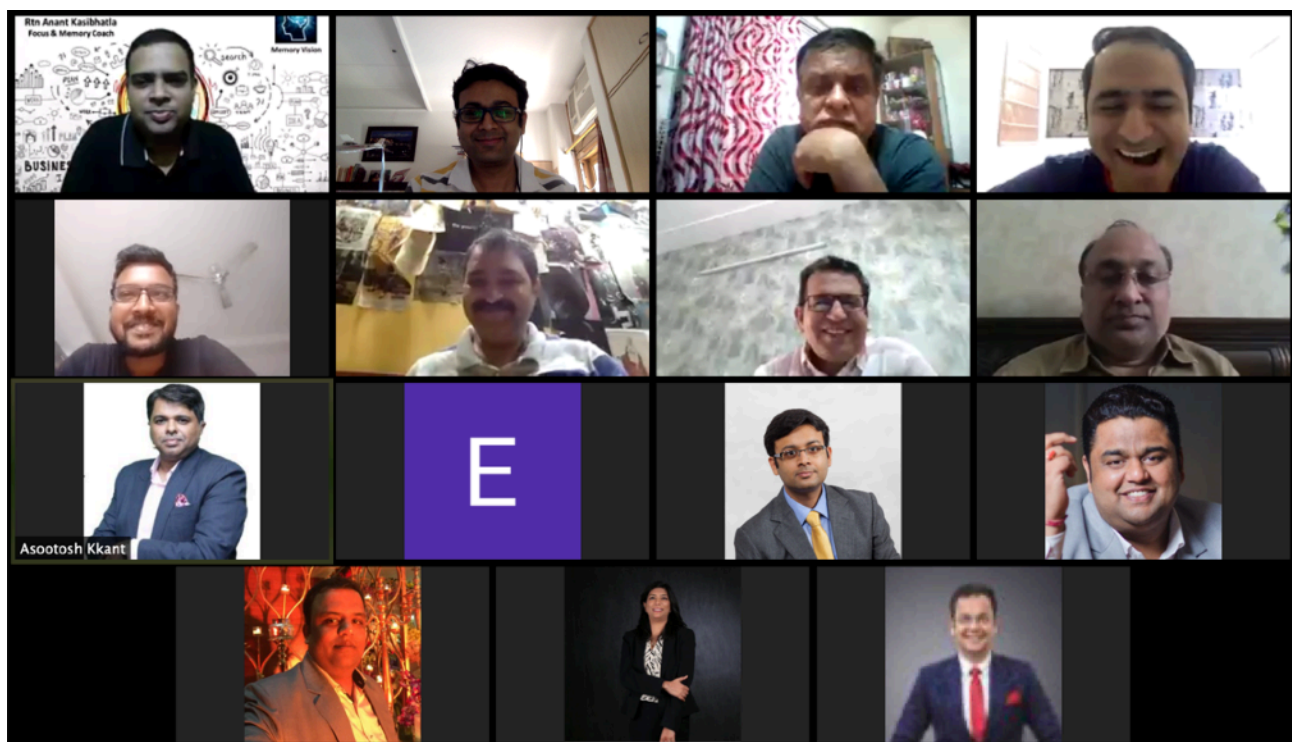
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Online Innovation Mentoring sessions, trained close to 50 entrepreneurs.  
Also run a Mastermind group.







Panel speaker on sustainability during COVID times and award winner at Eldrok Architectural awards, 2021.

