OUTLOOK

—INSIGHTS

COMING UP WITH IDEAS FOR THE BETTERMENT OF A CRAFT WHICH IS ALREADY SO VIBRANT AND EXQUISITE WAS AN INTERESTING ENDEAVOUR. WHAT MADE IT EVEN MORE INTERESTING WAS THE FACT THAT ALL OF US WERE EXPERIENCING THE INDIAN CRAFTS FOR THE FIRST TIME, AND THE LACK OF KNOWLEDGE THUS MADE US ALL THE MORE INTRIGUED AND INTERESTED. NOT TO MENTION THE CONSTANT FLOW OF IDEAS FROM PEOPLE WITH ABSOLUTE DIFFERENT PERSPECTIVES, WHICH MADE THE ENTIRE PROJECT ALL THE MORE DYNAMIC.

— THOUGHTS ON POSSIBLE FUTURE PROJECT

FOR A FUTURE PROJECT WITHOUT TIME CONSTRAINTS, WE THINK WE CAN EXPLORE FABRICS THAT ARE EVEN MORE COST EFFICIENT. AND PROBABLY DEVELOP A WIDER RANGE OF STATIONARY PRODUCTS.

—REFLECTION ON ENCOUNTERED CHALLENGES

ONE OF THE BIGGEST CHALLENGES THROUGH THIS WORKSHOP, WE BELIEVE WAS TO MAKE THE PRODUCTS WE DESIGN, COST EFFICIENT. BEING FROM A DESIGN BACKGROUND, EACH ONE OF US STRIVES TO ACHIEVE THE BEST AESTHETICS. ALTHOUGH IN THE PROCESS, WE SOMETIMES BECOME INSENSITIVE TO THE COST OF THE PRODUCT.

RETAINING THE IDENTITY OF THE ARTISAN'S STYLE WHILE TRYING TO MAKE THE PRODUCTS CONTEMPORARY WAS ANOTHER CHALLENGE WE FACED. THE WORD CONTEMPORARY IN TODAY'S TIMES HAS TO QUITE EXTENT BECOME ANALOGOUS TO CLEAN AND MINIMAL DESIGN. IT RESULTS IN DISCARDING OF A LOT OF ELEMENTS, THUS MAKING A CONTEMPORARY PRODUCT WHILE RETAINING ITS ORIGINAL ESSENCE BECOMES AN INTERESTING CHALLENGE.

INTERNATIONAL DESIGN STUDIO 02.—13.02 2015

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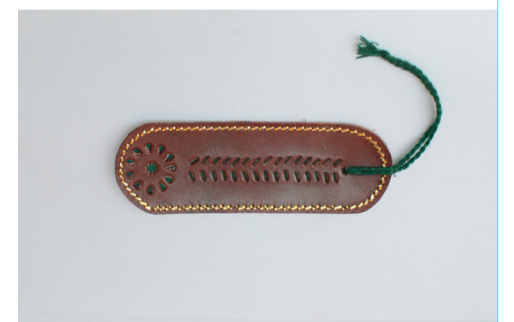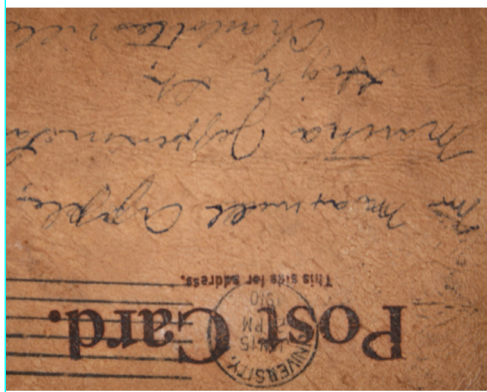— AHMEDABAD
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— BANGALORE

LEATHER CRAFT

RAHEEL MALKAN
YAO XUAN CHEN
SHUBHAM SINGH

IDEATION

STATIONARY PRODUCTS WERE SOMETHING THAT THE ARTISAN'S HAD NEVER EXPLORED AND WE BELIEVED THAT NOT ONLY WOULD THEY BE COST EFFICIENT, BUT SUCH SMALL PRODUCTS SUCH AS POSTCARDS, BOOKMARKS ETC WOULD HELP THEM GAIN WIDER RECOGNITION.

WE BELIEVE THAT THE ARTISANS ALREADY DELIVER HIGH END PRODUCTS ALONG WITH A LOT OF VARIETY. ALTHOUGH WHAT CAN BE IMPROVED ARE THE MARKETING STRATEGIES AND WAYS THEY REACH A LARGER CONSUMER MARKET, WHICH HELPS THEM TRIGGER THEIR SALES.

DESIGN BRIEF THAT YOU HAVE COME UP WITH FILL IN HERE

—DESIGNING LOW COST SOUVENIRS AND STATIONARY PRODUCTS TO TRIGGER THE SALE OF EXISTING PRODUCTS.

—RETAINING THE IDENTITY OF THE ARTISAN'S CRAFT WHILE MAKING THE PRODUCTS CONTEMPORARY AND COST EFFICIENT.