

Contemporary Lifestyle Products With a Touch of Craft

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Contemporary Lifestyle Products With A Touch of Craft

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| <ul style="list-style-type: none">• Context<ul style="list-style-type: none">- Across the globe- India• User<ul style="list-style-type: none">- PERSONA- Designer- Manufacturer- Seller- Interior designer- Owner• Market | <ul style="list-style-type: none">• Industry<ul style="list-style-type: none">- Large scale- Small scale (vendors)- Craftsmen (skilled workers)• Lifestyle product<ul style="list-style-type: none">- Cultural influences- Time and place- Materials and lifestyle products- Associations | <ul style="list-style-type: none">• Product brief• Concept generation<ul style="list-style-type: none">- Themes- Preliminary concepts- Final concepts- Refinement- Detailing and processes• Production system• Marketing and sales |
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Contemporary Lifestyle Products With A Touch *of* Craft



Contemporary Lifestyle Products With A Touch of Craft



Country: China

Time and place: T'ang Dynasty 600 - 900 AD

Significance: Socio-economic status

Context: Urban and Rural society

Utilitarian product: Straw shoes and ramie clothes for peasants

Lifestyle products: Cloth shoes and silk clothes for nobility

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Country: Japan

Origin: Ritual

Significance: Harmony, serenity, socializing, respect

Context: Traditional and contemporary society

Lifestyle products: Tea ware in form of teapots and cups

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Country: Brazil

Origin: Ritual

Time and place: Angola

Significance: Combat dance

Context: Fight between the blacks

Lifestyle products: Berimbau
musical instrument

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Country: Mexico

Origin: Profession

Time and place: Spanish settlers in 1500's

Significance: Culture and social status

Lifestyle: Jeans

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Daily Life In Ancient India

Patriarchal Society

Family Importance
Children and Mother Respect Husband
Guests are Respected

Activities

Daily pooja
Women Shringar
Attending the holy fire

Influences

Religion
Rites and Rituals
Ethical Standards
Continuity of Tradition
Education
Family Values
Social Obligations
Community

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Daily Life and Rituals in Different Regions of India

North - Uttarpradesh

Activities: Wake up at dawn

Chant while taking bath

Fast

Community meetings

Festivals - Holi, Karvachowth, Dashera

Objects: Bindi / shows that woman is married



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Daily Life and Rituals in Different Regions of India

East - Assam

Activities: Working in the fields, fishing

Market

Community get together in the evening

Festivals - Bihu

Objects: Hookah / fixture in a community place

Horai / a vessel for offerings

Akash banthi / a prayer for better times



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Daily Life and Rituals in Different Regions of India

West - Gujarat and Maharashtra

Activities: Washing feet when entering the house

Bride entering the house

Respect for guests and formalities while eating

Festivals - Haldi kumkum

Objects: Brass lamps and utensils, emotional value passed on to daughters

Mat offered to guest while eating

Lamp which bride carries while entering the house

Bajot to keep idols during pooja

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Daily Life and Rituals in Different Regions of India

South - Kerala and Karnataka

Activities: Social class - giving judgements

Celebrations, Early lunch

Respect for women

Following lunar calendar

Objects: Serving different food in different utensils

Lamps used for religious activities

Oolakkuda used by women while going outside house

Accessories for beetle nut and pan

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Targeted user group

Nuclear Family

Upper middle class

Well established

Having a reasonably high-income

Non-hedonistic nature

An advocate of the good life

Socializing nature who would invite people home

Friendly and amicable

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Kavita Kapoor

Versova

Buys Different and unique and rare objects.

Displays and presents her collection to visitors.

Objects that can be packed and stacked up are preferred.

Has the house in mind while shopping.

Does not believe in religious associations of objects.



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Rochelle Chhabra

Versova

Buys souvenirs from places she visits

Retain objects which have emotional value

Buys objects that catches her fancy, 90% of the time

Gifts are given according to peoples' taste

Artifacts tend to look old after a while

Likes to buy products that are easy to maintain

Objects which have a regional (ethnic) touch is preferred



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Kapil Saxena

Bandra

Likes simple and elegantly designed products

Wants a contemporary identity

Likes ethnic and crafted products

Buying depends on mood and money

Always have the space constraint in mind

Values workmanship, craft and finish of a product

Checks if it is comfortable holding the product

Simple Traditional craft are preferred



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Kunal Edwankar

Worli

Image of a young trendy designer

Looking for things that others haven't seen.

Committed to high-end quality work and products.

As cost goes up, options go down.

Wants long lasting products

Wants one-off pieces

Hunts for things that match the client's home/ office interiors, but that does not overpower the persons taste.

Likes to buy things that have cultural interpretations.



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Conclusions

Buy when they travel

Intimate identification and appreciation - associate to the context of purchase.

Cost considerations are secondary - rarity and uniqueness makes it valuable.

Desire to present the object and appreciate viewpoints.

Simple and elegant forms are preferred.

Contemporary look.

Religious connotations become irrelevant

Prefer objects with an ethnic touch to it

Craft touch is preferred but should not overpower.

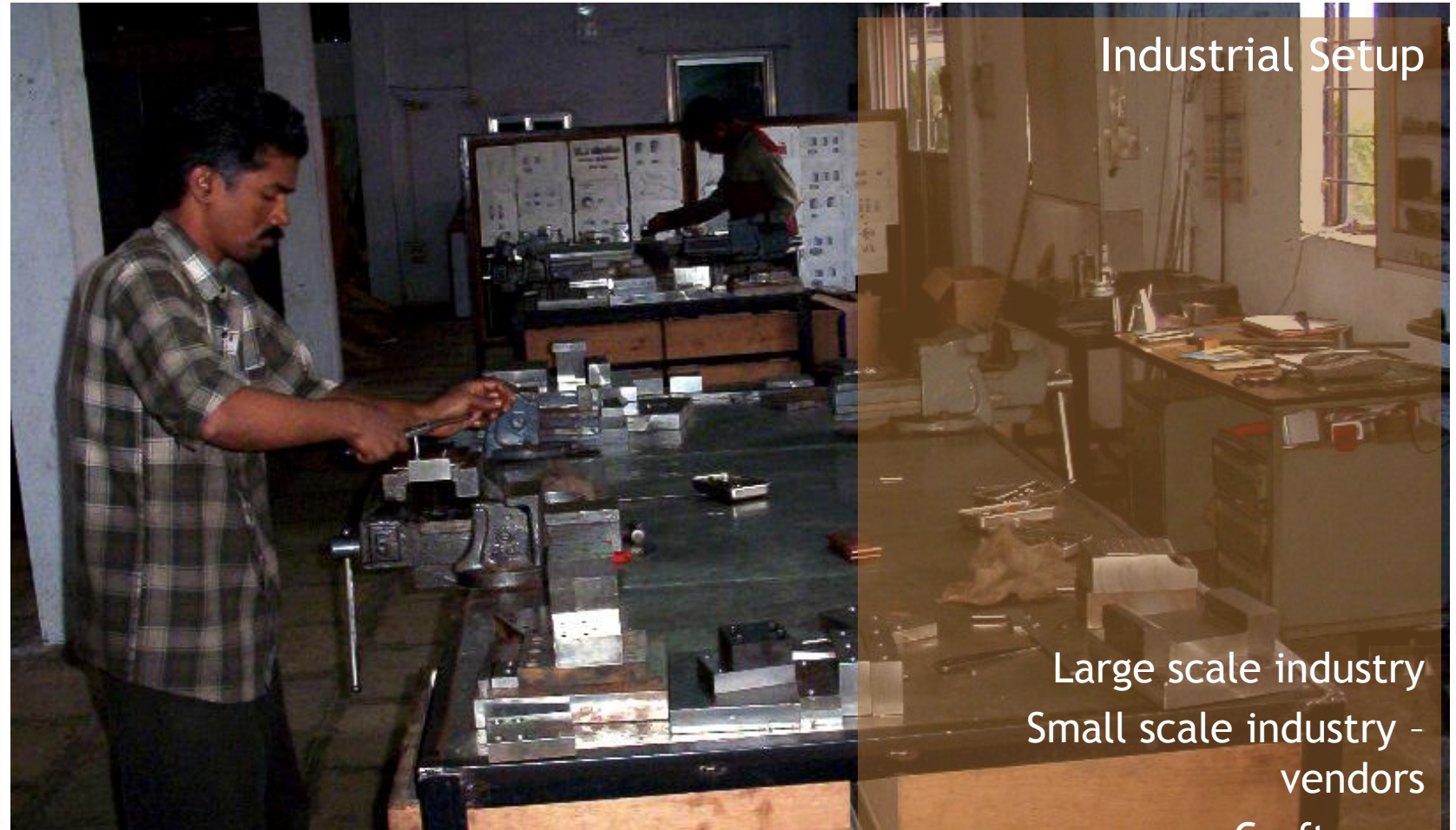
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Market survey



Pallazio at Crossroads
Bungalow Eight
Contemporary arts and Crafts'
Lifestyle store

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Industrial Setup

Large scale industry
Small scale industry -
vendors
Craftsmen

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Lifestyle Products

Cultural influences

- Ceremonial / Symbolic / Ritualistic
- Habits Related (indulgent)
- Possession
- Direct Personal Relation
- Icons
- Profession
- Cross Cultural products

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Lifestyle Products

Time and Place

- Antiques and indirect lifestyle products
- Timelessness
- Temporary Lifestyle products

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Lifestyle Products

Materials and lifestyle products

- Technology lead products
- Craft
- Cost Exclusivity

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Lifestyle Products

Associations

- Tactile
- Visual Stimulants

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Product Brief

lifestyle product general considerations

- Exploration within a context.
- Not strictly utilitarian but objects to derive pleasure.
- Products imparting joy, and a memorable, tasteful experience.
- Object of intimate identification and appreciation.
- Ethnic or craft touch, which defines the uniqueness.
- Invoke visual curiosity and provide tactile sensations.

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Product Brief

material and process considerations

- Materials that are familiar and closer to man.
- Contemporary look.
- Batch production.

business and economic considerations

- Within the buying power of the user category
- Sales of products through various lifestyle stores.
- Coordinate between different manufacturing systems

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Area of concentration

Office accessories

- Pen stand
- Paper weight
- Pin holder
- Tea coasters
- Timepiece
- Card holders
- Photo frame
- Ashtray
- Key holder
- CD rack
- Organizer
- Mobile phone holders

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Concept Generation

Culture :

behavior patterns, arts, beliefs, and all products of human work and thought.
an expression of a particular period, class, community, or population.

Sculptures and motifs

Damascus steel

Theyyam.

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Concept Generation

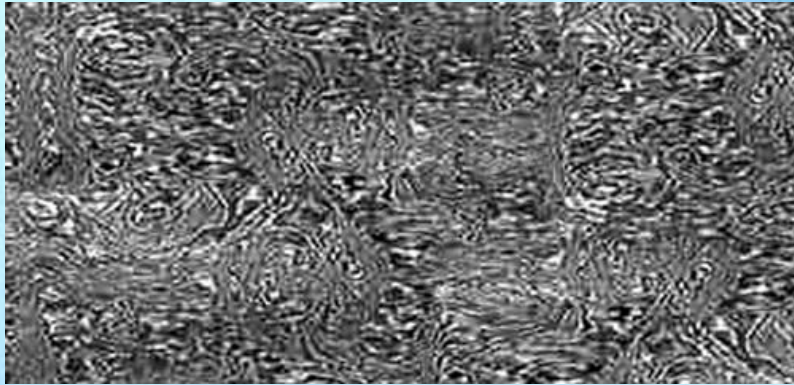
Sculptures and motifs



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Concept Generation

Damascus steel



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Concept Generation

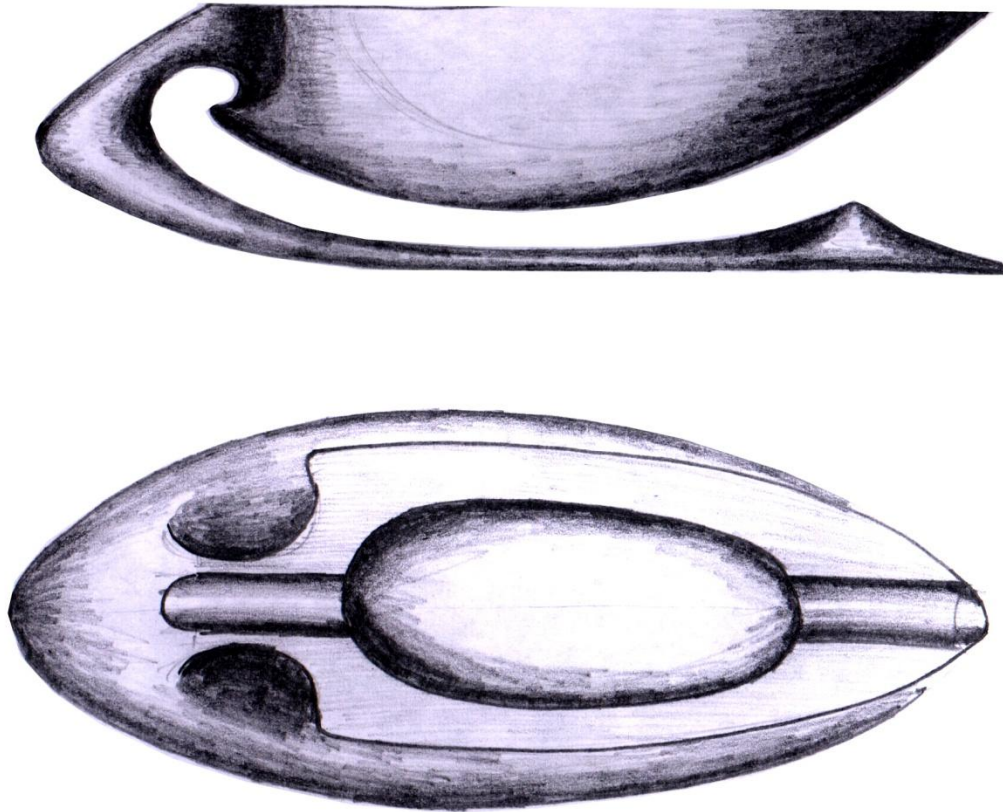
Theyyam

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Preliminary concepts

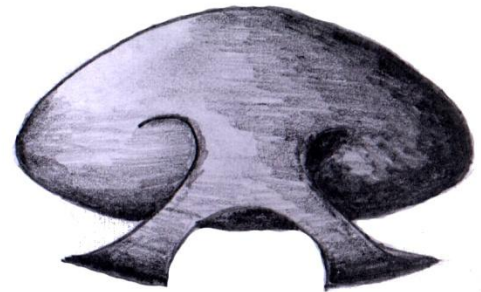
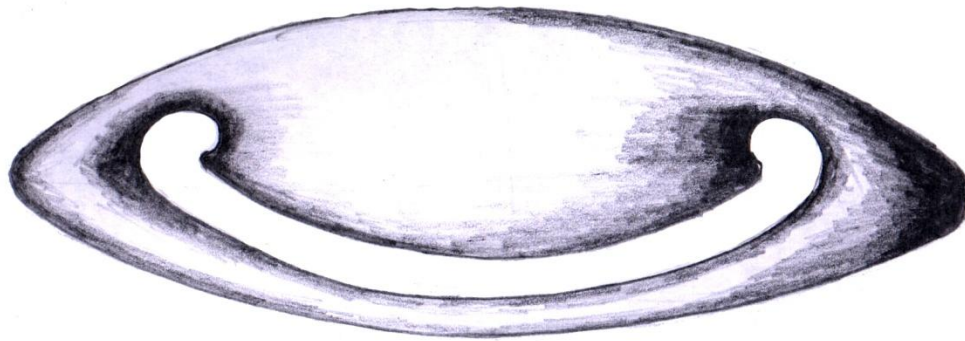
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Preliminary concepts



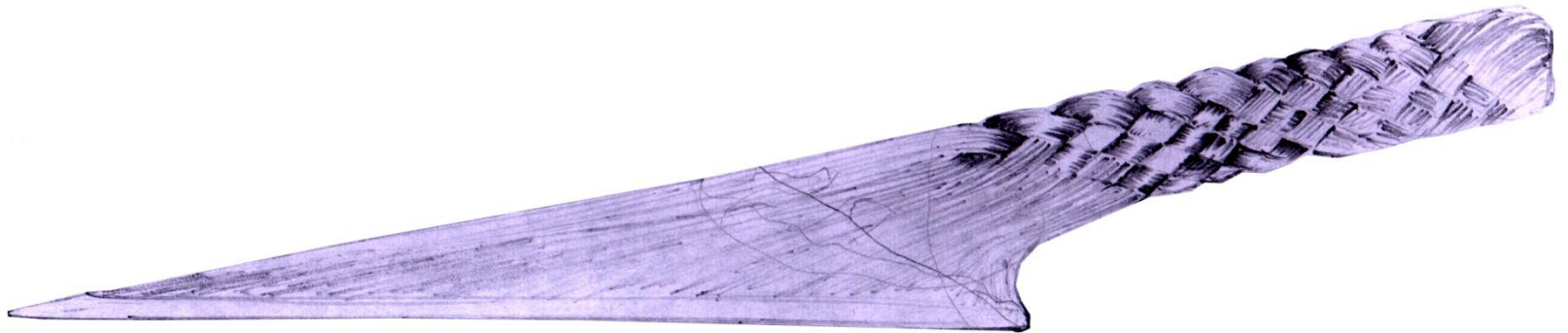
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Preliminary concepts



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Preliminary concepts



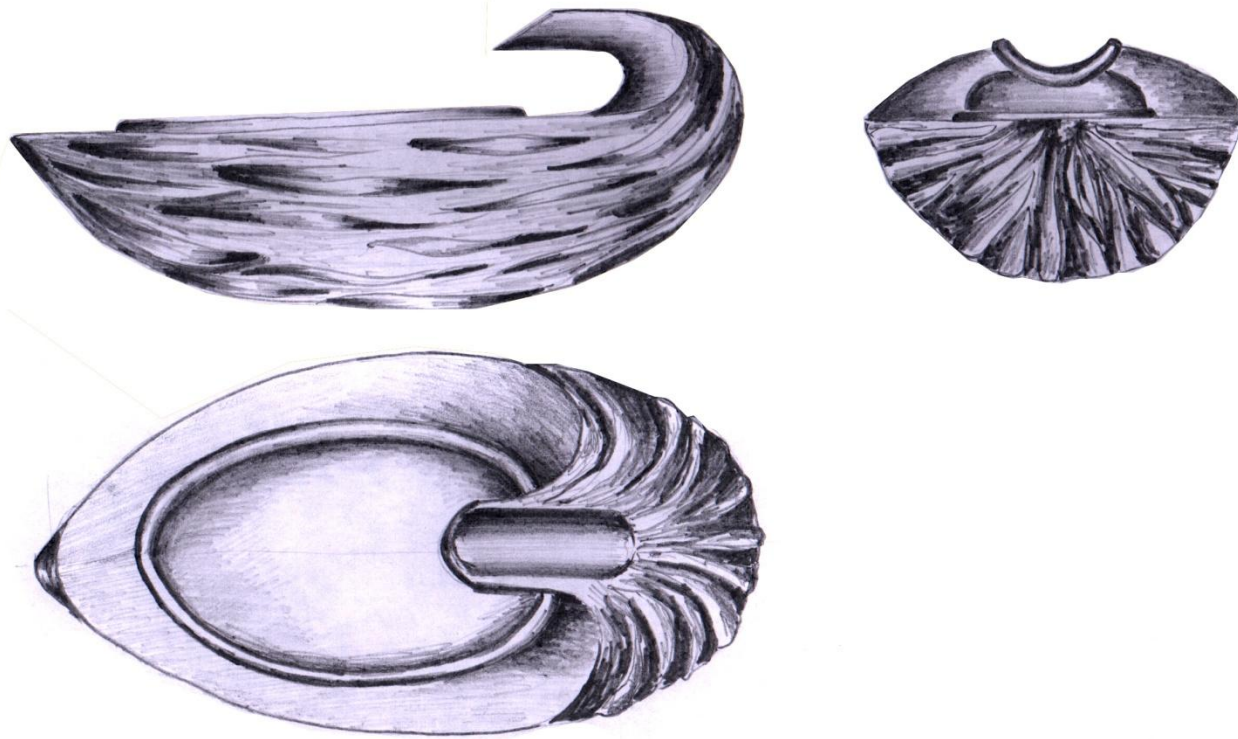
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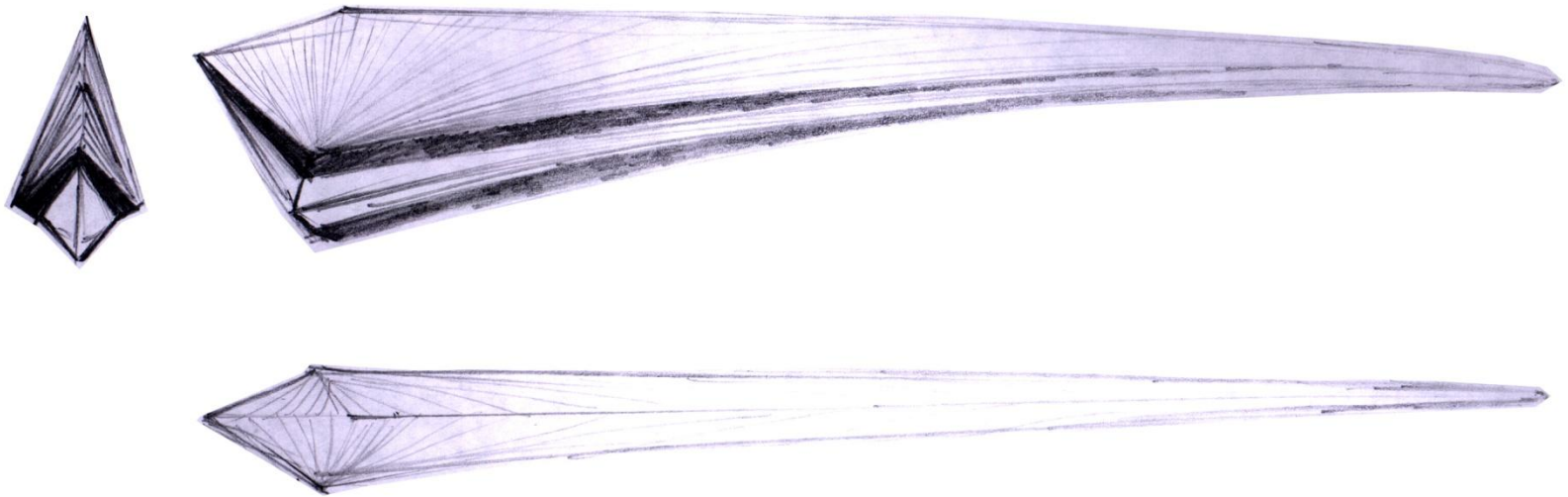
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Preliminary concepts



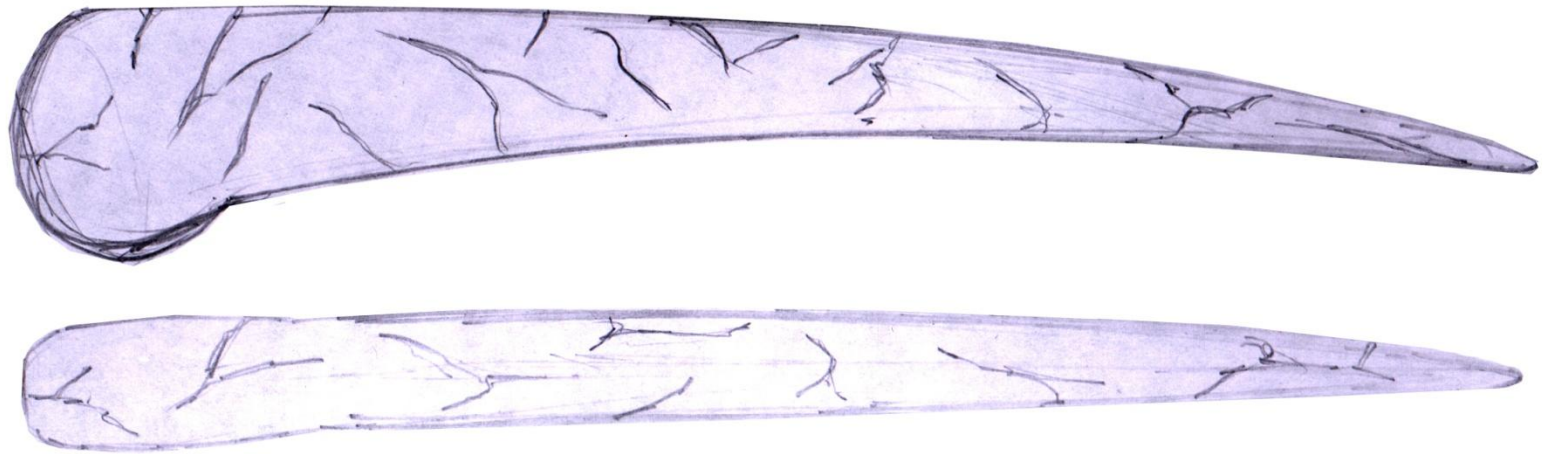
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Preliminary concepts



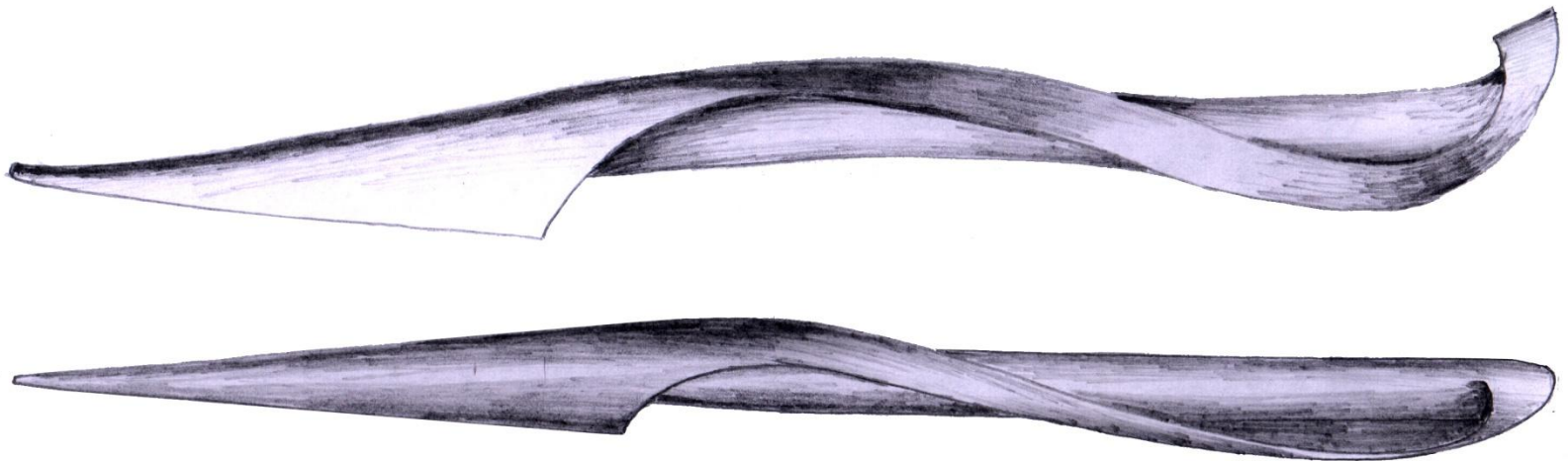
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Preliminary concepts



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Preliminary concepts

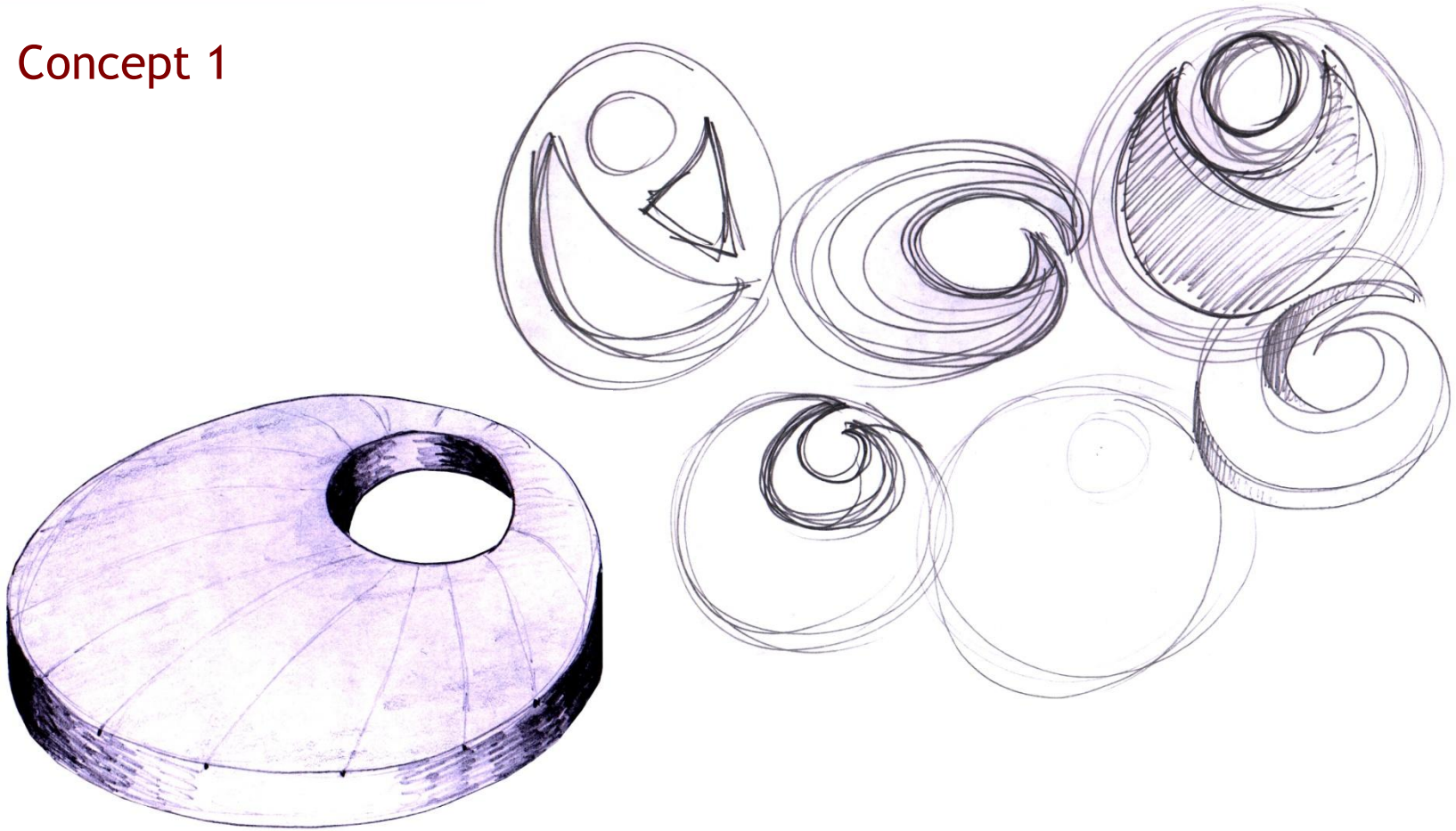


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Final concepts

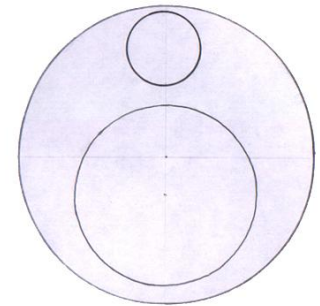
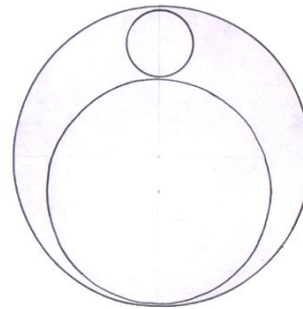
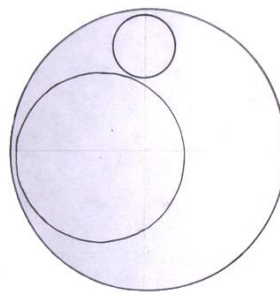
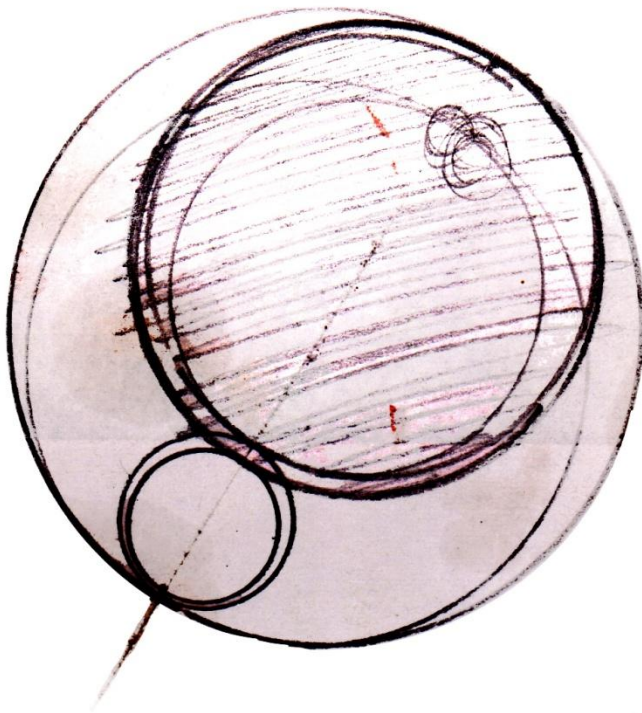
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Concept 1



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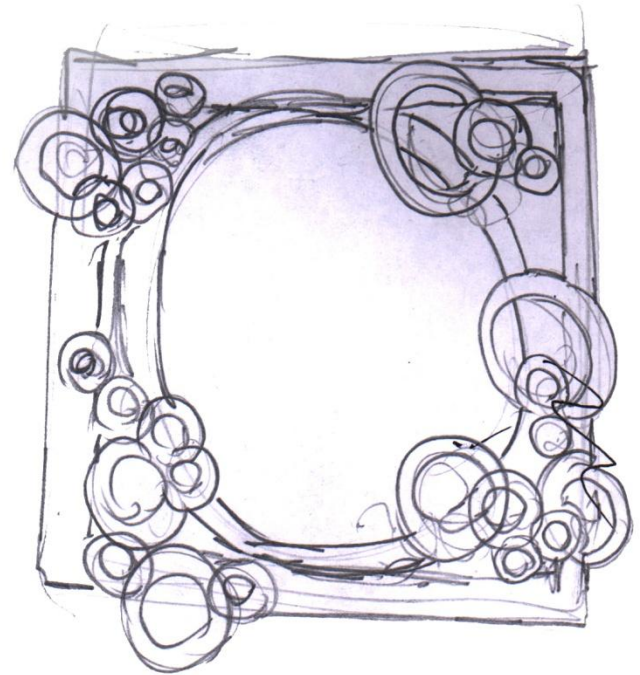
Concept 1





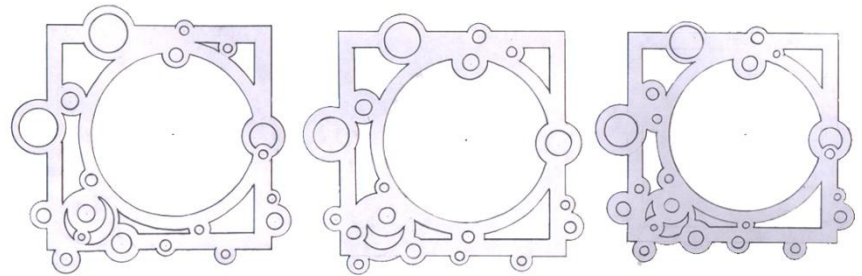
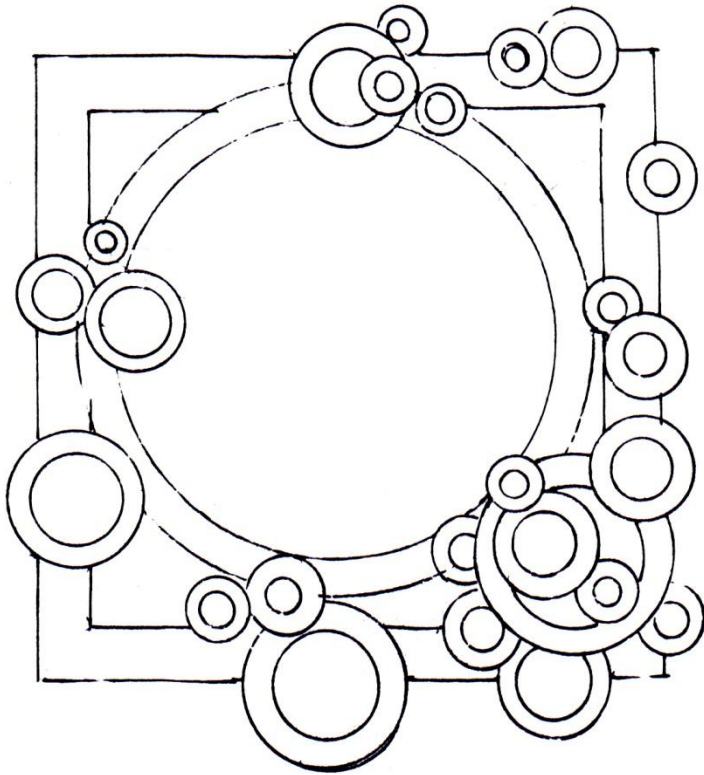
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Concept 2



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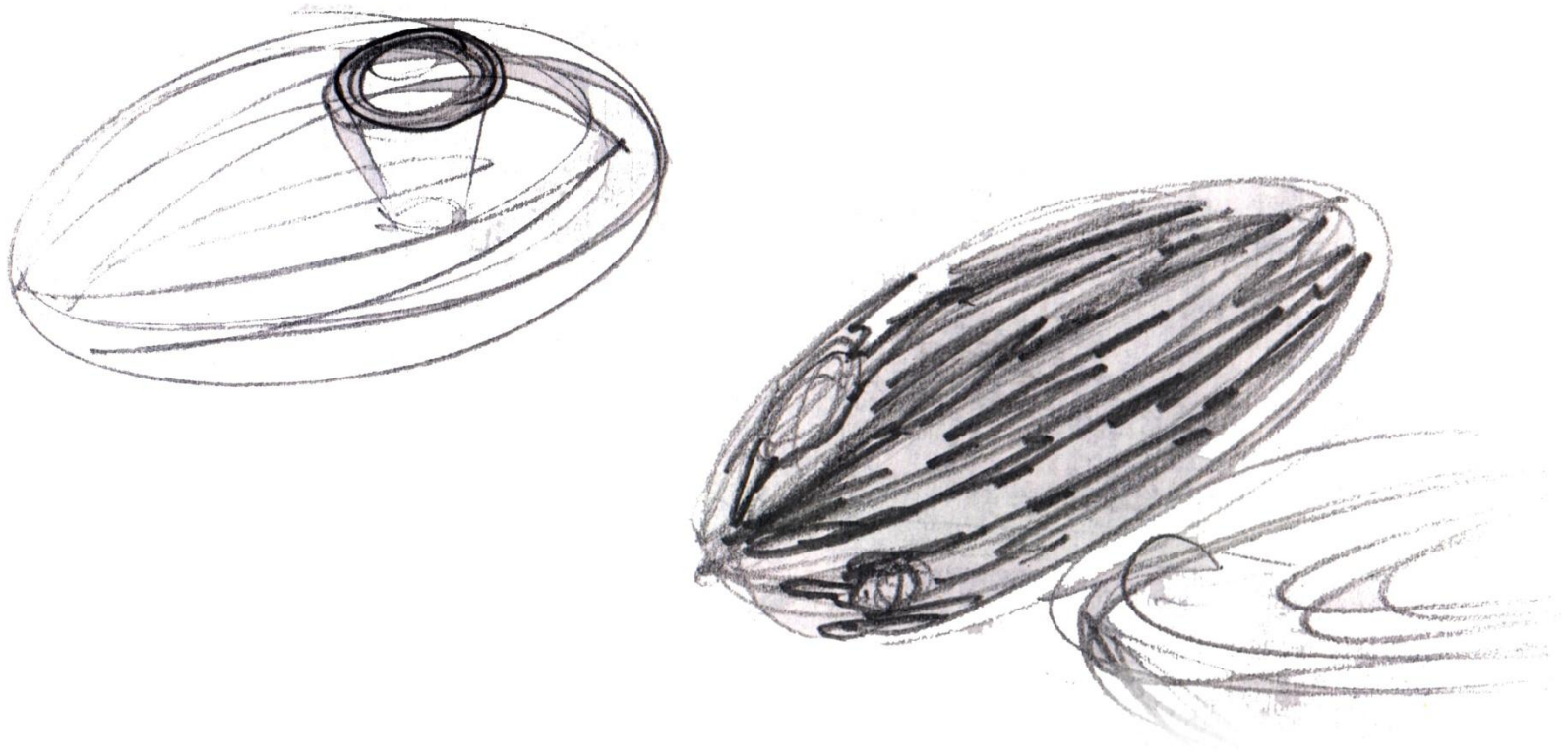
Concept 2





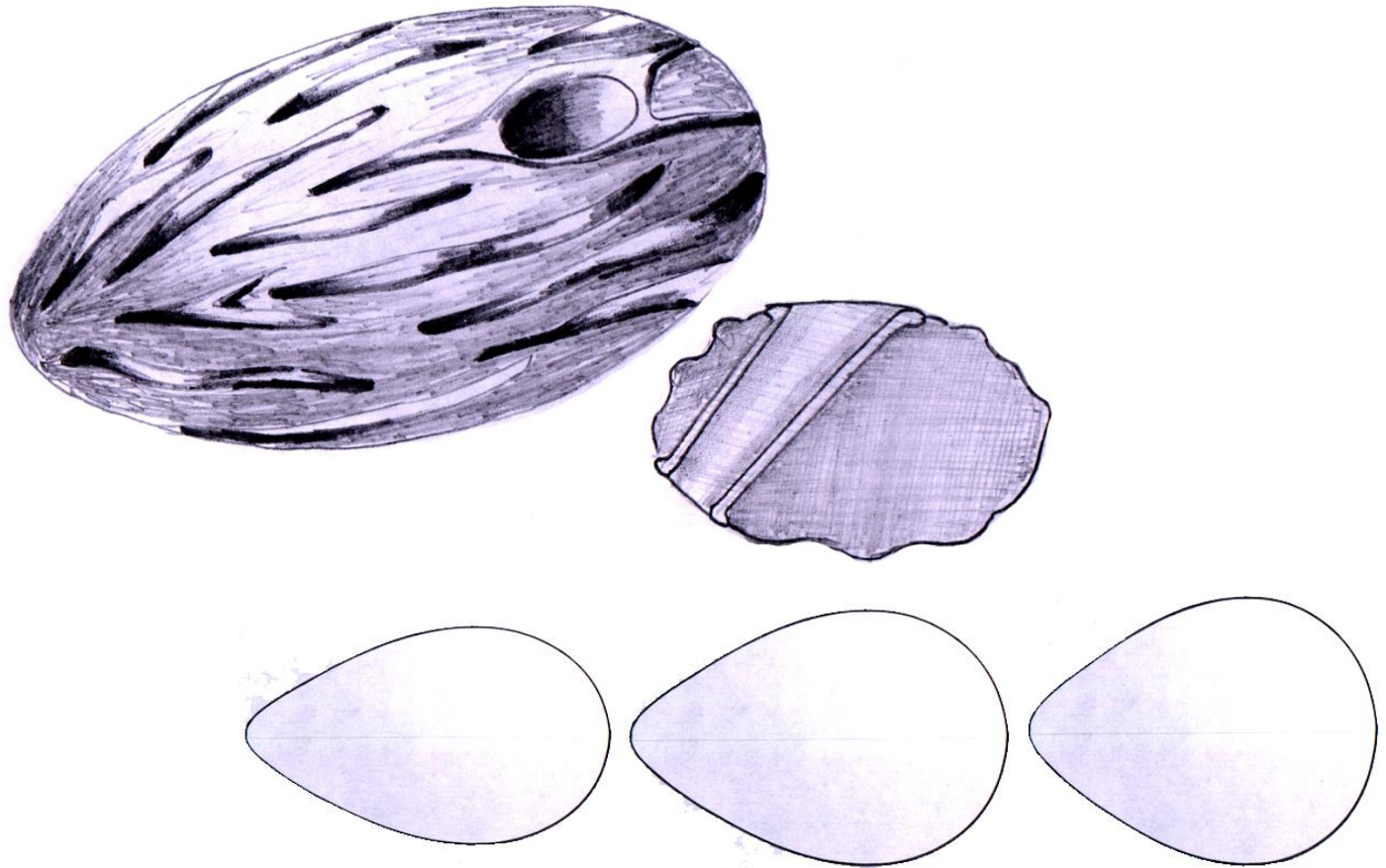
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Concept 3



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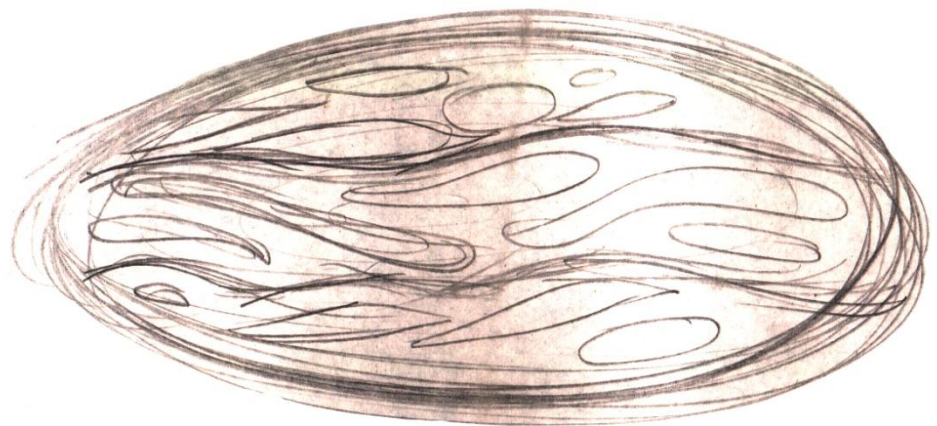
Concept 3





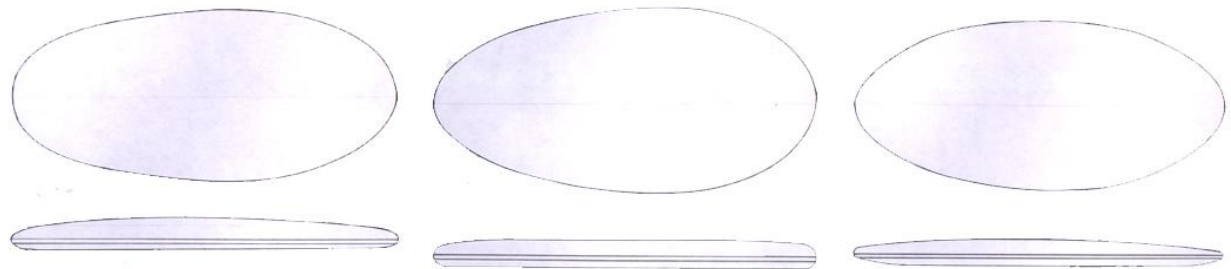
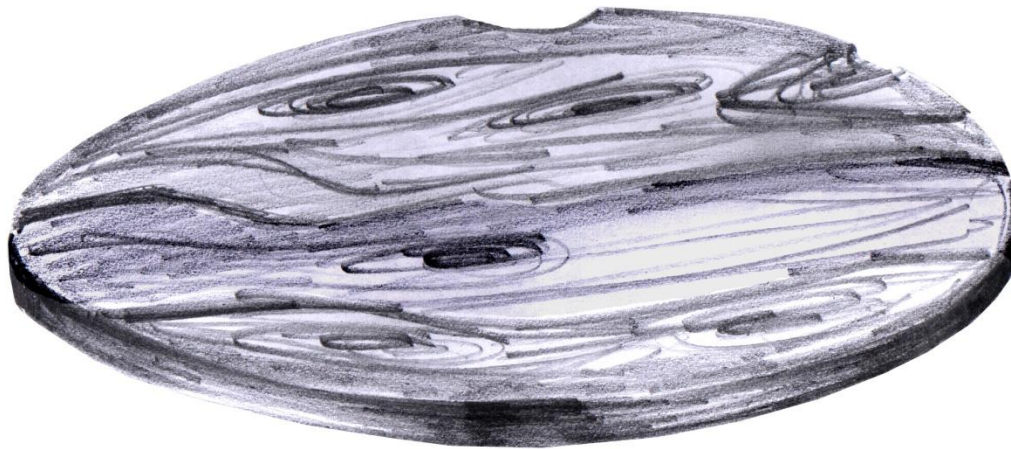
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Concept 4



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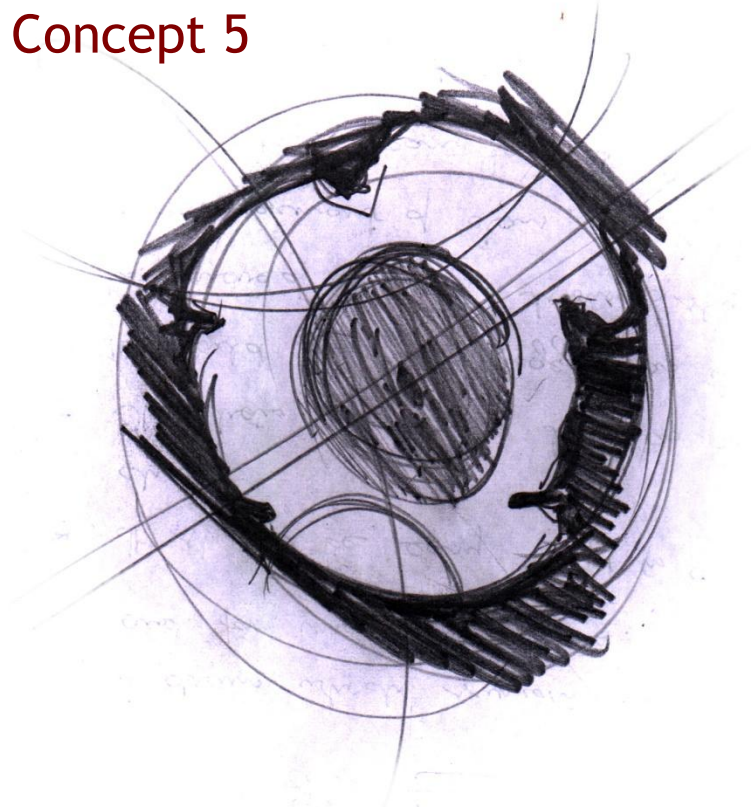
Concept 4





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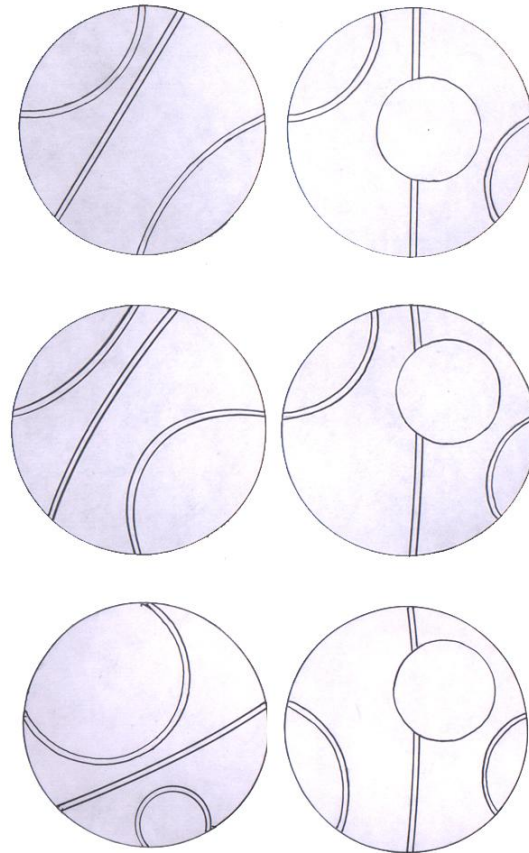
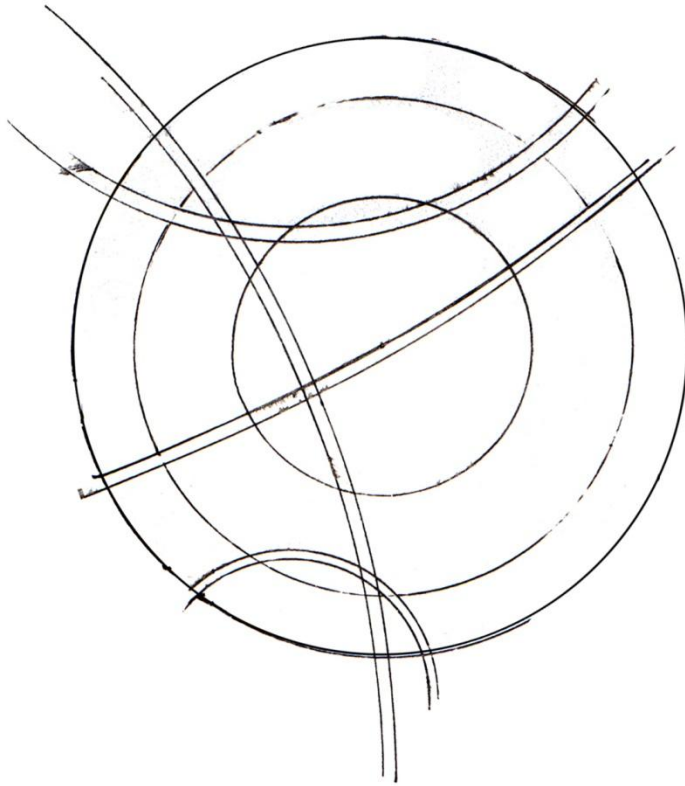
Concept 5



Edalavuratha Chamundi

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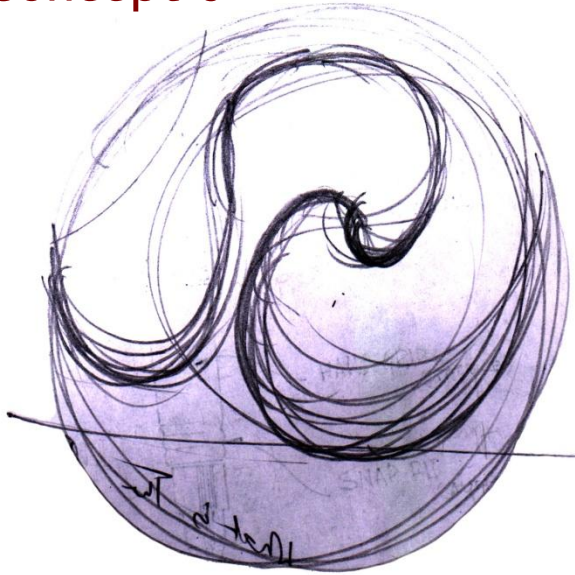
Concept 5





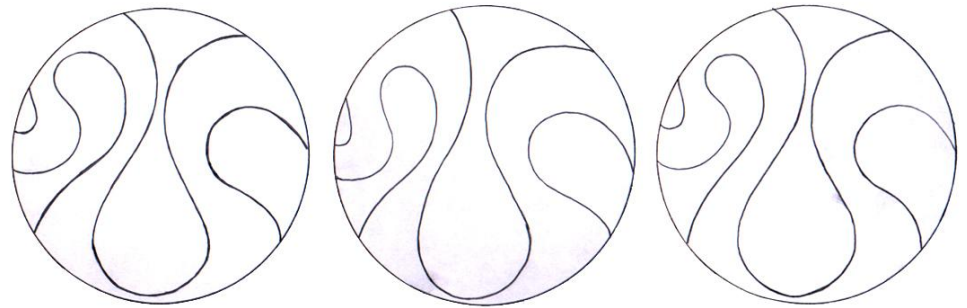
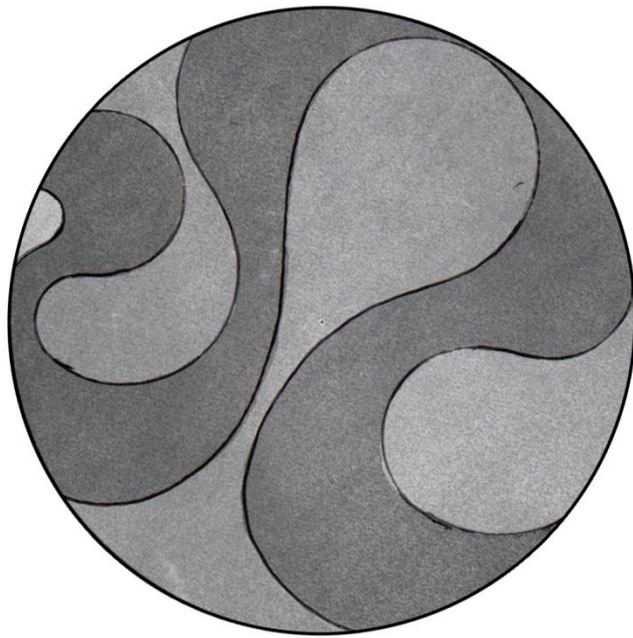
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Concept 6



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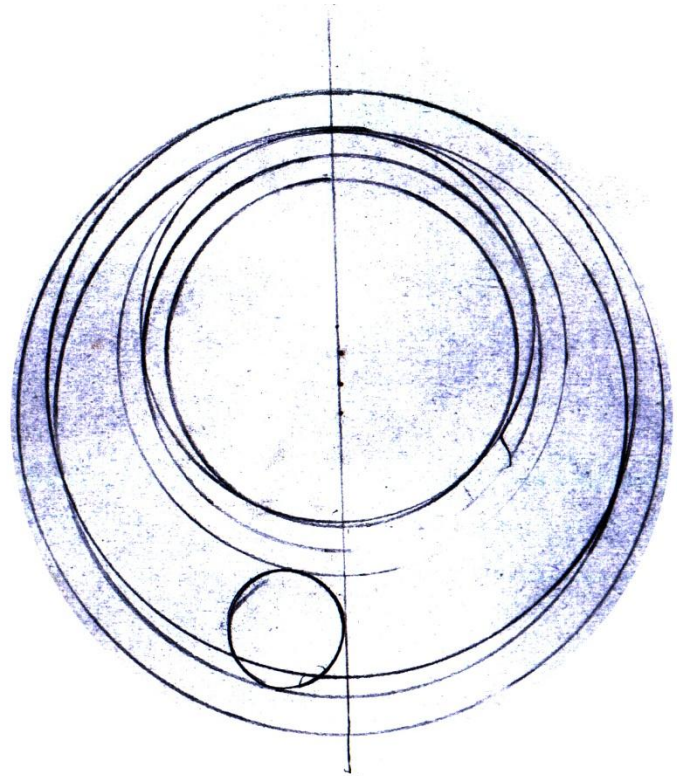
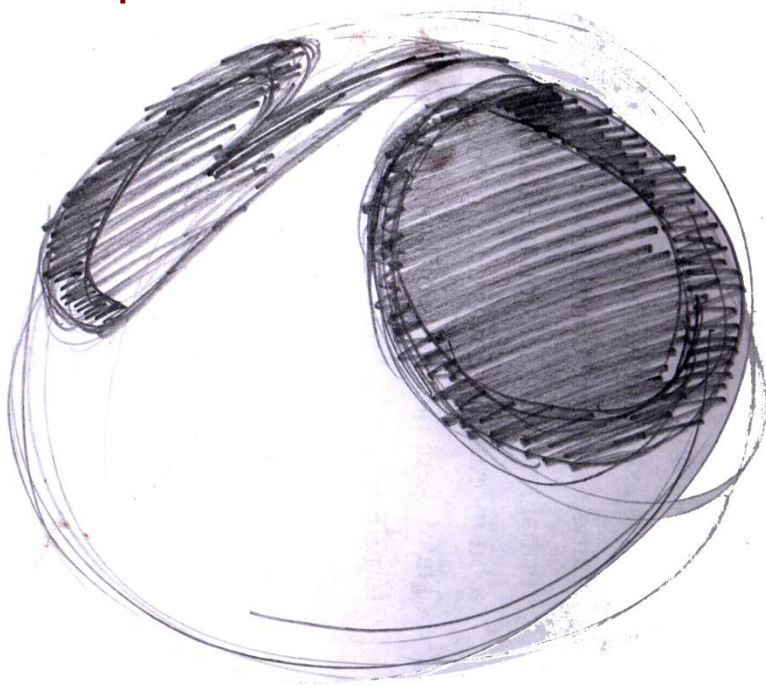
Concept 6





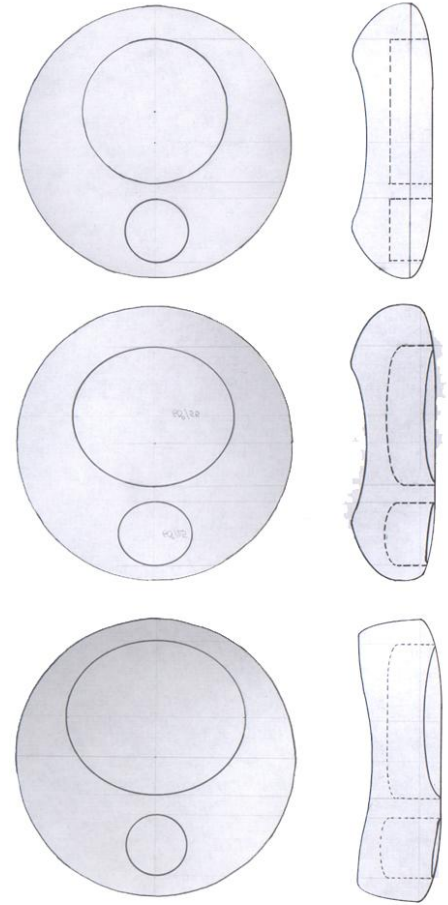
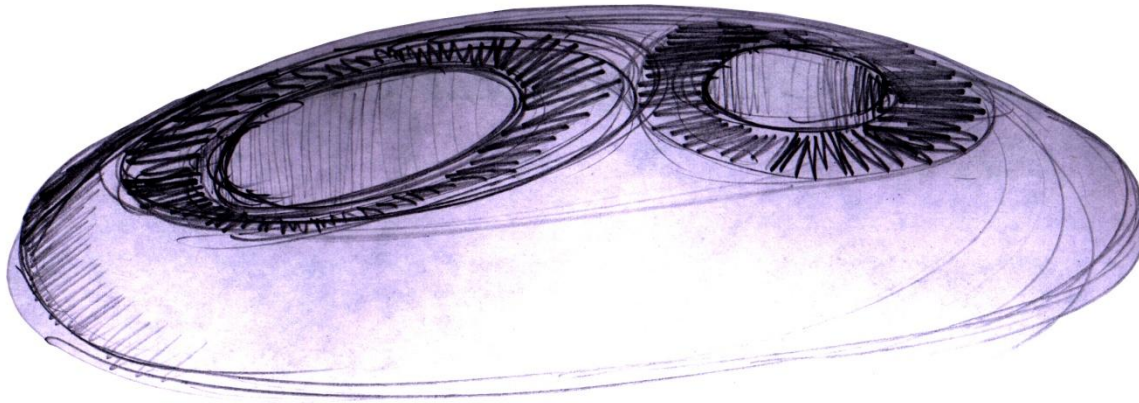
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Concept 7



Contemporary Lifestyle Products With A Touch of Craft

Concept 7





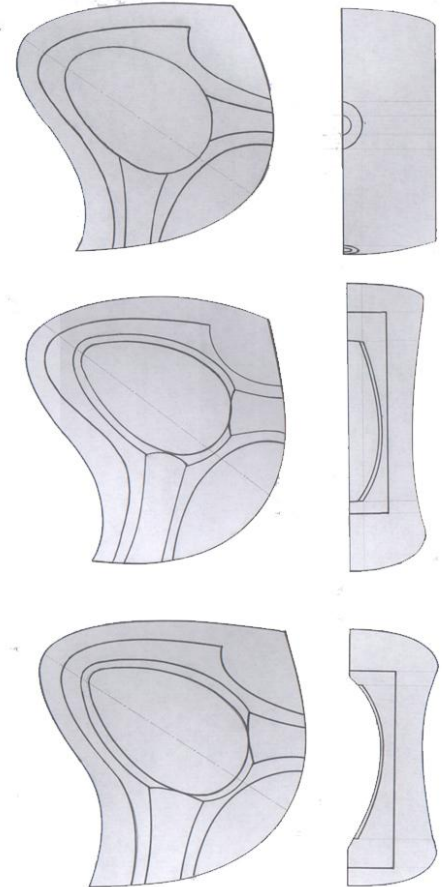
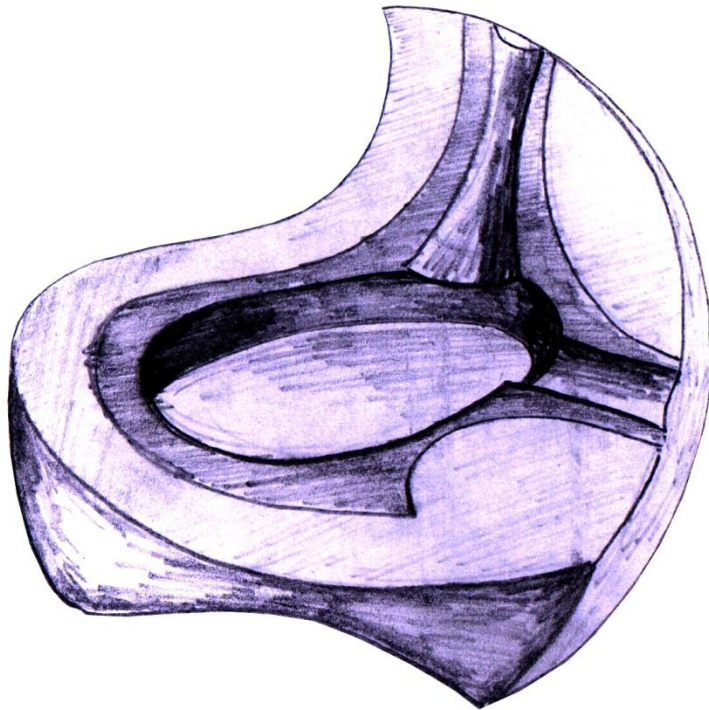
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Concept 8



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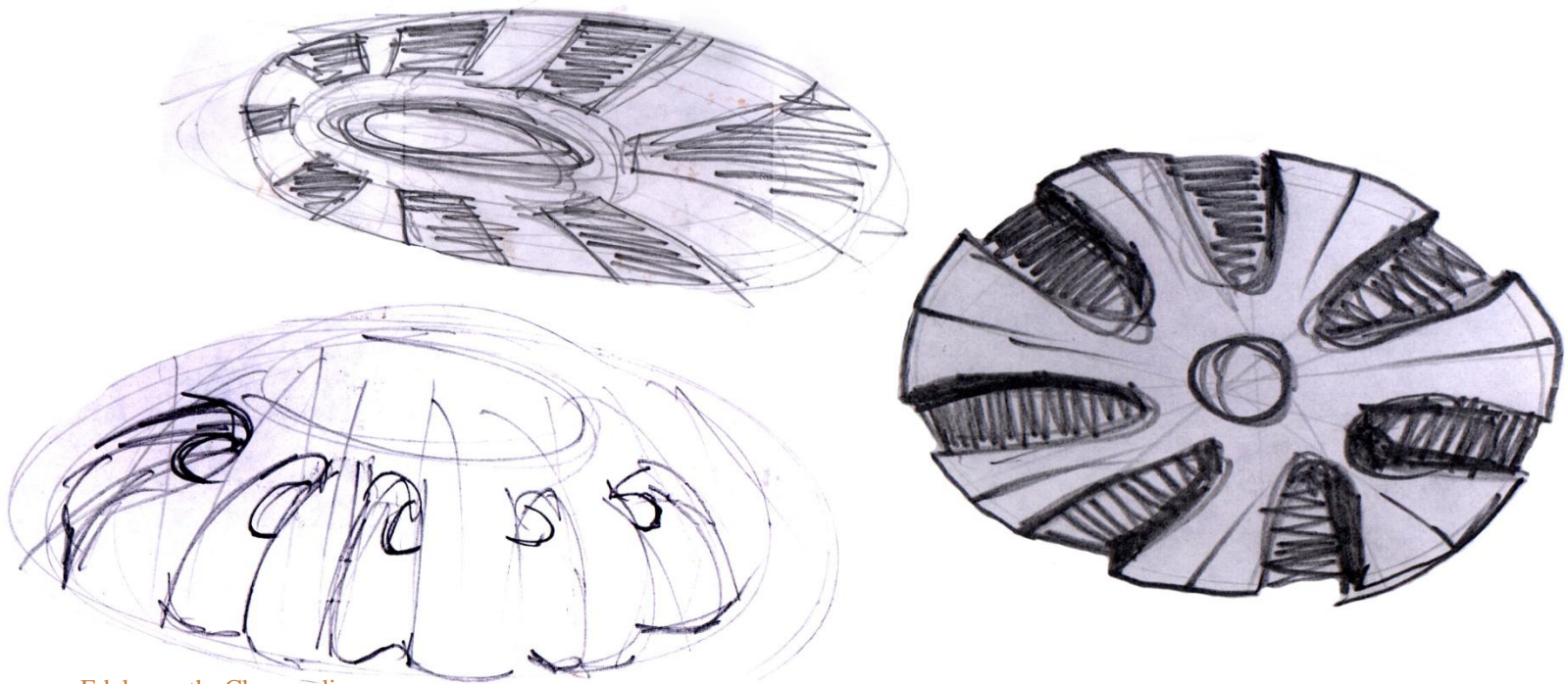
Concept 8





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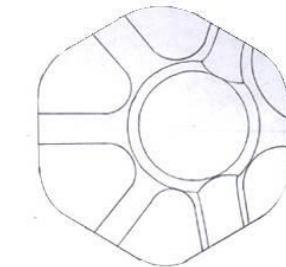
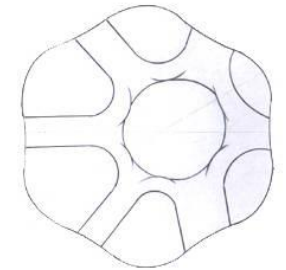
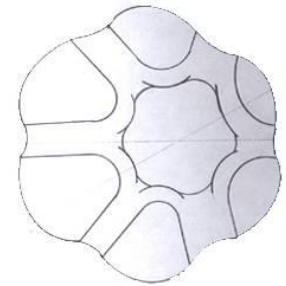
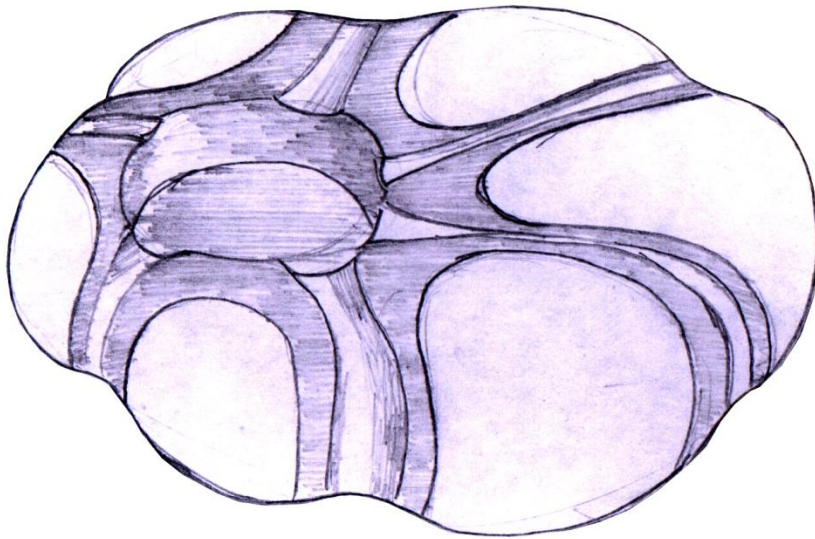
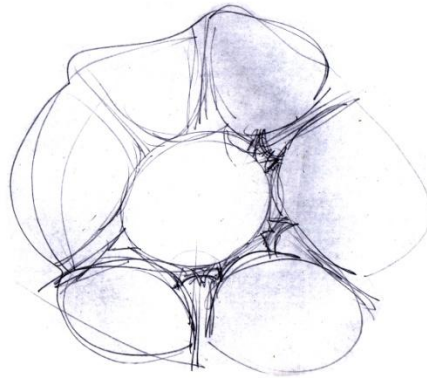
Concept 9



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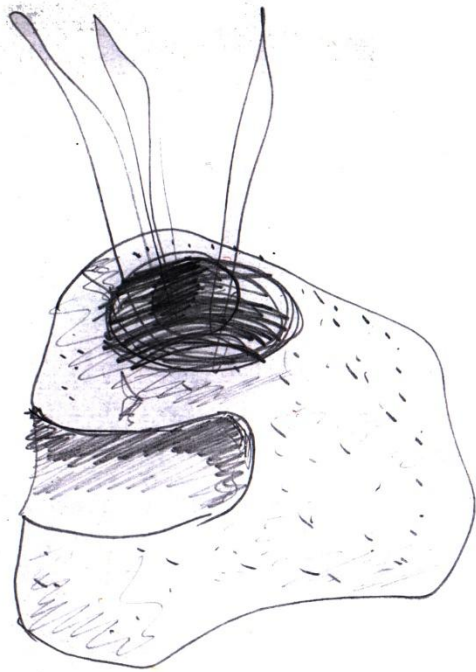
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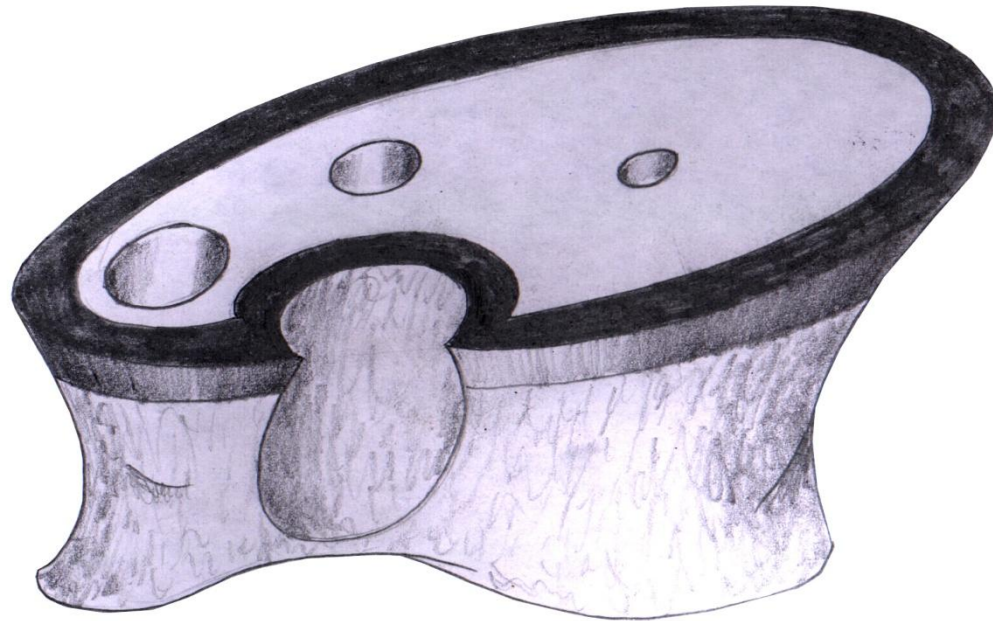
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Concept 10



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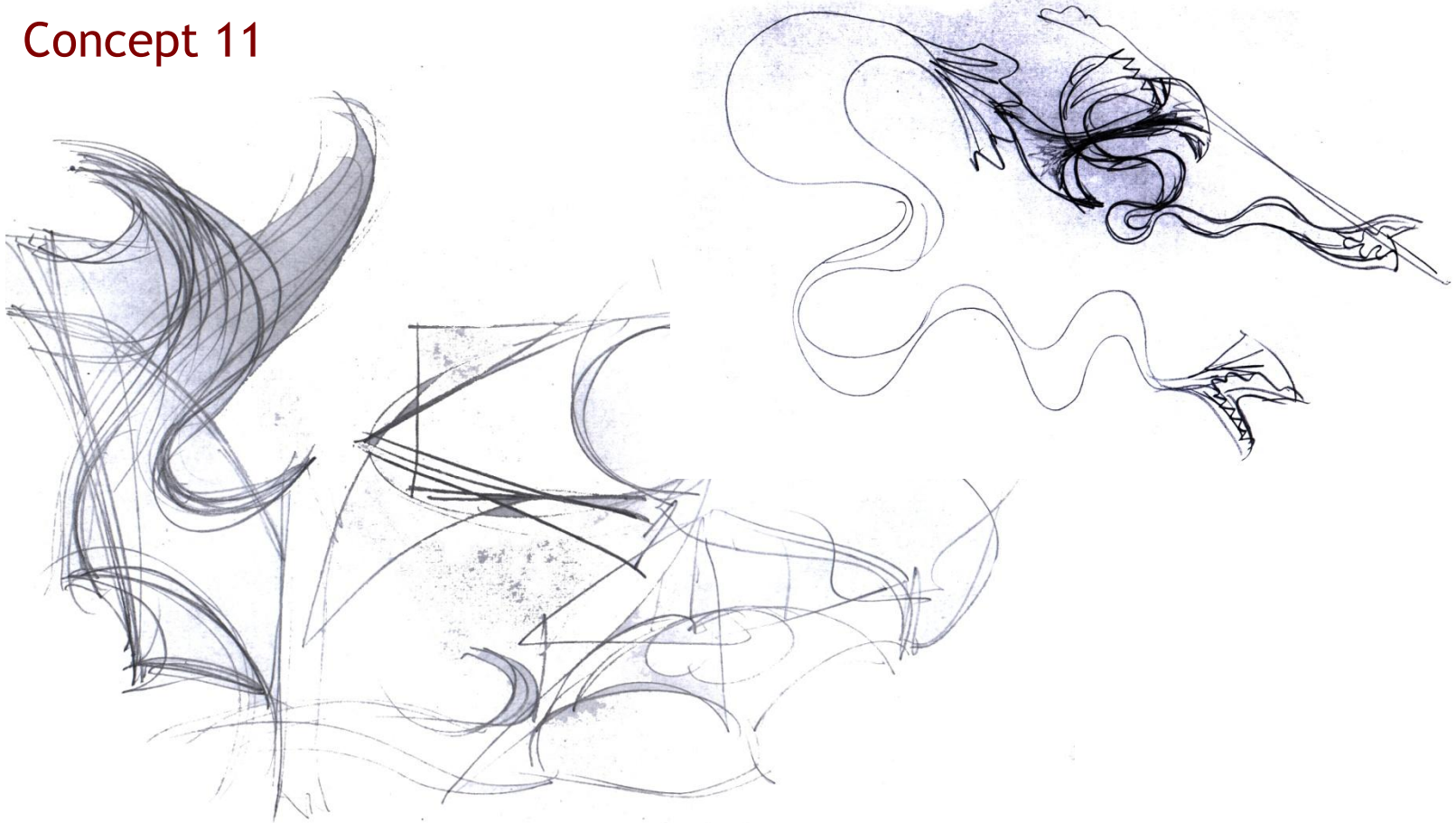
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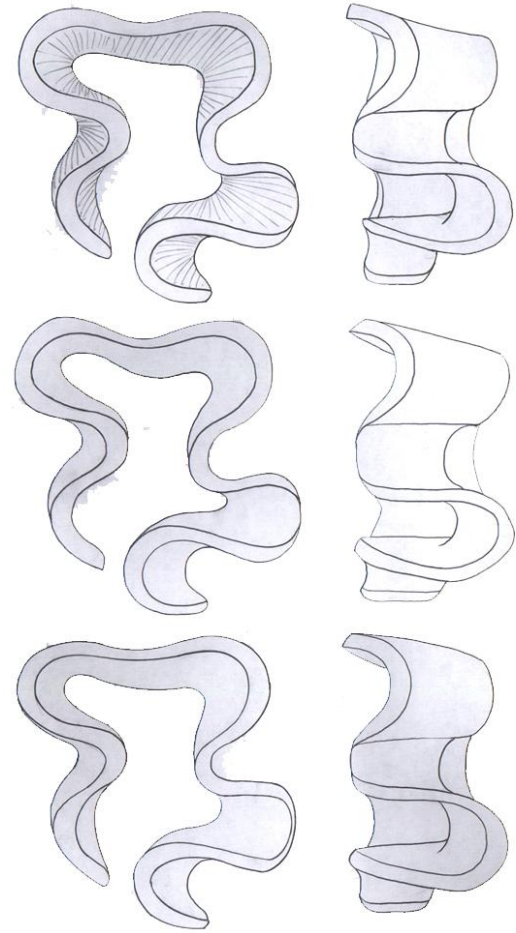
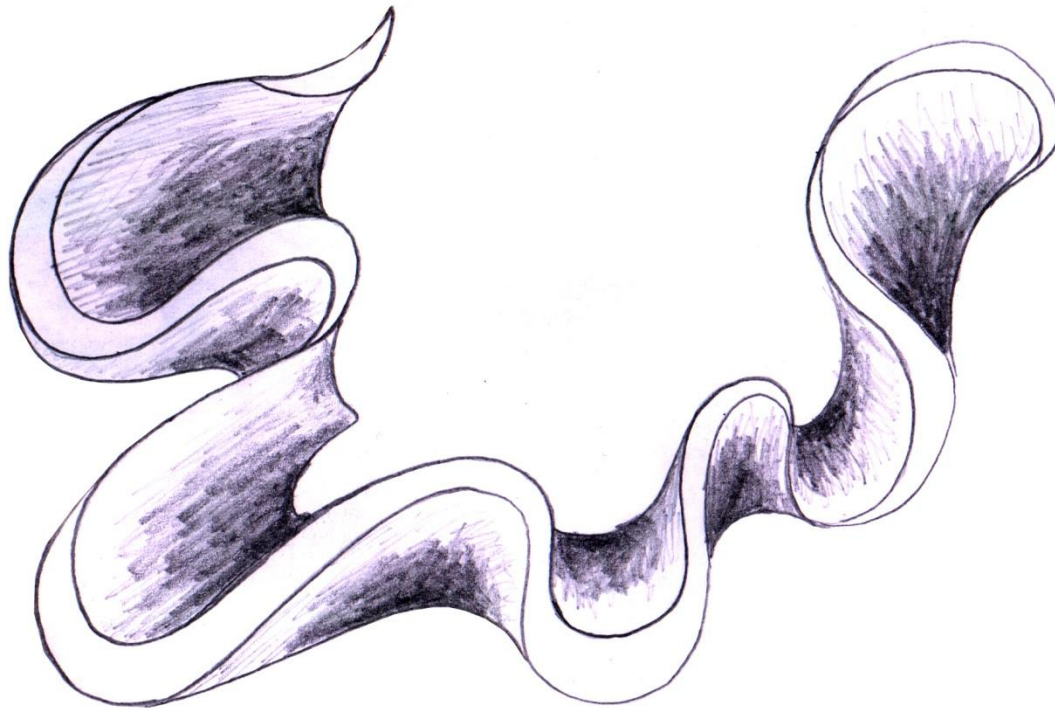
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Concept 11



Contemporary Lifestyle Products With A Touch of Craft

Concept 11





Contemporary Lifestyle Products With A Touch of Craft

Infrastructure, economic and business considerations

The manufacture - coordinate

- large-scale production units

- small-scale vendors

- craftsmen or a person with reasonably high sensitivity

Finishing

Packaging

Distribution

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Thank you