

LEATHER PRODUCTS WITH CRAFT FOCUS

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Introduction:



“The craftsman learns about the world and about society through commitment to craft; through manipulating materials - experiencing their co-operation or resistance - he explores his own nature as a human being.

-Craft today, Edward Lucie Smith.

Craft in the projects context



The Object as Statement

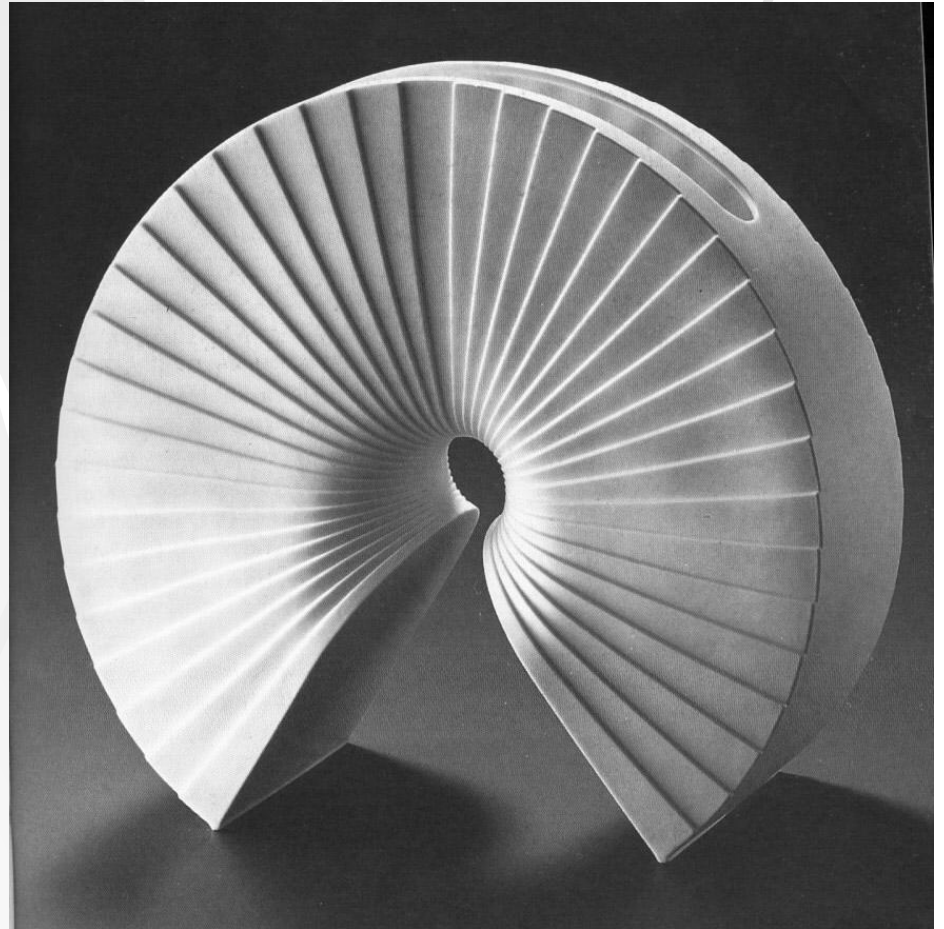
Craft in the projects context



The Object made for use

Craft in the projects context

**The Object made for
contemplation**



Limited edition vase designed by
Marcello Morandini (Italy, 1983)

The designer craftsman



The designer craftsman, a thoroughly 20th century phenomenon, first of all starts with the creative fulfillment and self expression of the individual.

The designer craftsman

*workmanship of risk and workmanship of
certainty*

The designer craftsman

By his methods of working the designer craftsman tries to bring his designs towards workmanship of certainty from workmanship of risk.

One of the differences that distinguish the design-led and mass-manufactured object from the craft object is that one seeks to disguise the reality of its labor whilst the other seeks to celebrate it.

- Peter Dormer- Meanings of Modern Design



Coffee maker by George Sowden for Bodum

Craft - some fundamental criterion

Respect for the material

Suitability for purpose

Creativity

The need for uniqueness

Corporate gifts



- an expression of goodwill.
- Its an identity for a company.
- Appreciate work done by an individual or a company.
- Goodwill and recall factor.
- To enhance business relationship.
- A gesture for being known.

The survey and findings

Intention of corporate gifts : Recall factor, appreciation, compliments, goodwill and enhance business.

Corporate gifts, are they occasion specific: Occasion and context specific.

Different categories of gifts: Non utilitarian, immediately recognizable gifts to be given to a corporate and specific, unique, utilitarian gift when giving it to an individual.

Expected life span of the gift:One to two years depending on the Occasion given.

Qualities expected in a corporate gift: utilitarian, exclusive, value for money.

Should the gifts be traditional or contemporary?Contemporary or futuristic with craft elements.

Types of gift items:Calendars, pen holders, dairies, office bags, paper weights and other utility items.

Sourcing gifts and minimum numbers: Outsource it from the market.

Message a gift should convey:To have an Element of surprise and a subtle message with/without company logo.

Product brief

The brief calls for exploration of leather to develop product forms by the design of *corporate gifts with craft focus*.

The corporate gifts are to be designed for the management people (Middle and senior level executives) of a corporate.

The gifts are to be designed keeping in mind the following occasions.

- Non-religious festivals
- A person arriving
- A person leaving the company
- Milestone / achievement
- Events



Product brief

The various categories of gifts that can be considered for designing are

- Vases.
- Folders/ organizers.
- Utility voids
E.g. Coin pouches, Knickknack table top boxes.
- Paper-weights.
- Tea coasters.
- Pen holders.
- Key rings, etc.



Products selected for exploration

Personal products



Dairy



key rings



Coasters



Vases



Paper weights

Table top products

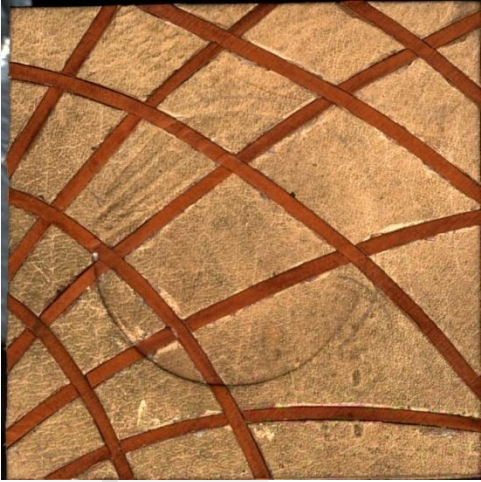


Pen holders

Initial Explorations



Initial Explorations



Techniques evolved during initial explorations

Unfamiliarize the familiar



Transparency in leather

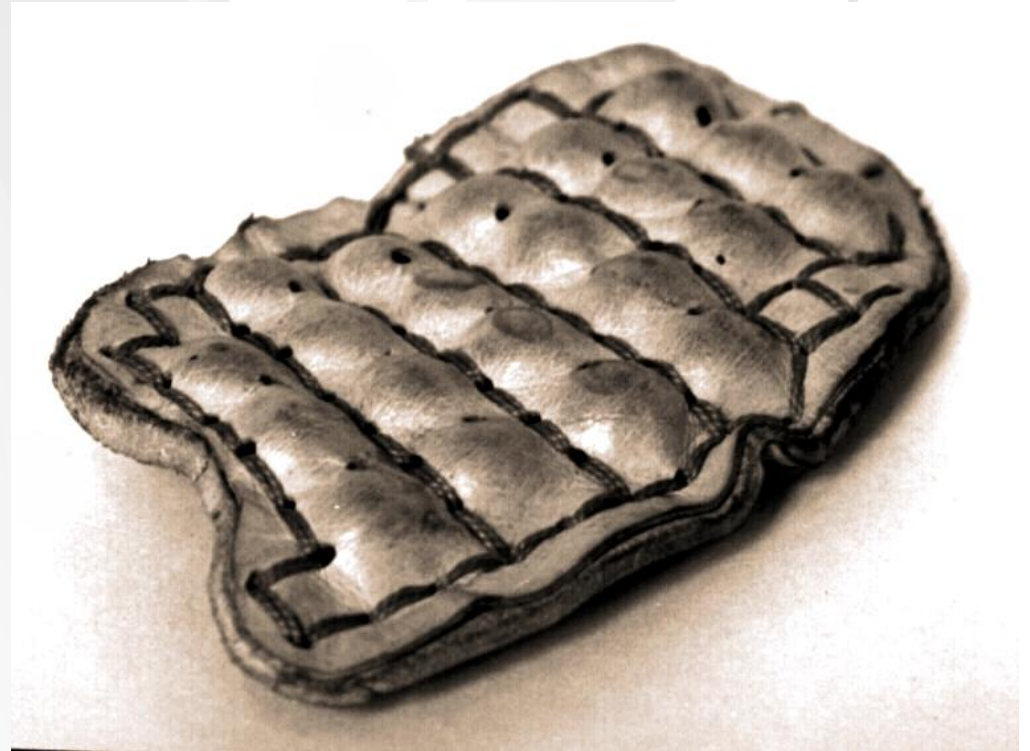
Fragility in leather

Leather as sheet metal

Leather with sharp angular edges

Leather as a geometric solid

Techniques evolved during initial explorations



Encasing of objects like glass marbles, steel balls, wooden beads etc.

Exploring the tactility of leather was the main aim with product forms like coasters, paperweights, key rings etc.

THE VASE



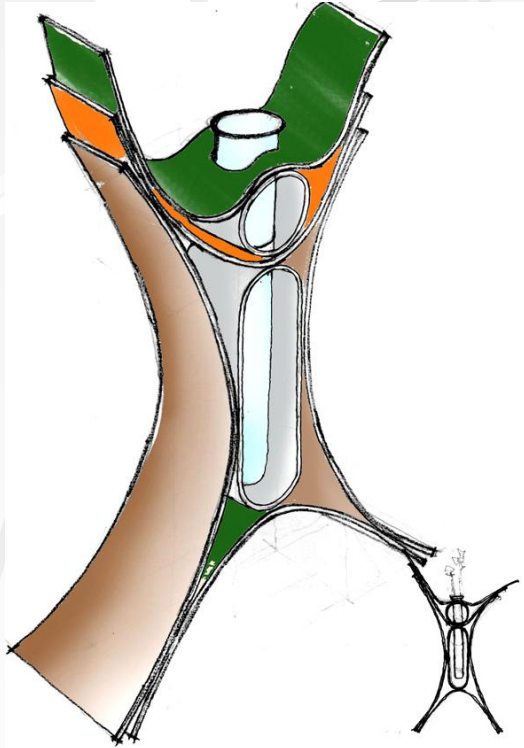
Complete absence of products in the category, which is an unusual application in a material like leather.



Vases though given as corporate gifts can find a place at home or at office, on the tabletop or display shelf increasing the visibility.

Concept generation: *VASES*

Initial ideations



Exploring leather as sheet metal using horizontal layering of leather



Initial ideations

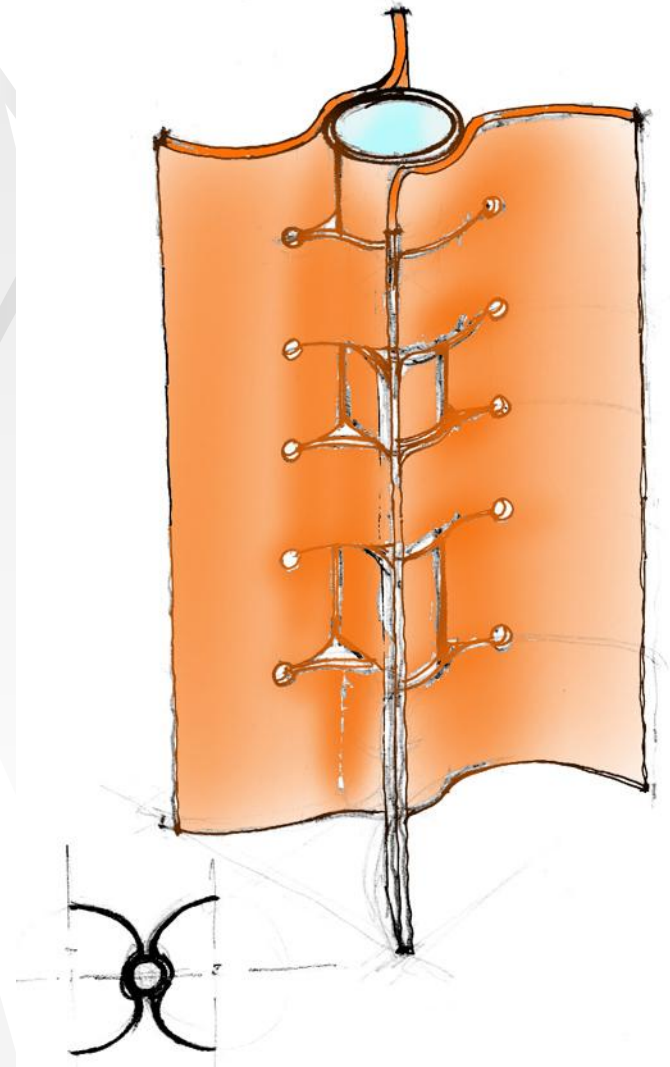


Exploring fragility in leather by emphasizing the cuts and joinery.



Initial ideations

Interlocking pieces of leather joined by a cylinder made of stainless steel or glass test tube



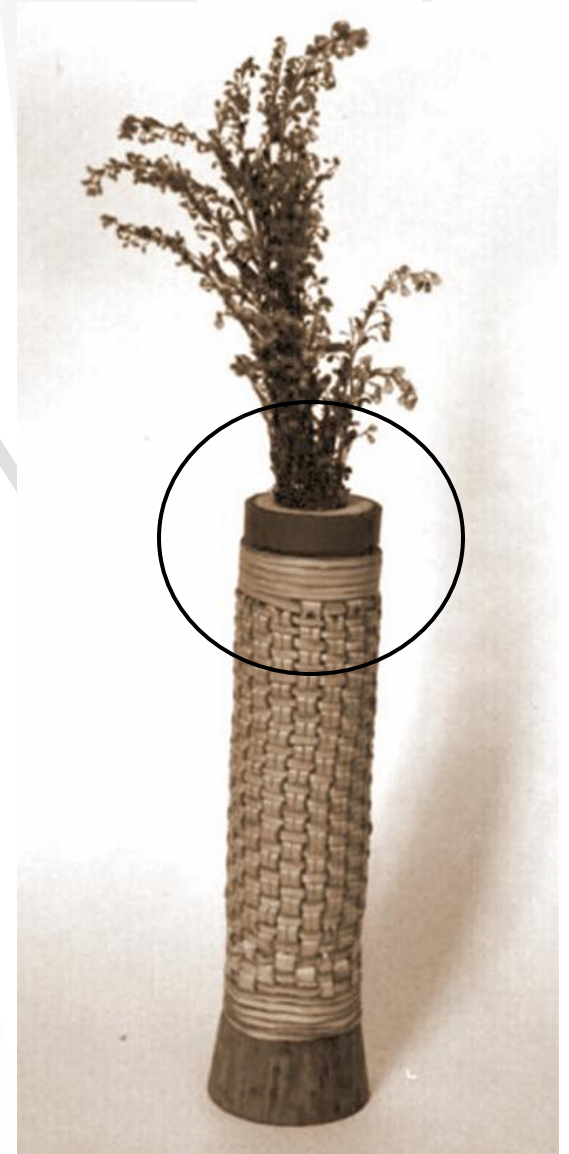
Concept generation: *VASES*

Concept - 01

Exploring leather as sheet metal using vertical layers of leather



Concept - 02



Encasing leather over a substrate like glass, metal or wood.

and to explore leather as a woven material in a very fine form

Concept - 02

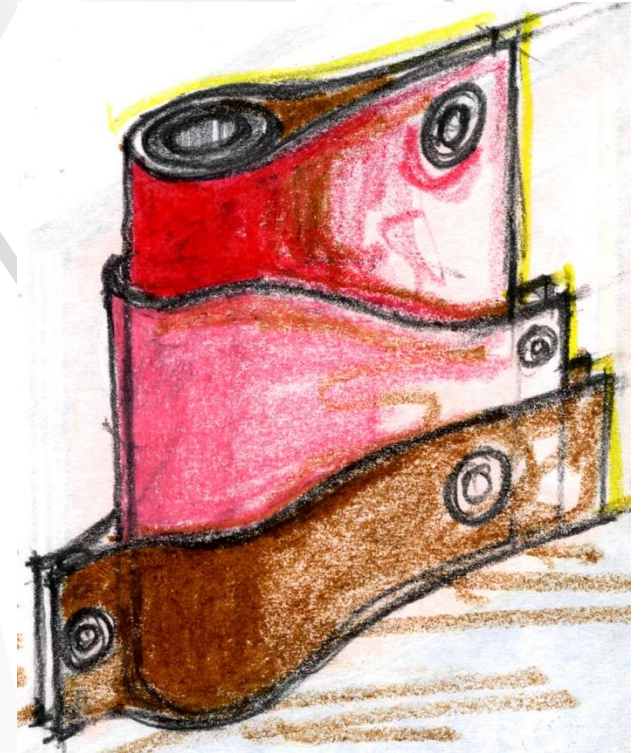
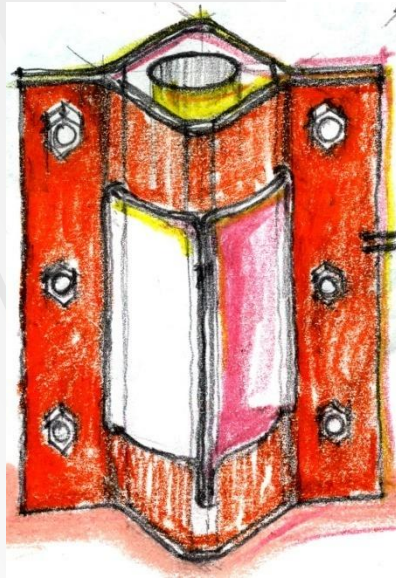


Concept - 03

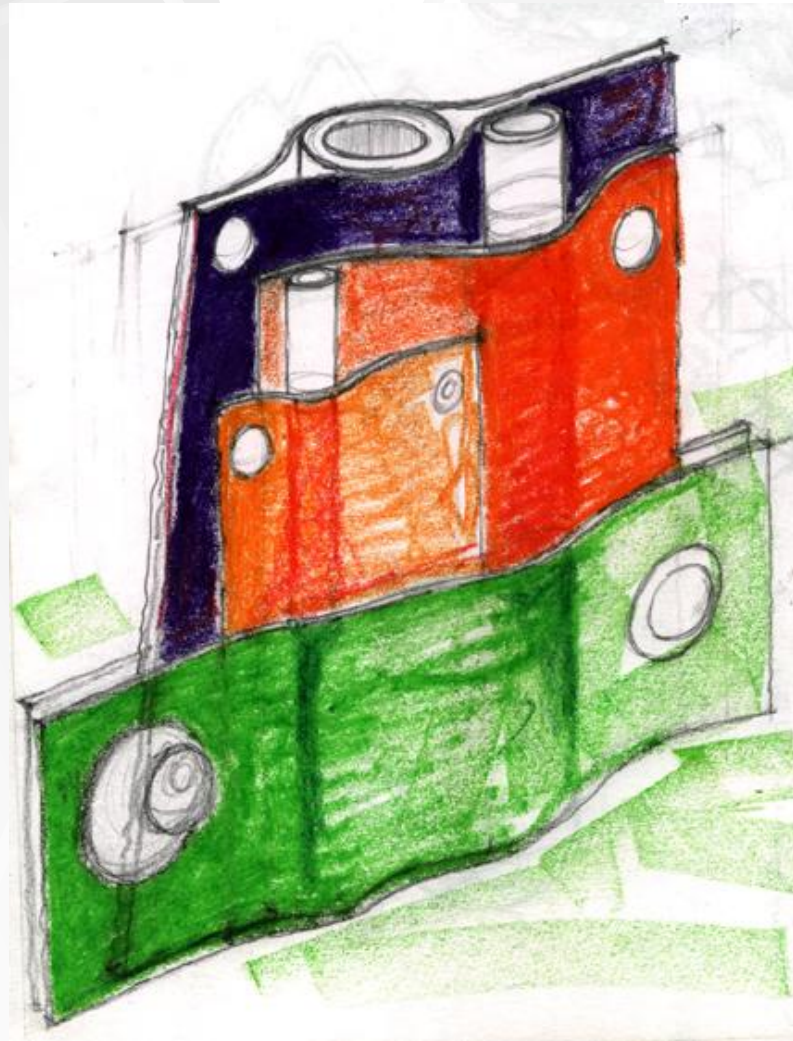
Encasing leather over a substrate with organic form like deformed glass, metal or wood.
and to explore leather as a woven material.



The selected one



Concept 01 was selected and further explored



Concept 01 was selected and further explored

The selected one



The selected one



The selected one



THE COASTER



One of the most visible tabletop products

Variety of shapes that the object can take with a sheet material like leather

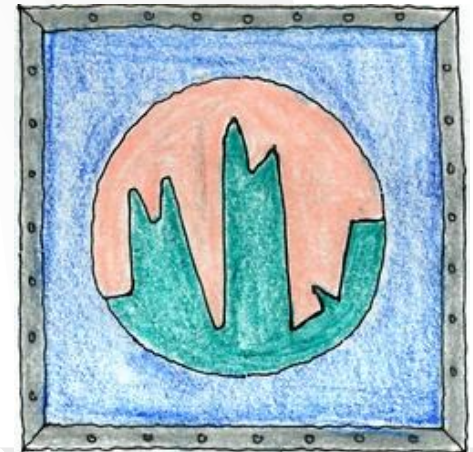
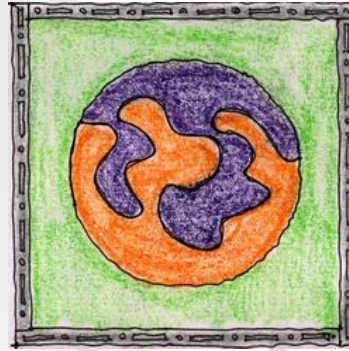


The chosen product can be given as a gift on most of the occasions.

Concept generation: *Coasters*

Concept - 01

Inlay work with very fine Puzzle like curves combined with various patterns for borders



Concept - 01

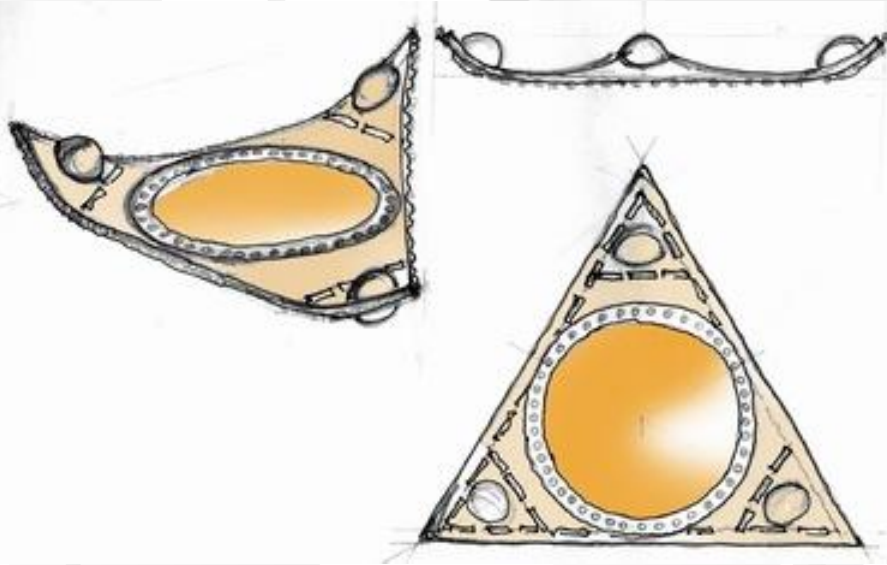


Concept - 02

Leather as a transparent material is explored in this concept

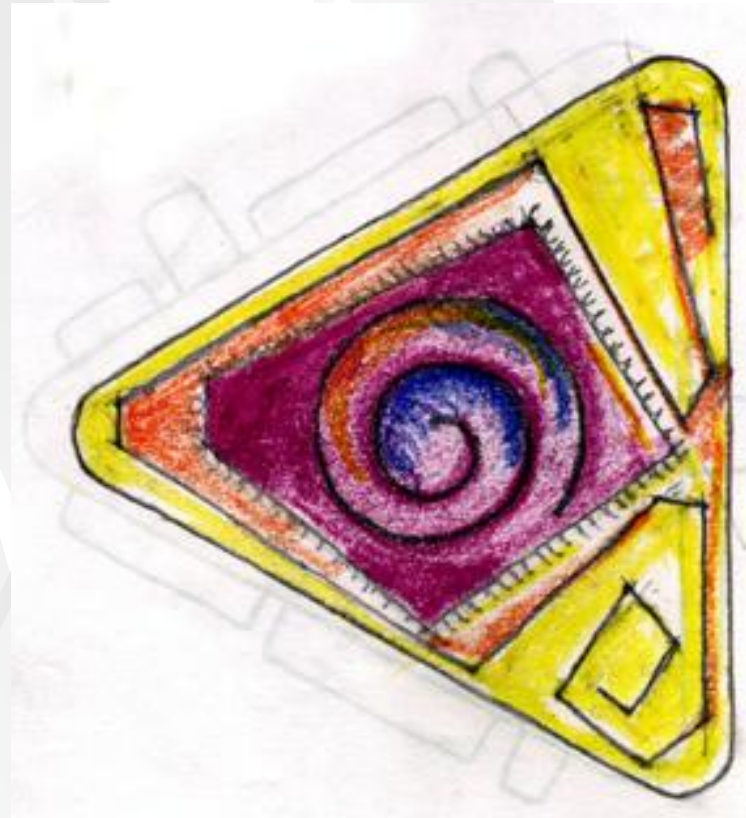
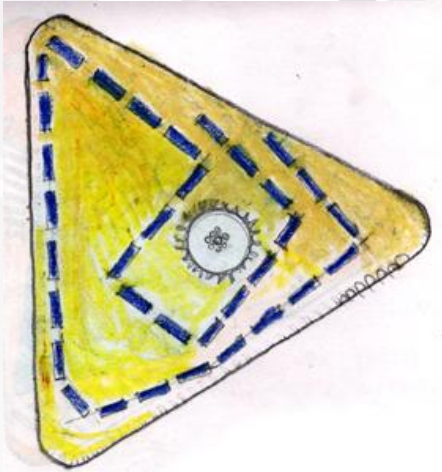


Concept - 03



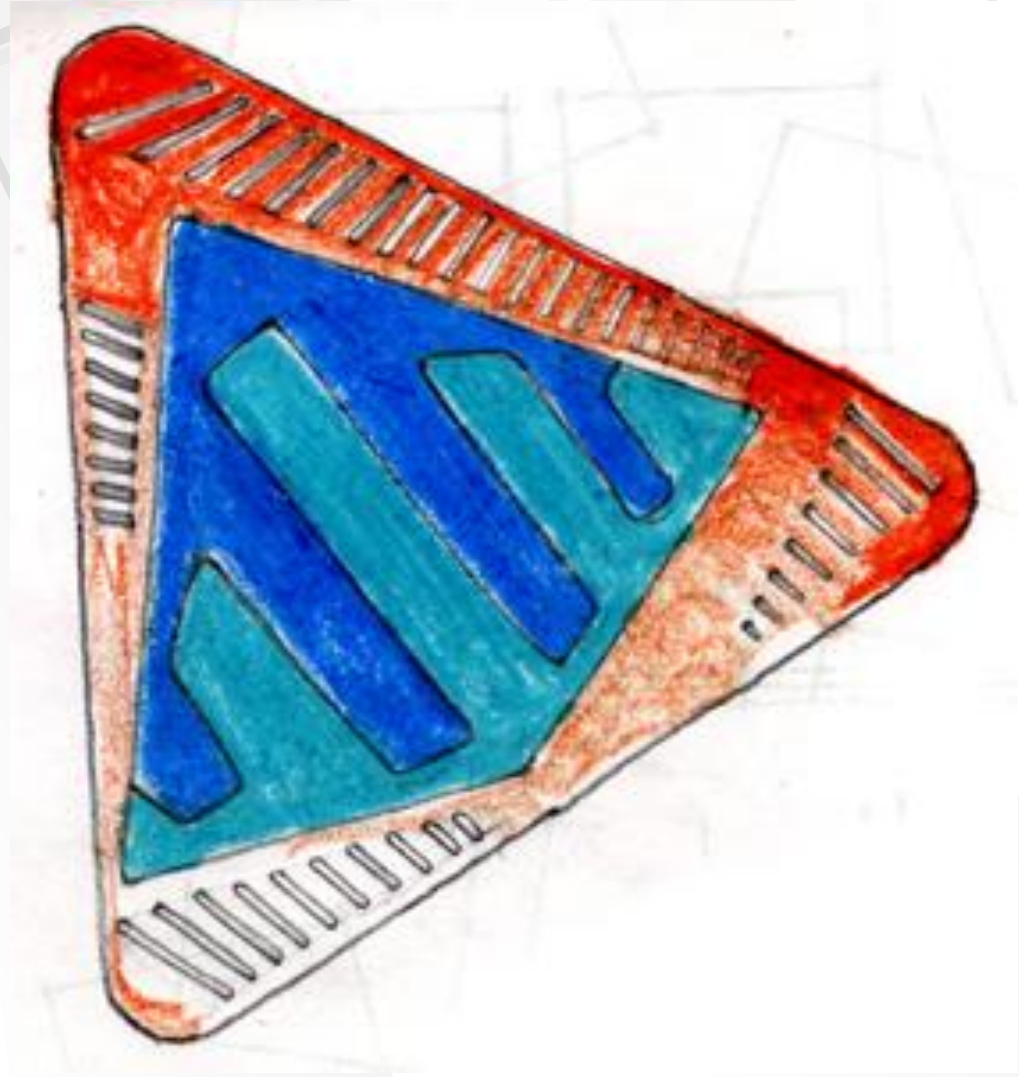
The concept explores the possibilities of a 3d coaster in leather

The selected one



The versatility and variations possible in Concept 01 was combined with the unusual triangular form of concept 03 were combined and further explored

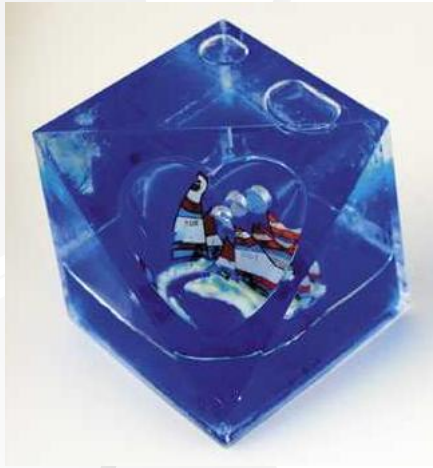
The selected one



The selected one



THE PAPERWEIGHT



One of the most visible tabletop products

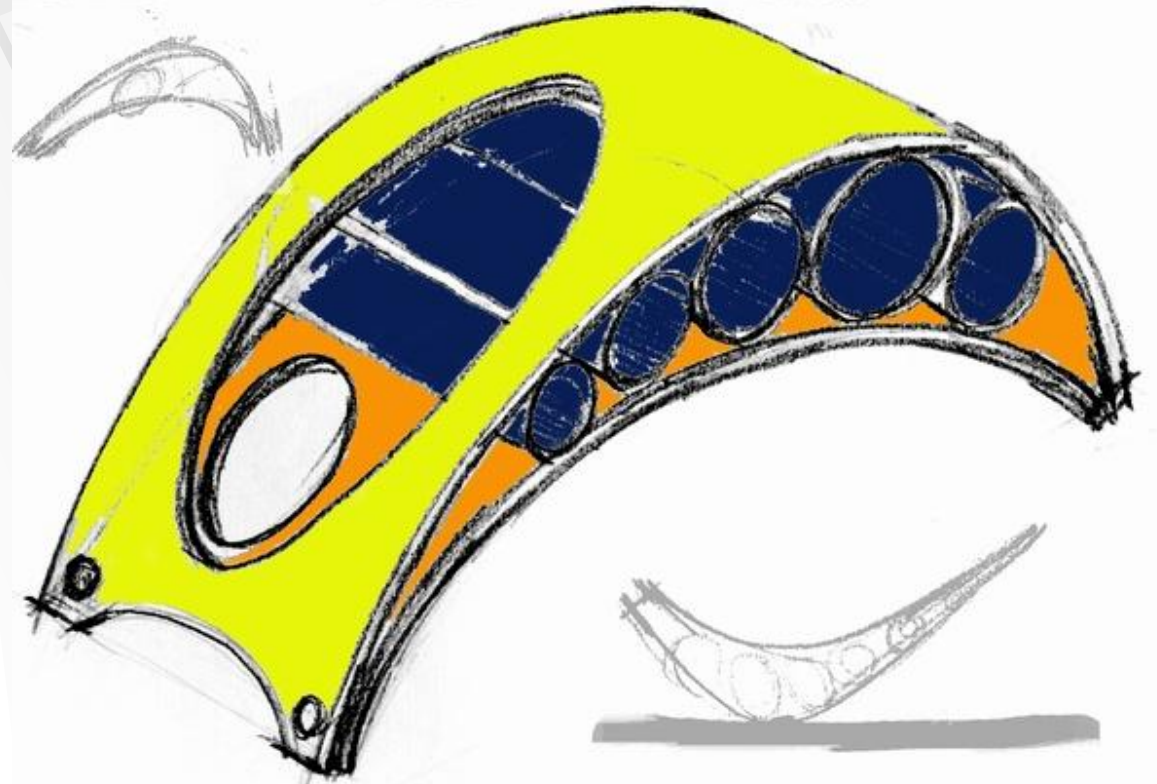


Variety of forms and shapes that the object can take with different materials

Easy access to the human hand and frequency of use.

Concept generation: *Paperweights*

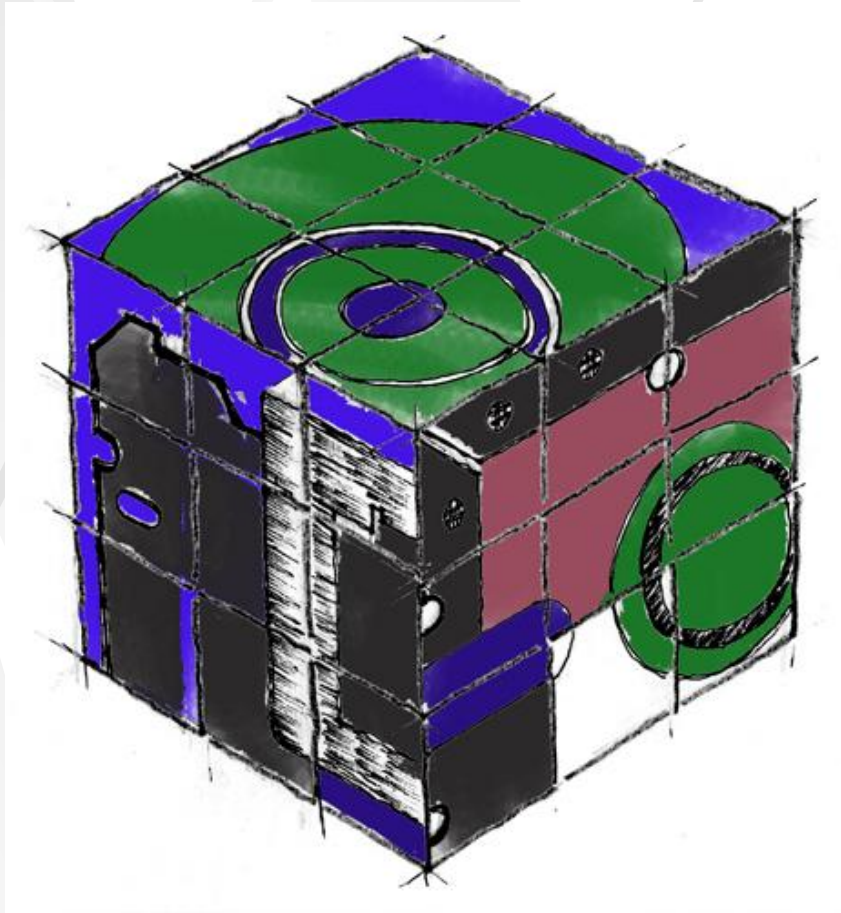
Initial ideations



Exploring leather as sheet metal using horizontal layering of leather combined with metal pipes

Concept generation: *Paperweights*

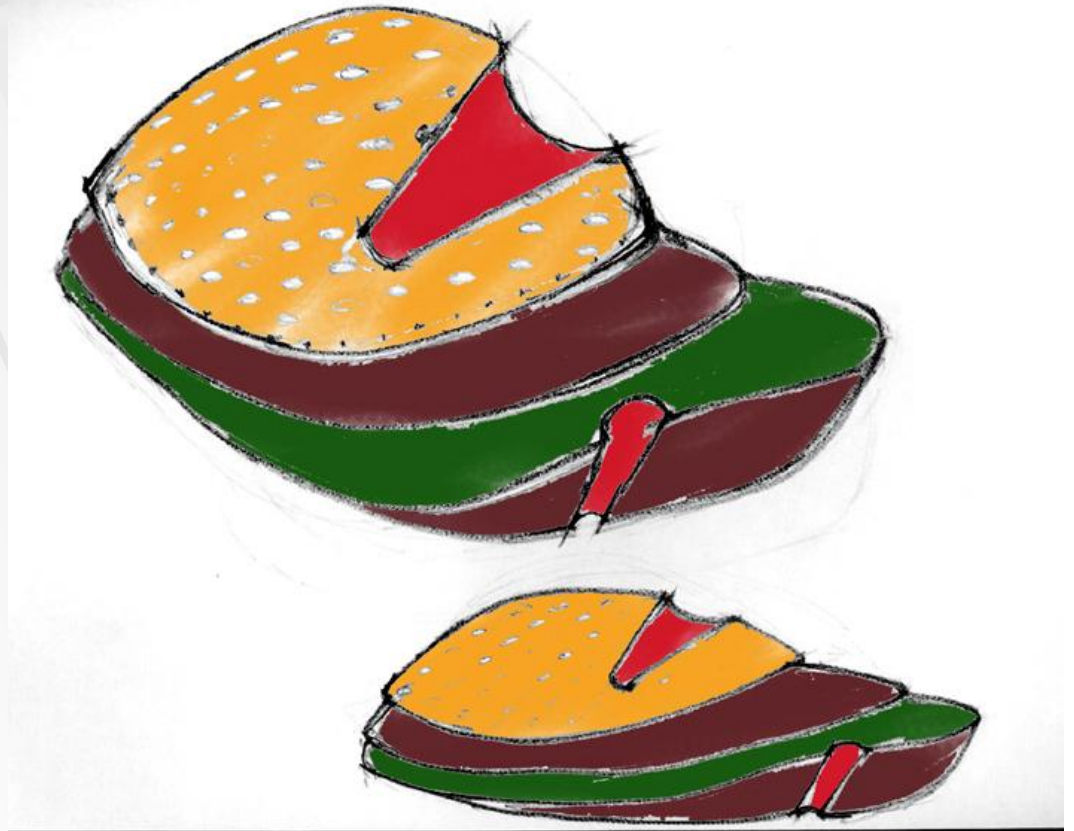
Initial ideations



Rubik cube of leather with images of relics or would be relics of the office environs like floppies, cd's etc.

Concept generation: *Paperweights*

Initial ideations



Tactility in leather explored with the computer mouse as the basic form generator

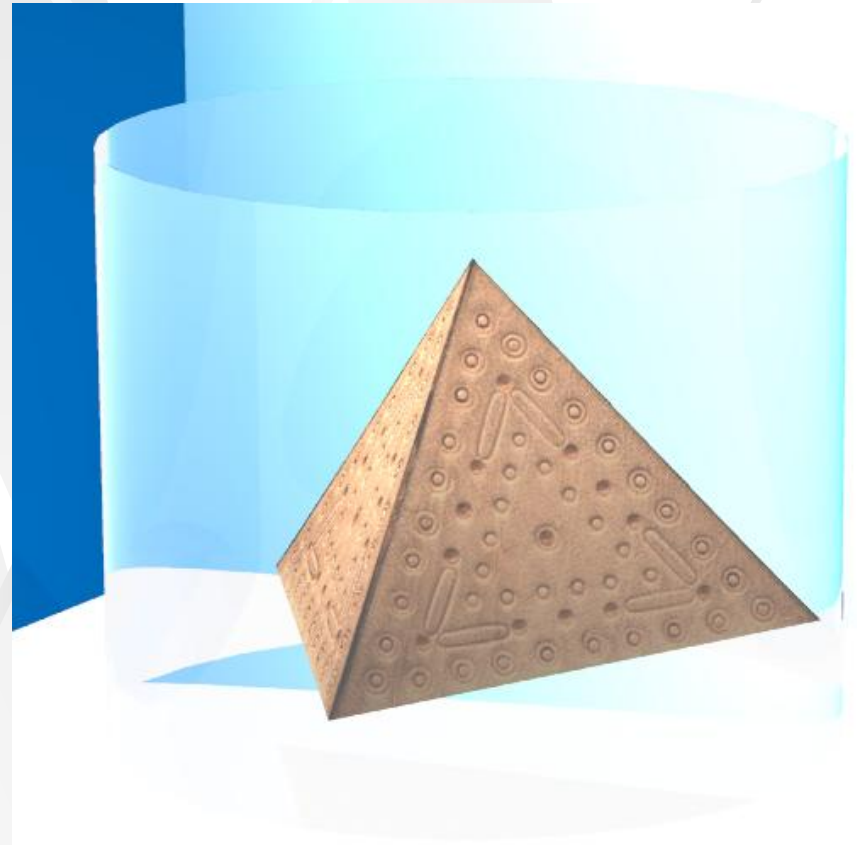
Concept generation: *Paperweights*

Concept-01



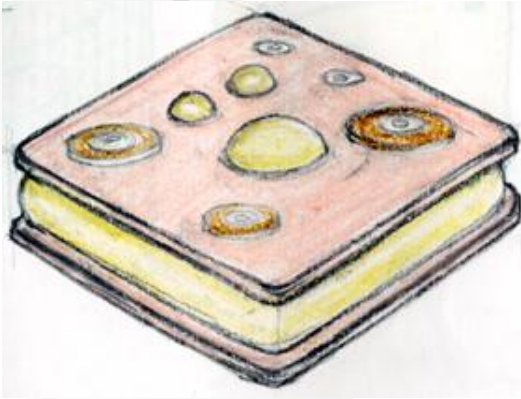
Tactility of leather was explored by combining the techniques of encasing leather in a substrate and encasing hard smaller objects like steel balls or wooden beads

Concept-02



Leather as a see only material or an object made in leather 'frozen in time'

Concept-03



Encasing leather with materials like sheet glass, glass marbles, steel balls

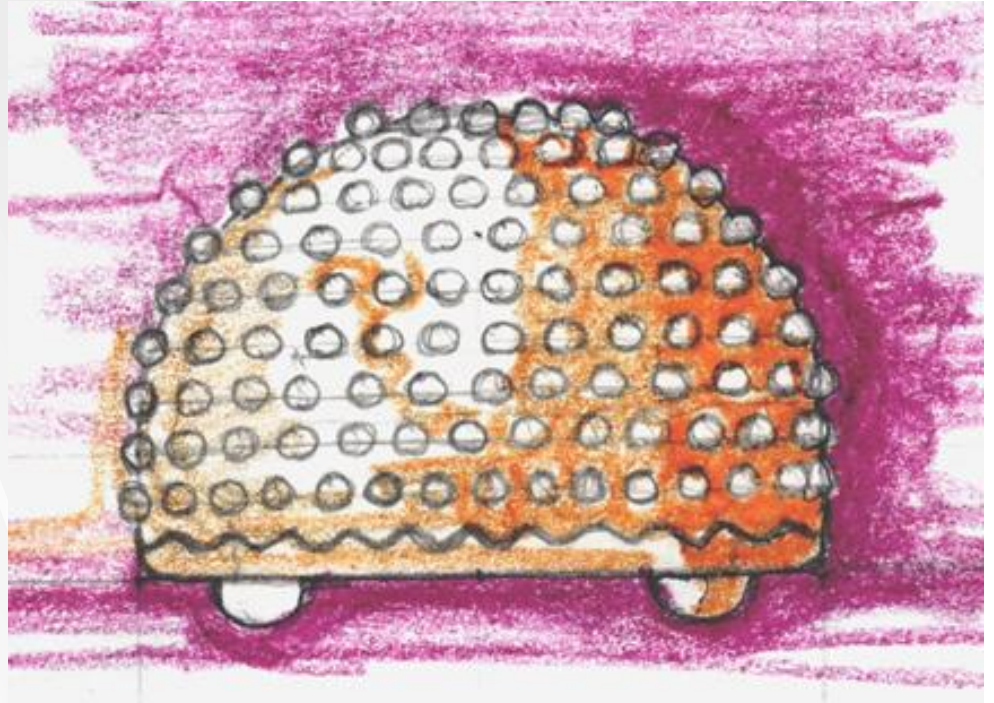
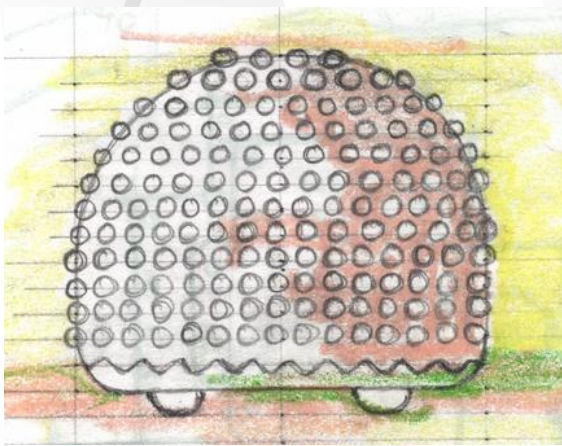
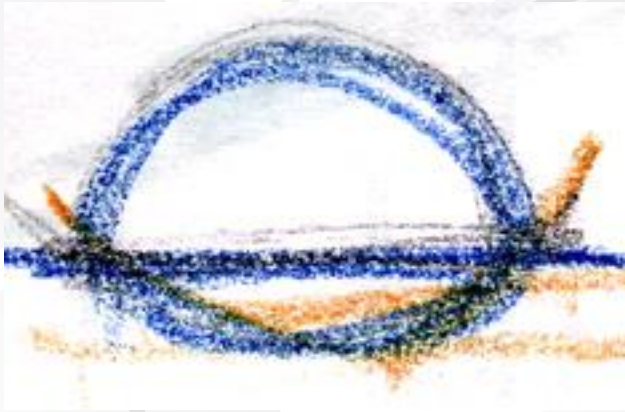


The selected one



Concept 01, selected for further form and tactile exploration

The selected one

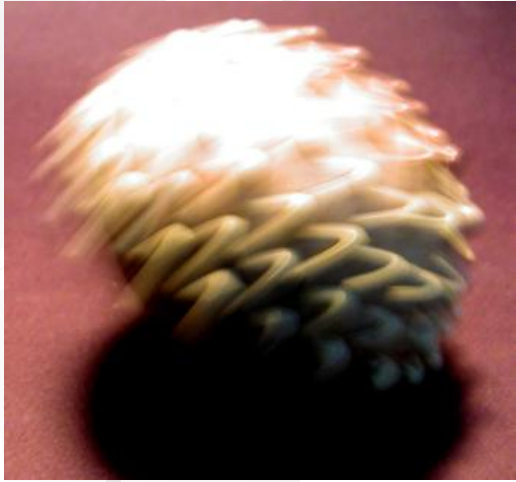


To highlight the pattern and texture a hemisphere with a convex base so as to keep the form as a background.

The selected one



The selected one



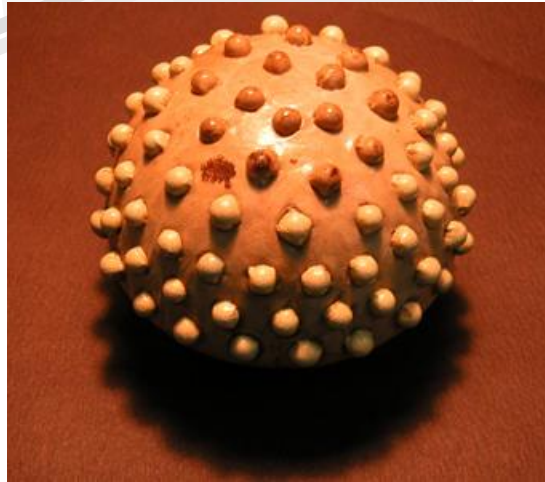
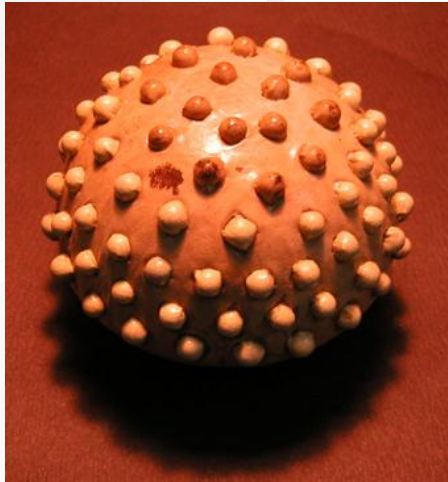
The selected one



The selected one



The selected one



Visual texture creates a continuous drama
with different lighting conditions

THE KEYRING

One of the most visible,
utilitarian personal products

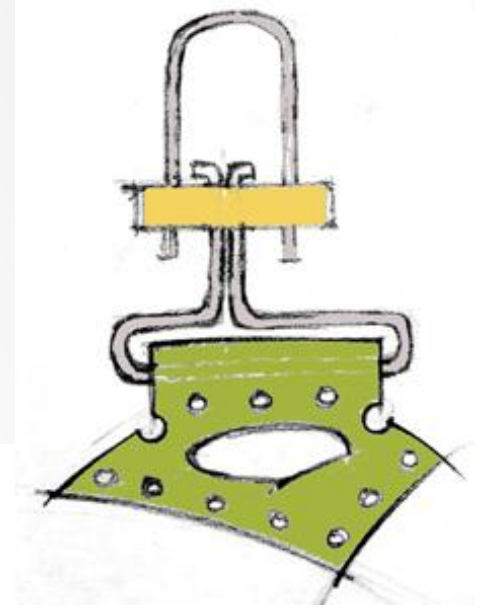
The chosen product can be given
as a gift on most of the occasions.

The chosen product can be grouped as a gift
along with other smaller gifts.



Concept generation: *Key rings*

Concept-01



The human body as the main form generator

Concept-02



Encasing objects in leather adapted to be used as a key ring.

The selected ones



Concept 02 selected for further exploration with different surface treatments and locking mechanisms.

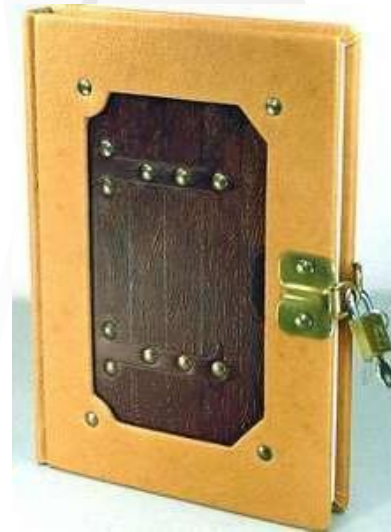
The selected ones



The selected ones



THE DAIRY



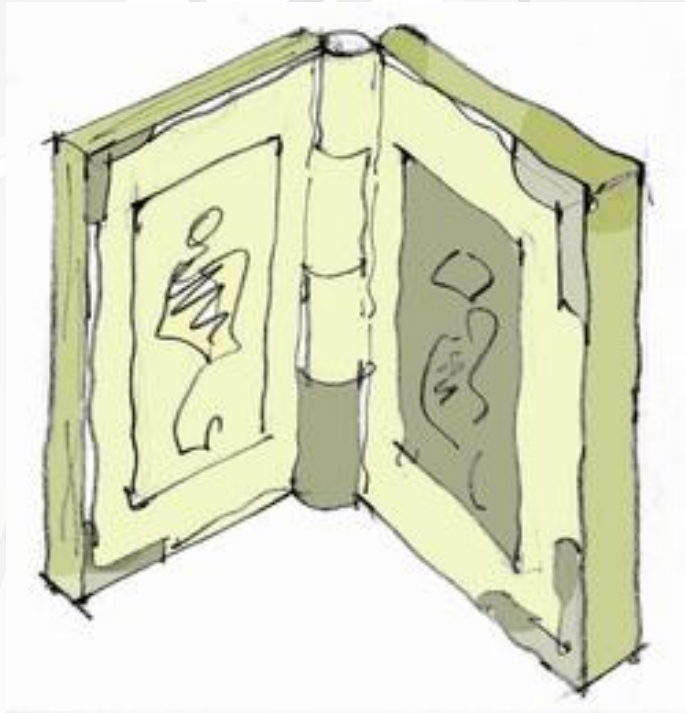
One of the most visible, utilitarian personal products

The chosen product can be given as a gift on most of the occasions.

The chosen product can be grouped as a gift along with other smaller gifts.

Concept generation: *Dairies*

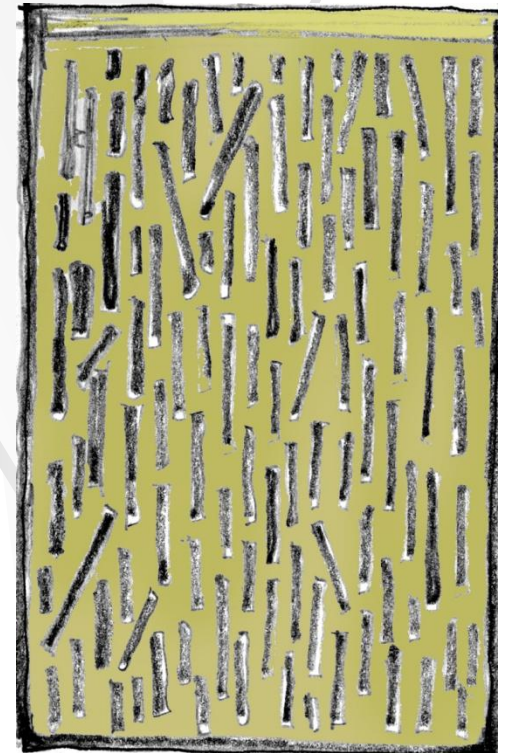
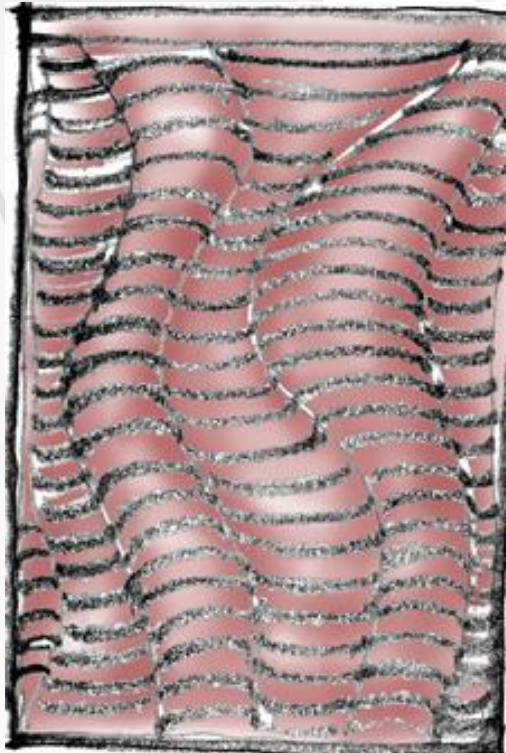
Initial ideations



The particular object explored for its wide surface visibility.

Will never go out of use or trend.

Initial ideations



Various textures explored on the surface

Concept - 01



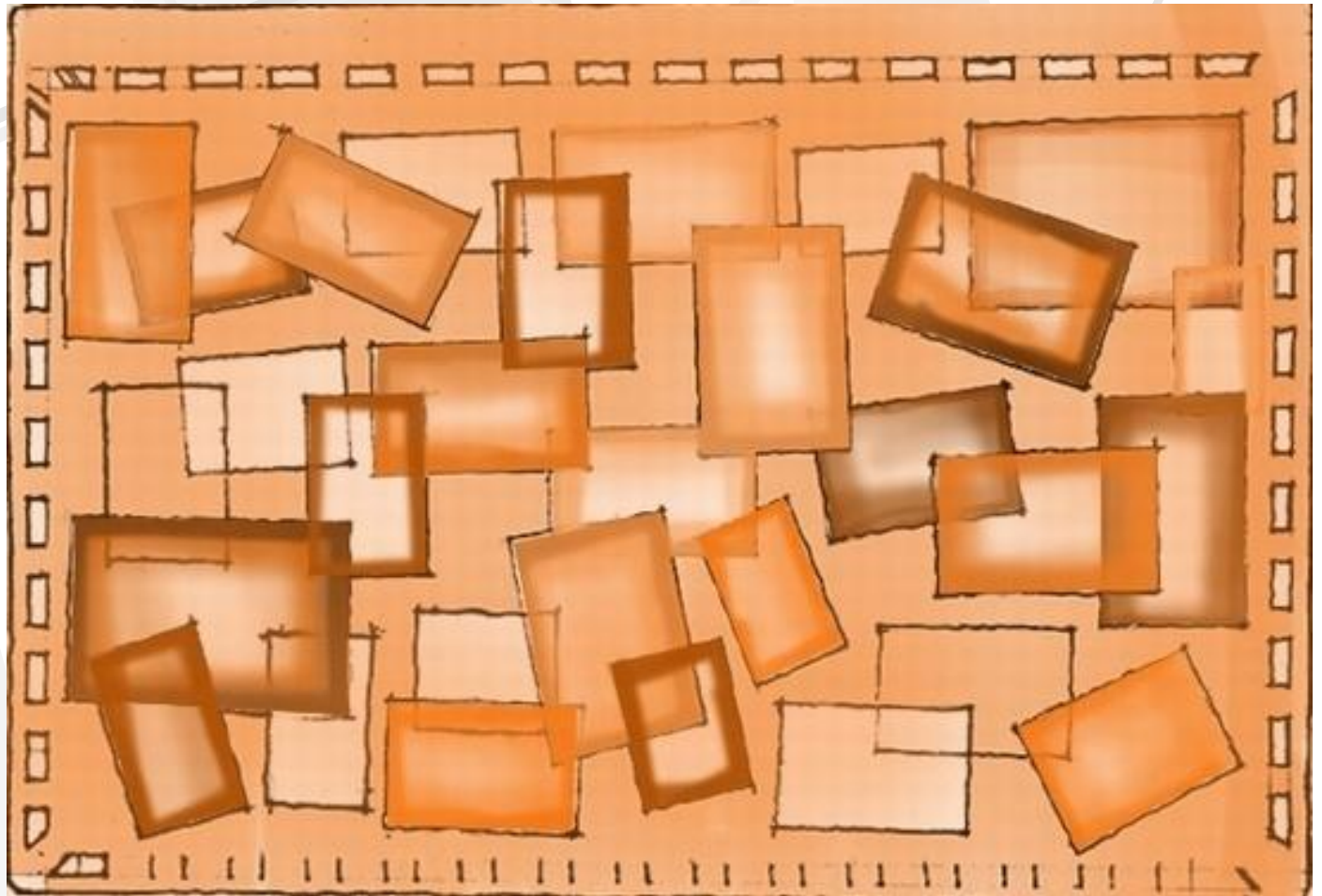
Butterfly as a metaphor chosen for its color and its unique signs of identification

Concept - 02



Use of Maple leaf as a metaphor considered due to the unique shape of the Maple leaf.

Concept - 03



Attempt made to achieve 3D effect by overlapping rectangles

The selected one



Concept 03 selected for execution with further refinements regarding size and layout considerations

The selected one



POST SCRIPT

Experiences in attempting to become a designer craftsman and the importance of one in today's society.

The designer craftsman's capability and understanding the theoretical knowledge, the use of the latest tools available to combine with the rich aesthetic traditions of the craftsman.

Various visualizing techniques at his disposal.

Making ones own tools.

Checking and adapting various other tools and hardware not so familiar with the leather craft.