

The background is a solid orange color. It features a large, faint, stylized floral or leaf pattern on the right side. Overlaid on this are several concentric circles and arcs. On the left, there are three overlapping circles, one of which is dotted. On the right, there are several concentric circles, some solid and some dotted, surrounding a central dark orange circle.

Art of Packaging

studio **abd**



We design stunning products and help businesses
harness competitive advantage of design.



At Studio ABD, we believe In love at first sight.

An enticing and emotion evoking packaging is one way for it in the consumer industry. We are PRO-cupids in making customer fall in love with our drapes for your product by seamlessly combining fresh perspective with sense of belongingness, yet anchored by the brand value.

Our technique to packaging is to go the convergent way, by catching the users imagination from outer-inner way, from LOOK > FEEL > Experience the product..

We have the expertise in fusing varied materials & processes creating best harmony in solid packaging to bring alive the content. We have touched upon many segments of packaging design, from paper boxes, plastic packaging structural solutions to high end luxury design experiences

With us our clients have multiplied sales & exponentiated user engagement

**Food and
Beverages
Packaging**

**Personal Care
and Cosmetic
Packaging**

**Luxury
Design
Packaging
Design**

**Sustainable
Design
Packaging**

PACKAGING



Mummy's yummy experience

Kids are playful, curious and selective !

With this as our building matter, we took a challenge of creating packaging for British Lifescience in category for health supplements for kids.

Mum's care packaging is designed in a way that it becomes a part of their wonder world and not just day.

Structural + Lable

MUM'S CARE



Impact by Instinct

The packaging for Instinct was made bold, masculine, no nonsense.

The focus was to show the inner instinct to get heads turn. Smell that's connected to you from within.

Structural + Label

INSTINCT MEN



Design Maturity

Its always challenging to work with the big banyan trees of the industry. Our packaging for them evolved by maintaining the critical balance of brand heritage DNA with a fresher perspective for the users.

Lable

COLGATE CDC



Out of the box, Naturally !

Inspired by the nature's way of pampering us in all steps and states. The packaging for Areev was essentially depictive of this secret in the most luxurious way! The packaging intends to deliver the fine experience of natural indulgence in an elegant form.

Structural + Label

ALLY MATTHAN





Timeless Indian Heritage

This collection of watches from Titan were visional to encapsulate the Architectural richness of India. Our approach for packaging was to celebrate the classic. Designing a wooden box with prints engraved on it & a silk pillow residing within is inspired from the jewelry box. We beheld the essence of the collection from the consumer point of view our creation.

Structural + Lable

TITAN HERITAGE





Doorstep Delight

Biryani is a royal meal!

Presentation for this new age biryani "Take away" joint had to be mouth wateringly bright & happy.

Packaging & branding by us encapsulated this regal experience of a sumptuous meal. As Indians we always look for larger delightful portions to savor the extra bit. The beautifully designed tin boxes ensured it.

Structural + Lable

JUST MEHFIL



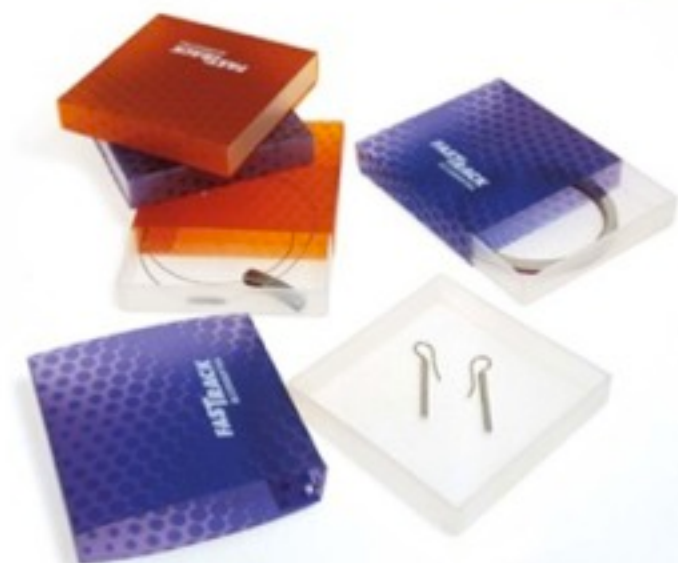


Rise up to SPLASHH

Making a rejuvenating identity in the big array of juices was thought provoking. Our focus narrowed at recreating the morning magic of a fruity splash that oozes us with bundles of energy and a kick starting day.

Lable

BE NATURALS



- More than 300 packaging projects completed
- Rich material and reference library
- Strong engineering support
- Design > develop > deliver capabilities
- Matured brand and segment understanding

& MANY MORE....



TITAN



CLIENTS

Studio ABD work has been very well appreciated and recognized at many national and international design awards.

BPL Studylite, was first Indian electronic company to win Red Dot Award in 2010, it went on to grab I design Award 2012 and Designomics Award in 2011 for its unique design.

British Council UK awarded Studio ABD with Young Creative Entrepreneur (YCE) award for Design entrepreneurship in 2011.

Studio ABD was awarded Designer of the year in 2008 in India by Businessweek–NID Design brilliance Awards.

From sustainable design awards to design recognition for future concepts , Studio ABD has shown design leadership in its design thinking in last decade.



Winner
I Design Award 2012

**DESIGN
OMICS**
Award 2011

YCE

Young Creative Entrepreneur
Design 2011



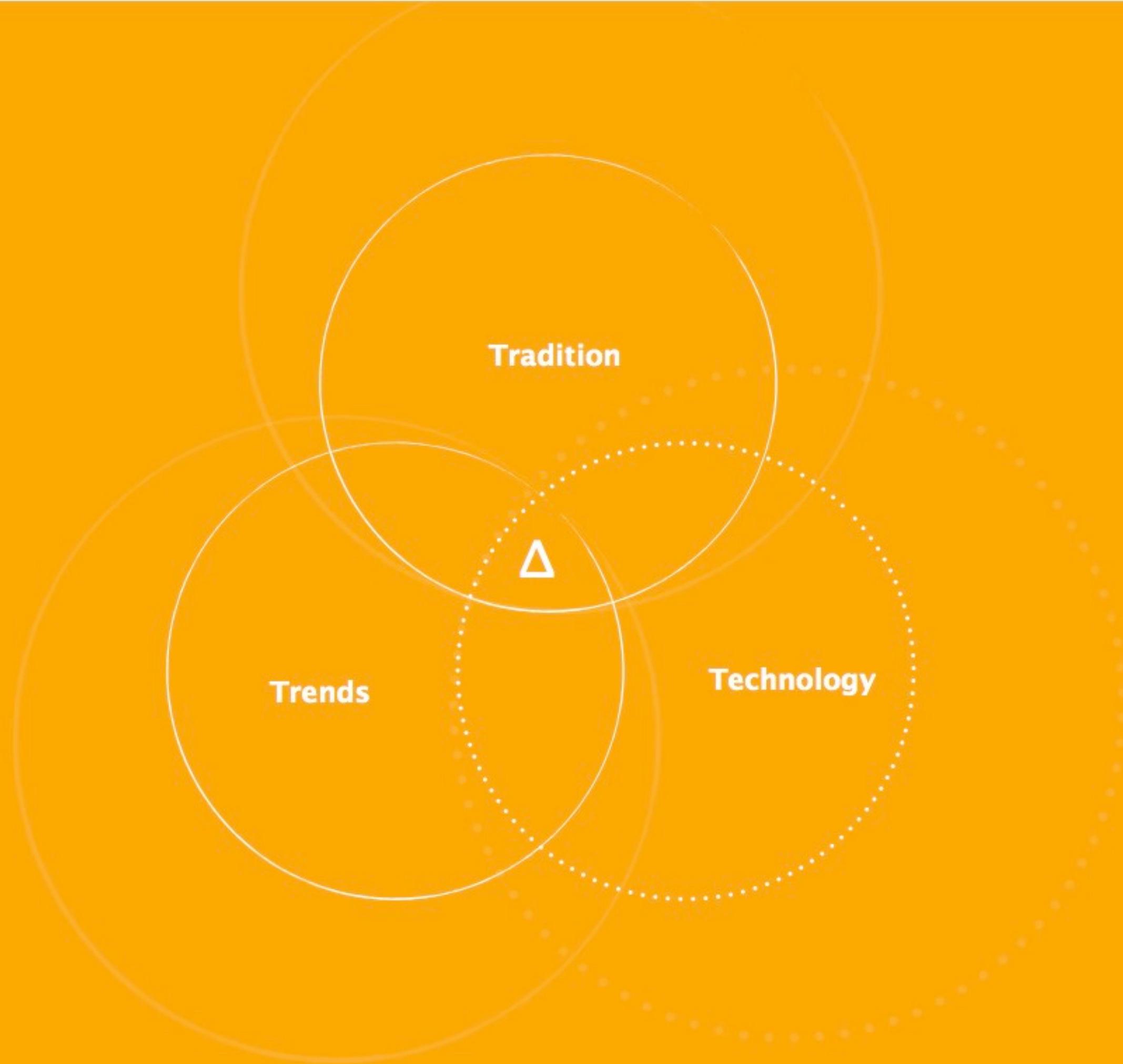
Designer of the Year 2008
BW-NID, India

+ 20 more national and international design awards



reddot design award
winner 2010

AWARDS &
RECOGNITION



Δ THE 'MAGIC' DIFFERENCE

Although we follow our processes quite rigorously, The Magic Difference or Δ (delta) that creates the spark, is something in-explainable. This comes from years of understanding materials, technology and design apart from the internalization of numerous different experiences along the way. In short, Δ is our secret sauce.

Tradition

In order to truly be able to connect to your audience, it is essential and equally important to understand where they come from – their history, cultural background, belief systems and tradition (as a whole). For a country like India, this becomes all the more imperative as cultural influences play an important role in everyday lives.

Trends

At ABD, we work very closely with international trend forecasting agencies apart from indulging in frequent trend-spotting exercises ourselves. It is important to understand trends like material culture, fashion, movies, lifestyle, etc. and also larger socio-economic trends to be truly able to make the most effective industrial design/communication decisions.

Technology

Technology impacts all of us in more and more ways in our everyday lives. We dive deep into understanding and using material, process, tooling and integration technologies in the most optimal and cost-effective ways fields so as to deliver the best possible experience for our customers

DESIGN PROCESS

Product Design
Luxury Design
Packaging Design
Innovation Management

STUDIO ABD
SERVICES



Abhijit Bansod

Abhijit Bansod, a NID postgraduate, has been part of the new age design movement in India. After decade long experience with Titan Design Studio, he founded Studio ABD in 2008 to create a open platform to discover new facets of contemporary Indian Design.

Emotion underlines his products, giving them poetic and inspired meaning. His designs connect deeply with the user by telling vivid stories, by overlaying the familiar with the new and surprising.

His work has won many national and international design awards and his story has featured in many books and publications.

He was on the panel of international jury for many design awards including **Cannes Lions Design** in 2012..



Amrita Kaushal Bansod

Amrita's work experiments with forms, extending into visual poetry in the pursuit of a visionary aesthetics that encompasses varied product areas like watches, jewelry, sunglasses, furniture, trophies, lifestyle products and even caricatures.

Her unique eye for details and passion for her work is reflected in her uncompromising work style. Each product comes alive through her hand and possesses unique identity and character, with flawless lines and harmonious proportions. Being a caricaturist she looks at products very differently.

Her understanding of Indian women has resulted into award winning design work for our clients.



Studio ABD Team

Studio ABD team is very young and dynamic. Product designers, graphic designs, engineers, material specialist, business executives , each one of them is handpicked and are masters in their domain.

Studio ABD receives more than 200 internship enquires from India and abroad every year and we have had student interns from france, US, Columbia and Netherlands in last two years.

PEOPLE

Studio ABD

Studio ABD is situated in beautiful farm house in suburban area of Bangalore, IT capital of India . The green open spaces offers designers the best creative platform to create unique design stories. Studio ABD has very vast material and reference library . Studio ABD also has small design store in campus which showcases products designed by Studio ABD to visitors.





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