

Indian Design Showcase



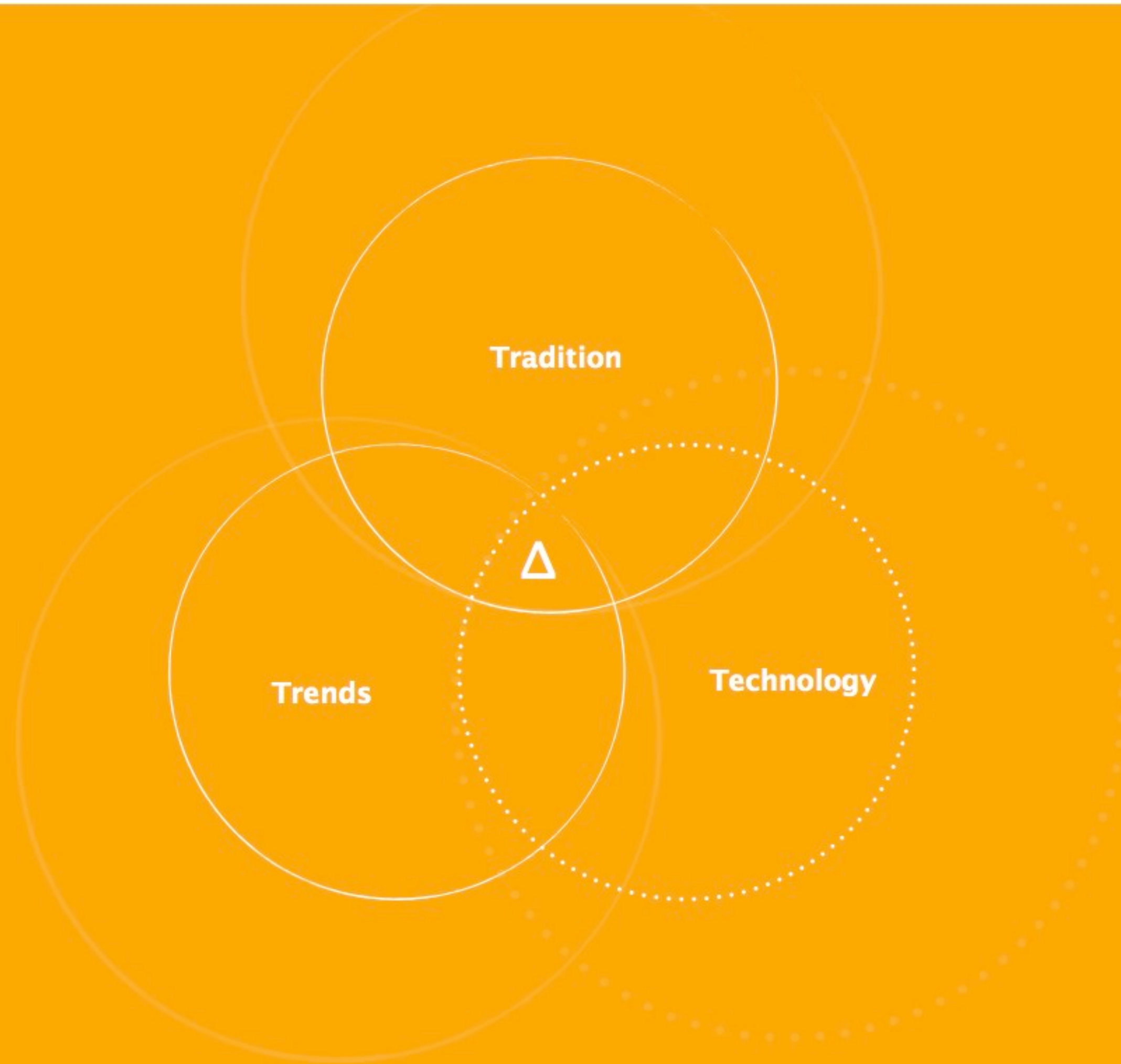


We design stunning products and help businesses
harness competitive advantage of design.



At Studio ABD, we design from our heart. Emotion underlines our products, giving them poetic and inspired meaning. They connect deeply with the user by telling vivid stories, by overlaying the familiar with the new and surprising. We believe in celebrating creativity that combines fragments of Indian traditions with cutting-edge technology, and fuses cultural motifs and new age thinking. That conjures up sophisticated products that resonate with user's imagination. . Propelled by the humor, craft, rituals, people, situations and heritage, we create products that speak a unique language– **an Indian design vocabulary.**

“ WE DO NOT CREATE PRODUCTS,
WE CREATE IDENTITIES.”



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

Story Telling

Story telling is integral part of our design process, and we layer these stories with unmatched refinement and engineering, this makes our design experience very unique. We have mastered the very art of storytelling and most of our projects seamlessly integrate inspiring story with new technology and brand values. We celebrate cultural nuances of user with new perspective, reflecting their contemporary life..





BPL Studylite

To present a solution to the problem of frequent power cuts, this desk light was developed which can be operated either with rechargeable batteries or on the mains. In case of a power cut, the batteries guarantee mains-independent illumination up to six hours; subsequently, they can be recharged with a solar panel. The unconventional design of the light is characterised by a distinctive ring with embedded LEDs reminiscent of a halo. The elements of the flexible swan neck have been formed by spherical elements leading down to a circular foot. Available in different signal colours like red and yellow, BPL StudyLite co-created with optometry experts provides eye-friendly illumination without the generation of heat, UV- or IR radiation.

Design Philosophy

"When designing Studylite, I was inspired by the ring of halo that hovers above the head of the wise and saintly. Such sages impart wisdom. Guide us onto the right path. And provide solace at moments of crisis. To me light is the quintessential metaphor of enlightenment. So, I intended to have a ring of light glowing above your head when you study. In its form, halo to me is almost magical. A ring suspended in nothingness. Open. With no ego centre. Spreading light all around. Perfect in its completeness."

– Abhijit Bansod

More than
100,000
units sold
since
2010



reddot design award
winner 2010

DESIGN
OMICS
Award 2011



Winner
I Design Award 2012

CONSUMER
APPLIANCES



HUL – Pure It

Studio ABD has been partnering Hindustan Unilever with its water division brand , Pure-It, for last three years. From new product ideation, new product design, Engineering and prototyping, Studio ABD is managing portfolio of Pure-It products. . With more than 20 new product under development, many products have reached global market in last few years.

Design Story

Simple devices like water purifier are signature of progressiveness and good quality of life for emerging middle class families. The challenge is to bring cultural cues to the devices. The devices should look modern, at same time, they should not alienate users. This fine balance between new technology and familiarity is key to success if you are designing for India.

While this segment has been very India centric, the aspiration of people and their notion of progressiveness is very global, hence we have managed to create local-global products for Pure-It. Studio ABD also played important role in defining DNA character of Pure-It collection to bring brand cohesiveness to the visual elements of the brand..

**HUL is leader
in water
purifier
segment in
India.**

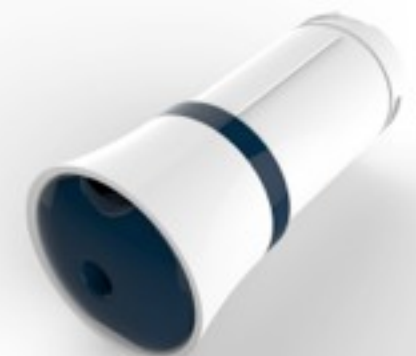
**Studio ABD
currently
working on
more than 12
projects**

**Studio ABD
created design
DNA of Pure-It
brand**

**Pure-It
products are
sold globally
in emerging
markets**



**CONSUMER
APPLIANCES**





Electronic Appliances

Studio ABD has been working closely with electronic products integrating emerging technologies into new hybrid product design. Extrapolating emerging technologies and building future consumer scenarios are two key elements of new product development in electronic segment.

Design Directions

Currently we are working on more than ten new devices which integrates future technologies with current consumer trends. We map all technological developments across consumer segments to create future proof products, this is very relevant in today's fast changing world.

We effortlessly integrate new technologies with brand values and consumer aspiration.

Mobile
banking
devices

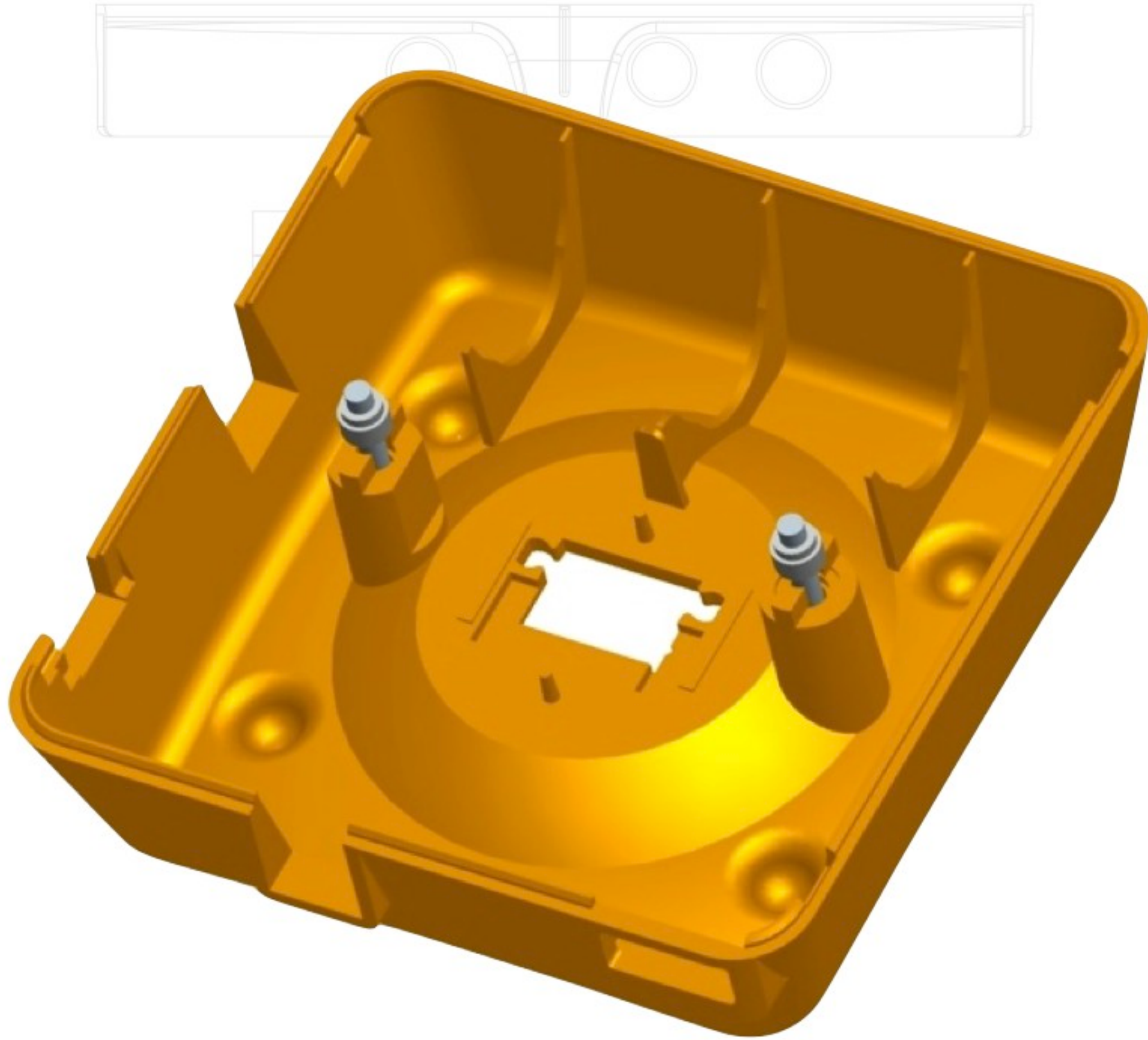
Medical
Devices

Augmented
Technology
Devices

Power Solution
for Emerging
Rural Markets

ELECTRONIC
APPLIANCES





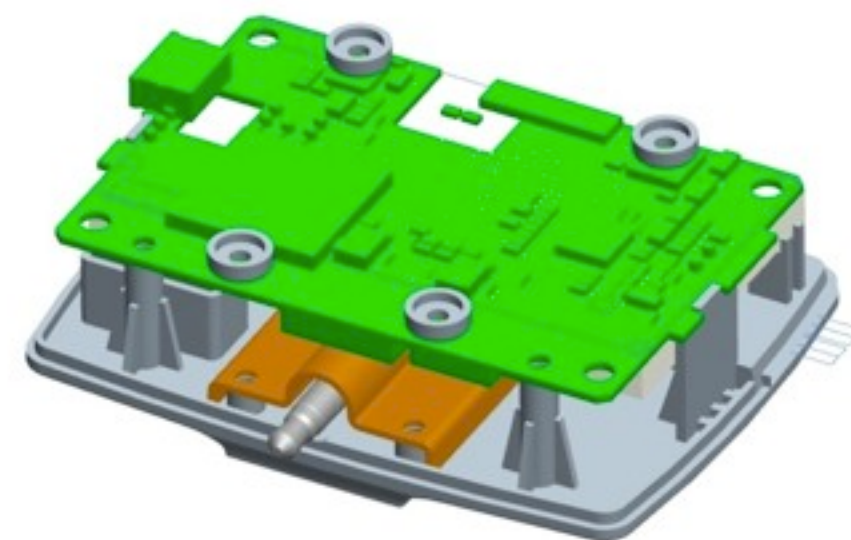
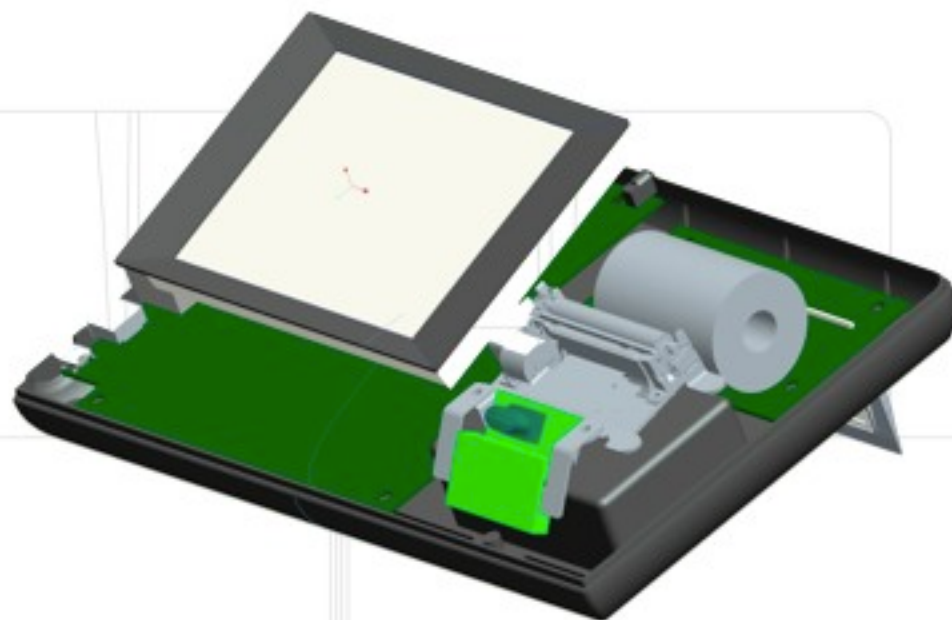
Studio ABD's strong Engineering capabilities have always supported its Industrial Design endeavors. With a single minded focus on capturing the Industrial Design Intent and translating it efficiently into the final product, our Engineering Design and development process adheres to the principles of DFA, DFM, Structural Analysis 20 d New Material research capabilities. With a streamlined Design process, Studio ABD delivers high on Innovative, cost sensitive and manufacturing friendly engineering solutions while enhancing its Industrial Design core.

**Complete
Engineering
Service**

**Hi Quality
A Surfaces**

**Mock up
and
Prototype
Support**

**Personal
Involvement
Till
Final Approval**



**ENGINEERING
DEVELOPMENT**



PACKAGING

Packaging Design

We play important role in co creating tangible packaging designs which seamlessly combines brand values, user's cultural influences and feel of progressiveness.. We have touched upon many segments of packaging design, from paper boxes, plastic packaging structural solutions to high end luxury design experiences, our experience allows us to seamlessly bring many materials together.

End to end solution

From structural design to visual packaging identity, we take care of your complete packaging design requirement.. Today packaging design has many elements which influences final out come e.g unique identity, brand story, consumer story, materials, product architecture, on shelf competition, progressiveness, environmental issues, transport, logistics. Studio ABD has great appreciation of each of these and we carefully manage each of these important element to create new and sustainable story for brands.

Food and
Beverages
Packaging

Personal Care
and Cosmetic
Packaging

Luxury
Design
Packaging
Design

Sustainable
Design
Packaging

Luxury Design

True Luxury design requires great user understanding and mastery of exclusive materials , processes. Studio ABD has demonstrated this very understanding many times and created unique, iconic product collections for various Indian brands.. The true luxury celebrates meaningful stories, with deep rooted heritage of the country or belonging.

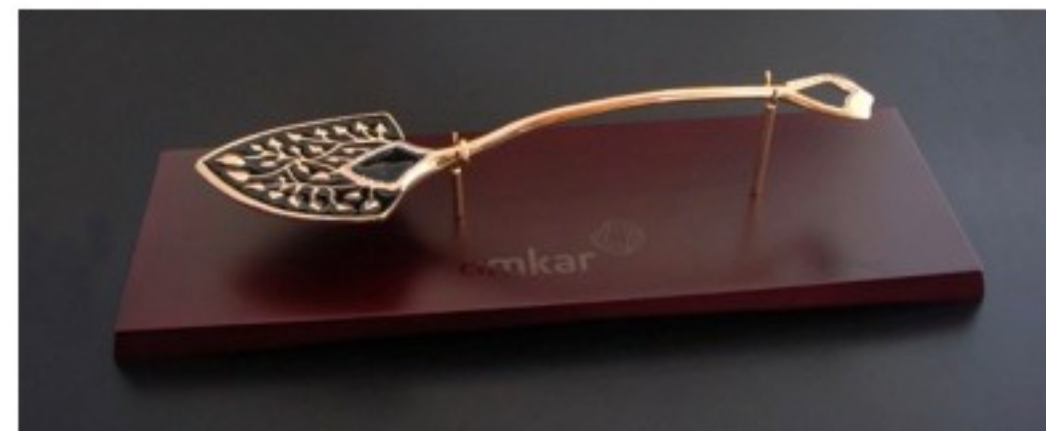
Studio ABD has create new businesses for brands like Titan through celebration of Indian palaces, Indian heritage crafts and deeper stories from Indian way of life with international sophistication and maturity.

**Titan RAGA
brand grew
from 6.9
million USD to
54 million USD
in 5years**

**Over 100
Limited
edition luxury
watches sold
at avg price of
USD 8000**

**Business
Week awarded
Studio ABD
collection as
'Best Lifestyle
Design Award'**

**Indian stories
with
International
Sophistication**



LUXURY
EXPERIENCES

Titan Heritage Collection

"The Titan Heritage collection is a truly inspired range of beautiful and exquisite watches. In each of these watches, Abhijit Bansod has conjured up the spirit and timeless beauty of Indian architecture and epics – be it the Taj Mahal, the Jantar Mantar, the Konark Temple or the Mahabharat. These timepieces reflect the finest traditions of art, and thousands of Indian consumers have been truly enchanted. Not merely has this collection been a great success on the business front, it has had a very positive impact on Titan, and has raised the innovation quotient of this iconic brand. It has connected with many Indians in a deep and meaningful way, appealing to each of us who are so proud of our country's rich and enduring heritage. Many consumers have told us that they have fallen in love with specific watches from this collection, and I am sure these watches will have a prominent and unique space for themselves when the story of brand Titan is written."

Harish Bhat, Former COO – Titan Industries Ltd.

**Titan Heritage
is inspired by
Indian
Heritage
Architecture**

**More than
25000
watches sold**

**Business
Week awarded
Studio ABD
collection as
'Best Lifestyle
Design Award'**

**The collection
had great
influence on
Titan Design
Philosophy**



**LUXURY
EXPERIENCES**

Mubhi

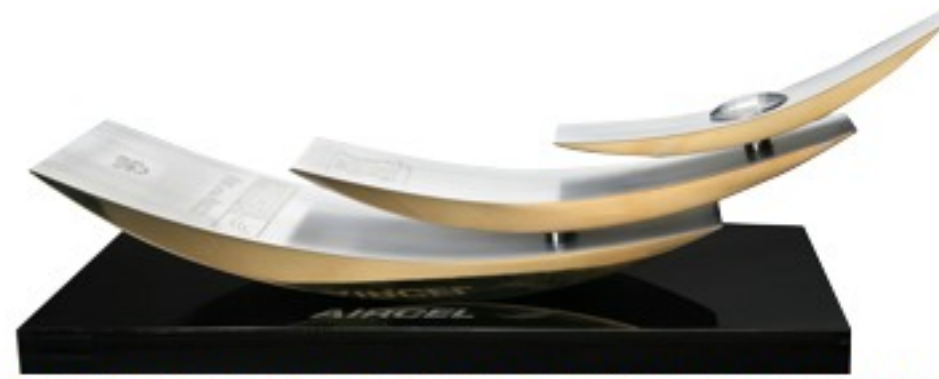
Studio ABD launched Mubhi, a collection of home accessories inspired by Indian way of life. Mubhi, a different, ultra-pulta way of looking at what is so familiar to us. An earthy twist, an upside-down gaze, a cartwheel of perspective that creates beautiful and functional products and services which bring the old stories we yearn for alive in exciting new ways. Design led, and layered with meaningful stories and a strong modern Indian aesthetic, Mubhi intersects with emotions through exquisite hand craft, and looks to the future with its use of cutting-edge technology.

**Unique blend
of Indian
Handicraft &
Technology**

**Award winning
collections**

**Launch of
Indian online
luxury brand
mubhi.com**

**Young
Creative
Entrepreneur
Award 2011**



**LIFESTYLE
EXPERIENCES**



Future Proof

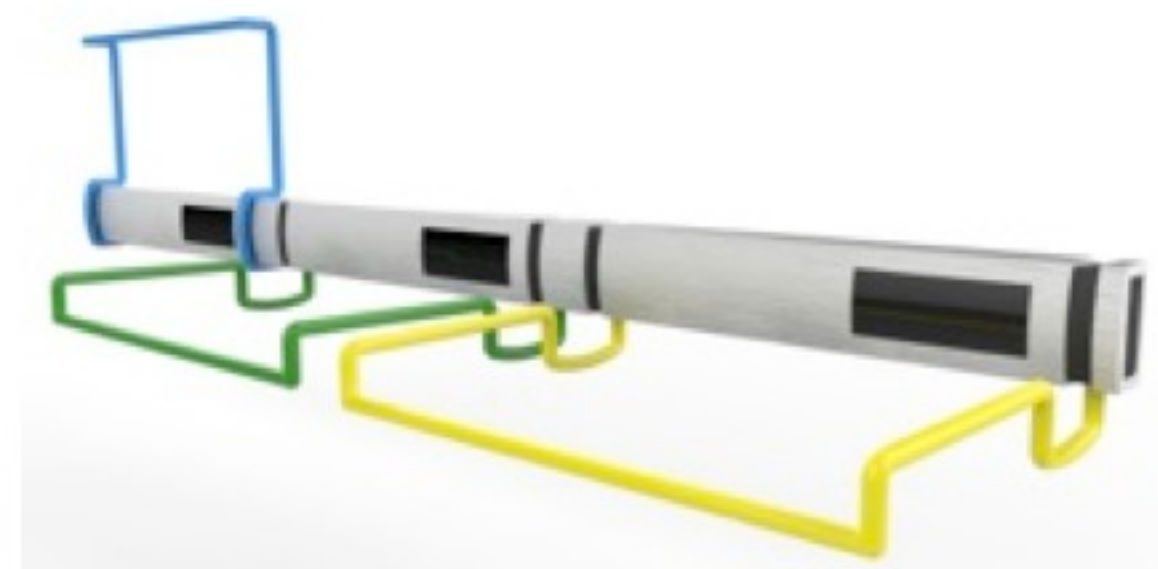
In our day to day life, we need to take some time out and think of future and anticipate where we are heading ? It is important to revisit our past, and apply our learning to our future to ensure more secure life for all of us and harmony with mother nature. Its enriching to look at our heritage and see how it is useful to us in today's context. This journey of visualizing future is amazing. Inspirations are drawn from trends, technology, new political situation, material, need or simply user and these insights extrapolated from these inspirations are illustrated in the 3D form or new process.

**Karmameter-
New
sustainable
design
process**

**Future of
Urban mobility**

**Technology
enabled
waste
management
system**

**Hi technology
solutions for
Indian
traditional
practices**



**FUTURE
GAZING**

India

India is a very unique country with complex diversities such as language , religion, regions, foods, beliefs, modernity, urban, rural and many more. It requires great understanding of Indian nuances to create product or brand in India.

Studio ABD has been actively following various influences from India like, bollywood, food, cricket, yoga, curries, media, internet, social network which has shaped the true meaning of Indian Design. We have successfully translated Indian inspiration into real businesses and brand experiences.

**Influence of
new
technology
and social
media on
Indian life**

**Fine balance of
Indian culture
and
progressiveness**

**Interpreting
International
trends for
Indian context**

**Deeper
understanding
of Indian way
of life.**



**INDIA
INSIGHT**

Autumn Leaves (www.autumnleaves.in)

Autumn Leaves is our Strategic Partner to provide best of breed expertise in Innovation management so that we can provide you with an end to end service that encompasses the entire gamut of insight to market. We bring you processes that will inspire you to infuse creativity and the spirit of innovation to your business. Anchor transformation firmly to your business objectives and your customers' needs. We also provide Research Consulting where we provide comprehensive solutions with our innovative set of tools.

Studio ABD

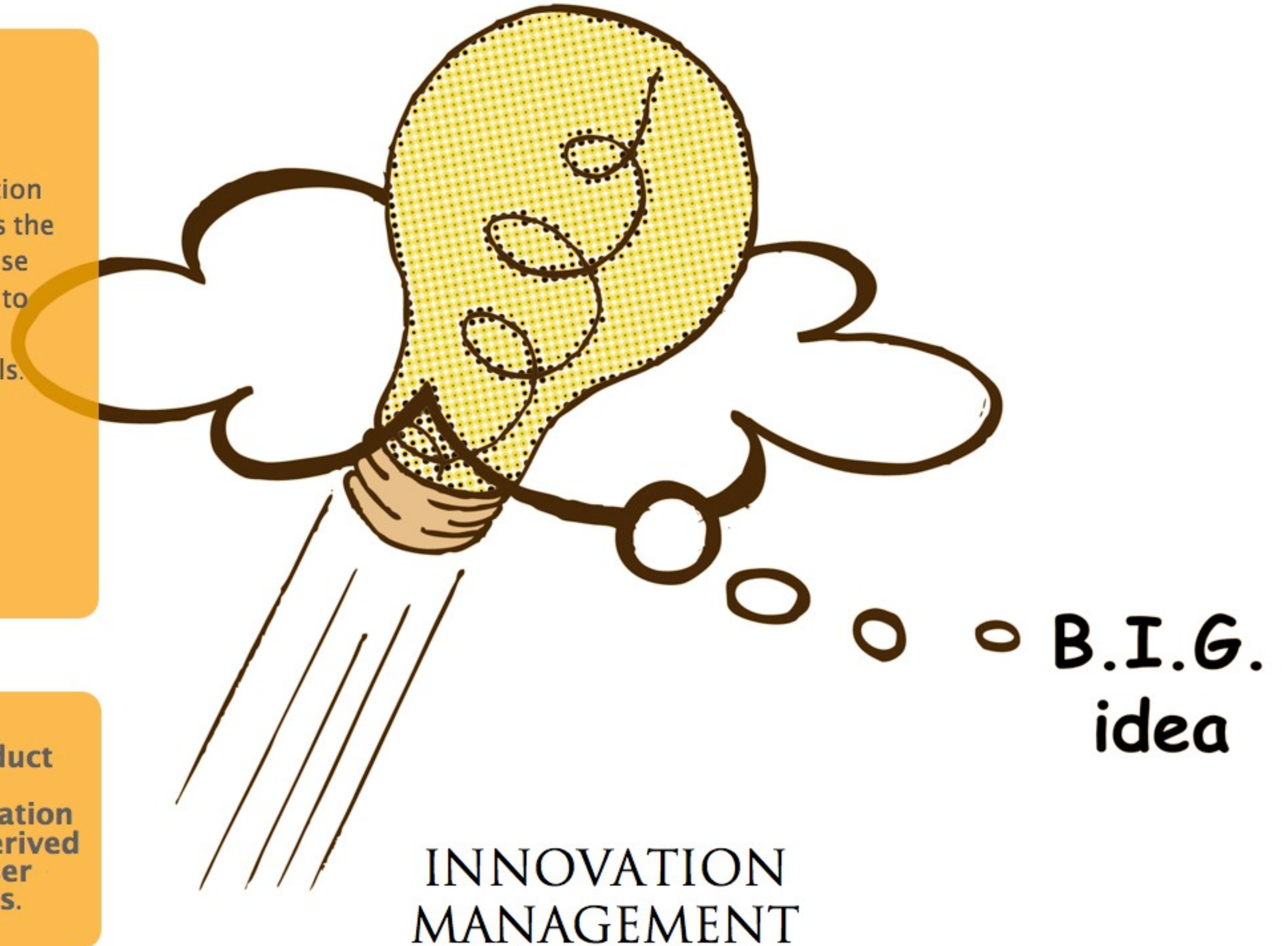
Studio ABD brings strategic design thinking and design expertise to help visualise outcome of this unique Innovation process and workshop.

We Offer
Research
Consulting to
Transform
Business
Decisions

We Transform
Insights to
Meaningful
Business
Concepts

Clients –
LG, Coke, RB,
Unilever,
Colgate,
Bacardi, ITC ,
Ford

New product
and
communication
strategy derived
from user
insights.





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



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.



PLACE



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