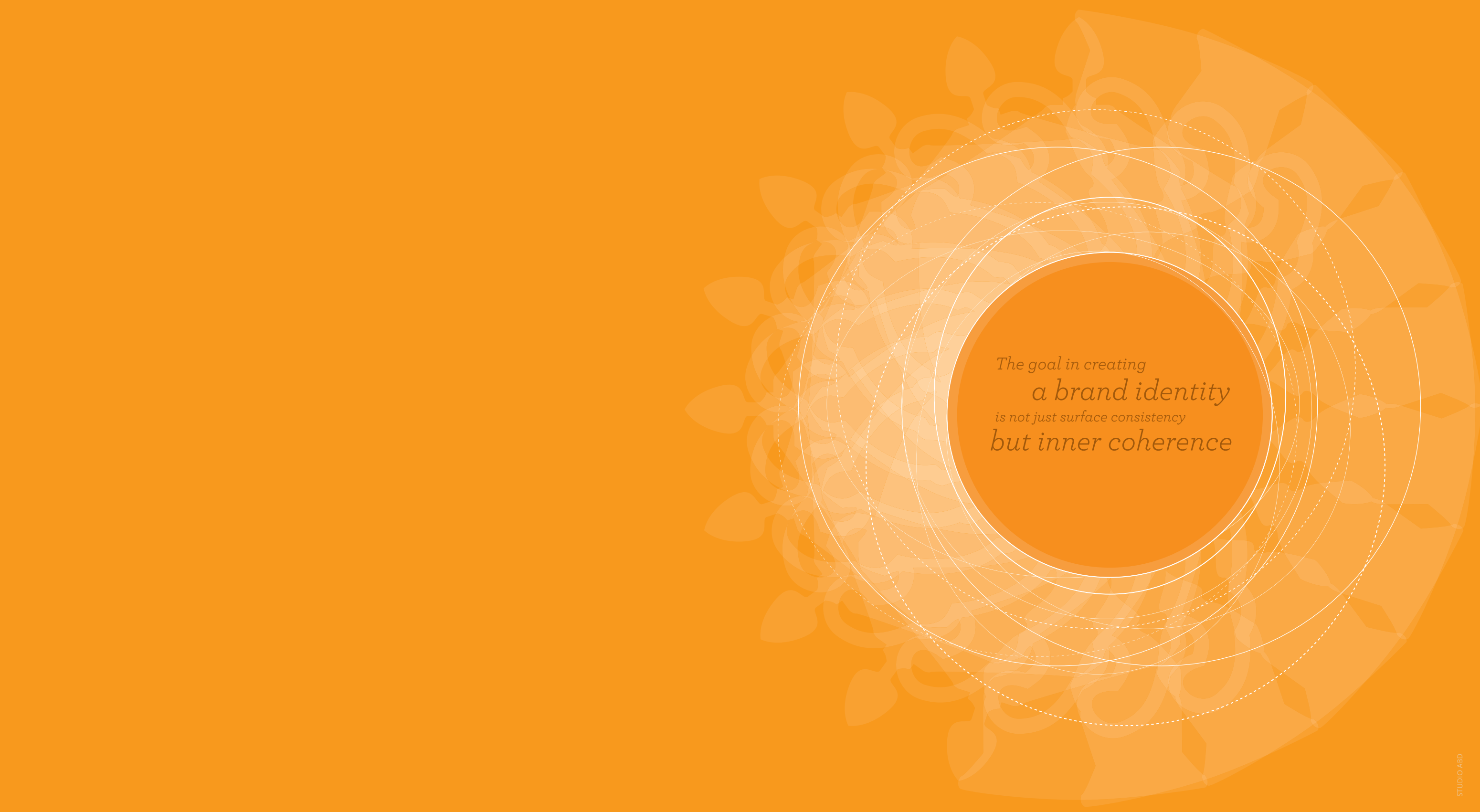




A SHOWCASE OF
UNIQUE AND ICONIC

PERSPECTIVES

TROPHY DESIGNS BY
STUDIO ABD



*The goal in creating
a brand identity
is not just surface consistency
but inner coherence*

AT STUDIO ABD, WE DESIGN FROM OUR HEART. EMOTIONS UNDERLINE OUR PRODUCTS, GIVING THEM AN INSPIRED MEANING. THEY KINDLE THE AUDIENCE BY TELLING VIVID STORIES AND BY OVERLAYING THE FAMILIAR WITH THE NEW AND SURPRISING.

We believe in celebrating creativity. Combining fragments of Indian tradition as well as cutting-edge technology, fusing cultural motifs with contemporary forms, and conjuring up sophisticated products that resonate with india's rich past. Propelled by the humor, crafts, rituals, people, situations and the heritage of India, Studio ABD creates products that speak a unique language- an Indian design vocabulary.



*“We do not create trophies,
we create identities.”*



One of the things most of us cherish for rest of our life is certificates, awards and trophies. It has such a priceless value attached to idea of success and celebration of excellence. Studio ABD has a unique eye to capture these priceless emotions in various trophy designs, from kids show to film awards. Their understanding of material and processes gives us a powerful tool to create unique experience of blending the materials, from silver, steel, crystal to acrylic.

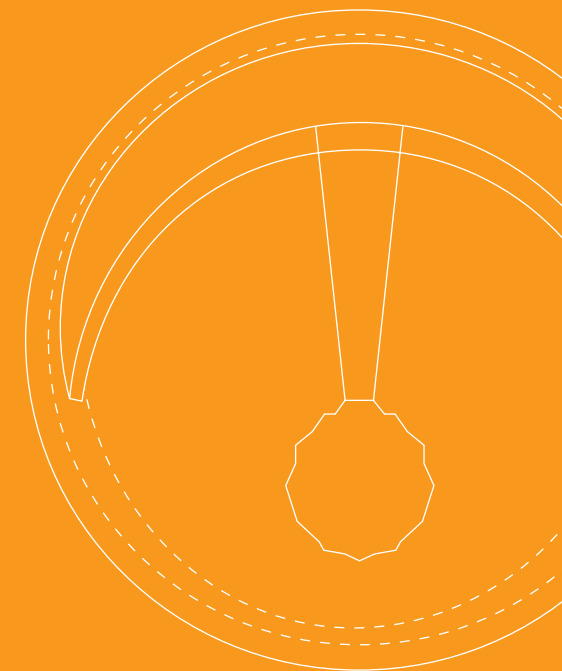
Studio ABD has been working on trophy designs for over a decade, creating many iconic trophies for various important events. The studio specializes in designing trophies (event identities) for events ranging from corporate, and film to sports events. We support our clients from the concept stage to the manufacturing of the trophies.

Like all design fields, trophy designing involves market research and a comprehensive study of the elements to be used as well as a thorough analysis. Since trophies are souvenirs that are valued by awardees for many years, they have to be not just elegant but also quite sturdy.

Studio ABD defines the essence of an event by thoroughly understanding the brand. Apart from indulging in frequent trend-spotting exercises we work closely with international trend forecasting agencies focussing on trends such as material culture, fashion, movies, lifestyle, etc. Larger socio-economic trends are understood in order to make the most effective industrial design/communication decisions.

Technology impacts all of us in more and more ways in our everyday lives. To deliver the best possible experience, Studio ABD keeps itself aligned with technological advancements in different fields. It dives deep into understanding and using material, process, tooling and integration technologies in the most optimal and cost-effective ways.

As Abhijit Bansod, the creative director of Studio ABD says *"We believe that design acts as a visual cynosure, our unique design approach gives us the ability to understand an event, brand, audience and vision which gets translated into unique, beautiful and exclusive trophies. We try to design trophies that are in harmony with the brand's vision and create an insignia of the event. Although processes are rigorously followed, the Magic Difference or Delta that creates the spark is something intangible. This comes from years of understanding materials, technology and design apart from the internalization of numerous different experiences along the way."*



THE ZIGWHEELS AWARD

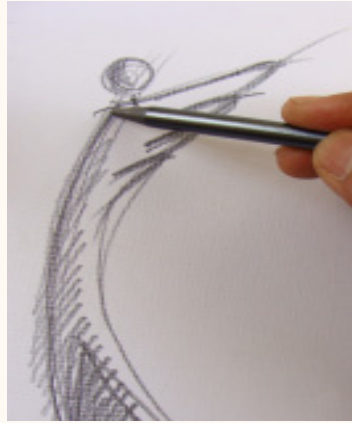
The paradigm of creating trophies that blend with the ideals and values of the brand as well as contemporary technologies is reflected in the Zigwheel Trophy designed and crafted by Studio ABD for the Auto awards. Inspired by power and speed, "*Flight of Fantasy*" captures the elegance of an aerodynamic form and represents the motion of forward movement. The singular and iconic shape of this trophy also creates the feel of insignias of luxury cars.



Right:

ZIGWHEELS TROPHY
[Designed for Titan]

The Zigwheels trophy in its progression from sketches portraying the idea and its form, to computer renderings to the finished product post manufacturing.



DEDICATED TO CREATING A WHOLE AND SUSTAINABLE EXPERIENCE FOR OUR BUYERS, STUDIO ABD FOCUSSES ON THE FINE-TUNING OF DETAILS AS WELL AS DESIGN EXPRESSION, ALL THE WAY FROM THE PRODUCT TO ITS PACKAGING.

Our portfolio includes designing consumer products, packaging, spaces, and luxury experiences through various lifestyle products. We are currently evolving a new design process, inspired by the cycle of karma. Our work has won several national as well as international design awards including the red dot award winner award in the year 2010.

*“We combine
tradition, trends and technology
in our design process.”*



Left:

TITAN- BGC GOLF TOURNAMENT
[Titan]

Inspired by the swing of a golf club, the BGC trophy captures the power transferred at every swing. The iconic shape crafted from solid aluminium and steel, reflects the power and the magnificence attached to the game.

Extreme left:

VMRD AWARDS
[Visual Merchandising Retail Design]

Designed for Visual Merchandising Retail Design, the trophy is inspired by the peacock to capture the grandeur of display. Crafted in solid aluminium, the trophy communicates the significance of the art of display.



TAJ EXCELLENCE AWARD
[Taj Hotels]

The Taj Excellence award is a trophy that captures the essence of floating flowers in spa hotels. Beautifully crafted in aluminium, glass and silver, the design relives the serene and the magical experience of a spa.



VOLTAS INDIA EVENT
[Voltas]

Designed for Voltas, this trophy has been crafted in aluminium, steel and crystal. The design captures the theme of the event, “Ever changing times, never changing spirit”, which is visible in the design of the trophy.



Left:

TATA BUSINESS EXCELLENCE MODEL
[Designed for Titan]

This trophy designed for the TATA company is inspired by the word, teamwork, which forms the core of the company. This contemporary trophy is crafted in stainless steel and brass.

Extreme left:

TPC AWARD FOR EXCELLENCE
[Designed for Titan]

The form of this trophy captures the essence of excellence and the versatile nature of the material, tin.



Left:

NID SOUVENIRS
[National Institute of Design]

Extreme left:

MANORMA FILM & TV AWARD
[Designed for Titan]

This trophy was designed to capture excellence in movie-making in the Malayalam film industry.



Left:

CONCEPTUAL WORK
[Cricket/ Sports award]

If cricket is religion, then trophy should be a temple. This amazing piece of engineering and art, makes this trophy very special - three aluminium stumps twisting and rising in a crescendo and a floating crystal which is the ultimate prize for the winner.

Extreme left:

CONCEPTUAL WORK
[Music award]

If Indian music is unique to the world, then so should a representative trophy. This trophy has been inspired by the *Ektara*. This minimal and contemporary trophy will stand out in the world along with our music.

Overleaf:

IPL MAN OF THE MATCH TROPHY
[Indian Premier Leage]

This trophy is a perfect blend of the idea of rising above the best as well as of the company identity.



AIRCEL





*Products are made in the factory,
but brands are created in the mind.*



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