





As designers, we often ponder the questions **what is Indian design**, and when will it make tall inroads into global culture? Even as the world so often swoons over an increasingly cool India, will the Indian design aesthetic stand up to be counted, alongside Bollywood, hot curry and Salman Rushdie?

Truth is, the soul of Indian design lies deep within India our infinite history, our rich heritage, our fascinating culture. The Heritage Collection from Titan is a unique design voyage to discover this soul. It engages deeply with the ancient and medieval traditions of Indian architecture, yet interprets this heritage with modern sophistication. And what better vessel to hold these timeless symbols of India, than a watch, the instrument of time itself?

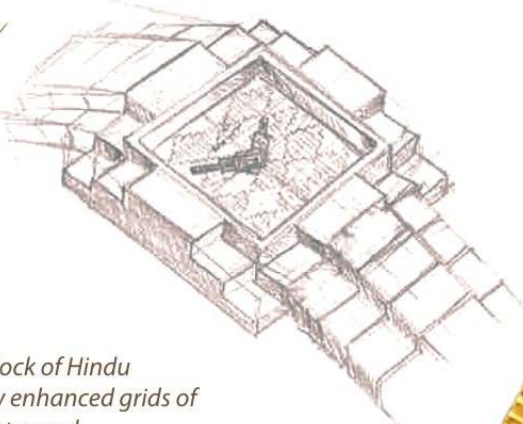
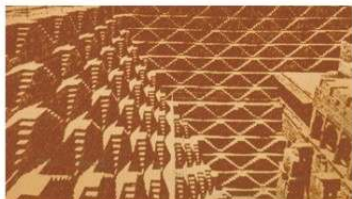
These are watches which stand at the confluences of the old and the new, the many faiths and styles, the flowing centuries and grand monuments which define India. An ancient India, unchanging like mother earth herself. Yet a resurgent India which stands proud and tall at the crossroads of tomorrow's world.

So the design of every watch in the Titan Heritage collection emerges from these beautiful stories silently told by grand ancient monuments of our great country. Intricate detailing and beautiful work have created unique time-pieces which are a eulogy to the romance of culture, history and time itself. Blending a timeless muse with contemporary workmanship, drawing on the essence of each inspired monument, and interpreting it in today's design vocabulary. **Evolving what could be the beginnings of a true Indian design aesthetic.**

The Heritage Collection brings the stories of India alive



Mandala



Story

Mandala is the fundamental building block of Hindu temples. Spiritually and mathematically enhanced grids of squares, translated into the source of water and community living, the stepwells. This watch is inspired from these subtle levels of square forms. The crisscross of light and shadow created by these forms is etched on the dial.

Design

It was a challenge to capture amazing square grid pattern and levels of step well, but finer attention to details has helped us to achieve this poetic form. From multiple levels on case to fine lines on bracelet, this watch pushed the watch manufacturing boundary translating the watch into almost a piece of jewelry.

Specifications

Product : Ladies Watch

Case Size: 20x20x4mm Strap Width 20mm

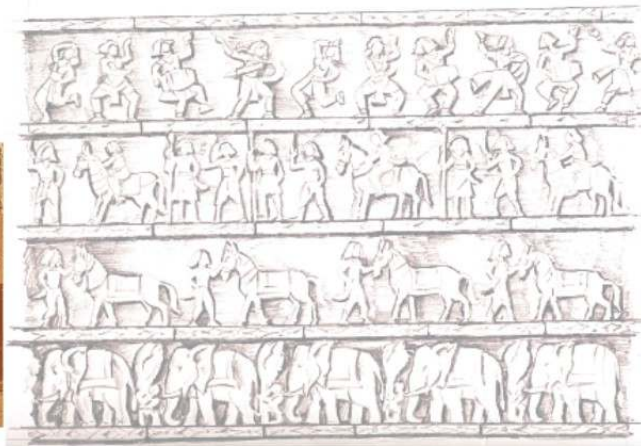
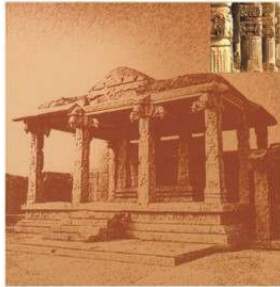
Material: Brass, Ss

Finish: Polished

Color : Gold Plated



Stambha



Story

The Stambha, second in the series, recreates the stone textures of the cosmic pillars, the stambhas, which are said to join heaven and earth. A requisite feature of all Hindu temples, the stambhas come to vibrant life on the dials and straps of these watches.

Design

This watch is formed of case, bracelets, dial, textures, and colors complementing each other in perfect harmony. The idea was to capture the true story therefore the actual stone sample was sent to vendor to capture stone texture on the strap. The dial as small as 10x18mm also narrates the story. The bracelet also holds a very strong character of the pillars.

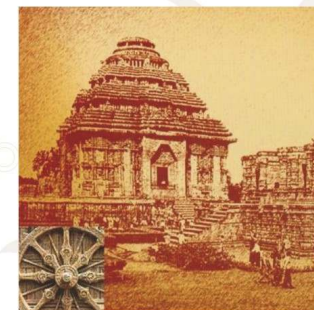
Specifications

Product : Ladies Watch
Case Size: 15x24x5mm Strap Width 4 Mm Each
Material: Brass, Ss
Finish: Polished
Color : Gold Plated, Rose Gold Plated





Konarka



Story

The magnificent Sun Temple in Orissa is the inspiration for the Konarka . Featuring the colossal chariot of the Sun God, Surya, led by seven horses, as it moves through the heavens. The wheel of this chariot is etched delicately onto the dial of the watch. A brilliant sunray finish ensures that the watch remains true to its inspiration, the sun.

Design

The design challenge here was to tell the story without losing the soul. As it was designed for men, it was a balance between bold form and subtle finishes.

The two powerful lugs with elephant heads coming together make an immediate impact.

This timepiece has the radiance of the Sun.

Specifications

Product :gents Watch
Case Size: 36x47x7mm
Material: Brass , Ss, Leather
Finish: Polished
Color : Gold Plated ,
Dial: Light Champagne , Etched Pattern



Kurukshetra



Story

This special watch pays tribute to the rich tapestry of Indian myths and stories, which have been a source of inspiration for Indian architecture over the ages. The Kurukshetra watch is inspired by the site of the legendary war fought between the Pandavas and Kauravas, in the Hindu epic Mahabharatha. Legends and tales of valor from the war were inscribed as motifs in temples, and these are translated onto the watches in exact miniature

Design

Achieving the perfect dial for this case was a challenge. It finally appeared as the perfect piece of workmanship that a connoisseur would want to wear.

Specifications

Product : gents Watch
Case Size: 36x47x7mm
Material: Brass, Ss, Leather
Finish: Polished
Color : Gold Plated,
Dial: Matt white, embossed Pattern



Ajanta



Story

The Ajanta is inspired by the painted narratives of the Jataka tales which cover the walls and pillars of the monolithic Ajanta and Ellora caves. This watch explores the unique colour, light and stone textures of the paintings, in a setting which is at once timeless yet contemporary.

Design

The faceted columns of the case with a very intricate dial brings the story alive in this watch.

The two strong side pillars give a very powerful character to this men's watch.

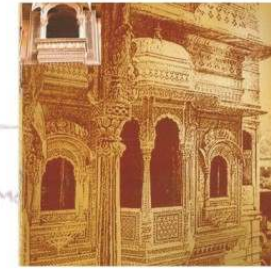
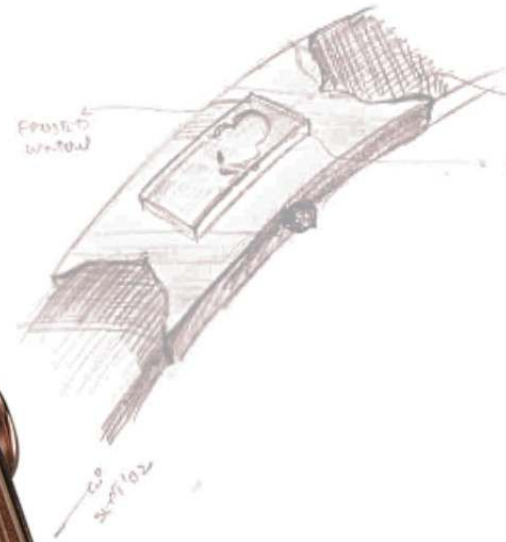
One can see desired rough stone finish on dial which is mere 25x30mm .

Specifications

Product : gents Watch
Case Size: 34x40x7mm
Material: Brass , Ss, Leather
Finish: Polished
Color : Gold Plated ,
Dial: Matt white , embossed Pattern



BW-NID Design Brilliance Award 2008
Category: Fashion and Lifestyle
Designer: Abhijit Bansod, Titan Industries Ltd.



Jarokha

Story

The Collection then moves forward to other influences which have shaped Indian architecture. Foremost amongst these is the rich Islamic tradition, which was absorbed so seamlessly into Indian culture. Geometry, discipline, refinement and new skills from Asia Minor and Persia were fused with native materials and craftsmen to create some of the finest examples of architecture which the world has ever seen. A stunning example of this fusion was the combination of Mughal and Rajput architecture in the Jharokas which lined the façade of royal palaces and buildings. The mystique and romance of these windows to the world is captured by the frosted glass cover of the Nimrana line. The detailing of the niches in the frame of the window is carried onto the side of the watch, as are the fine lines of the design, creating an enchanting play of light and textures.

Design

The grace and unpretentious refinement of the piece sings the praises of the eternal woman.

This tiny watch smoothly flows and fits perfectly around the curve of the wrist.

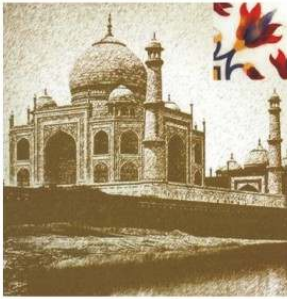
The fine lines on the case top and the etched niches (windows) on sides of the watch capture the essence of the Rajastani architecture.

Specifications

Product : Ladies Watch
Case Size: 15x28x5 mm
Material: Brass, Ss, Leather
Finish: Polished
Color: Gold Plated, Rose gold
Dial: Mirror finish



Taj



Story

The best known example of the confluence of cultures in Indian heritage is the Taj Mahal in Agra. One of the seven wonders of the world, the Taj has inspired generations. It combines Persian, Islamic, Indian and Turkish architectural traditions to create poetry in marble. The Taj line in our Heritage Collection is directly inspired by this monument, and are carefully constructed out of mother of pearl. The watches resemble and highlight the purity of marble, even as they celebrate the exquisite inlay craftsmanship which decorates the Taj. The unmistakable silhouette of the dome is captured on the crown of the watch.

Design

This petit watch is tribute to the best known symbol of love, The Tajmahel. The inlay work on taj is recreated on dial and links very carefully. The mother of pearl is used as base to create marble look and 7 color pad printed pattern is crafted on the same. The crown is designed as dome of Taj and hands are also designed from print pattern.

Taj was one of the most admired watch from collection, and was sold out within a week from stores.

Enchanting and precious, this piece gives a special glow to the feminine writs.



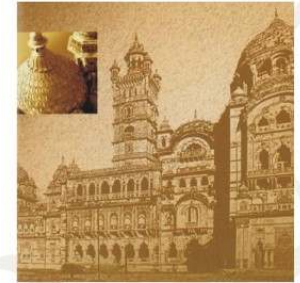
Specifications

Product : Ladies Watch
Case Size: 15x25x4 Mm
Material: Brass , Ss, Leather
Finish: Polished
Color : Gold Plated , Rose Gold
Dial: Mother Of Pearl





Lakshmi Vilas Palace



Story

Less known perhaps, but equally celebrated, is the Lakshmi Vilas Palace in Baroda, the youngest of all monuments featured in the Heritage Collection. An eclectic mixture of Mughal, Indian and Gothic styles, it tells us how open was Indian royalty to assimilating multiple streams of architecture in their beloved palaces. The Lakshmi Vilas Palace watch displays the dome of the palace as an embossed and raised element thereby expressing so aptly the multilayered and overlapping ideology of fusion which marks this monument.

Design

Imperial architecture always had grand domes and each building had a characteristic pattern on dome. This watch celebrates the outer dome pattern on Lakshmi vilas Palace. Again, it combines ornamentation with sophistication, keeping men dressing in mind.

Specifications

Product : Gents Watch
Case Size: 36x47x5 mm
Material: Brass, Ss, Leather
Finish: Polished
Color : Gold Plated, Rose Gold
Dial: Light gold with metal stickers





Jantar Mantar

Story

And coming full circle to the magic of the mandala is the watch which pays tribute to the architecture of time, symbolized by the Jantar Mantar. The line is drawn from the extraordinary structure built in the 1700s by Sawai Jai Singh, Maharaja of Jaipur. Combining the inherent logic and beauty of the mandalas with scientific principles, these buildings became observatories of the skies and the stars. Our Jantar Mantar watches are inspired by this observatory and the mysterious infinite cosmos that it was designed to study. Hence, the watches are embellished with fine lines and three-dimensional cyclic motifs which are indeed patterns of infinity.

Design

Jantar mantar is a magnificent blend of contemporary modern styling with story telling. The flawless integrated look makes it look elegant and refined

Specifications

Product : Gents Watch
Case Size: 34x41x5 mm
Material: Brass , Ss, Leather
Finish: Polished
Color : Gold Plated , Rose Gold
Dial: Sunray pattern with metal stickers



Heritage Experience

Story

Each watch a discovery. Each watch captures and freezes for all time the essence of Indian architecture, in distinctly contemporary design. Every element of the collection remains true to the inspiration, yet reflects the modern refinement sought by today's discerning Indian. The watch, the display, the packaging and the unique music compilation by Music Today which accompanies each piece all integrate to give the user a complete Indian design experience which is unmatched and extraordinary



Heritage Collection - Summary

The Context

The Heritage collection is a reflection of changing India . India has been an inspiration for whole world but we see little of that in our own backyard. Product design is married to functionality and marketing is happy inducing western products or proven services to Indian user. The bold step was required to accept today's change and new confident India, Heritage collection is one such step towards celebrating Indian way of life.

Innovations

The entire collection has pushed the envelope of production technology to achieve flawless finish and desired experience of story telling. From dials which look like wood carving finishes to marble finish on Taj watch.

From packaging which is inspired by treasure box to CD with tracks inspired by monuments from the collection.

Designs

The collection was designed to fuse storytelling and new contemporary lifestyle. It echoes the essence of new confident India with great pride. Through this collection we have shared the new contemporary experience with the world.

Blending a timeless muse with contemporary workmanship, drawing on the essence of each inspired monument, and interpreting it in today's design vocabulary. **Evolving what could be the beginnings of a true Indian design aesthetic.**

Designer led story

The entire collection was conceptualized by designer without any market brief. And Titan paid due respect for the same by having designer's name on each watch . It is a landmark in Indian design history and what could be new era of Indian design .

Market Response

Titan Heritage was one the success story of Titan, so far Titan has sold more than **20,000 watches** and it has generated huge earning of **Rs 10 crore (Rs 100 million)** for the brand. The fact that it was achieved without any advertising, shows the power of design and maturity of design profession of understanding people And business of design.



Conclusion

Indian way of life has always inspired my work, and Titan Heritage was one of the best collection I have done in my career. Its success has given me immense confidence to push new and contemporary Indian stories. I think we have endless potential in our way of life and if celebrated with great quality and international sophistication we will really achieve our own unique Indian Design vocabulary .

