

Lifestyle Products In Glass & Steel

Guide
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What is Lifestyle?
What is a Lifestyle
Product?

Glass & Steel
Materials. Manufacturing

Design Process

Daily Life & Lifestyle

India

What is the difference between Daily Life & Lifestyle?

What are the products associated with Lifestyle?

What are the associations of a Lifestyle Product?



Daily Life & Lifestyle

India

Patriarchal Society

Family Importance

Children and Mother Respect Husband

Guests are Respected

Activities

Daily pooja

Women Shringar

Attending the holy fire

Influences

Religion

Rites and Rituals

Ethical Standards

Continuity of Tradition

Education

Family Values

Social Obligations

Community



Daily Life & Lifestyle

In Other Cultures



Daily Life & Lifestyle

Country	Origin	Time and Place	Significance	Context	Utilitarian Products	Lifestyle Products
China	Ritual	T'ang Dynasty 600 – 900 AD	Socio-economic status	Urban and Rural society	Straw shoes and ramie clothes for peasants	Cloth shoes and silk clothes for nobility
Japan			Harmony, serenity, socializing, respect	Traditional and contemporary society		Tea ware in form of teapots and cups
Brazil	Ritual	Angola	Combat-dance	Fights between the blacks		Berimbau – musical instrument
Mexico	Profession	Spanish settlers in 1500's	Culture and social status			Jeans

What is a Lifestyle Product

A Study of the context

Urban. Contemporary

User Surveys

Market Study

User Definition

Urban Upper Middle Class

Passionate about Living Life

Not Hedonistic

A person who treasures his/ her
possessions

Successful. Small Nuclear Family

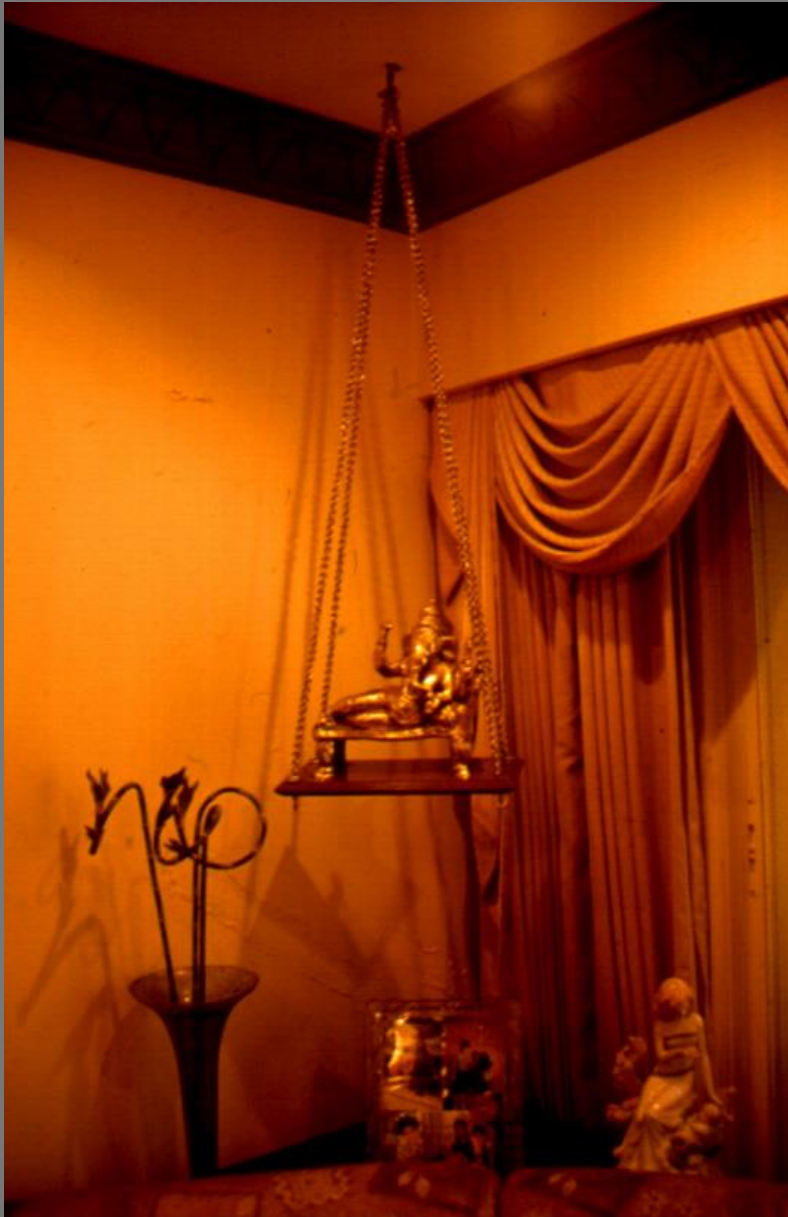
Kavita Kapoor

Rochelle Chhabra

Kapil Saxena

User Surveys

Context



User Surveys Products

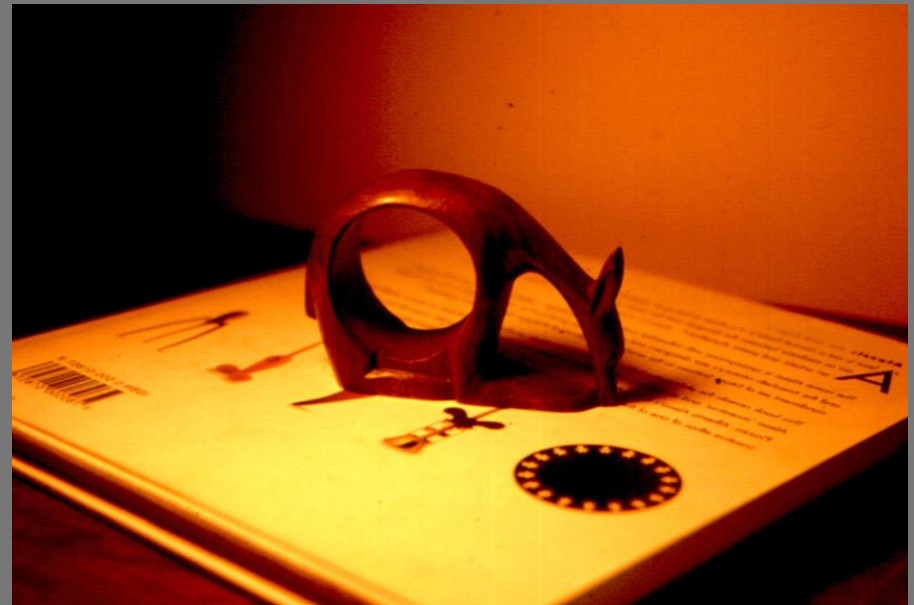
Associations with places

Memories. Souvenirs



User Surveys
Products

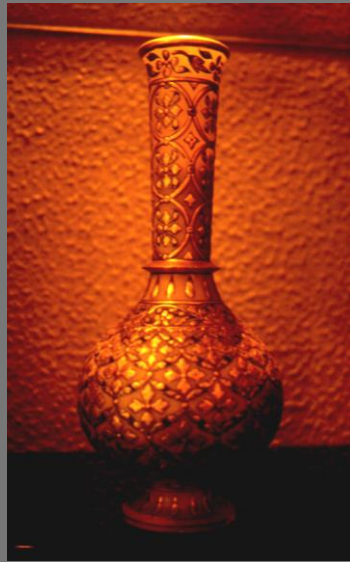
Ordinary Day to day products
become Lifestyle Products



User Surveys

Products

Buy Products for their Uniqueness.
Ethnicity
Materials
Simplicity



User Surveys

Conclusions

Display of Status & Passionate indulgence

Share an experience of using a object and possessing, treasuring it.

Personal and intimate relation with the object

Association of object to specific time place and memories

Desire to present, to share, to appreciate

Influences from Various New Media

Uniqueness. Exclusivity



Market

A study of Lifestyle stores



Market

A study of Lifestyle stores



Opportunities to the designer to create unique products that can be batch produced

Existence of a readily available market with retail stores that can be tapped



Market

A study of Lifestyle stores

Pallazio

Crossroads

Wine accessories

Crystal

Watches

Art pieces

1000 to 30000 Rupees

Exclusive

Expensive

Bungalow 8

Indigenously designed pieces

Vases. Pens. Ashtrays

Objects brought as gifts and products for personal use

500-3000 Rupees

Unique

‘Designed’

Not Exorbitantly priced

Contemporary Art’s & Crafts

Products with a craft touch

Lower range
200 onwards

Few costly pieces
Ethnic
Craft touch

Lifestyle store

Utilitarian but designed products

Products are backed up by large marketing network

Sells products such as ‘Magppie’ Stainless steel

Products designed for quality batch manufacturing process

What is a Lifestyle Product?



Lifestyle Product



Cultural Roots

Lifestyle products are very strongly rooted in Cultural Backgrounds.



Cross Cultural

Products can break cultural barriers and appeal in the same way to people all over.



Possession

Some products become lifestyle products after they are brought.



Personal Relation -Direct

Lifestyle product associations are made when objects are actually used.

Eg: Bangle boxes

Habit Related (indulgent)

Eg: Cigar
Wine
Pan Supari
Hookah



Symbolic/Ritualistic

Products which have symbolic or ritualistic associations sometimes become lifestyle products.
Eg: Plate for welcoming bride
Japanese Tea ceremony



Profession

Some of the lifestyle products are profession related.



Icons

Some products are eternal because they have an iconic value.



Materials

Use of Expensive / Exclusive materials can make a lifestyle product
Eg: Sterling silver, pewter
Some materials are timeless.
Eg: wood



Physical Tangible Associations

Tactile associations
Eg: Gillette Mach3 razor

value of a lifestyle product

value of lifestyle products increases over time.

Eg: glasses designed now: after 200 years

silver utensils



Art v/s Lifestyle Products

Products like sculptures become a part of the house and depicts the owners taste



Indirect Product

Products such as antiques display taste and status of person and become lifestyle products.



Historical value

Products having such associations become Lifestyle Products

Eg: Antique weapons

Time independent processes

value of products increases due to a time independent process.

Eg: Leather processing and use of brass buckles - Hidesign



Timeless Lifestyle Product

Timeless products emerge from the use of it

Eg: Vase



Permanent

Products build a permanent relation during the life of the person and even beyond.

Temporary Lifestyle products

Some products are temporary lifestyles. They come and go.

Eg: Trends and fashion

What is a Lifestyle Product?

‘There is no single definition that can be ascribed to a lifestyle product.’

Various factors like Culture, Technology, possession, habit and so on influence the making of a lifestyle product.

Owners build associations and personal relationships with the products and the value of the product for them is greatly enhanced.

Glass & Stainless Steel



Glass

Discovered by Phoenicians

Material from Ancient times

Has strong cultural associations

Time and place

Stainless Steel

Contemporary Material discovered in the last century. Known for its properties of strength & durability

Glass

Mysterious

Transparent

Frozen

Steel

Reflective

Flowing

Solid

Combination

Flowing, Complementing, Aiding,
Adding, Not forced, Not Later, Natural

Stainless Steel

Manufacturing

Local manufacturers in steel

Small Industries, but lack quality in terms of design/ manufacturing

Inexpensive products

20-30 employees

Simple manufacturing processes

Forming. Cutting. Punching.
Curling. Mould making
Finishing. Spinning

Stainless Steel

Manufacturing



New Entrants in the Market

Magppie, S & S Enterprises

Products designed by professional designers made with high quality control standards

S & S Enterprises
60-70 employees

Quality steel used (Grade 304)

Processes
Cold Forming
TIG welding
Annealing
Passivation
Spinning
Deep Drawing
Finishing

Packaging. Branding. Marketing

Stainless Steel

ufac



Glass Manufacturing

Lead Glass. Soda Lime Glass

Glass working

Mass production – Bottles

Batch Production -- Bangles

Art pieces

Craft-Art pieces

Stained glass

Sculpture

Processes

Casting. Fusing. Blowing. Cutting. Core forming. Pressing. Drawing. Rolling.

Spinning. Annealing

Glass Manufacturing

Glass Resources

Main Industries in India

Ferozabad.
Glass blowing
Bangles

Local Glass working

Glass Bottle Manufacturing
Borosil. Haldyn

Small Craftsmen/ Manufacturers
using cutting/ Fusing/Casting

Design Brief

‘Seeing Design in the Ordinariness of Life.’

Products imparting joy and a memorable
tasteful experience

Products to derive from. Learn from.

Objects of Day to Day use, Not strictly
utilitarian but having a functional value. Not
art, Not sculpture

Engrossing, Emotive, Tactile,
Time & Place
Contemporary,
Unique

Design Brief

Types of products for design

Coaster

Paperweight

Ashtray

Jewelry Stand

Scale of objects defined. Products that fit into the hand

Concept Generation

Urban Contemporary Context

Context

Content

Products have a story to tell

Initial Idea Generation

Deriving from the **qualities of the materials**

Transparency, Reflectivity

Forms in the two materials expressing an idea

Deriving ideas from the product **function**

What does the product mean and what are its **associations**

Imagining a **setting** for the product

Process

Initial Ideas

Sketches

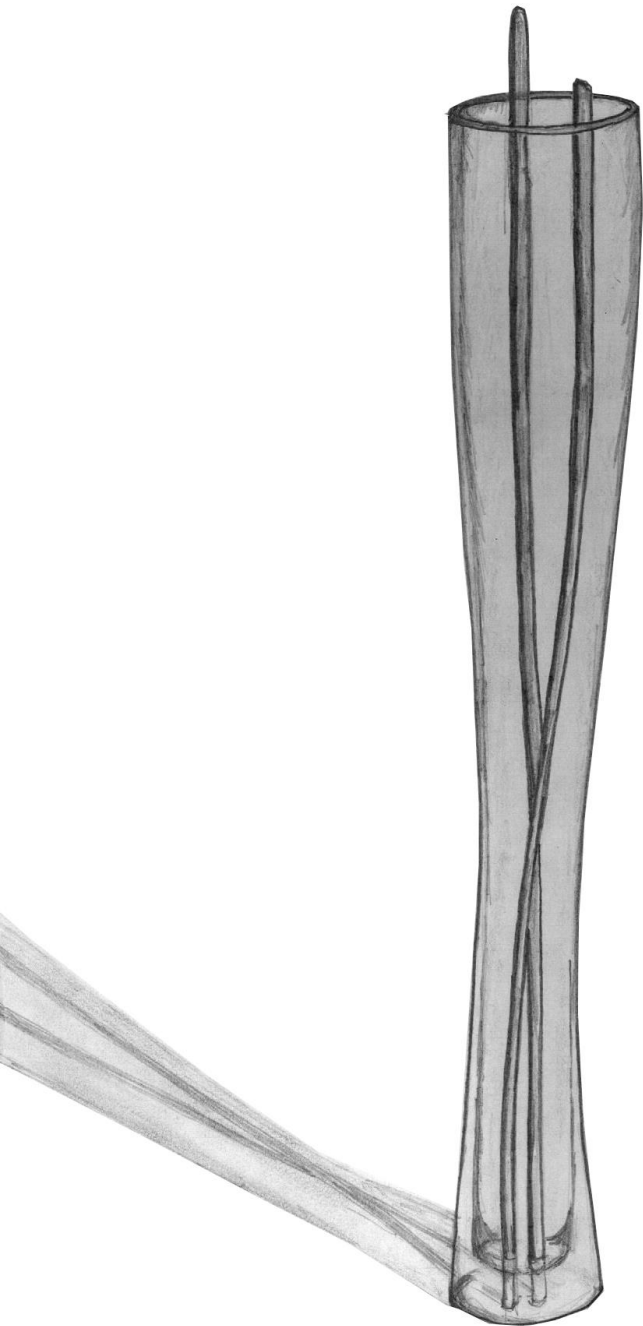
‘Power of an Idea’ in Product form

Initial models. Simulation.

Iterations based on consciously making variations

Defining and **articulating** elements of the form and their purpose

Final design and detailing



Initial Concepts

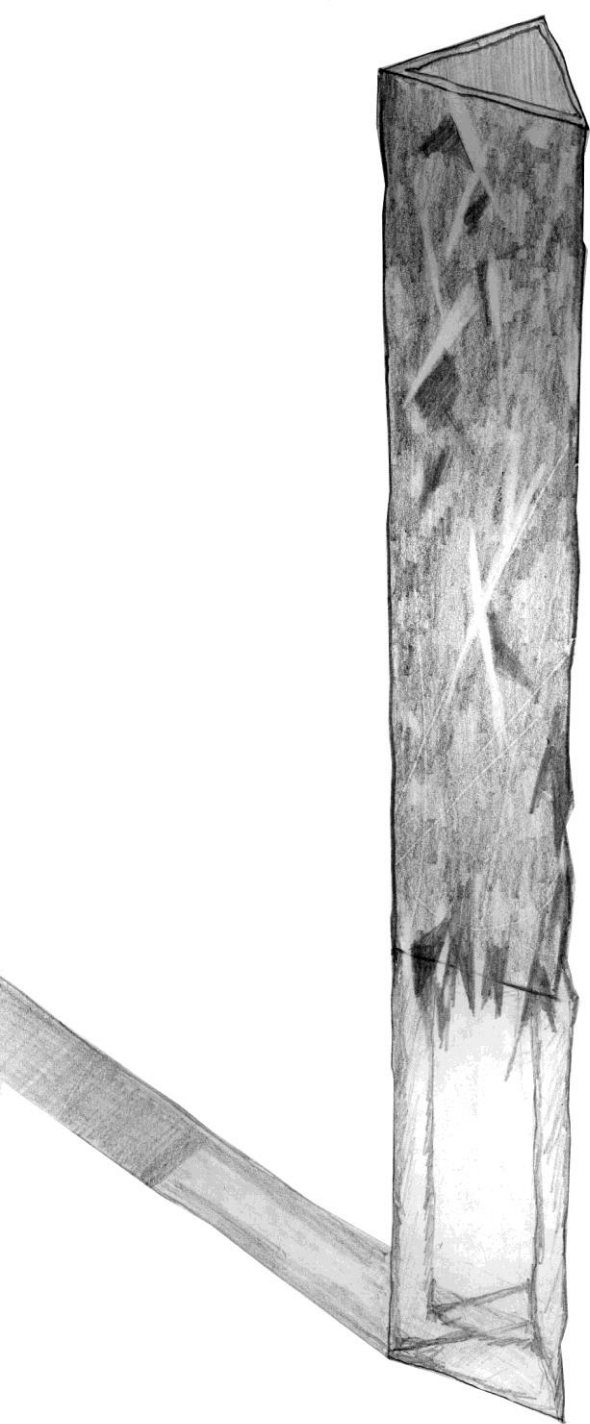
Single Flower vase

Delicate tendrils of steel rise through the glass.

The stem of the flower is seen along with the tendrils that provide a contrast

Exploring tactile nature and visual qualities of materials and product form

Rose



Initial Concepts

Flower vase

The steel assumes a texture and the glass allows a view of the interior

Exploring tactile and visual qualities of the materials

Initial Concepts



Flower vase

Two Leaves combine and twine around to define a form.

The vase is complete, resembling a bud, yet waits for the flower to adorn it.

A flow is sought to be achieved

Exploring tactile and visual qualities of the materials

Initial Concepts



Flower vase

The vase is a trophy. The slender form allows it to be held .

The glass eyes allow a distorted view of the inside and there is an element of play.

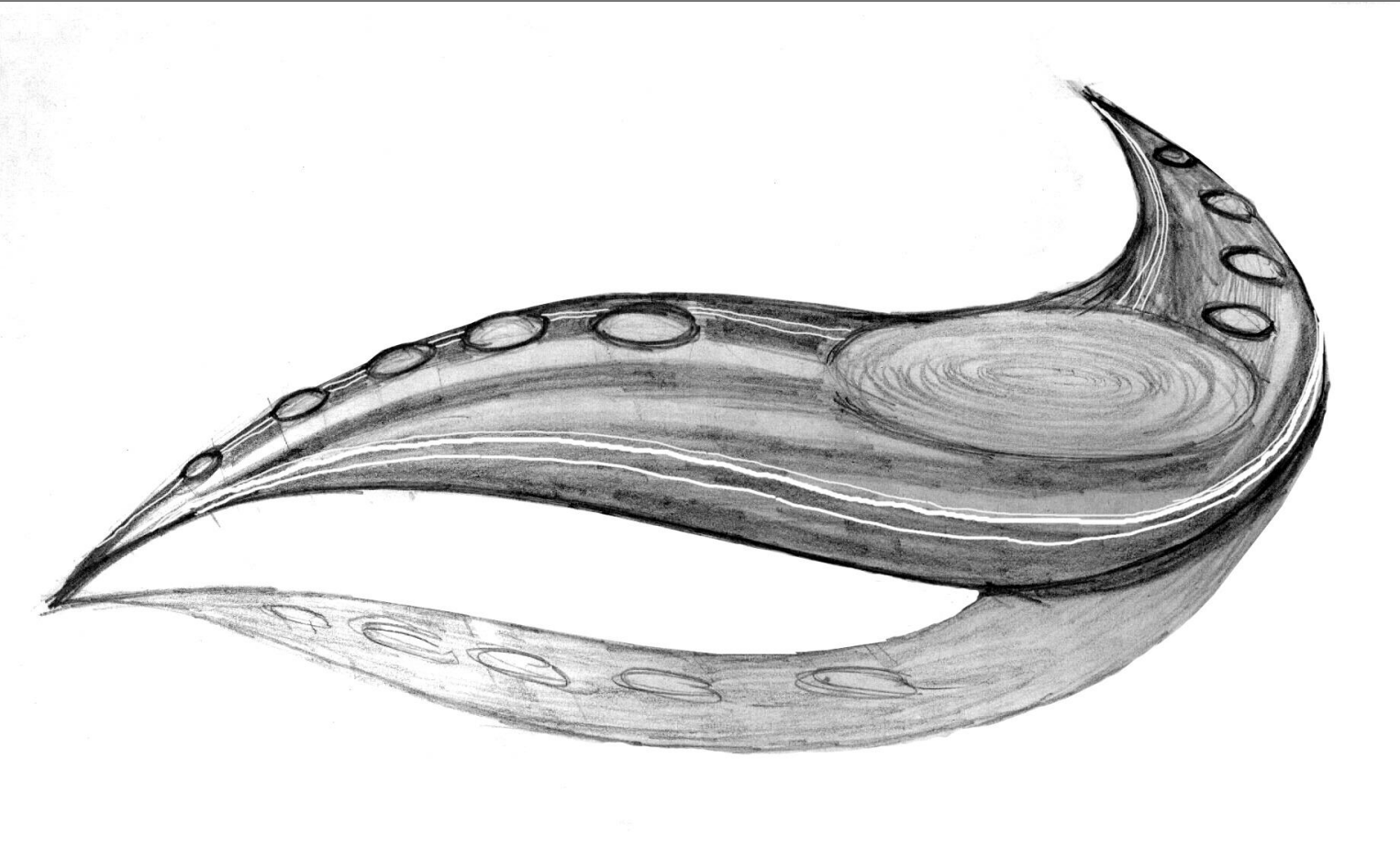
Exploring forms and special qualities of the materials

Initial Concepts

Jewelry Display

Jewels to adorn a jewel

An object to display and treasure



Initial Concepts

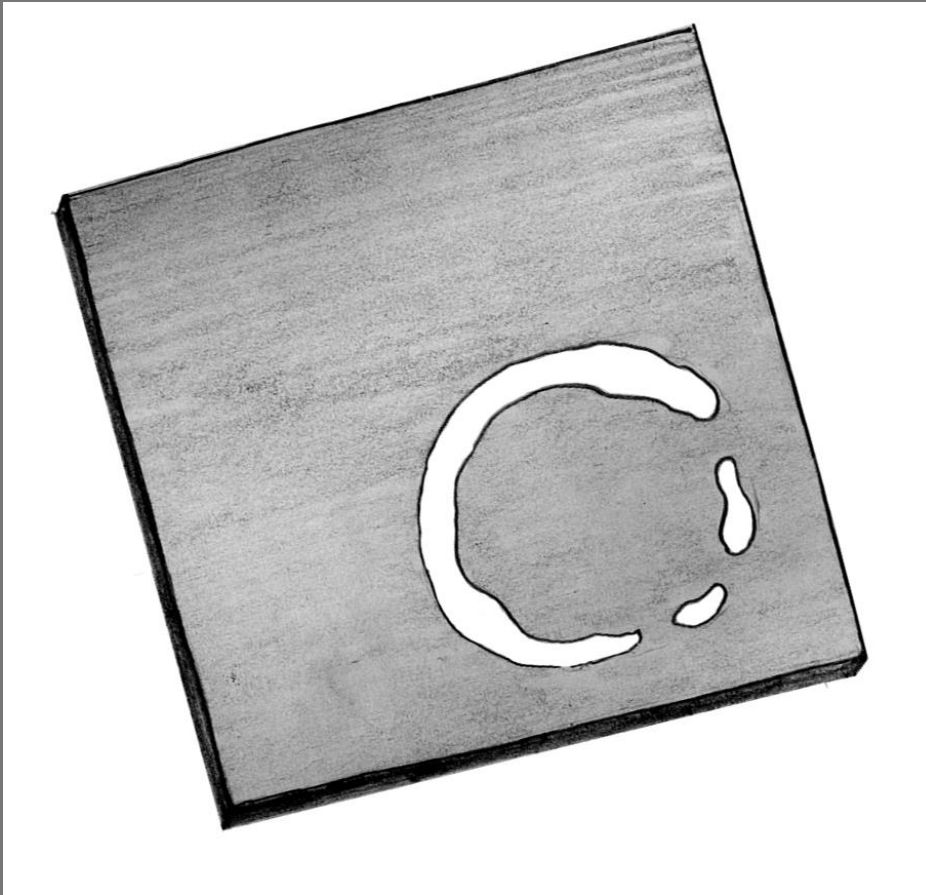
Tea Coaster

A mark set in the coaster etches a **quality of time** into the product.

Who would have used the cup before?

How Long ago?

Exploring a simple combination of the two materials



Final Concepts & Design

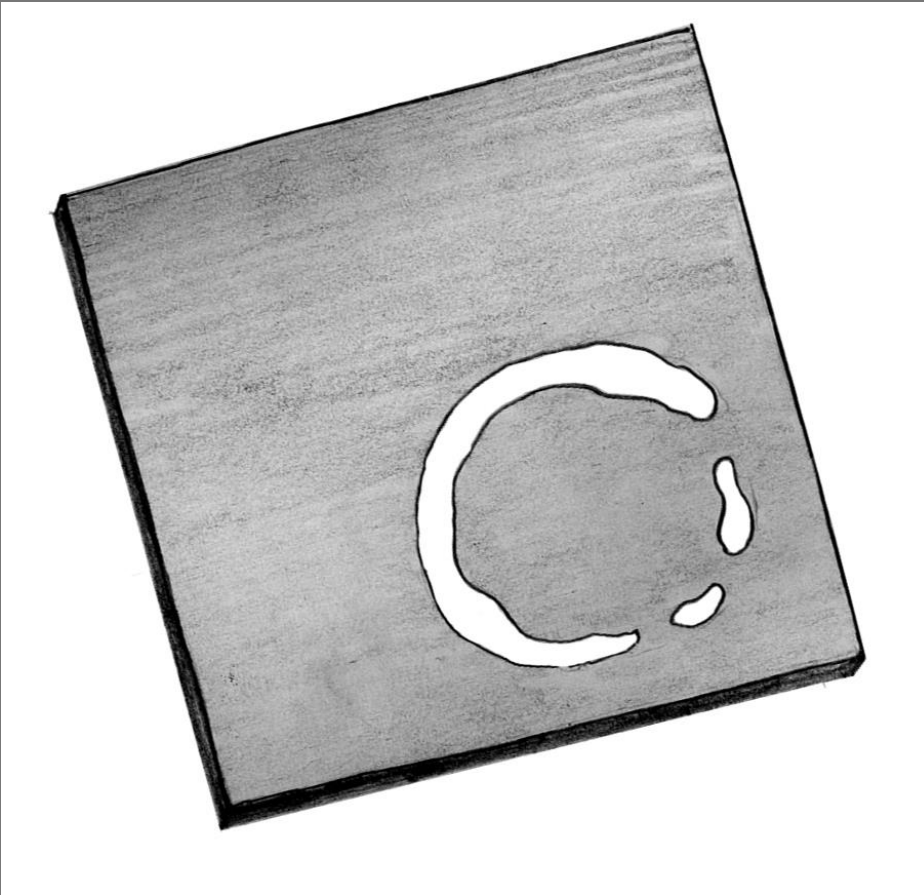
Tea Coaster

Tea Coaster

Stories

Time & Place

Ordinary day to day object



Iterations

Materials Sizes and shapes

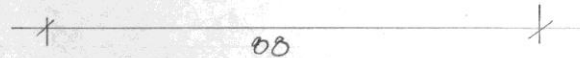
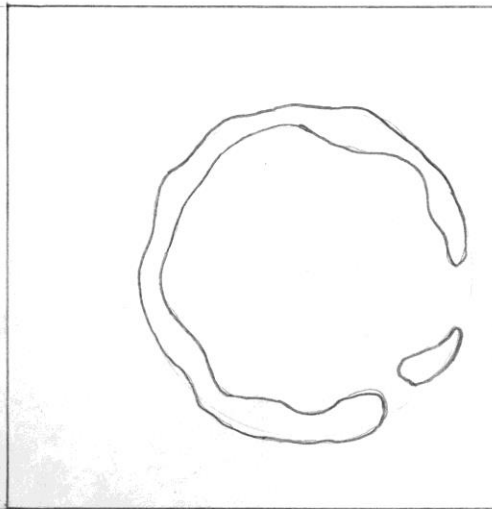
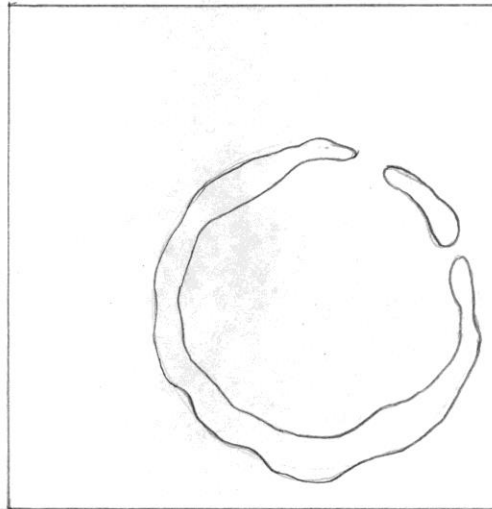
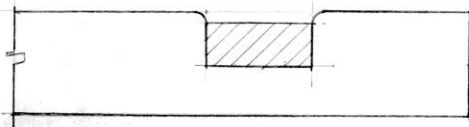
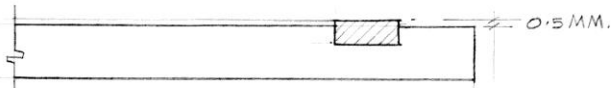
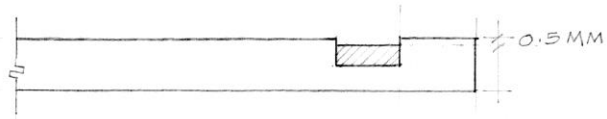
Production

Laser Cutting. Glass cutting. Grinding
Polishing





Tea Coaster









Tea Coaster

Tea Coaster

Puddle of water on a surface

‘Puddles tell stories’
Forces acting on an element

A reflection caught in the surface
of the water. Frozen in time

**Exploring the transparent and
reflective qualities of glass and
steel**

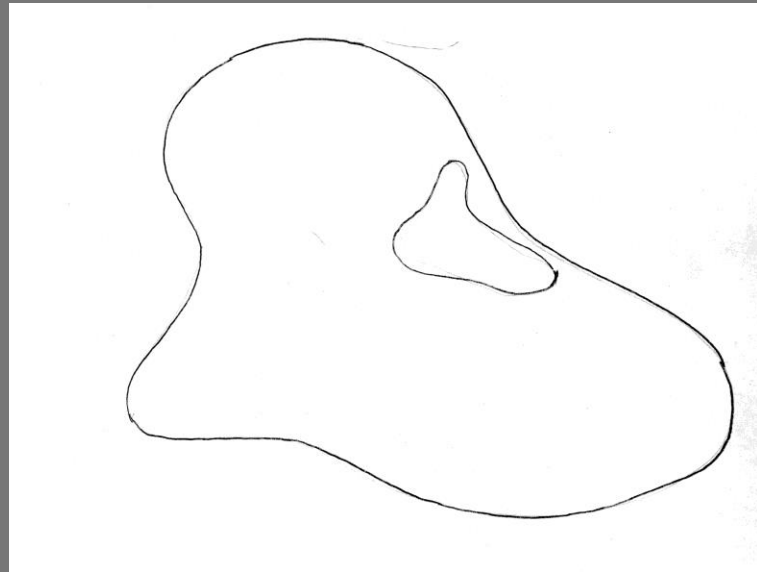
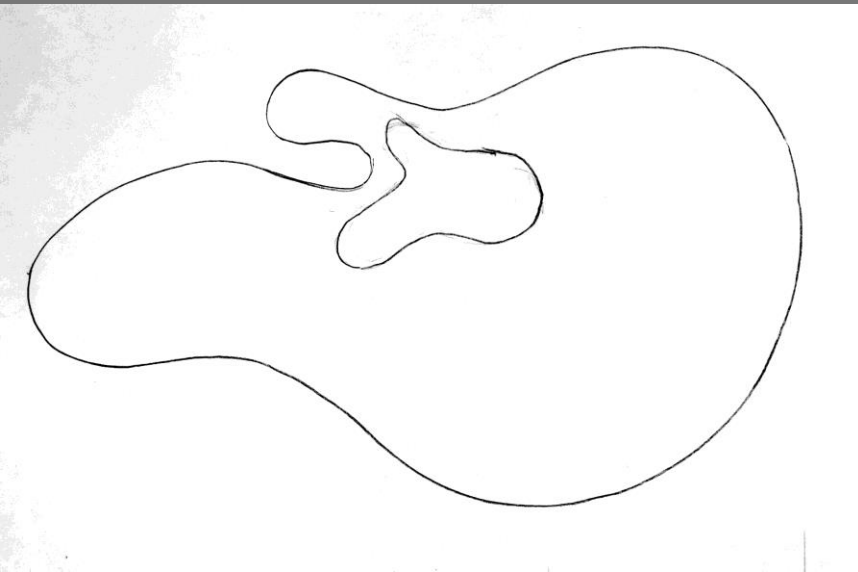
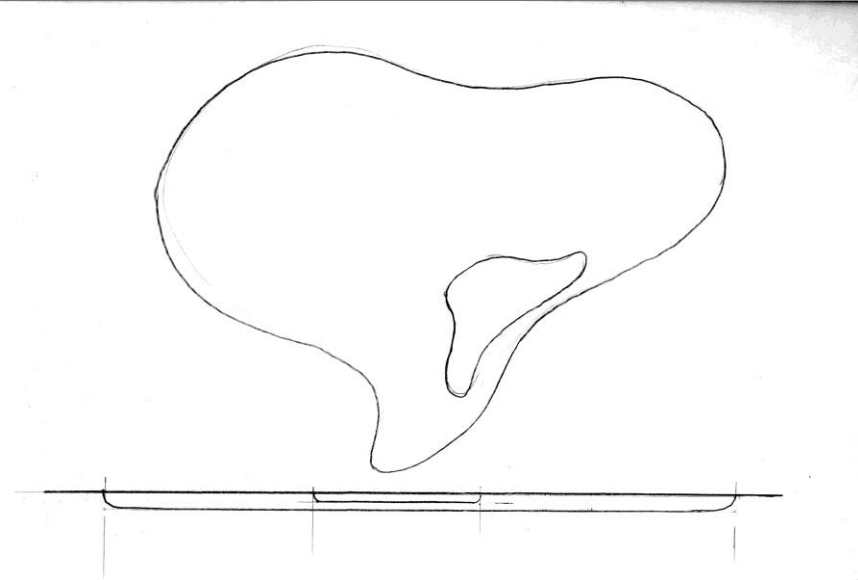
Production

Glass cutting grinding.
Steel. Laser cutting.
Bonding with adhesive

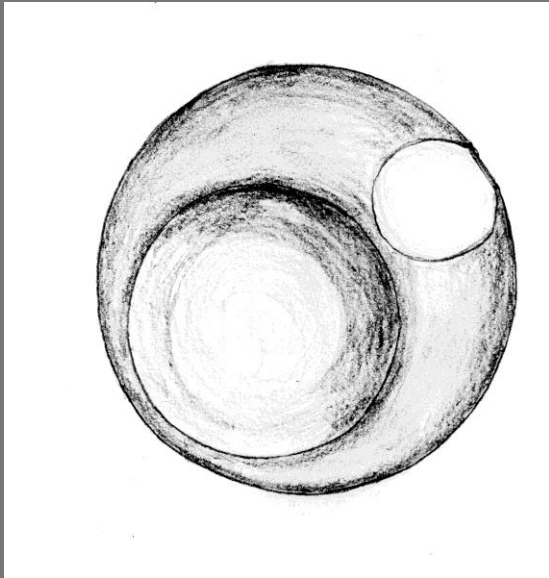




Tea Coaster



Tea Cup



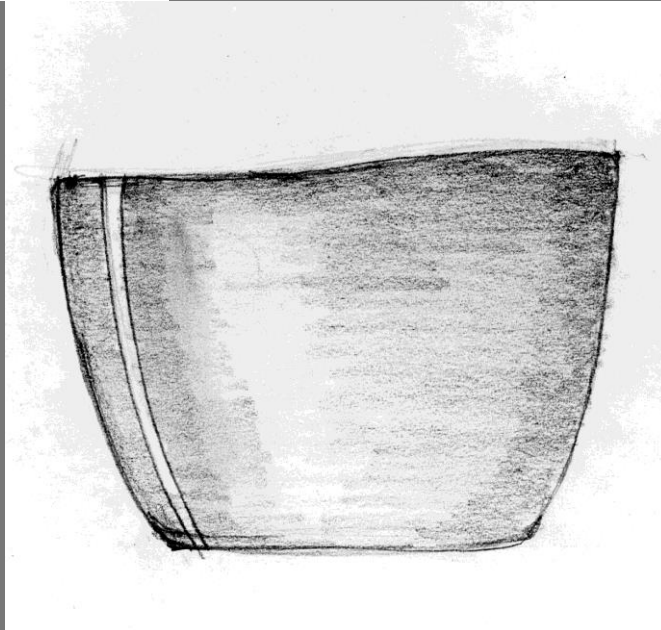
Tea Cup

A cup where the hand is away from the tea

A unusual character is set in by changing the proportions and geometry of the cup

Surfaces appearances of both the materials sought to be explored

The form in glass lets one hold and peer inside and wonder



Production

Glass Casting

Double walled Stainless steel. Cold forming. TIG welding. Finishing.















Jewelry Display

A form designed to display jewels

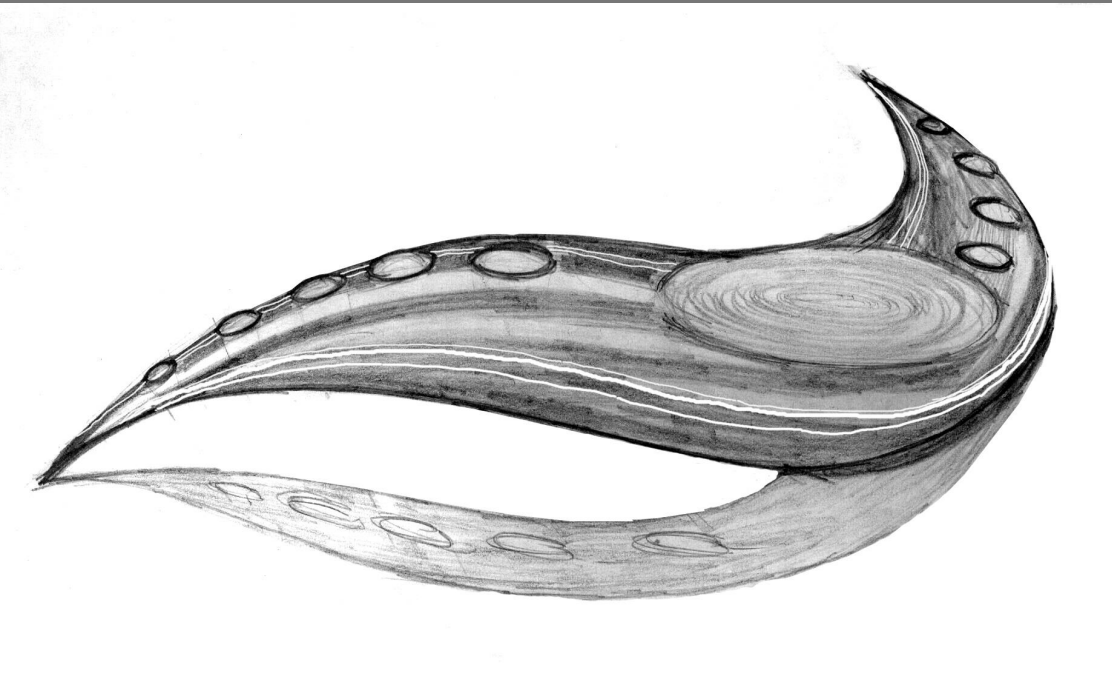
A jewel to keep jewels

An artifact that is placed on a counter or a table

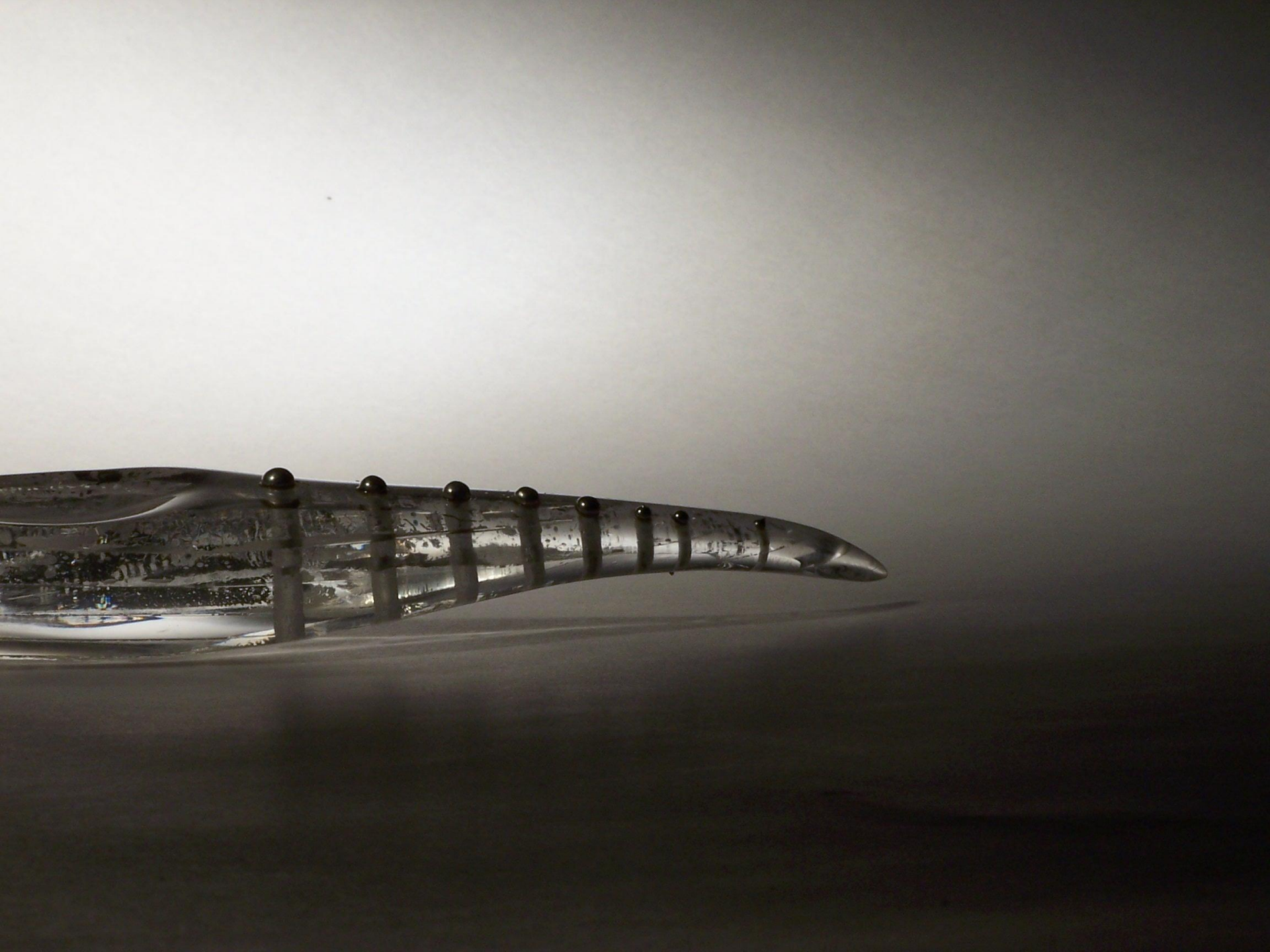
Form

Production

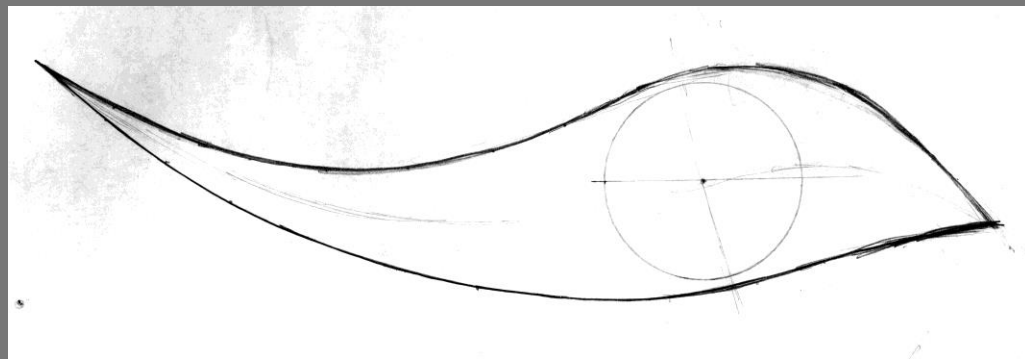
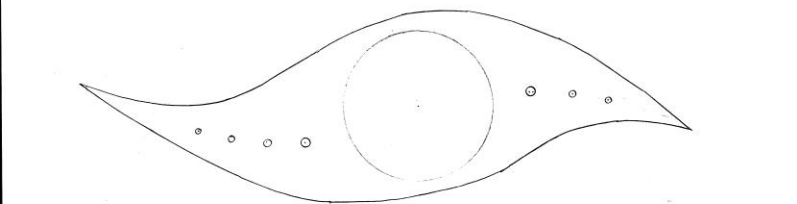
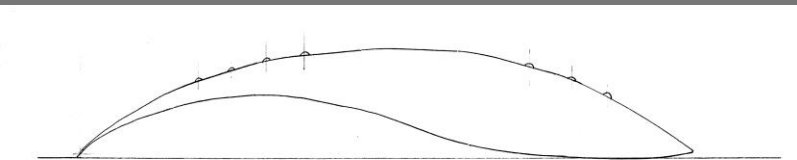
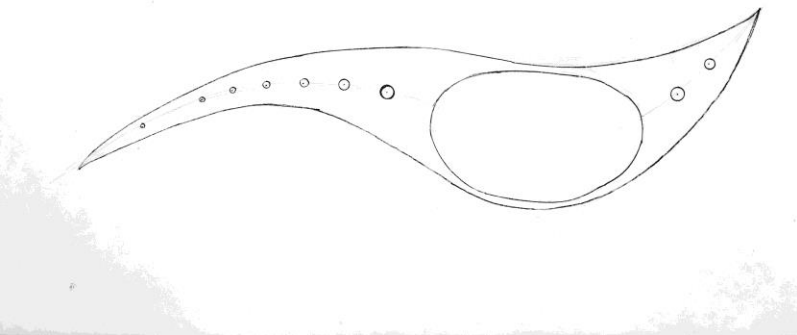
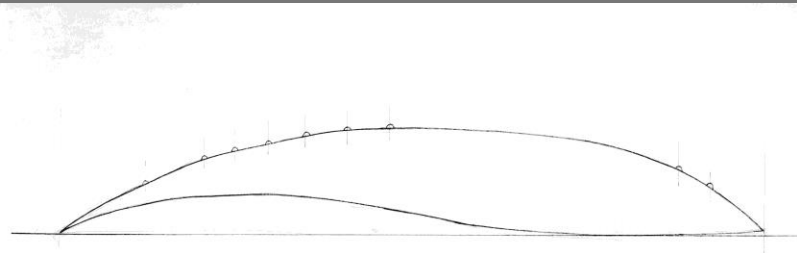
Casting. Steel Machining.







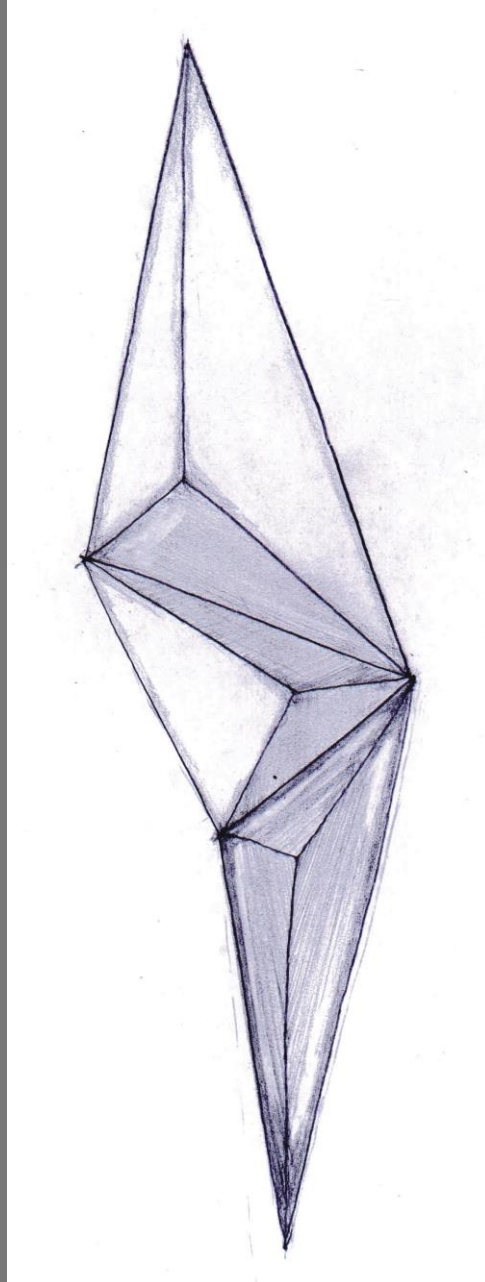
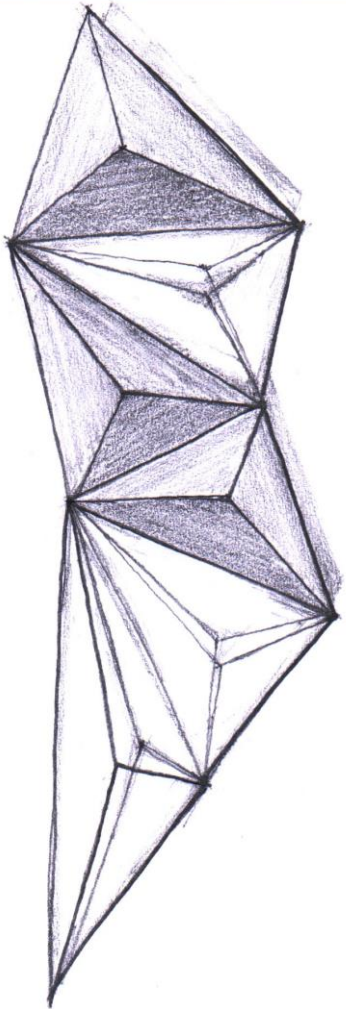
Jewelry Display







Jewelry Display



Jewelry display

A number of crystals come together and fuse to make a form.

A series of Tetrahedrons

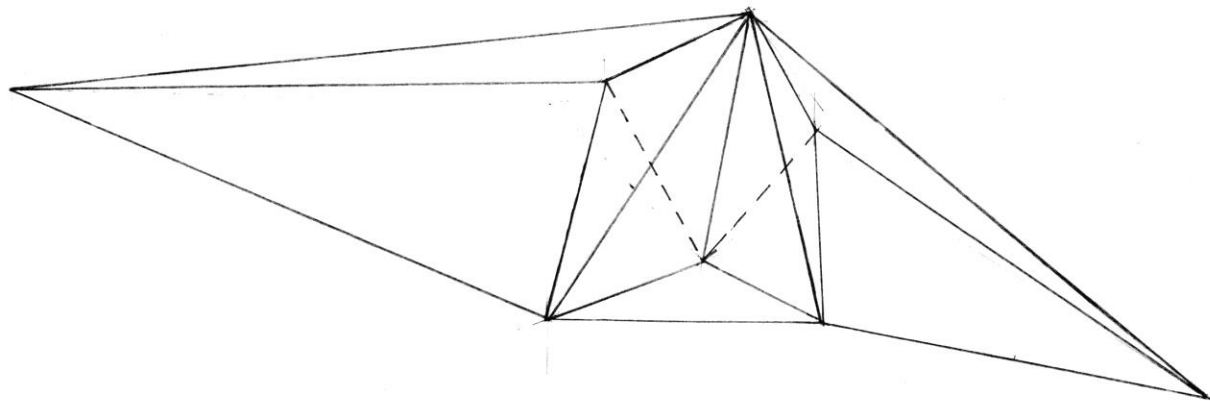
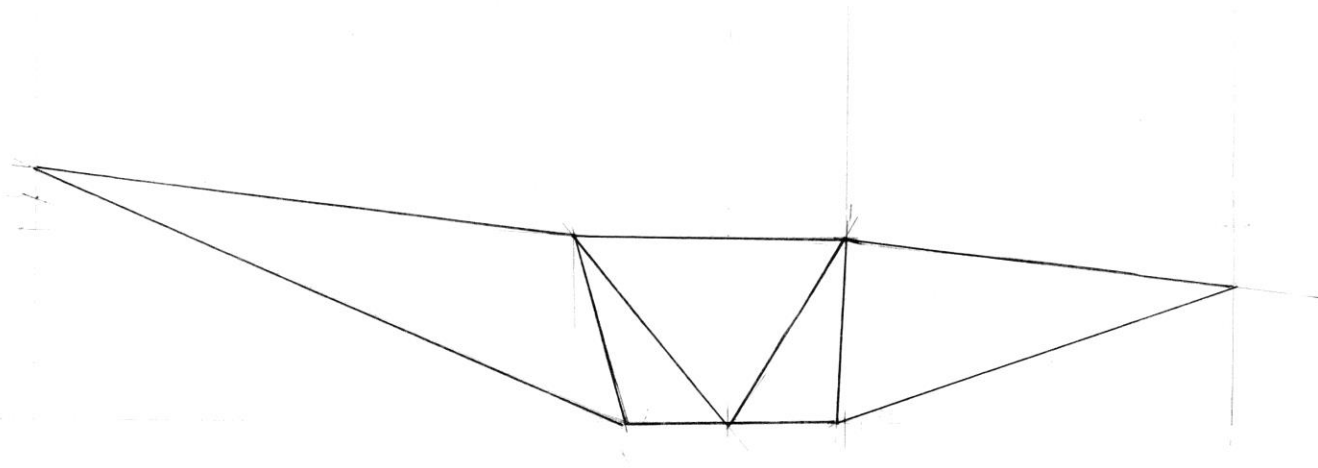
Production

Casting process.





Jewelry Display







Paperweight



Paperweight

Two forms and two materials come together. One does not know which is getting the better of another.

As one turns the two around, the duel only continues....

Exploring the materials directly for their appearance in terms of form.

The paperweight has a story

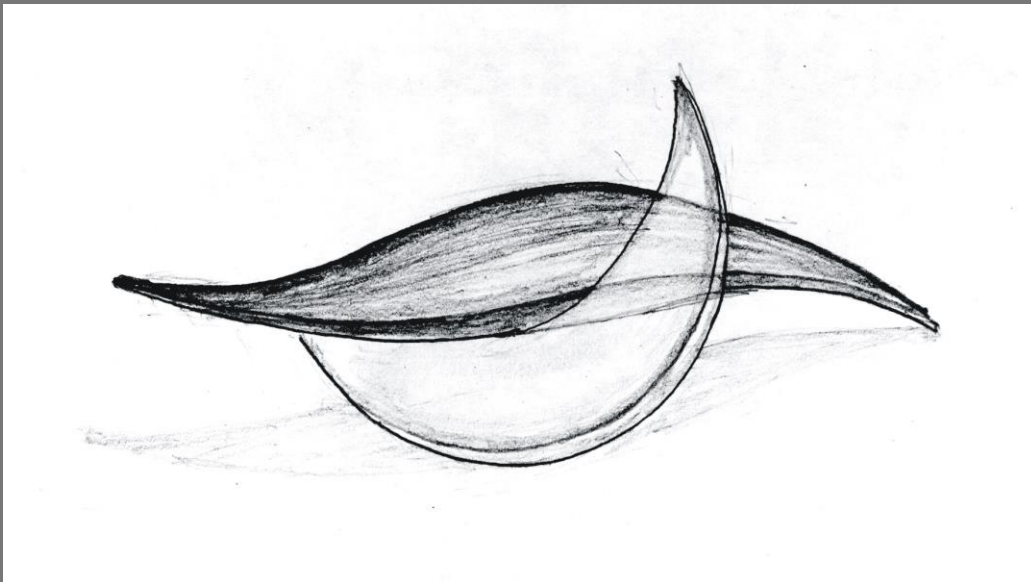
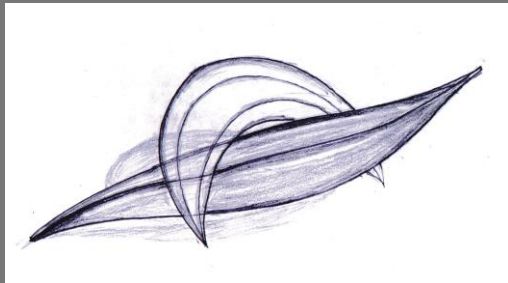
Production

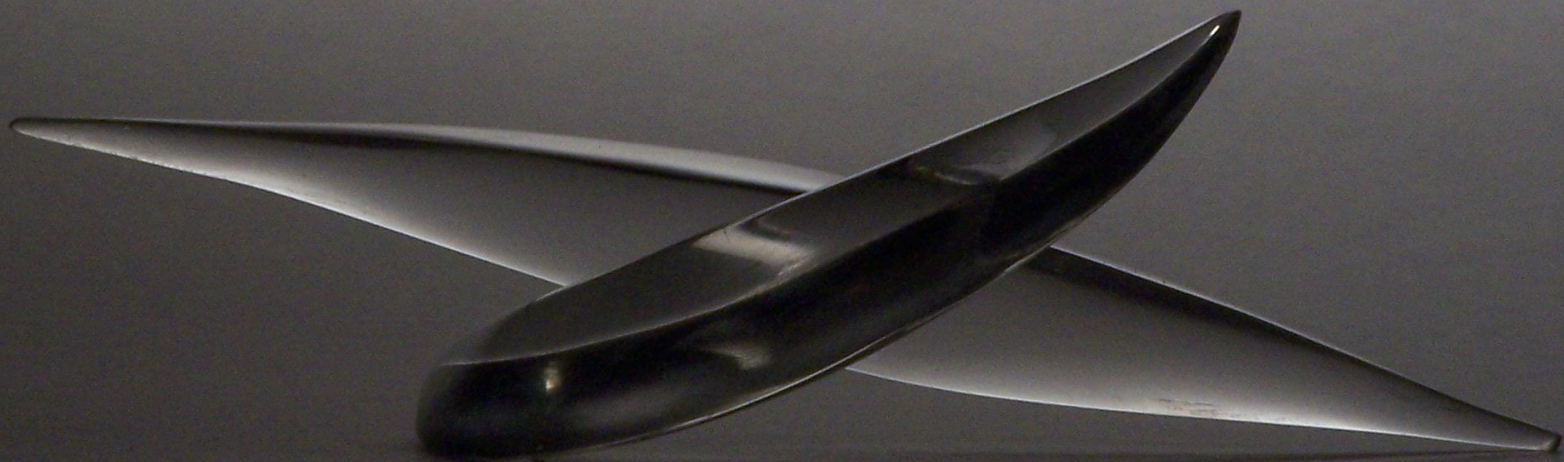
Glass casting

Sheet steel TIG welded

The supple steel form slips away...

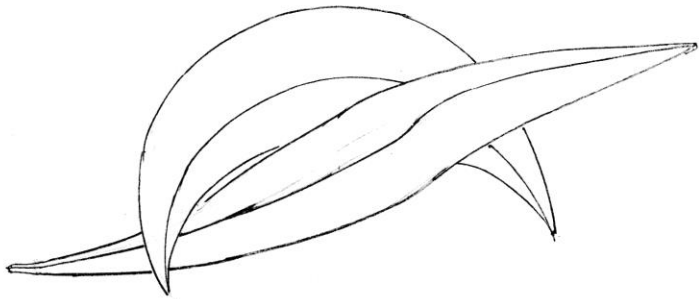
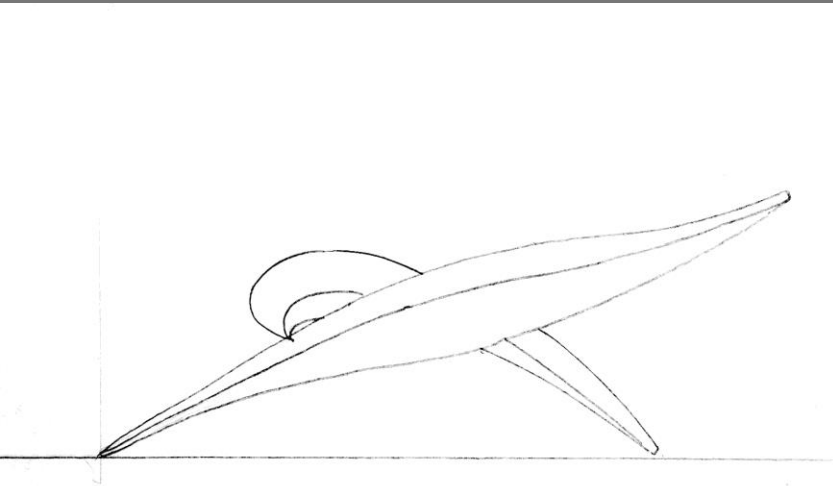
The glass overpowers it again...







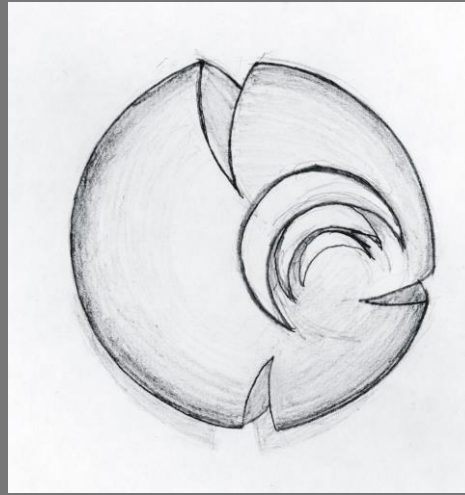
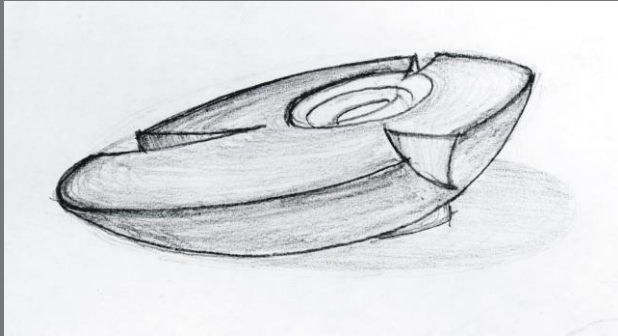
Paperweight







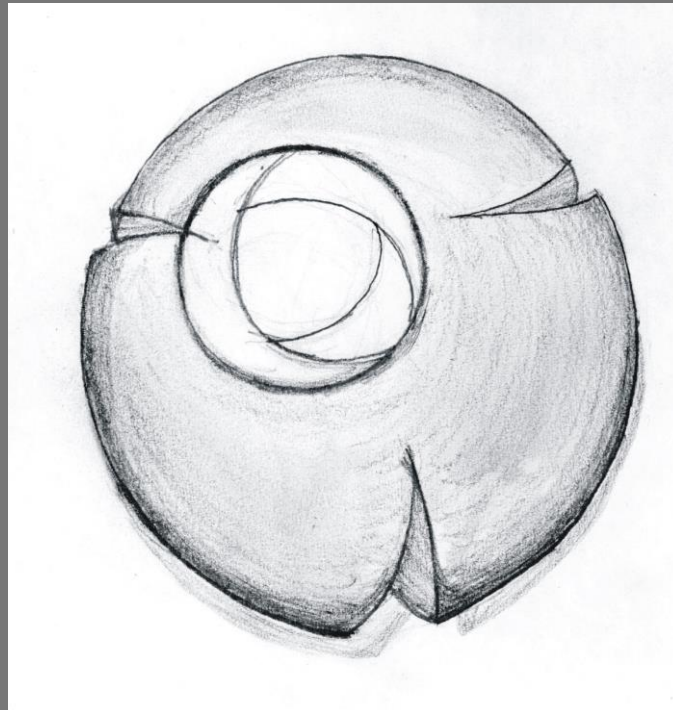
Paperweight



Paperweight

The paperweight is about motion.
The same motion is introduced into the form.

The form rotates and moves into itself
The steel assumes a dynamic character
and collapses into the glass core



An exploration of the idea and associations of the product.

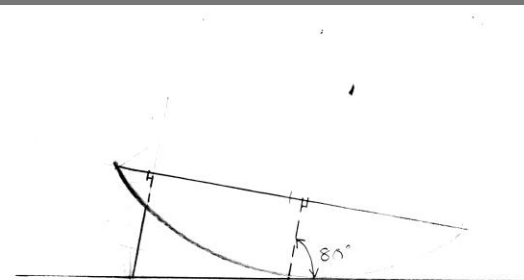
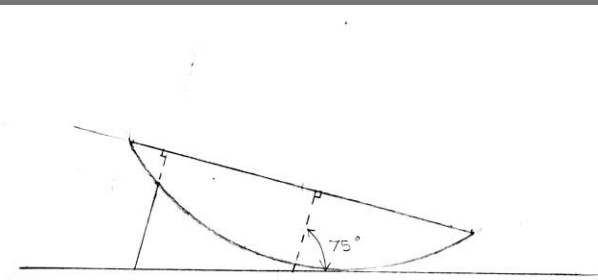
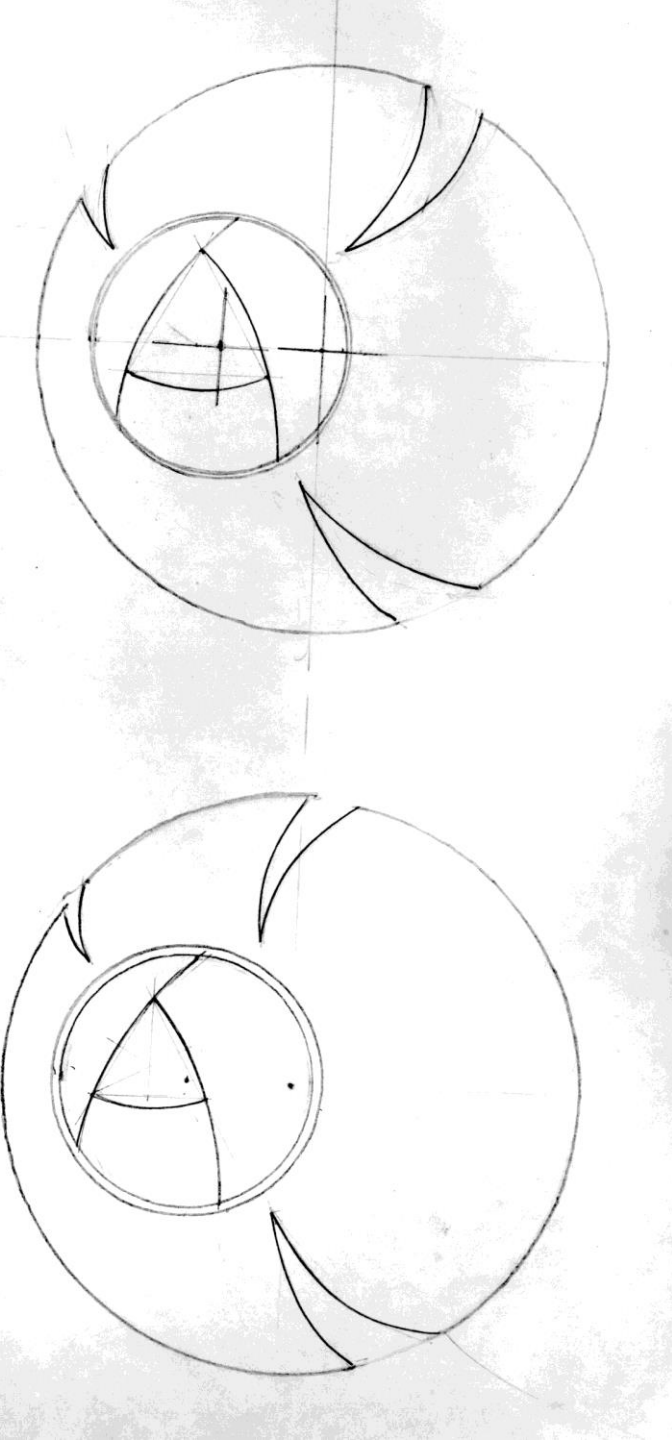
Production

Solid steel milling
Glass casting
Bonding with Loctite adhesive

Paperweight



Paperweight



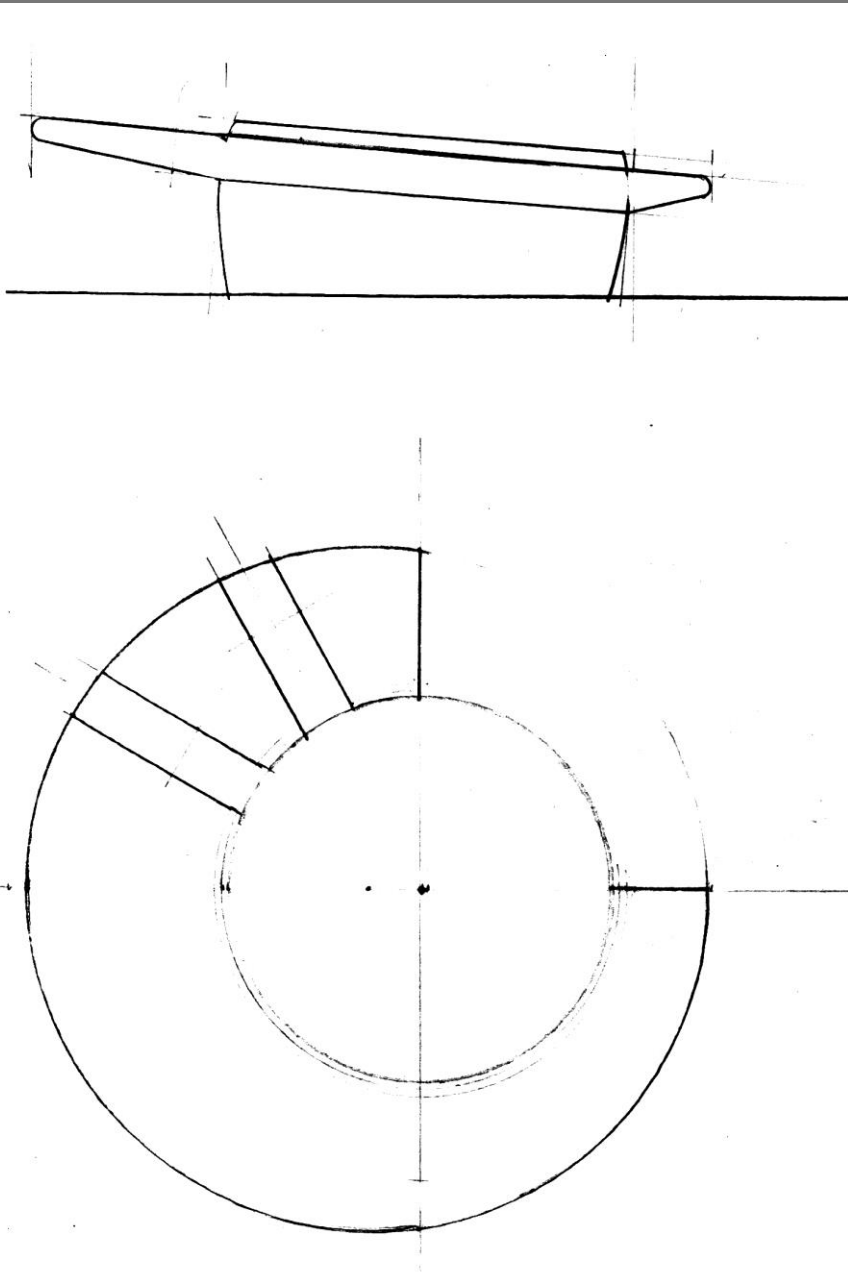








Ashtray



A swirl of steel around a glass core

Exploring geometry in form

Production

2 plates TIG welded. Glass cast.





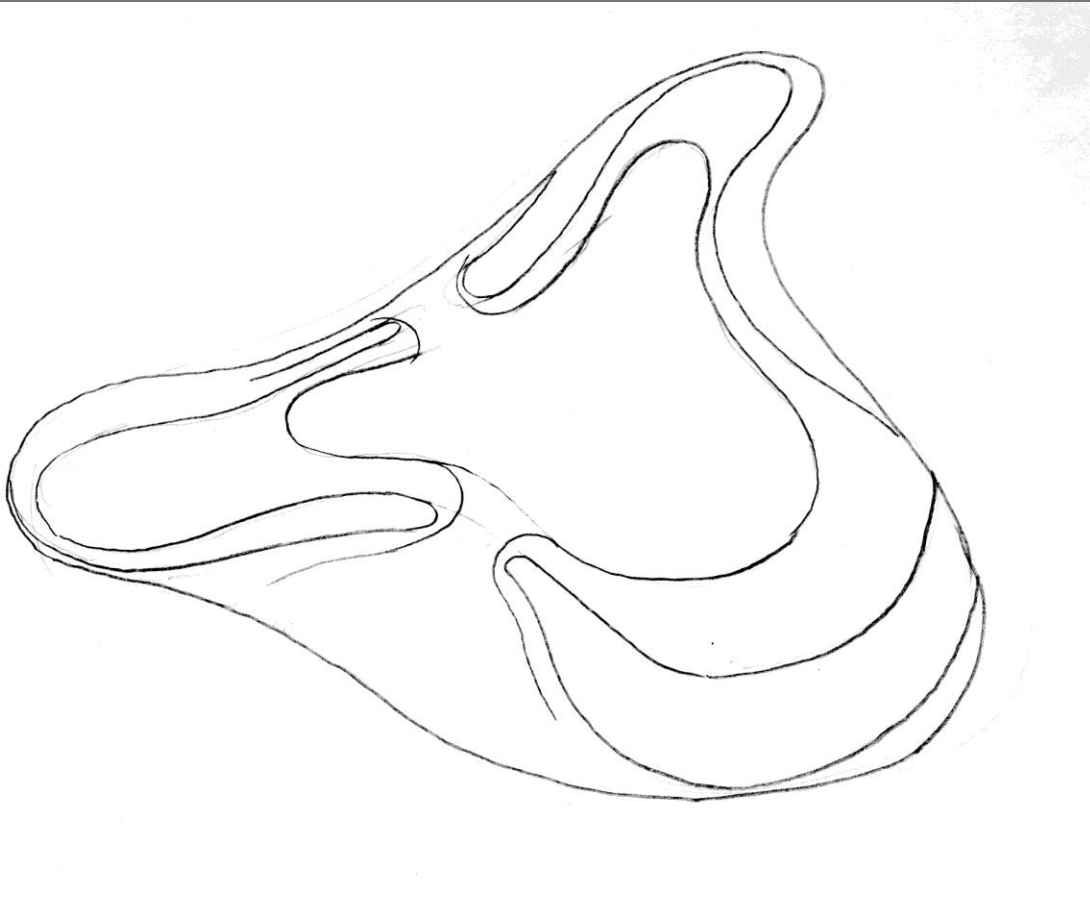


Ashtray

A lazy coil of smoke frozen in time.

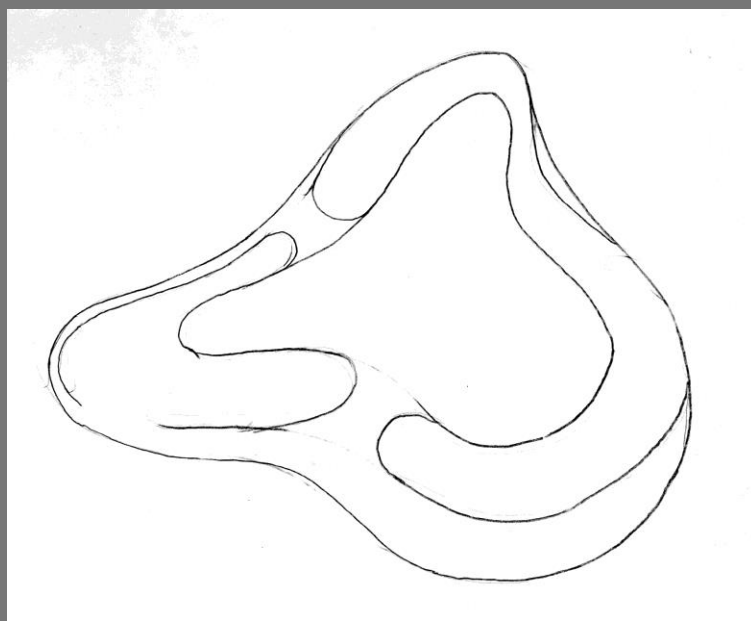
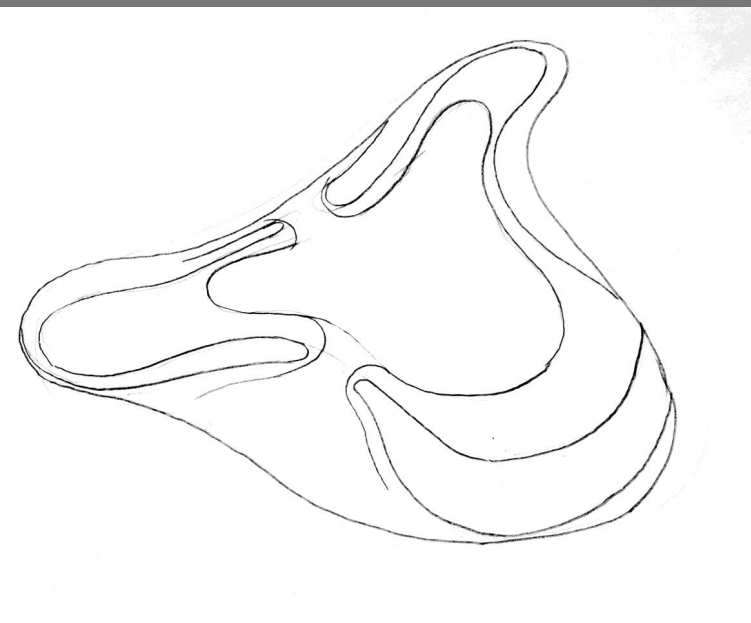
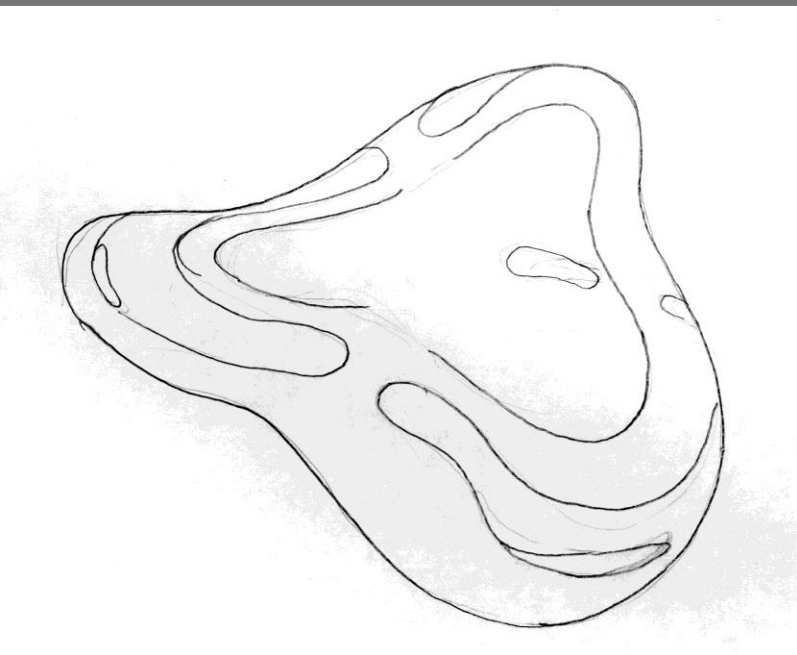
The smoke ashtray is based on an association that the user will build with the object

Production
Casting





Ashtray

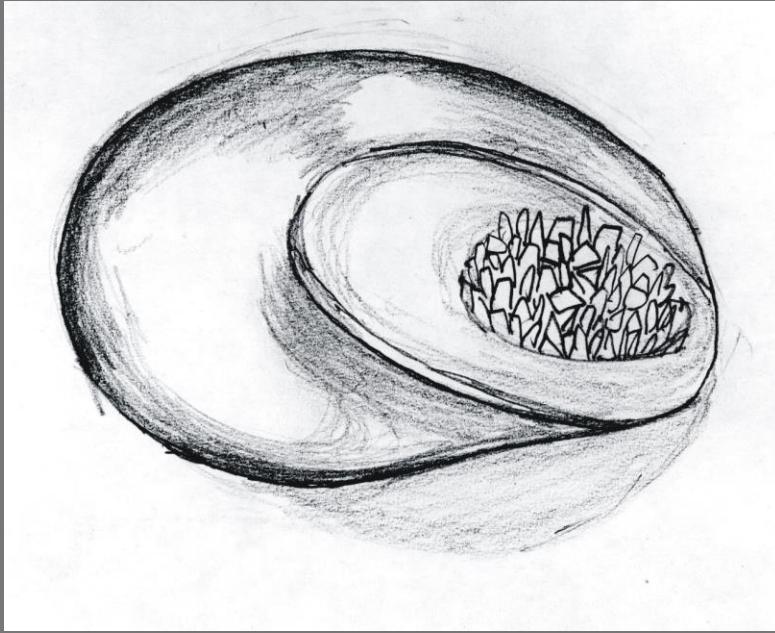








Paperweight

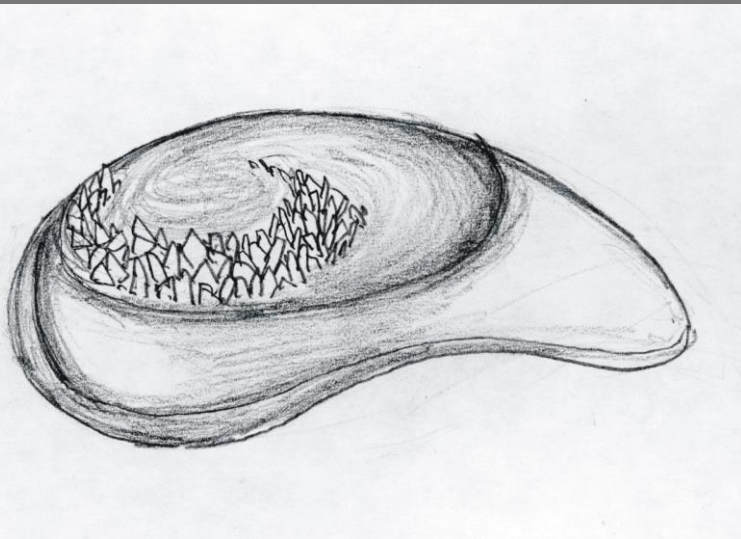


A contrast of shards of glass against a soft flowing form made in stainless steel

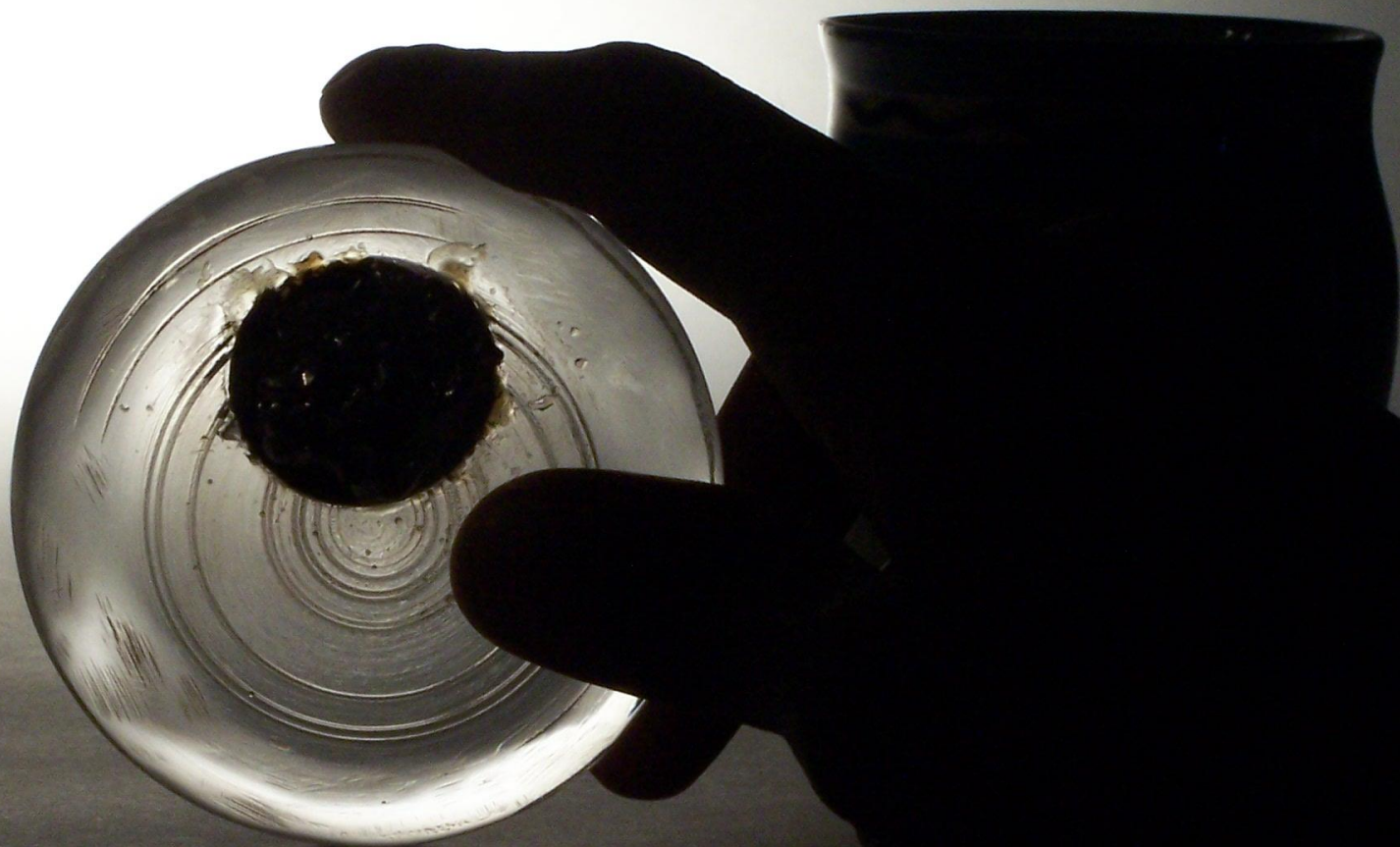
The idea of motion was explored. But the motion was within the paperweight.

Production.

Cold forming. Fused Glass pieces







Paperweight



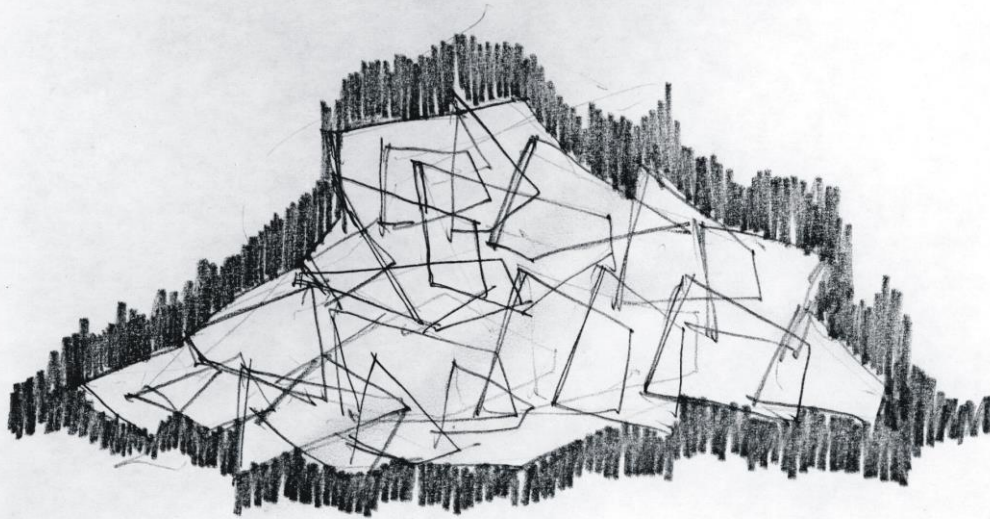
Paperweight

Pieces of glass on a wall that are fierce and can hurt.

What would happen when these pieces came together. A form that assumes a character of fierceness results.

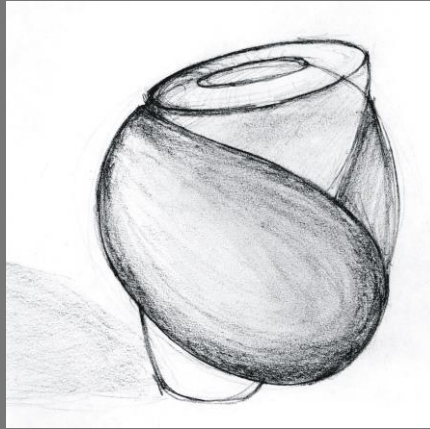
Appearing to really hurt.

This form had to be tamed, so that one could hold it in ones hands.





Pen Stand



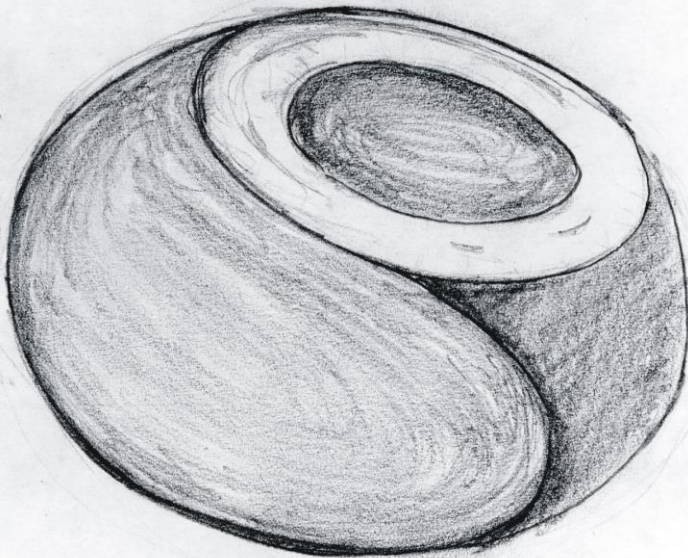
Precious possession

A surface wrapping around a cone of glass.

A glass skin protecting a precious core.

Production

Cold forming. Casting







Manufacturing infrastructure

Tapping existing manufacturers. Small scale steel industries in Mumbai & Pune for steel.

Existing skilled labour for glass can be used or batch production unit can be set up.

Vendor based
Different processes can be availed of without setting up infrastructure

Quality & quantity of manufacture

Quality standards in steel industry can be utilized

Small units running with the help of skilled labour can be set up for glass working.

Batch manufacturing to keep volumes sufficient but not exceedingly high

Economics

Targetted cost: Rs 500 to Rs 3000

Keeping in mind existing stores and range of products

Quality within targetted costs

Volume of sales not very large and kept deliberately low to maintain exclusivity of product

Business. Distribution. Selling

Existing lifestyle stores and new ones targeted

Products can enter as a range of designed products

Urban Market. Exact Sales, demand supply after studying a larger market

One time fee for design & organization of resources

Designer as consultant

Thank You