

Summer Internship Project

Echostream Pvt.Ltd
Gangtok, Sikkim



Project-1 Report 2018

Ishu kardam

Communication Design

176450002

IDC School of Design,
Indian Institute of Technology, Bombay

ECHOSTREAM is an evolving community of designers, dreamers, doer's with professional expertise in industrial and communication design. It started as a collective which aimed to provide design services to the government of sikkim and communities with the prime focus on larger development agendas in capacity and assets in Echostream to take on the challenges of a start up in designs.

VISION

To establish and lead the multi-dimensional collaboration in Indian Himalayan Mountainous region.



Echostream Pvt.Ltd

Gangtok, Sikkim



Founders

Sonam Tashi Gyaltzen
Tenzing Nyentsey
Ranveer Singh
Karma Bhutia
Palzor Bhutia

IN-HOUSE COLLABORATIONS

B.R.E.W
KUZU
ODOODEM
STILL A KID PRODUCTIONS
TASHIKUN PHOTOGRAPHY
BUMPO
LUNGCHOK



Illustrations for marketing collaterals

Hotel Tashi Dalek, Gangtok

Graphic Design, Illustration Branding

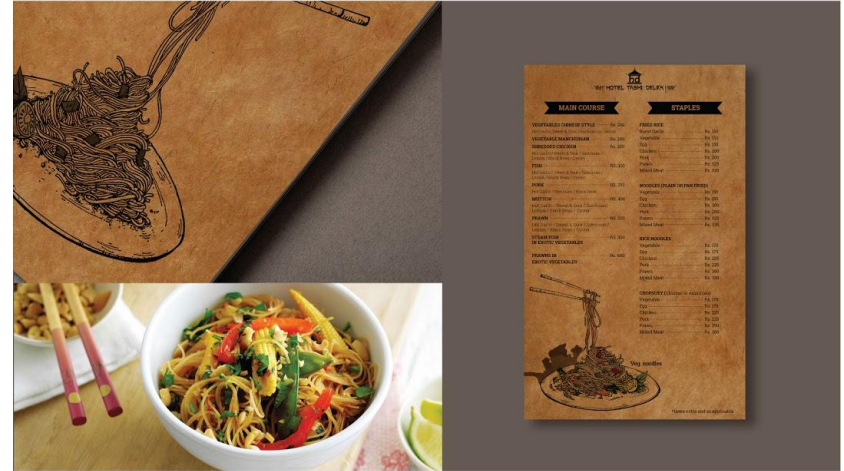


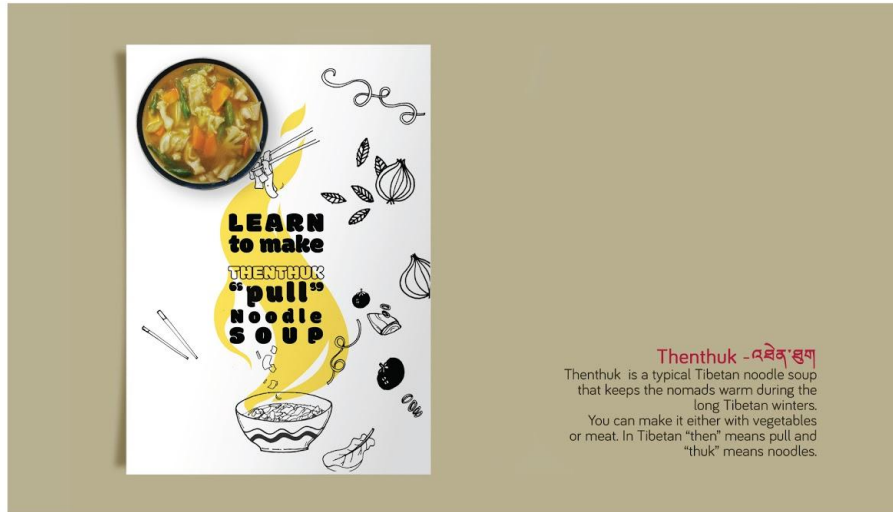
To design and develop illustrations for a brand identity & strategy for Hotel Tashi Dalek. To provide a new image to its cuisine, communicating with people in a more ethnic way.

Tools Used

Adobe Photoshop

Hand drawn sketches





Thenthuk - འཛེན་ཐུག

Thenthuk is a typical Tibetan noodle soup that keeps the nomads warm during the long Tibetan winters. You can make it either with vegetables or meat. In Tibetan "then" means pull and "thuk" means noodles.

Infographic posters

Sikkimis, Gangtok

Graphic Design, Illustration, Branding



A memory, a story, a place,
a character or an event that makes up the essence of this erstwhile
Himalyan kingdom. Our effort is to translate these different strata
of contemporary Sikkimese cultural through everyday lifestyle products.
Own it, absorb it, share it.
Help spread the sikkimis
identity far & wide.

Tools Used

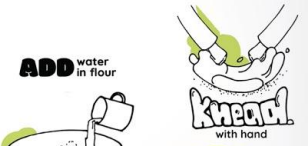
Adobe Photoshop

Adobe illustrator

Hand drawn sketches

To make
step 1: Dough

You will need
1x Flour
1/2x Water



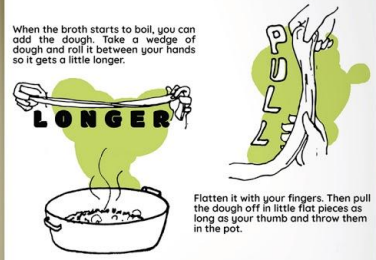
To make
step 2: Broth

You will need
chopped half onion
chopped ginger
garlic clove
one tomato



To make
step 3: Soup

When the broth starts to boil, you can add the dough. Take a wedge of dough and roll it between your hands so it gets a little longer.



BOIL 4-5 minutes

After that, Garnish it with Cilantro and Spinach.

Serve...



To make
step 1: Dough

You will need

- 1x Flour
- 1/2x water

ADD water

Knead with hand

make smooth ball out of it

Roll the dough between the hands and when the surface of it and hands are all green, roll and roll gives hands again.

Roll over the table the dough or put it into a plastic/zip bag.

To make
step 2: Broth

You will need

- chopped half onion
- chopped ginger
- garlic clove
- one tomato
- 1/4 pound beef chopped
- chopped potato
- chopped parsnip
- cooking oil
- 5 cups of water

5x

Add everything in 2 Top of oil.

Add 4 cups of water.

Add chopped potato.

To make
step 3: Soup

When the broth starts to boil, you can add the dough. Take a wedge of dough and roll between your hands so it gets nice long.

LONGER

BOIL 4-5 minutes

After that, garnish it with green onion, parsnip.

Serve...

Portion it with your fingers. Then pull the dough and let some fat pieces as long as your thumb and throw them into the pot.

LEARN to make THENTHUK "pull" Noodle SOUP

C	M	Y	K	#
75	68	67	90	000000
0	21	70	0	ffcc66
23	10	75	0	cccc66
0	22	42	0	ffcc99





Development of brand Parameters

In House brand.

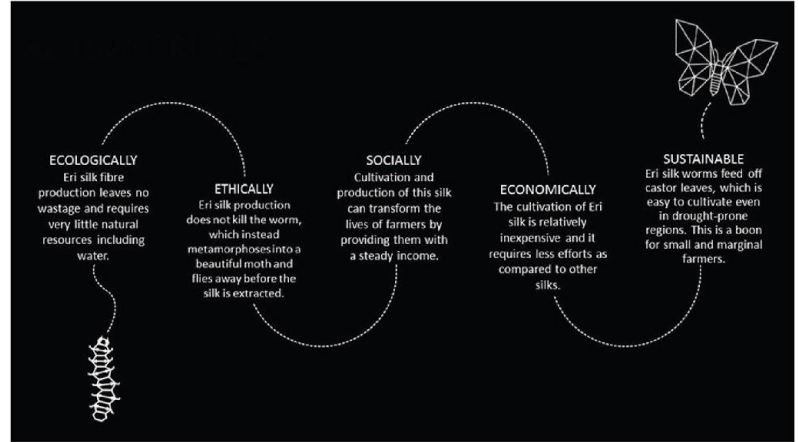
Branding, Strategy

The aim is to build up a high-end contemporary brand, Indian in context and meaning but with a Global visual appeal. A brand that focuses on products made with natural resources available in forest with the help of the community.

Objective

Building a brand for contemporary hi-fashion natural & ecofriendly hand woven fabrics.

Using Eri silk and natural dyes following the sustainable process.



Forest and its people

-This project is expected to empower the forest inhabitants by offering unlimited opportunities for employment. Jobs that are created include spinning, dyeing and weaving of fibre strands into useful products and marketing and sale of these products.

-The people of forest define simplicity and warmth they have into their day to day lives, even while doing the simplest chore.

-They believe in using every local resource to its fullest and repurpose it. It will be interesting to translate their way of life and surrounding into the weaving so that the products have a sense of being an extension or continuity of the forest itself.

Spinners spin Eri silk in the village of Ranikhamar.



Locally grown turmeric picked and peeled for dye bath



Locally available plants used to dye Eri Silk



Use of turmeric and heena for bright, vibrant colors



Turmeric dyed Eri silk is ready.

Brand Personality

1. Being pure, ethical and transparent.

2. Conservation of forest culture and community:

How being an ethical brand gives an edge?

- Ethical brand represents an approach to the design, sourcing and manufacture of products which maximises the benefits to people and communities while minimising impact on environment.

“Put simply, consumers want brands to stop being two dimensional.”

Slow fashion and its influence

Slow Fashion is the antidote to the ethical and environmental havoc wreaked by the fast-fashion industry.

It encourages slower production schedules, fair wages, lower carbon footprints, buying garments for quality and longevity and (ideally) zero waste.

By adding transparency about our production process and educating consumers about the craft of making clothing, we hope consumers will begin to understand what is required of producing a well-made garment.

“Consider it the ‘farm to table’ of the fashion world”

Customer Profile (who will buy our products)



Elma, 28, Berlin

- Works in a Business law firm
- Single and lives independently.
- Highly health conscious and starts her day with yoga and exercise
- Attends corporate parties for networking
- Centre of Attraction during meets and parties; grabs people with her stories
- Always well dressed since she has to meet her clients on a regular basis; believes a lot on first impressions
- Wears Escada along with her Buffalo shoes
- Likes to travel with her few close friends and post photos on Instagram. Her Instagram feed is filled with travel photos.



Khyati, 26, Berlin

- Indian Textile Designer working as a freelancer in Berlin
- In a relationship; lives away from the city in a greener surrounding
- Likes to get up early and work
- Nature lover; Goes for outings on a regular basis for inspiration
- Looks for aesthetic and feels the fabric before buying her clothes
- Always well dressed since she has to meet her clients on a regular basis
- Prefers to wear nature-friendly and slow fashion brands. Active user of Internet blogging; uses this platform to promote slow fashion

Our Competition in Ethical Fashion

Eri Silk

Cotton

Both

11:11

We are Kal

House of Wandering Silk

Abraham & Thakore

Fabric Plus

Khara Kapas

Upasana

Ka.sha

Ethicus

Anita Dongre's Grassroots

Raw Mango

Nicobar

Shift

Bodice

Pero

Eka

Forty Red Bangles

The Summer House

Doodlage

Border & Fall

no nasties

What will make us unique?

1. Prioritizing the forest community.
2. Using everything natural.
3. Geotagged and marked authenticity.
4. Story behind the product

How will we communicate what we are (Promotion)?

1. Social Media and Internet.
2. Buzz Marketing.
3. Magazines and newspaper.
4. Packaging and Retail Experience
5. Billboards and Outdoor Advertising

How will they buy our product (Placement of Product)?

1. Internet and Social Media: Online shopping portals
2. Retail Stores and Franchises

Pricing of the Product

What factors will define the pricing?

1. Lifestyle of Target Consumers
2. Collection and use of resources
3. Cost of manufacturing
4. Workforce cost
5. Promotion and Marketing of the product

Brand name options

Sadah

Noi

Habi

Taat

Saacha

Huta/Xuta

Vanya

Boyon

Logo exploration



Conclusion

In Echostream, I learned to work again on basics, start considering surroundings, locals and living with them., valuing what we have, using limited resources and creating the best out of it.

Well, it was a whole new experience, weather, it's about people doing things differently things or surrounding landscapes, .and when we find different surroundings, the brain starts working hard. I was lucky enough to spend this time in Gangtok.

This experience was like looking to another side that we mostly ignore.