PROJECT
INTRODUCTION

All it needs is PERSPECTIVE…

The project was to design Desktop organizer series using organic forms and create an interesting range of products that will standout on the office desk. Using unconventional forms, materials and processes to design products that will be manufactured in a small quantity.

The minimalist cube made during the Advanced forms course was the starting point for the project. Aluminum casting and resin casting were the two processes that were shortlisted.

Another inspiration for the project was the product range developed by Mukul Goyal.

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PROJECT
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A.

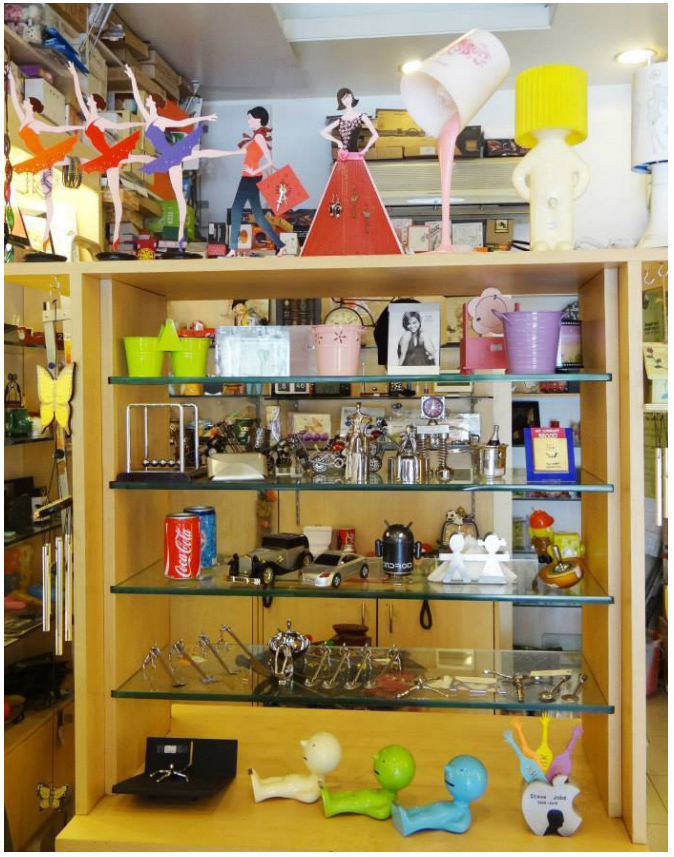
INTRODUCTION

3F DESIGN COMPANY

FUN . FORM . FUNCTION

3F design company is a design studio based in Pune, by Ashok Panwalkar. Located on Fergusson College road, the quaint little shop is a major attraction for the youngsters. The bright colors, novel designs and the high quirk factor makes 3F DESIGN STORE a perfect place to find the perfect gifts. The shelves are always full of little fascinating products. The products range from coffee mugs, fridge magnets, bag tags, desk organizers to bags and wine bottle holders.

The design studio is located on Dr. Ketkar road. Most of the products designed are batch manufactured for a niche user base. The brand is famous for its bizarre yet humorous product range and vibrant colors.

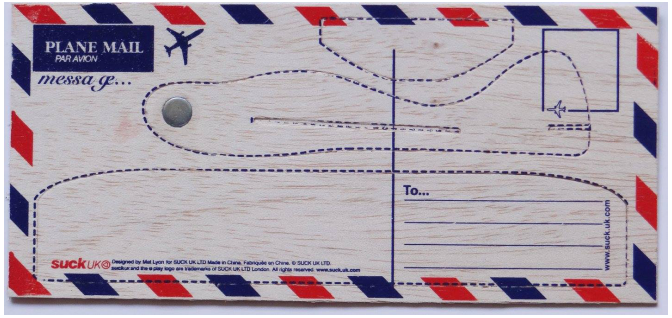



wash after use

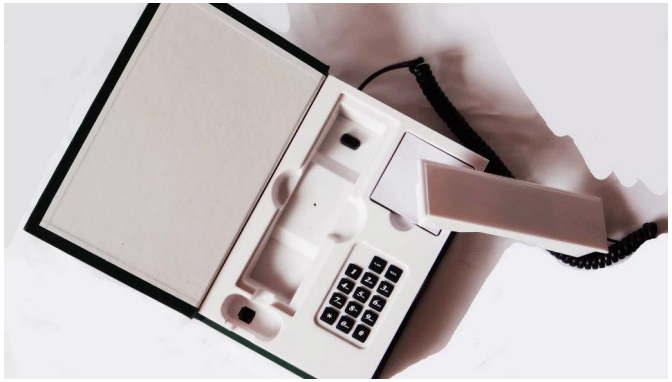

DESIGN FACTORY
WORKS
24 HOURS
365 DAYS


DIL KI CHABI
CREATIVE THINKER
TO SERVE YOU BETTER
mail
DESIGN FACTORY
WORKS
24 HOURS
365 DAYS

3Fdesign


PLANE MAIL
PAR AVION
messa ge...
To...
suck UK


THERE IS NO "WE" IN "FOOD"
I AM THE GIRL
HORN PLEASE
Jugaad
WHEN LIFE THROWS YOU QUESTIONS THROW THEM ON TO Google
TRAVELAHOLIC
ABSOLUTELY NEAT GUY
I AM THE GUY
TU HAI KYA? TU BEER HAI.
TRUST ME, YOU CAN DANCE. -VODKA
AAJ KUCH SANSKARI KARTE HAI
I'M NOT ANTI-SOCIAL
I'M JUST NOT USER FRIENDLY
I MEET ALL MY DEADLINES
I'M NOT INSANE
MY MOTHER HAD ME TESTED



Coffee mugs, bottle holders, handsets, lamps, magnets and some other products that are on display in the store.

B.

PROJECT
DESIGN BRIEF

The project was about organic form exploration, and creating a range of desktop organizer products that will be a center of attraction on the office table.

There was an additional manufacturing constraint. The final products were to be manufactured using either aluminium casting or resin casting.

The following brief was finalised:

To design desktop organiser products following the organic form language.

12.

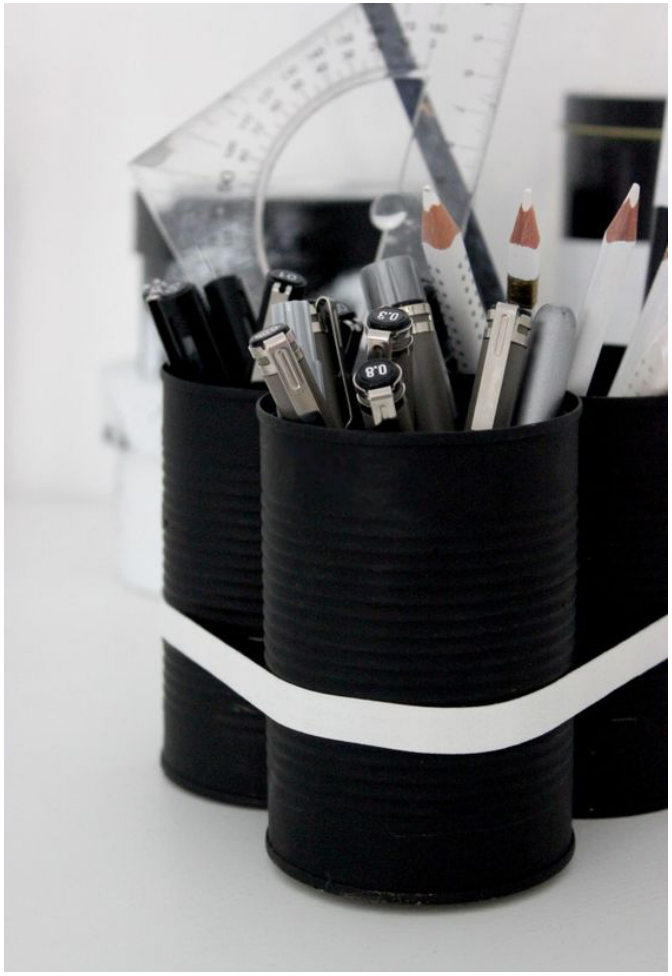
C.

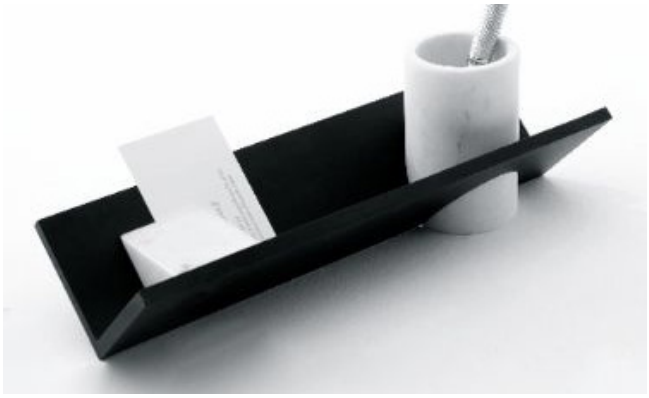
MARKET
STUDY

The market has a range of desktop organisers, most of them are made conventionally in glass, wood, metal and Plastic. The designs are very structured and geometrical.

The images are of some of the products available in the 3F store. Manufactured in Resin they bring in some humour and color to the table.


SHKATULKA





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D.

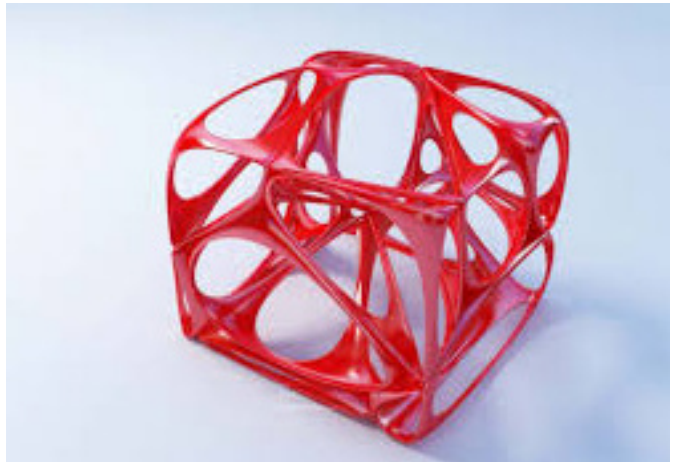
INSPIRATION
BOARD

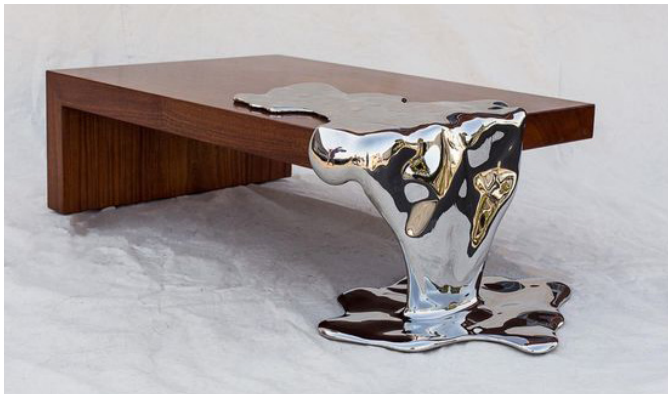
The inspiration for the designs was nature. The behaviour, posture, textures and the overall feel of the design has a very organic inspiration. Abstraction was used to keep the interest yet keep it very blendable.

The two designers that I looked up to for their form treatment were Mukul Goyal and Karim Rashid.

Some installations and sculptures have also been added to the inspiration board for their structural treatment.


Mukul Goyal
Principal Designer - Director





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E.

MANUFACTURING

PROCESS CONSTRAINTS

There were two processes that were to be used for manufacturing the products. The products were to be manufactured in small batches. Also as the forms were organic the processes were according to the form decided.

The two processes that were considered were Aluminium sand casting and Resin casting.

The process involves the following steps:
1. A wood or clay pattern of the design is made.
2. A mold in silicone is generated from the pattern.
3. A pop support is given from the outside for the mold to retain its form.
4. Resin mixed with hardner is casted, it can have other materials mixed in it.
5. The pieces are then sanded and painted.

The process is comparatively cheaper.

Mold cost :	Rs. 1000
Per piece cost:	Rs. 100
Painting:	Rs. 20
Packaging:	Rs. 10

The manufacturing cost for the product is approximately Rs. 150 to Rs. 180.

The aluminium product can be manufactured using two methods: Aluminium sand casting and Aluminium die casting. The sand casting process is cheaper as compared to the die casting process, but it is difficult to manufacture organic forms with this process. The finish and the accuracy of the die casting process is better but the cost is higher.

The process will also require the parts to be chrome plated.

Zamak alloy (Aluminium + Zinc) can also be used to reduce weight and price.

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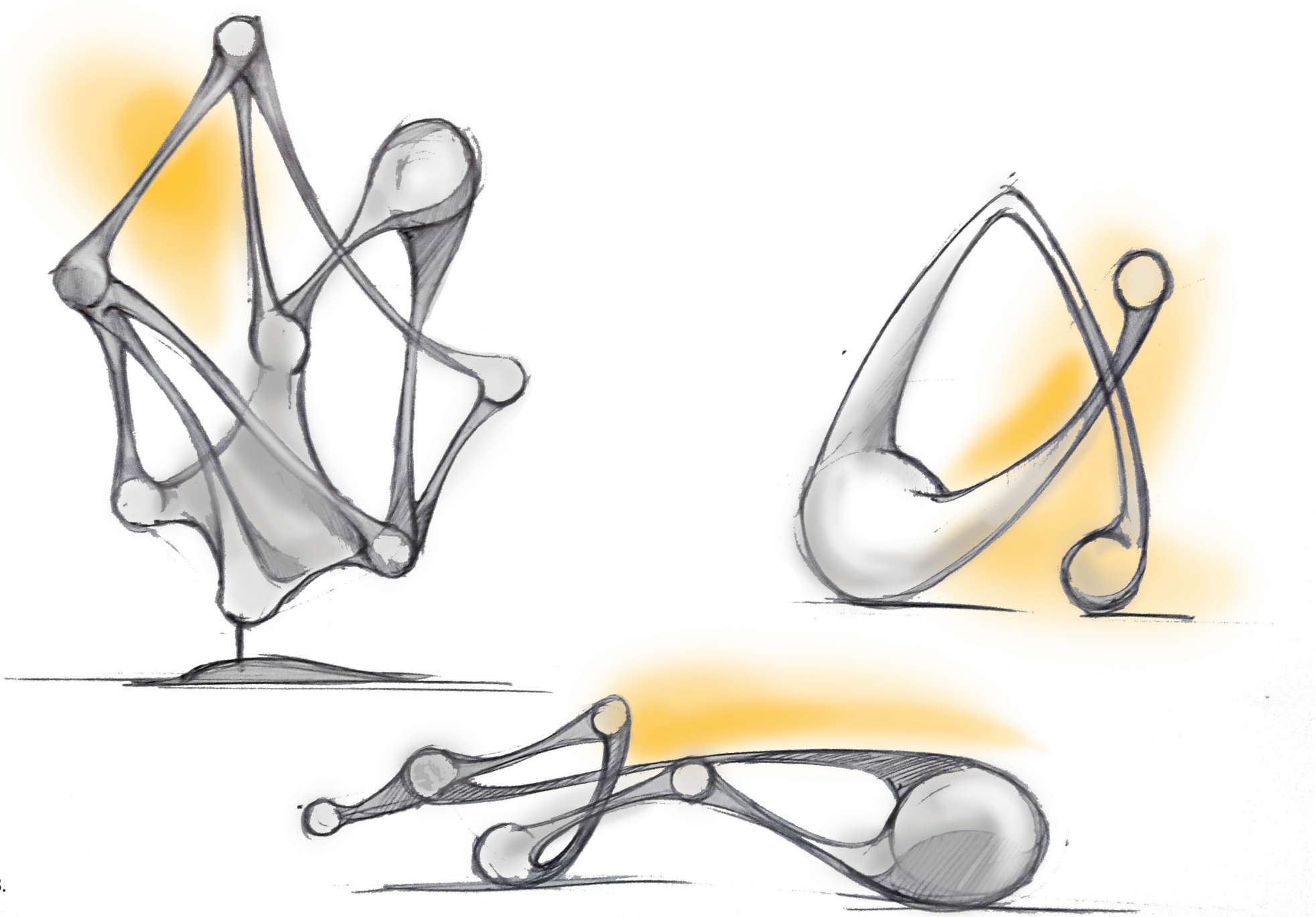
F.

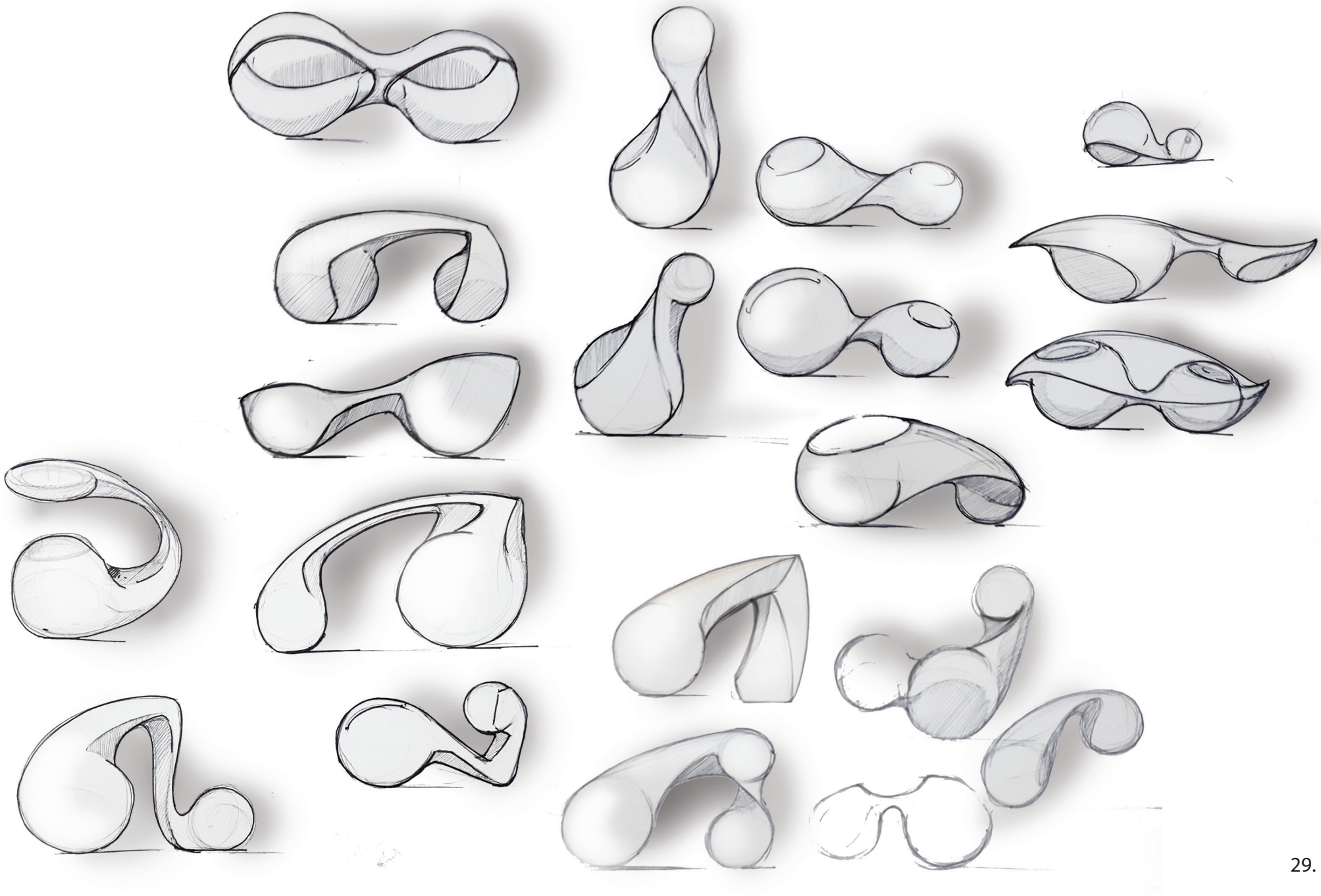
EXPLORATIONS

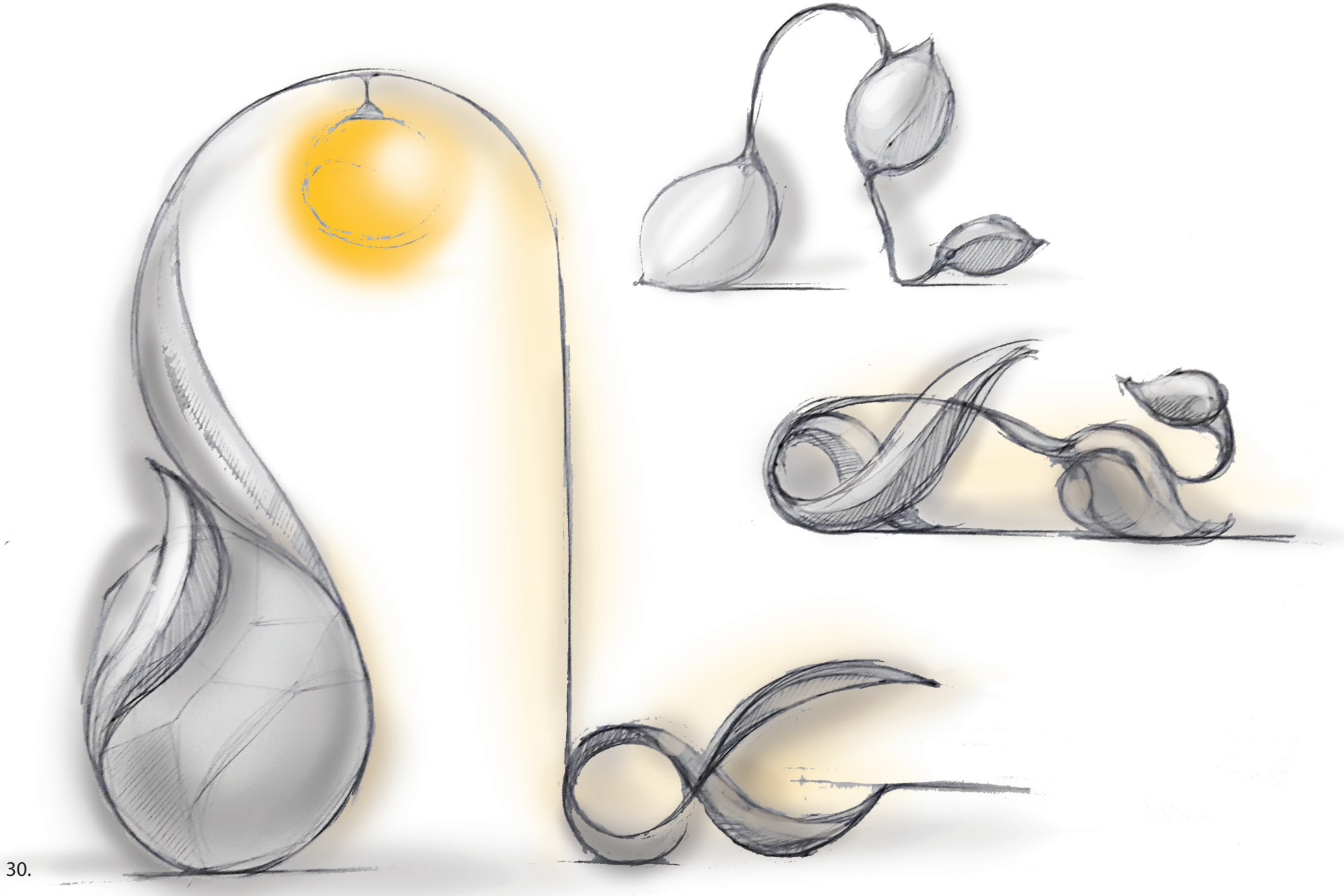
SKETCHES | MODELS

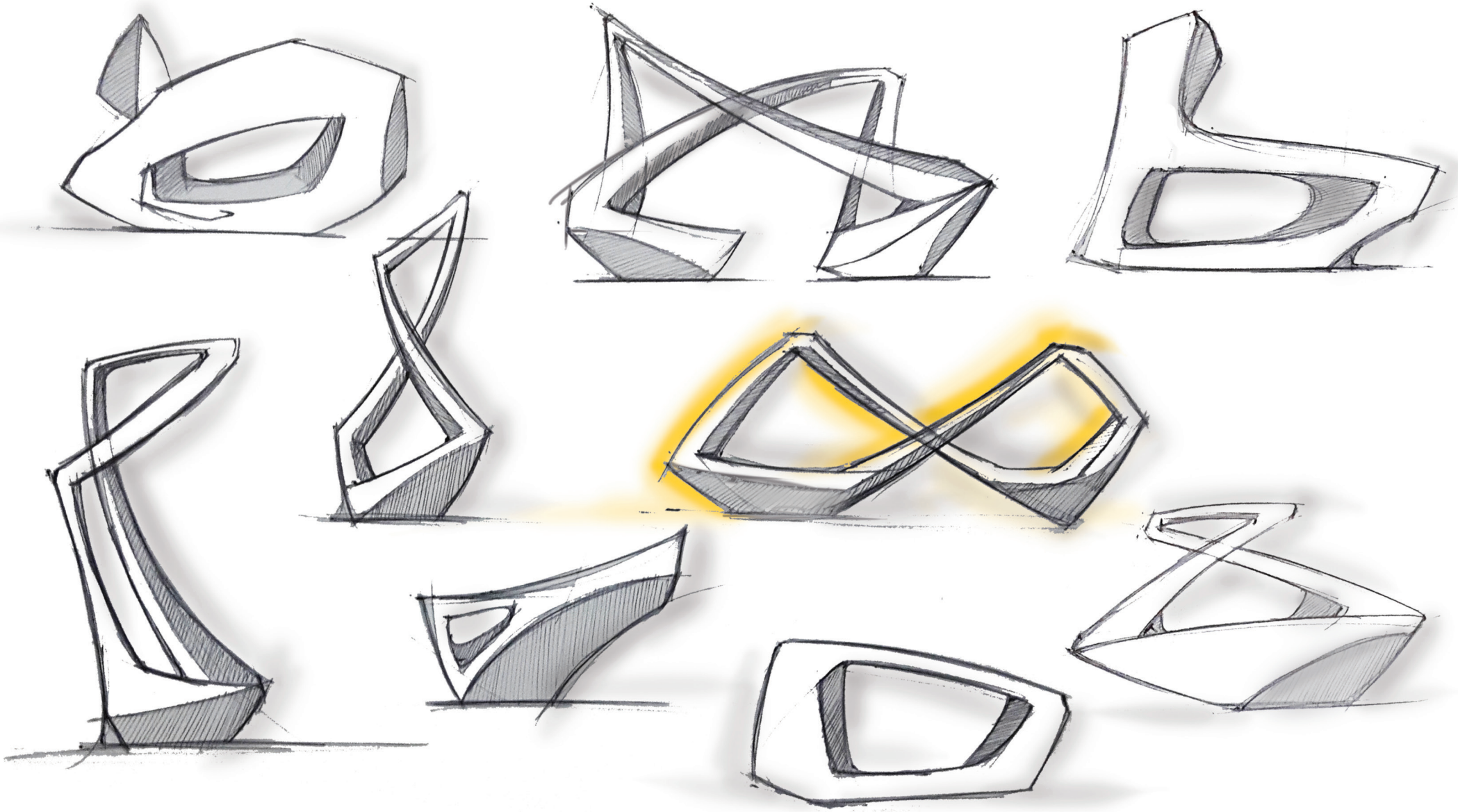
Some of the sketches for form exploration that were done during the internship.

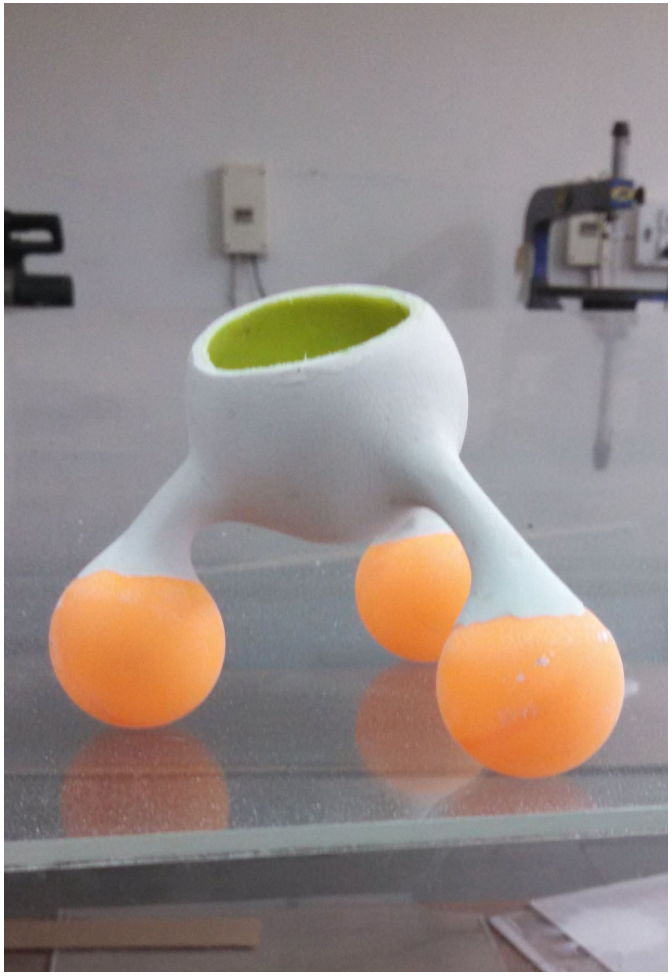
Some models in clay to understand the forms better.

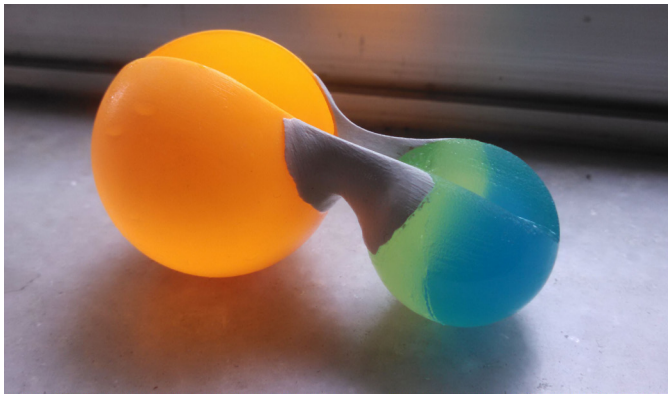


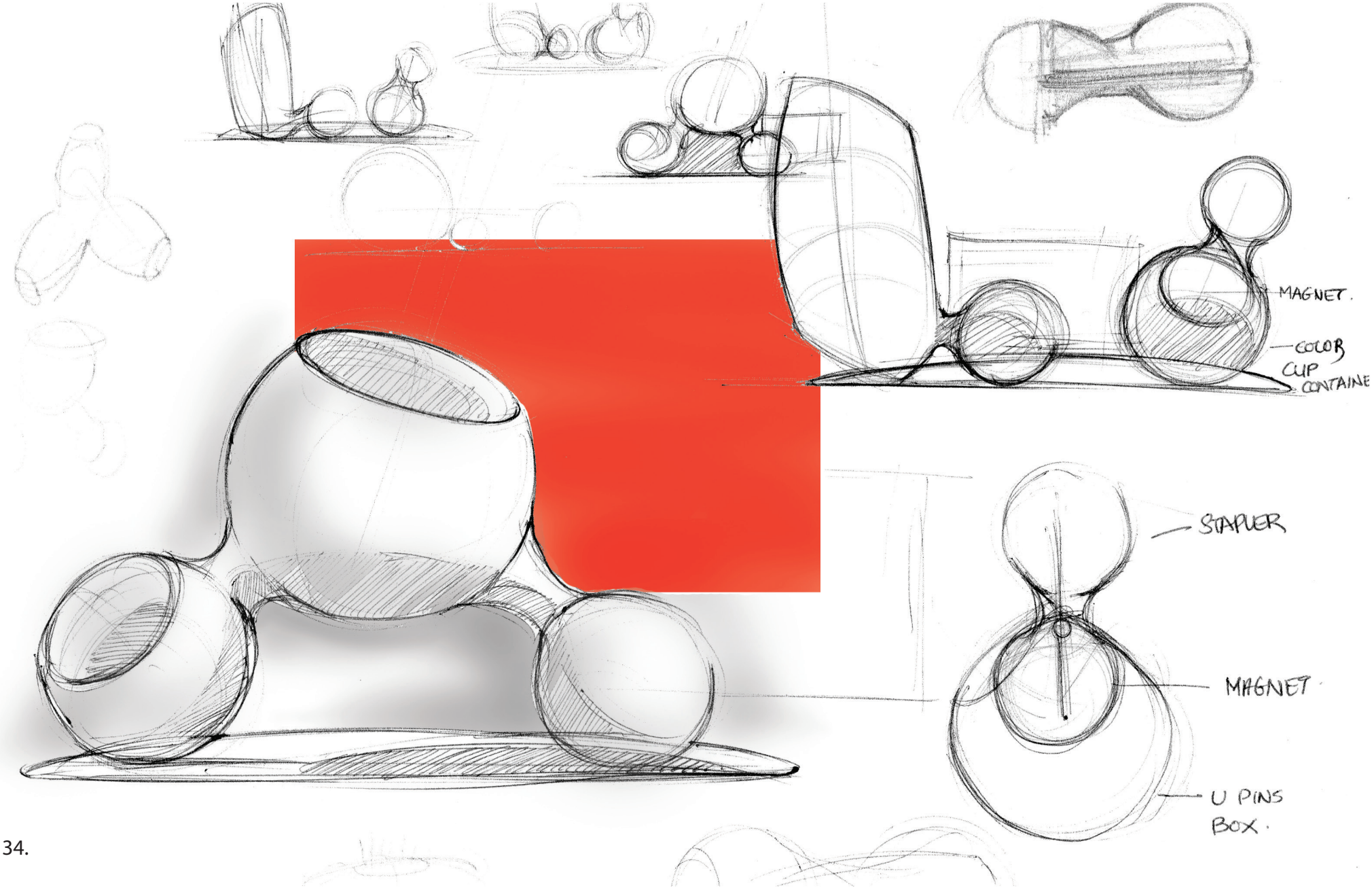


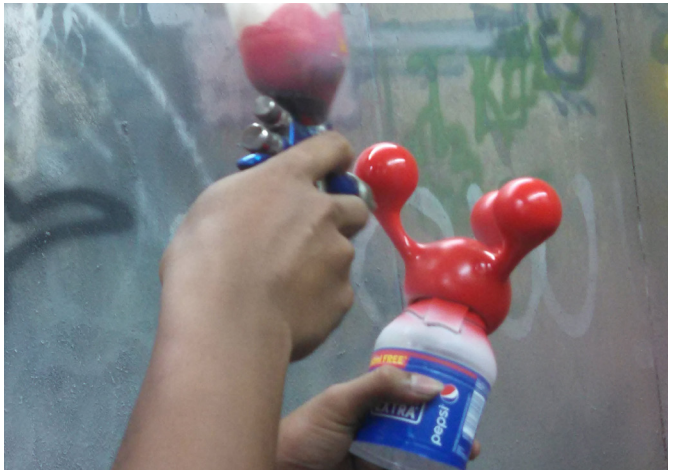









MAGNET.
COLOR
CUP
CONTAINE
STAPLER
MAGNET
U PINS
BOX.



The final concepts selected. Two variations of the form were developed.
The overall dimensios are 150 x 150 x 120 mm

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