



A brainchild of Abhijit and Amrita Bansod, Studio ABD's portfolio includes consumer products, spaces and lifestyle products. It has won many national and international design awards.

Balancing Tales

While designing a product, you try to tell a story and not think of its functional aspect. That's given. But after you are done, if the product doesn't integrate utility, the design doesn't fulfill its job. Product design house Studio ABD balances these two factors and many more to come up with intelligent products that tell varied stories.



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A product is a living being. Design solves. Design also tells stories. Then there is a third dimension that puts life to it. One that is associated with products and makes characters out of them. This design balances utility and emotions, form and functionality. This 'real design' is different from the virtual or visual worlds of design. It makes for a touch-and-feel experience that not only communicates to the user but also interacts with it. This is how a product achieves longevity in mind. This is how a story also serves a utility →



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01 Titan Heritage Ajanta. Collection inspired by Indian heritage architecture.

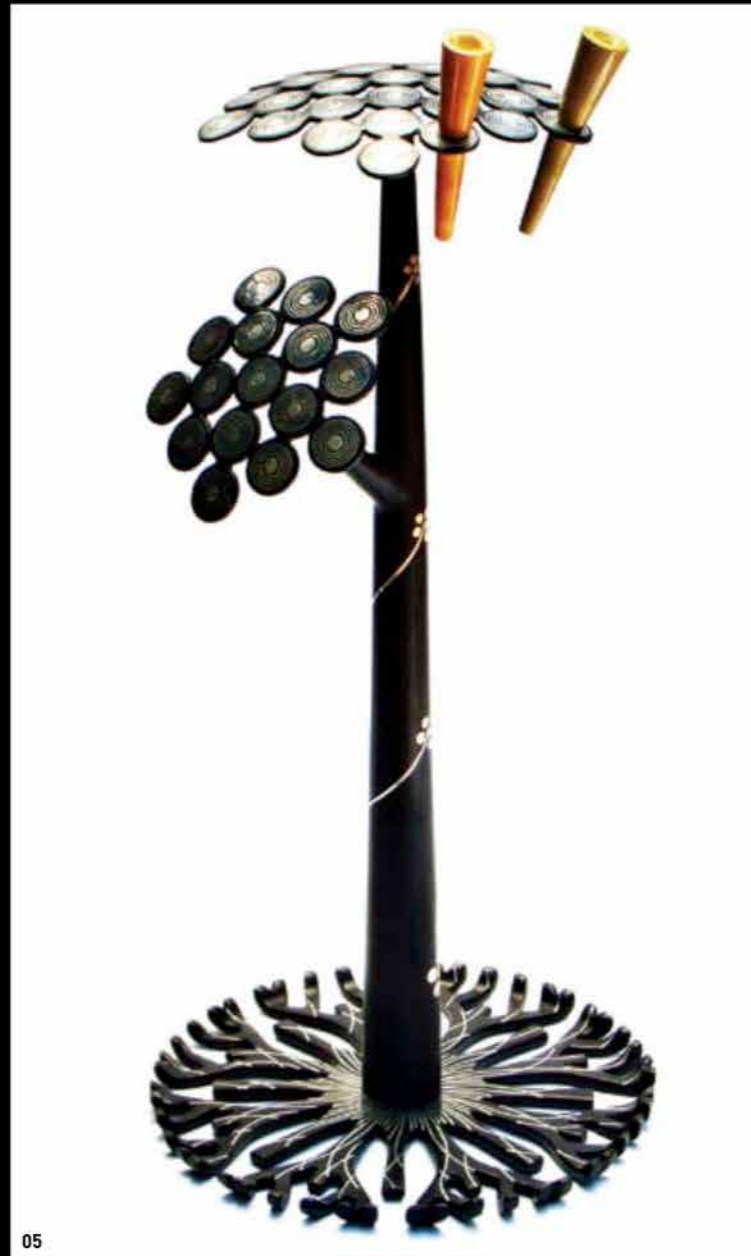
02 Titan Raga. Crystal Collection of watches.

03 Ram Diya. Inspired by royal fountain of Rambagh Palace, Jaipur.

04 BPL Studylite. Solar powered LED table lamp. Winner of Red Dot Design Award 2010.

A good product is good for everyone. Every creation starts with a dream and not really a strategic or business objective. If your dream is ambitious and right, everything else falls into place. For products, the dream should resonate with that of the end user. It should relate to their emotions, aspirations and create opportunities for interaction. If that's met, the product itself decides its material, technology and utility. Just like Nature, the greatest designer. It has the perfect balance of form and functionality, an integrated phenomenon of beauty and utility. And that's why and how it becomes part of every human story.

If you fall in love with it, you'll find a way to use it. Functional products have been there since time immemorial. That's taken for granted. Today, the challenge is not to create products that can come to your use. But creating those that can make you curious. Good products should touch the chord of the audience and reciprocate emotions.



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05 Mannat. A wish tree. Crafted in Bidri silver inlay craft.

06 Nebula Maharani Watch. Graceful and exquisitely feminine proportions are delicately fashioned

in layers of 18K white, pink and yellow gold.

07 Chai Pani. Money Bank symbolizing fight against corruption.

08 Monster. A paper weight.

09 Titan Raga. Crystal Collection of luxury watches.

10 Mubhi Tree. Create your own Bodhi tree on your wall with Mubhi Tree shadow.

It must create possibilities for everyone. Once that is done, users themselves find out the utility engraved in every product.

Designers democratize art. All of us would like to own a piece of beauty. But art is elusive. That's where designers come in with their bagful of stories. A product designer should not create just functional products. That's the job of an engineer. Designers should connect emotionally to the audience. It should create a character out of every product. The catch is to find this balance between utility and storytelling. So that every product becomes a beautiful piece that everyone can own.

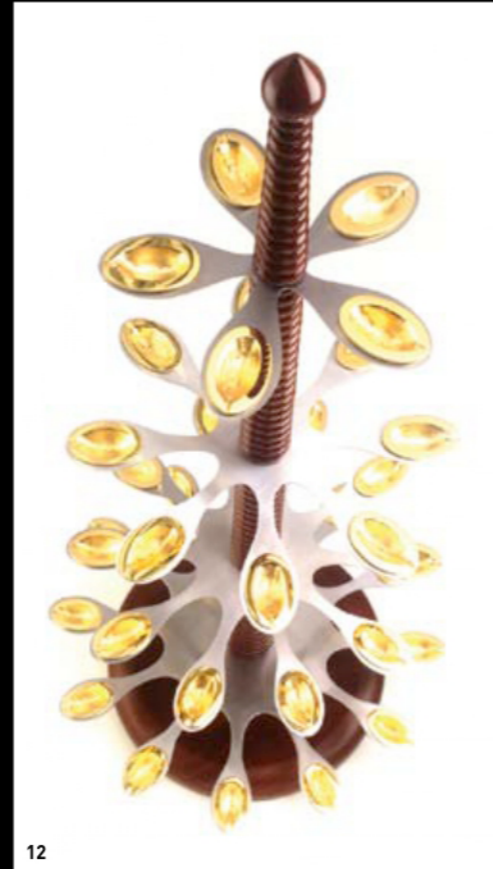
Indianism is yet unexplored. It's quite obvious if our creations resemble Indian ways of life. We're Indian after all. But are we really pushing it to create something new. Cutting and pasting faces of gods and goddesses do not make the best use of our heritage and inspirations. Rather, we should question everything around us and interpret them through a sophisticated Indian story →

11 **Bird Feeder.**
Bring back sparrows to cities.



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12 **Mubhi Deepastambha.**
Contemporary interpretation of Kerala temple's Deepa Stambha.



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13 **Titan Heritage Taj.** Collection inspired by Indian heritage architecture.



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「The challenge is not to create functional products. But the ones that can make you curious. Good products should touch the chord of the audience and reciprocate emotions」



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14 **Nebula Maharaja Watch.** Inspired by the grand fountain at the legendary Polo Bar in the Rambagh Palace.

16 **Mubhi Angara.** Incense stick holder. Protects sanctity of Angara.

17 **Titan Black.** Technology watch collection.

Entrepreneurship is the way ahead. In the emerging Indian design movement, there is a big necessity for independent creative houses. While they are open platforms of ideas and expertise, they are also agents of change. All you need to do is to keep yourself grounded and communicate stories that engage your users. The rest will be taken care of ←

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The urban, global Indian is quite different from what we perceive him to be. What they are looking for is a middle way between the Indian way of life and contemporary sensibility. As designers, we ought to bring it to them.

Striking the balance is tricky. The three factors of trend, tradition and technology should have a right mix in every product. The proportion, although, is not formulated and can be quite tricky. Trend makes a product relevant and without it the creation merely becomes an industrial one. Tradition makes the product speak the local language and an absence of it hampers association. Technology provides the utility factor and without it a product ceases to be a product after all. How to control these three in a design is anybody's guess!

Virtual reality is changing habits. Not emotions. Agreed, online commerce is changing the way we buy things. Today, we are increasingly purchasing products without touching them. And that's based on our functional choice. But after that, in the entire life cycle of the product, we still want to interact with them. We still want to touch things, understand the texture and the warmth. This interaction is beyond functionality. Especially as Indians, we still want to touch things and build a long term association. Going ahead, designers may probably create apps first and then support it with products. And not the other way round.

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