

creature
village

Renu Riswadkar holds a degree in architecture along with a master's degree in branding and graphic design. After working in advertising for a couple of years, she became a self-employed graphic designer by kick-starting Creature Village with help from Gauri and Neha Bhandare.



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01 SLING THE JHOLA. The kooky owl takes over a couple of other products, like this cloth jhola bag.

02 TUCK THE WALLET. This cloth wallet design optimises available fabric by using smaller sections to create a homogenous whole.

03 BROOD OF OWLS. These warm and fuzzy family of stuffed cloth owls make for unique additions to any space.

04 SNUG THE SLEEVE. It can't get more personal than this soft, cushioned iPad sleeve with a top flap, padding and a hand stitched owl on the front.

05 DOODLES THE JOURNAL. This Kraft cover journal with 120gsm paper and a removable cloth cover makes for an ideal real-life blog.

06 GOLU THE BUNNY. An adorable stuffed bunny with beautiful hand-stitched detailing catches the eyes of both young and old.



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DEEP DESIGNS

They're not superficial and you can't just go by the face value. Creature Village creates designs that strike a special chord with the audience, reminding them of the value of things that are not easily seen or noticed. Whether they're your memories or the hard work of underprivileged women, Creature Village tells us what goes into the making of their unique products.

Find beauty in places where no one else does. It's all about getting inspiration from things people generally overlook. That's why recycled material has always enticed the imagination of designers. The thought of making great artworks using discarded materials is magic in itself. That's why, the wonder of creating something out of hand using something familiar, strikes a chord with the audience.

The audience goes for more than just the face value. As design becomes more and more intelligent, so are the people. Those with an understanding of design, know to not simply look at what looks beautiful but to own something because of the story behind it. Apart from using recycled material, the fact that designs are hand crafted by engaging and training hardworking, self-motivated women, adds to the value. In today's technological world, there are many who are attracted by such raw appeal. Many would remember their childhood collection of personalised toys and goodies their grandmothers and mothers would make them. Over the years we are losing access to the world of this sort of work – products that belong to you and only you. If one can tap into this space, it can prove lucrative and even more so, satisfying.

Remind people what they've forgotten. Many designs these days are modern, cutting-edge and contemporary. However, sometimes designing according to old times can be an advantage for they make people stop and wonder about childhood memories or the past. Often, these memories are special and automatically help bond with the consumer. Why wouldn't people buy or carry around something simple yet familiar, beautiful and unique that has embedded itself in a memory ←