

01 Tribal Story Lamp. Celebration of a tribal community in a forest, transferred into a piece of art. Dhokra casting in bell metal.

02 Ginkgo Platter. Hand shaped and chased platter made of brass. Inspired from ginkgo leaf.

03 Lotus Bowl. Hand crafted and chased brass bowl.

04 Forest Leaf Vases. Inspired from fallen forest leaves of different shades. A Dhokra casting in bell metal.

05 Fluted Flower Vase. Design and developed by HANCRAF for Design/3. A Thathera/ forging work.

06 Platter. Dhokra leaf engraved platter. Ideal for dining table or serving purpose. Produced in bell metal casting.



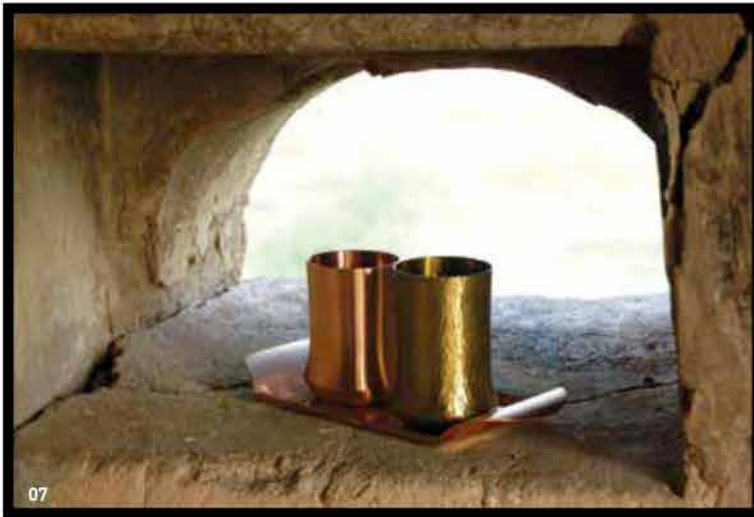
Blending Intentions

Design is the human ability to mould an environment to suit its material and spiritual needs. Design also needs to have an attachment that can create a lasting impact. Design/3 seeks to fulfill both while blending traditional art & craft and contemporary sensibilities.

A venture started by graduates from Indian Institute of Craft & Design, Design/3 works with traditional Indian craft, skills and materials. Through design intervention, these crafts get contemporized to find their way to modern lifestyle.

CG: How is Design/3 influencing the landscape of folk art and crafts?

D/3: Our ultimate endeavour is to keep alive the age old crafts and rich heritage of India. To do so, we have been collaborating with the traditional craftsmen across India. We design products that are compatible to their craft and complementary to urban tastes. In the process, evolving a blend of contemporary taste and traditional skills to bring in a unique lifestyle statement →



07 Glass with Tray. Inspired from traditional Indian utensils. Thathera Hammered work in copper and brass.

08 Sunflower Bowl. Hand crafted and chased flower brass bowl.



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09 Traditional Coin Bowl. Bowl inspired from religious coins and their detailed embossing. Each coin is welded separately.



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11 From the Bird's Nest. Traditional Thathera craft with wood embellishment. Designed and developed by HANCRAF for Design/3.

12 Soap Dish. A traditional tribal jewellery represented in Dhokra casting in bell metal.

CG: How do you contemporise your designs to suit the urban sensibilities and tastes?

D/3: We are in an era of repetition. Be it in fashion, movies or lifestyle, people are going back to traditional norms. Now is the time to bring the treasures of traditional crafts to the forefront. All it needs is a twist to meet the demands of the current market. Understanding the functional demands of a modern consumer and complementing it with aesthetic flavour of the traditional lets one blend old and the new.

CG: What is the method of co-creation with the traditional craftsmen that you follow?

D/3: All our designs are conceptualised keeping in mind the skills of traditional artisans. The initial sketches are shared with artisans and their feedback is incorporated in the design. Thereafter, we bring in our experience and equipments during the production stage. Apart from this, we also help the artisan channelize their stock to the right market in the right way ←