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bambood

Established in 2012, Bambood is a team of like-minded industrial designers motivated by the versatility of bamboo. They design lifestyle products with the objective of turning bamboo into the next design statement.

Bamboo Culture

Bambood, the product design house, discusses the material, method and madness behind the creation of a distinctive lifestyle.

Bamboo enables as well as restricts.
As a material, bamboo enables a designer to create diverse designs, solve numerous problems and allot numerous properties to the product. Yet, it also stops one from going over the top with design ideas. The modern bamboo is available in many forms, from stock to fibers to textile. However, in product design, bamboo is still considered to a handmade, crafted product. This notion has to be changed and it can only be done by bridging the gap between manufacturing, design of lifestyle products and crafts.



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The material drives the idea.

Ideas such as sustainability, minimalism, and functionality are already pre-built into each bamboo stock. The role of the designer is to translate these properties into designs. Attributes of the material need to be at the back of the mind right from the scribbling stage. Keeping the idea minimal and simple helps impart confidence in the craftsmen that a component can be manufactured multiple times, with accuracy and consistency.

Says less, works more.

While working with bamboo, simplicity creates the required elegance for proper product semantics and it takes away all that is obstructive. The utility of the product has to take the centre stage, because that's what we want to emphasize on. This fits perfectly to the design philosophy that believes in designs that form a strong emotional connection with the user and fulfil a certain need of his. Bamboo works for creating that emotional connection and the unobtrusive utility of the product fulfils this basic requirement.

If it doesn't solve, it isn't beautiful.

One advantage is that the use of natural bamboo inadvertently adds to the aesthetics of the product. Thus one can put the spotlight on the utility of the product. However, after imparting the necessary aesthetics, it all comes down to the details. A product is truly beautiful only when it works as good as the way it looks. Thus, the objective should be to achieve a good functionality and utility first and then try to impart an equally good aesthetic appeal to it.

Passion combined with knowledge can create magic.

The product penetration of bamboo products is mostly among niche groups because of the cost and supply constraints. These constraints, in turn, arise because of the craft-based manufacturing structure of bamboo products. Thus, there are two spheres where a difference can be brought upon. One is of course by giving great products to the consumer. Another is by uplifting the knowledge base of the bamboo craftsmen. To bring bamboo to the mainstream product design field, the craftsmen have to evolve into a knowledge-based workforce. Therefore, it's not just the emotional attachment with bamboo, but also the knowledge about the future of this material that will influence the landscape ←

01 LUMED-BOBBLE LAMP. LED based table lamp.

02 LUMED – ORCHARD LAMP. Table lamp that has been designed to be a work light as well as a room light.

03 CHRONOED CRYSTAL WRIST WATCH. Made using natural bamboo with embedded crystals and an enamel coating.

04 LUMED – 360. Multipurpose LED light with touch based 4 levels of intensity control.