

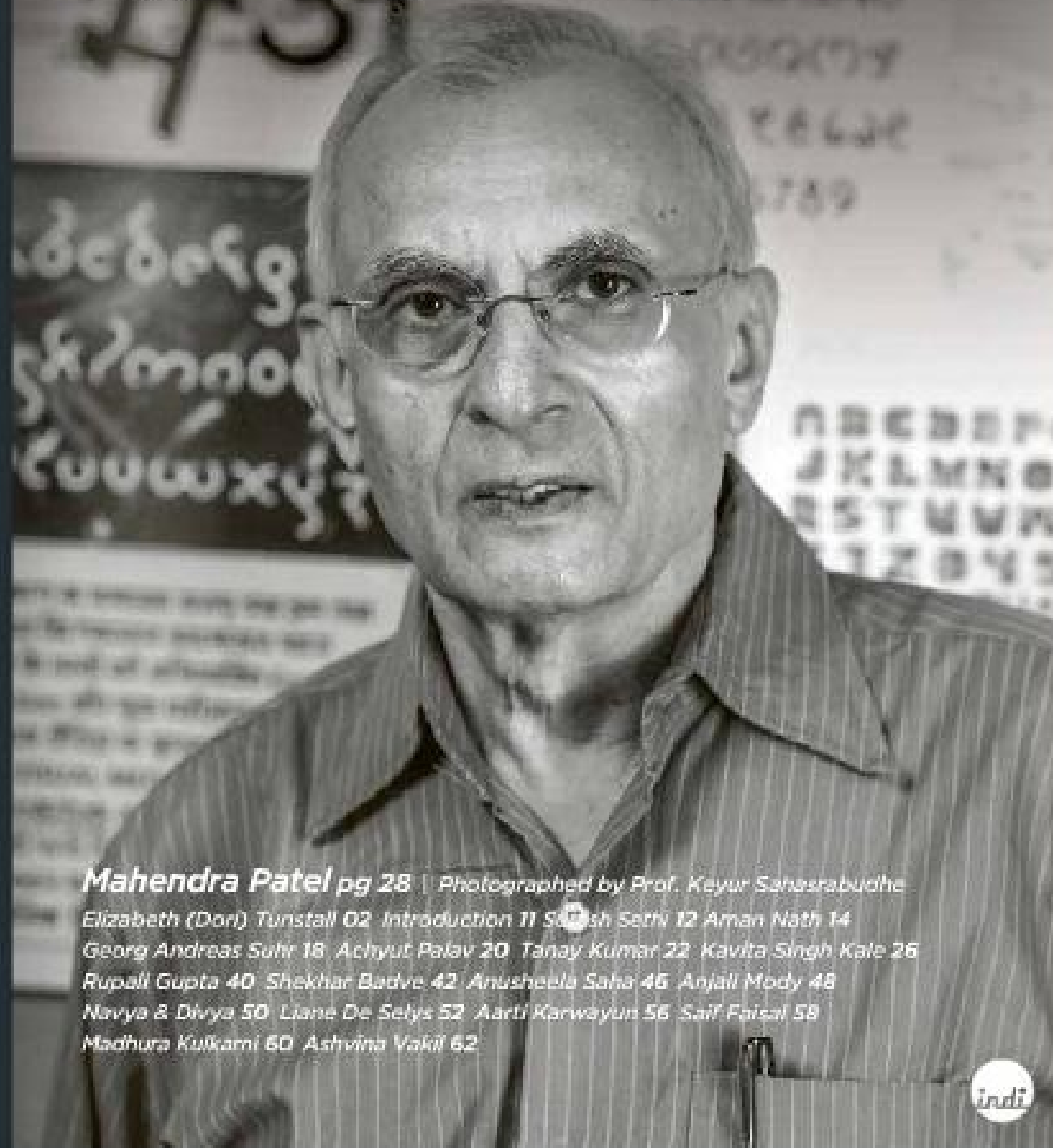
DESIGNINDIA

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Mahendra Patel pg 28 | Photographed by Prof. Keyur Sahasrabudhe

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Saif Faisal

Saif Faisal Design Workshop, Bangalore



♻️ Refillable Soda Bottle (Goti Soda)

This almost has a cult status in many cultures. The ingenious 'codd-neck' or 'goti soda', as it is popularly known to us, is

among the most frugal mass consumer product packaging I've ever come across. This bottle with a marble in its neck uses the carbonation in the beverage itself to seal it. It doesn't even waste a cap every time someone uses it, and can be refilled as long as it exists. The marble moving in the neck makes the experience of drinking out of it all the more enjoyable. I think it's the only drink in the world which can be pleasantly experienced with the ears too. The best part of it has to be the trouble it gives a playful child trying to retrieve the marble. This crude looking glass bottle is appreciable at many levels - cultural, social, ecological, economical and emotional.

♻️ Sewing Needle

This prehistoric tool, used to put together two animal hides, is still as important as it was to the caveman; it's been used by humans from as far back as 60,000 BC. No matter what the progress in sewing technology, it is still a needle of some sort that carries out the end job even in a state-of-the-art sewing machine. Now made with sophisticated alloys, it has come a long way from being made of bones and ivory. This simple tool exemplifies the necessity and purity of a useful design.

🏠 Raintree

It's a colonial bungalow from the last century in Vasanthnagar, Bangalore. This is in no way an iconic or extremely impressive building; it's the part it plays in the larger context that is striking. It is being used as a boutique for some fashion label and has a French patisserie in the rear part. You drive up to it through a narrow alley and suddenly enter the compound. This former private home sits in a corner of a large open space in a densely populated city. It brings a little tradition to the otherwise fairly new city with not many historical references. What makes it one of my favorite buildings is the impact it has on the urban landscape.

The experience of sitting at a table under the trees, enjoying those delicious pastries, is just amazing! It makes you forget you are in an urban area.

🏠 Fire Station on Sarjapur Road, Bangalore

Completed in 2010, this fire station sets the standard for government buildings, which are usually lifeless and thoughtless; in that sense I feel it's one of the landmark buildings in Bangalore. The profession of a firefighter is one of the most challenging and honorable; sadly in our country it barely gets the attention and respect it demands. This relatively unusual fire station, equipped with a state-of-the-art gym and dormitory, provides a deserving ambience for the people involved in the profession. It's designed by D+A Architects and built by CREDAI. The design harks back to the principles of great Italian master Gio Ponti; concrete columns making way for five bays that follow the variation of the forces by being tapered towards the top, glazed diamond cutouts on the roof, and the blue and white color. All



these details make for a very dynamic form. I hope this inspires the future PWD building practices in India.

♥️ Recyclable

Wise cultures through the ages have always recognized the moral, economical and ecological values of recycling and practiced it in some form or the other. Everyone today is pretty much aware of the impact of our acts on this planet. Recycling is not a choice anymore; the simple green symbol is very much synonymous with the health of Earth, and the existence of species on it. I strongly feel everything we produce in this third industrial revolution should be in some way recyclable or reusable, with some digital signature for every

element produced. We often get carried away with the terms 'development' and 'growth' - we must weigh our moral and ethical obligations against our lust to senselessly bloat.

♥️ Puma Shoes

This is purely a case of brand identity integrated into the design of a product - one of the best I've come across in this segment! No, I'm not talking about the leaping cat - I'm talking about those three dynamic stripes on the outer sides of the shoes, which make the footwear distinctly recognized from a distance. It's all the more fitting for a brand closely associated with motorsports to have that kind of visual dynamism.

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COVER STORY



(Top) Type Design Project in Tolong Script by Aman Xara, IDC, 2011
(Bottom) Type Design Project by Ishwari, SID, 2013



computer sophistication, which is used to design products accidentally or ignorantly. I find this quite disturbing.

How has the Indian design industry changed over the years?

MP: There is more awareness but not enough urgency to invest energy and funds in research and development work in design. But, at least design and industrial communities are now talking about it and there are some emerging forums that address these issues.

What would you advise young creative minds?

MP: Designers should educate, contribute to and serve society at large. Design must have a sense of responsibility and accountability. Students should be open to explore and experiment. They should be more aware of the economic, social and environmental contexts of the country.

What mantra do you live by?

MP: Follow the rules or break/make them with responsibility and accountability!

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Congratulations on the 50th issue! It's been a pleasure seeing POOL magazine come such a long way. Kudos to you all at INDI Design and to Sudhir Sharma for contributing to the contemporary Indian design scene. What I personally like about POOL is that it still stays strong and true to its early essence. All through the years it has given a platform for young and established talent in the nation to express themselves; this has be the most unique quality of POOL. Keep going!

In future I would like POOL to take the good work to the next level by establishing a design exhibition with talks and lectures, and maybe even an Award. One thing I would like to point out is that POOL is only popular among the design community - it would be great if it could reach the general population which so needs design culture.

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