

charuta **bhatt**
DESIGN PORTFOLIO

Lifestyle Accessory Design

National Institute of Design
a h e m a d a b a d

personal accessory

design for nachiket barve

inspiration

explorations

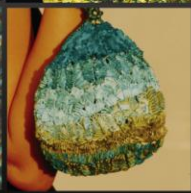
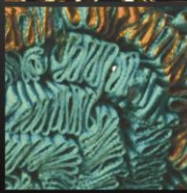
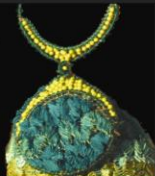


Through this project we had to study and understand a designer's design language. We were to observe and generate inferences out of the ideology that the designer follows. The challenge was to understand the consumer and their expectation from the designer, who in my case was Nachiket Barve. We had to strike a balance between the principle of the designer and development of his signature style.



personalaccessory

design for nachiket barve



"BACHAT" mentality of Indian youth.

savings

concept automotive for indian youth

persona building



2030
youth of India

kavind
22 years

head of field team in ECBI

(environment control bureau of investigation)
wishes to upgrade his renault LEG-O with two
seater comfort and wind panels.



visec
viser spec



Mobile phone
Ear phone
Display screen
Navigator
TV/news/radio/watch
Camera/ multi recorder
Games
Motion sensor on finger
tip to control device



the drift of 'bachat' from past to future

Indian youth is losing the value for money
Want more from less, cheap and best
Less risk taking
Unaware about investment/ saving policies
Short term saving for short term aspirations
Spends small, spends all

2030

Concept explorations



Renault LEG-O

Renault LEG-O

the second wheel



two LEG-Os
can also be combined
to save battery on long runs



better seats



extra storage space



windshield & roof

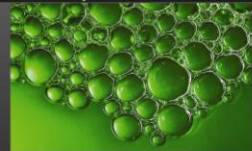


spaceaccessory

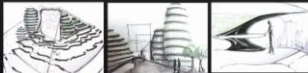
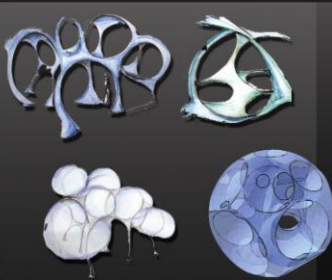
creating **multipurpose** sitting

inspiration

explorations

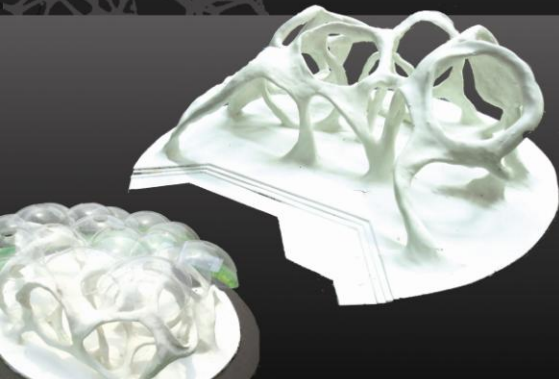


The project is placed in the year 2030 where indian youth is the center of our focus. The sitting thus made is for a community center where within a space bubble, number of activities are carried out.



space product

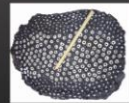
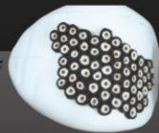
spaceaccessory
creating multipurpose sitting



textile and the 3rd dimension

exploring **felting** technique

explorations



This project focused on developing our hand skills and understanding a particular technique of textile. We tried to comprehend the property of material that we undertook to such an extent that we were able to alter it according to our requirement in designs.

textile and the **3rd dimension**
exploring **felting** technique

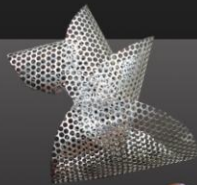


jewellery^{with} purpose

convertible **and** containable

i n s p i r a t i o n

e x p l o r a t i o n s



The project intent was to make us look beyond the traditional jewellery design and understand what values it holds in our lifestyle. We learnt how to identify need and add value to a particular product by understanding the changing context and people's mindset. I also incorporated use of newer materials in our designs..

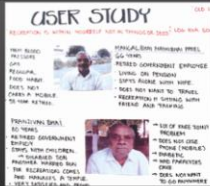
jewellery with **purpose** convertible and containable



design for elderly

emergency device service

inspiration



explorations



one-touch emergency device system for elderly

This project made our understanding of design sensitive to especially enabled people. Our study was based on participatory research and user study of the elderly. We tried to understand the difficulties that build up due to aging for a person through consumer mapping and user study. We identify their disabilities and generated inferences to solve a problem, linking it to our design concepts.

craftproject

exploring **craft** technique

i n s p i r a t i o n

e x p l o r a t i o n s



We did an ethnographic research of the craft of Khamir Kutch and tried to understand the system in which a particular craft sustains itself. We took help of Ethnographic research and developed mind maps of the clients to bridge the gap in between. I concentrated more on how a particular craftsman would benefit most utilizing his skills.

craftproject

exploring **craft** technique

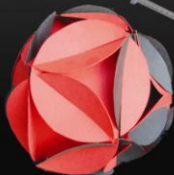
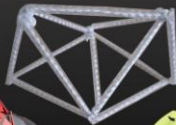
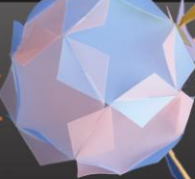


material**exploration**

exploring **linking** technique

i n s p i r a t i o n

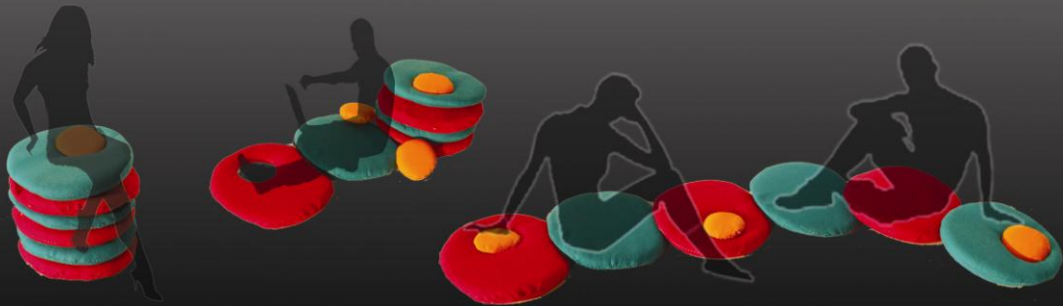
e x p l o r a t i o n s



Exploring the technique of linking and creating three dimensional surfaces out of it. Trying out new material with a similar technique was the intent of the project. There was a design perspective to the exercise where we had to create a utility product out of the technique chosen. I created a multifunctional seating where i used the technique of linking to have desired position change.

material**exploration**

exploring **linking** technique



creative**methods**

exploring an **intimate** material

i n s p i r a t i o n

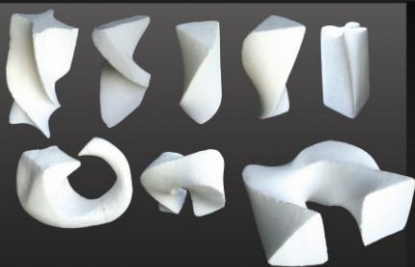


Understanding the intangible in a design was the focus of this elective. It was an exercise to transform emotions into concepts creating intimate design. We understood that design was much more than a physical form and to make a product acceptable the design should cater to intangible aspects of life.

form exploration

tangible and intangible aspect

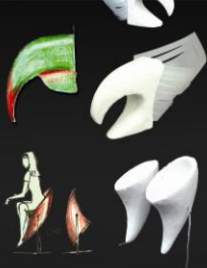
i n s p i r a t i o n



Exploring different form and transition in a surface or a 3d object. Intergration of two or three forms and giving a value to the form was the intent of the course.



Taking form inspiration from the nature and creating a utility project which depicts its visual language and essence of the object chosen. I choose a thorn and played with its character of 'defence' in the seating product.



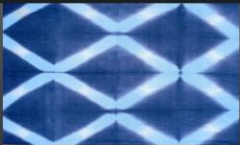
Analyzing a given object, in my case which was an ice cream spoon, and understanding it well to alter any change in it, resulting in a desired purpose.



material exploration

developing surfaces and textures

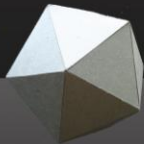
explorations





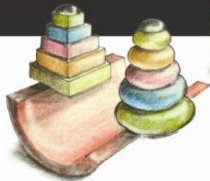
material exploration

developing forms



representation techniques

exploring **different** mediums



THANKYOU

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