

**Inventive Invectives**

Bosedkdesigns packages colloquial humour with class. Set up a little under three years ago over a drunken whim, this has been one sweet hangover. The brainchild of Jiten Thukral, 28, group creative director-North of RMG David, and Sumir Tagra, 25, graphic designer consultant, Bosedkdesigns heralds a new breed of renaissance junkies. Attempting to engage the viewer in a visual dialogue, its art is spread over a vast canvas of postcards, paintings and T-shirts. "It's a social experiment where we collaborate with other people to create or embellish an image," says Tagra. Often personal sentiments are reflected; like the "F\*\*\* Cricket" T-shirt.

Many of the designs have an illusory appeal to them with underlying moods of people, places, faces and moments. In spite of using local flavour, the studio's designs exude a style that is decidedly western. From radical pop to subterranean forays into the human psyche, Bosedkdesigns is a refreshing addition to the Indian design scene.

The range of T-shirts with desi swear words concealed wisely in Hinglish puns and packed in glass jars are priced at Rs 1,500 a piece. While retailing in India is not a priority, Bosedk is planning on selling abroad. "We just tied up with Singapore-based Design Asylum store to retail our tees," says Thukral on the phone from there. You can also buy the T-shirts online at [www.bosedkdesigns.com](http://www.bosedkdesigns.com).

Says ad filmmaker Praseon Pandey: "These guys are offbeat, fascinating and wildly innovative. I know Sumir is mad and that's great for a designer." Next on the cards is a line of corrugated furniture and maybe even a brand of drinks, like seasoned vodka. "Why should we restrict our art to graphics?" asks Tagra. Why indeed?

**Quirk Central**

Happily Unmarried (HU) started life as a "relocation service provider to young professionals", which means it helped you if you were single in the city and didn't

Poetic justice Membrane's Mehra and Kaushik (right) merge light and dark elements for a visual rollercoaster experience



know anything about finding a house, getting furniture or locating your nearest kabadi-wallah. This venture didn't pan out as expected, however, given the disorganised nature of the business. So, gradually, the company moved into product design and retail. "We started with a miniature version of a dhobi's press (the model P)," says co-founder Rajat Tuli. "At present we have more than 27 products with 15 more in the pipeline. We retail at Nextt and Tarini in Delhi and the Centre for Art in Mumbai."

It's hard to pick a favourite when you have to choose between Indian-style toilet ashtrays (a.k.a Sandaas), push pins that look like free-falling sky divers and the 'meg peasurer' (pardon the dyslexia)—a barrel-shaped peg measure. "We carefully select high-end design items, the kind that would appeal to the Page 3 crowd, and then we don't make them," grins co-founder Rahul Anand.

HU's commercial work has been well received. National Geographic picked up its 'Nariyal'—a coconut with a zipper—as Holi giveaways and Britannia commissioned the quartet for the former's Goli Cricket campaign. The concept involved printing sketches (by R.K. Laxman) of Indian cricket team members on 40 million white glass marbles.

Says graphic designer Anoop Sharma who is responsible for product packaging: "You need to be quirky to like our work. There is no highbrow design *gyaan* in anything we make." Product designer Mukul Goel, who is responsible for most of Happily Unmarried's zany output, agrees. "Our entire design philosophy is that it should be of use to you. We want people to smile and take

**Eccentri-city** The Happily Unmarried team's (left) humorous yet practical product range is perfect for everyday use

our packaging as seriously as our products." Right now Happily Unmarried retails out of an exclusive store in sunny Calangute, Goa with one more opening up in Shahpur Jat later this month. (Contact: [www.happilyunmarried.com](http://www.happilyunmarried.com)).