

Next time you are about to staple a bunch of papers and find the stapler has metamorphosed into a whale or a cello tape dispenser has transformed itself into a dolphin, don't dismiss them as wild imagination. You're not seeing things. These are the products of the new designing era. Artists are exploring new frontiers to enhance mundane utilities and make them more attractive. In the next couple of months, you will find the market flooded with redesigned products. Like a wooden CD rack about 4-5 feet high with beautiful yellow lights which can double up as a night lamp in your bedroom and can also be used to decorate office interiors. A brass cast and nickel-plated book holder with two human figures at either end supporting the books is ideal to liven up your study.

These unconventional goods are carving out their own space in the market. For the buyers, it should be love at first sight. That's what the designers want. But what's prompted this everyday expression of art in the

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first place? The answer comes from Mukul Goyal, an NID graduate who has his own range of home accessories including book holders, tissue holders, coasters, photo frames and a host of knick-knacks. "The first and the most important thing is that in an ever increasing competitive market, this is our bread and butter. We work for our sake. Besides, the corporate sector is playing a major role today. Hip executives demand new ideas. For instance, a client of mine wanted to project their zipper through a smart campaign. So I took a dry coconut shell, cut it into two halves nicely and joined them with a zipper. Now that can be used as a multi-purpose container. It became the best advertisement for the brand."

The touch of Goyal's creativity can transform a sundry item into an object



FRUIT PLATTER
Price Rs 1,926
Finished stainless steel on wooden platform
VIBHOR SOGANI



ID BOWL
Price Rs 3,590
This nickel-plated brass bowl with base of black Teflon can also double up as a showpiece. Serve in style.
MUKUL GOYAL

Art marries utility in a new range of Diwali gifts

of great desire. But utility is of primary concern. An item can be aesthetically appealing but should also be durable and efficient.

Another NID product, Vibhor Sogani, follows the same principle. "Whenever I design something, I think about each and every aspect — who is the client? What are his needs?" With the Samsung Cup 2004 and the Pepsi Cup 2005 (India-Pakistan Cricket series) in his kitty, Sogani is busy these days with his range of Deepawali gifts. He has designed many goods for the occasion like candle holders, platters or *thalis*, multi-purpose, unconventional containers and lights.

The most unlikely of combinations have shattered glass showcases and even entered our kitchen. A serving spoon in a mixture of black Teflon and the traditional tribal art form of Dokra is the best example. Cook it up in style!

