

A Mark Of Respect

HOW do you design a trophy? And that too one that has to convey a concept as nebulous as respect? Well, it took us several meetings, many sessions of brainstorming, hundreds of cups of coffee, frayed tempers, and some painful rejections before the trophy for *Businessworld's* Most Respected Companies finally took concrete shape. Adding to the challenge was the fact that we wanted the trophy to capture the history, passion and rigour behind *BW's* Most Respected Companies survey.

But ultimately, we feel the design of the three bronze figurines standing back-to-back and gazing outwards holding aloft a glass flame together conveys all that we wanted to say.

Everything — from the shape to the colour to the material — has been carefully thought

out to epitomise the corporate values. If the pyramid structure of the trophy represents a sense of achievement, then the materials used — bronze, steel and glass — have their own special relevance.

The glass flame signifies transparency, vision and ethical values. At the same time, it also demonstrates how fragile respect really is. After all, it takes a long while to earn respect but it can be destroyed in a matter of minutes.

The bronze figures holding aloft the glass flame together embody the teamwork that is essential for building any company. Together, they are upholding the values of a company. The strong steel base denotes a firm foundation — a prerequisite for any company that hopes to withstand the test of time.

The onerous task of designing this trophy fell on Delhi-based product designer Mukul Goyal, an alumnus of National Institute of Design, Ahmedabad, and Domus Academy, Milan. Goyal, who exports products to the US has ventured into trophy design for the first time. He believes that everyday objects that are an intrinsic part of our life can be beautifully designed. "Communicate simply and in a way that people can connect emotionally with a product the moment they see it," he says. We believe the trophy does that. ■



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Mukul Goyal with the trophy