

A very precise design brief given by the client ADIPA. The brief being designing of handmade tiles for wall Murals. ADIPA already have a few concepts in this category and wanted me to extend it.

The high boom in architecture and interior designing has left many prints on ones mind. One of them is the need of personalization. In today's world no matter what a person is dealing with, always has the curiosity of self involvement in it. Such individuals were the targeted audience for this project. The concept of involving a user in designing their own wall Murals is what is aimed after this project. To provide platform so that the user can choose their own tiles and create their own personal touch through these tiles was the basic concept behind it. This is achieved by first hand interaction with the targeted audience, actually working on such projects.

NID and ADIPA, creating balance between the process of both the institution and the client was a major challenge for me. But the understanding of both the institutions helped me to balance it. The project had many ups and downs but it always added to my learning's.

The project had many different stages like, understanding the style of ADIPA, research on Murals, user feedback, concept generation, form development, textures, prototyping etc. Production process, variation in existing range and glazes, still carrying forward the identity of ADIPA, aesthetics and sensibility towards the material were the main requirement of the design project.

Coming from a professional background like architecture, art was known to me but mathematics being my strong point, cultivating a design language close to art was a massive learning for me in this project. Having architecture as base it helped me a lot in the installation part of Mural, understanding the user mentality regarding the comparison of these handmade tiles with commercially produced tiles, etc.

User investigation was done for their hidden desire for customization and self involvement in their personal spaces. Understanding the trend and different concepts people follow at their residences, offices, personal spaces, etc. Analyzing and synthesis of the findings from the research helped in the concept generation and eventually finalizing the concept and working on it.

Two concepts were developed as part of six months diploma project. The basic concept being the stories related to human and the flora of nature. Pipal and Hibiscus are the two outcomes of this concept. ADIPA already have few concepts under this broader concept hence adding to it. The aim of the project was to design the modular tiles and not the actual Mural installations and to innovate the concept of Murals to modularity.



ADIPA is a ceramic design company which specializes in hand made ceramic tiles. These designer tiles can be used in Do It Yourself nameplates, wall hanging and murals. ADIPA is a provider of innovative products for home decoration, especially handmade ceramic tiles that are used for interiors and exteriors. The designer tiles business is a unique concept in the revolutionary world of home decoration. The word ADIPA means "of the earth." The ADIPA Tiles enables the client to explore their creativity and design their own unique patterns.

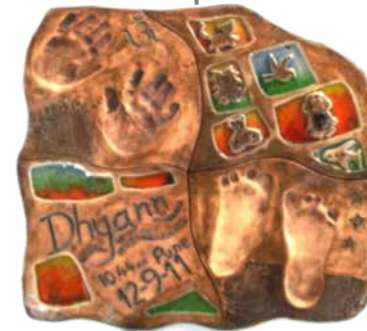
ADIPA Tile products are designed by combining ADIPA Ceramic Tiles along with wood and iron to give practical, functional and artistic gifts and products for the home and office. The tiles range from highly ornamental look to a very naturalistic representation, especially the flora and fauna. The use of contrast hues in glazes according to the individual products adds to the character of the products. There are a number of

products made from the ADIPA tiles that are suitable for the kitchens, bathrooms and dressing rooms, offices and desks, living rooms and courtyards.

ADIPA caters to major cities like Delhi, Mumbai, Bangalore, Chennai, Pune, Kolkata, Aurangabad, Ahmadabad, Lucknow, Indore, Hyderabad, Vapi, Jalandar, Vadodara, Chandigard, Faridabad, and many other cities. They are also planning to connect to few more in future. Through adipa.com, their online store, they cater to the international market. One of the recent store being opened in Dubai.

2.5 ADIPA PRODUCTS

Studio Pottery



Murals



Corporate Gifting



Tiles



Name Plates

Image Source : Adipa

The Process

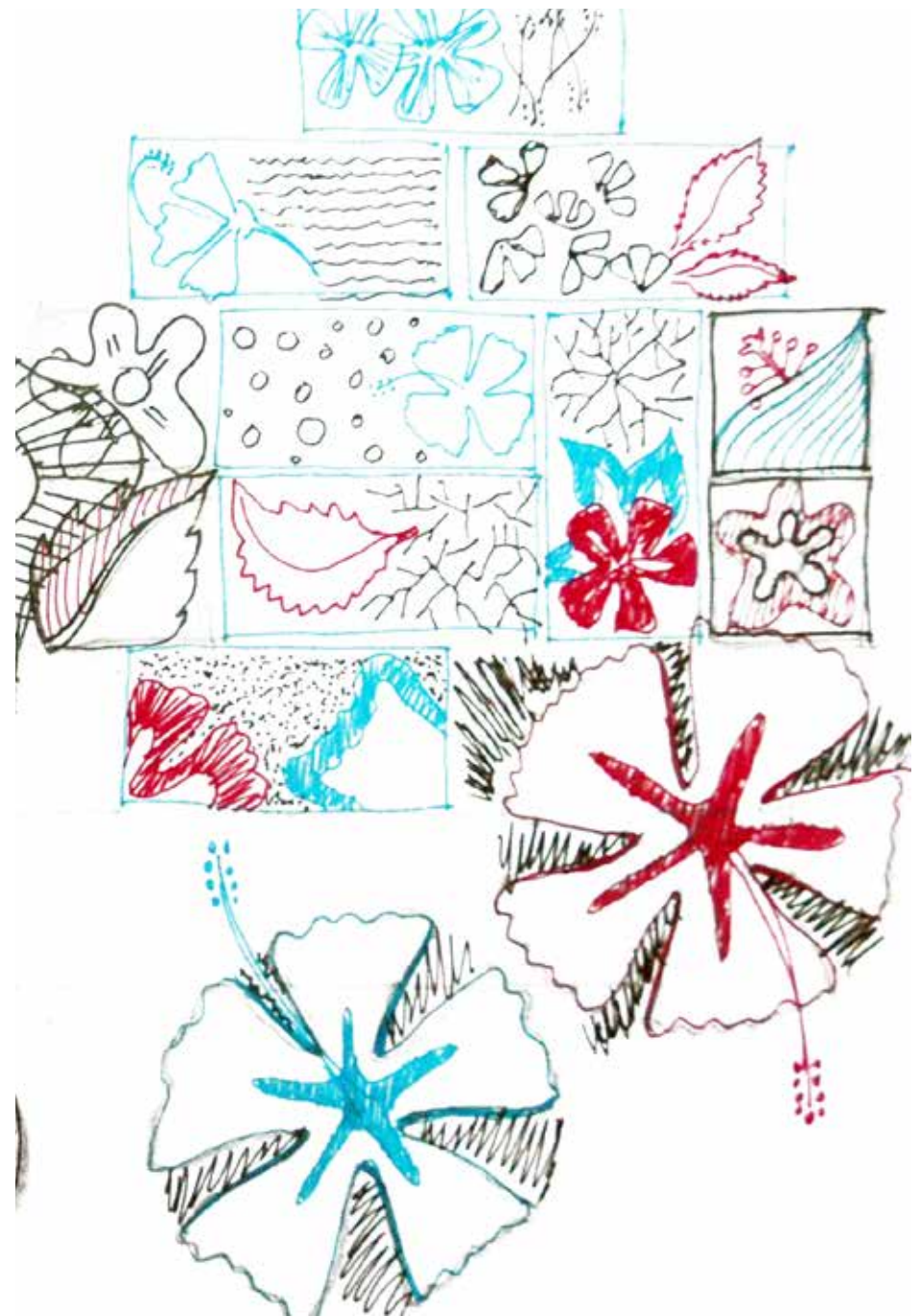
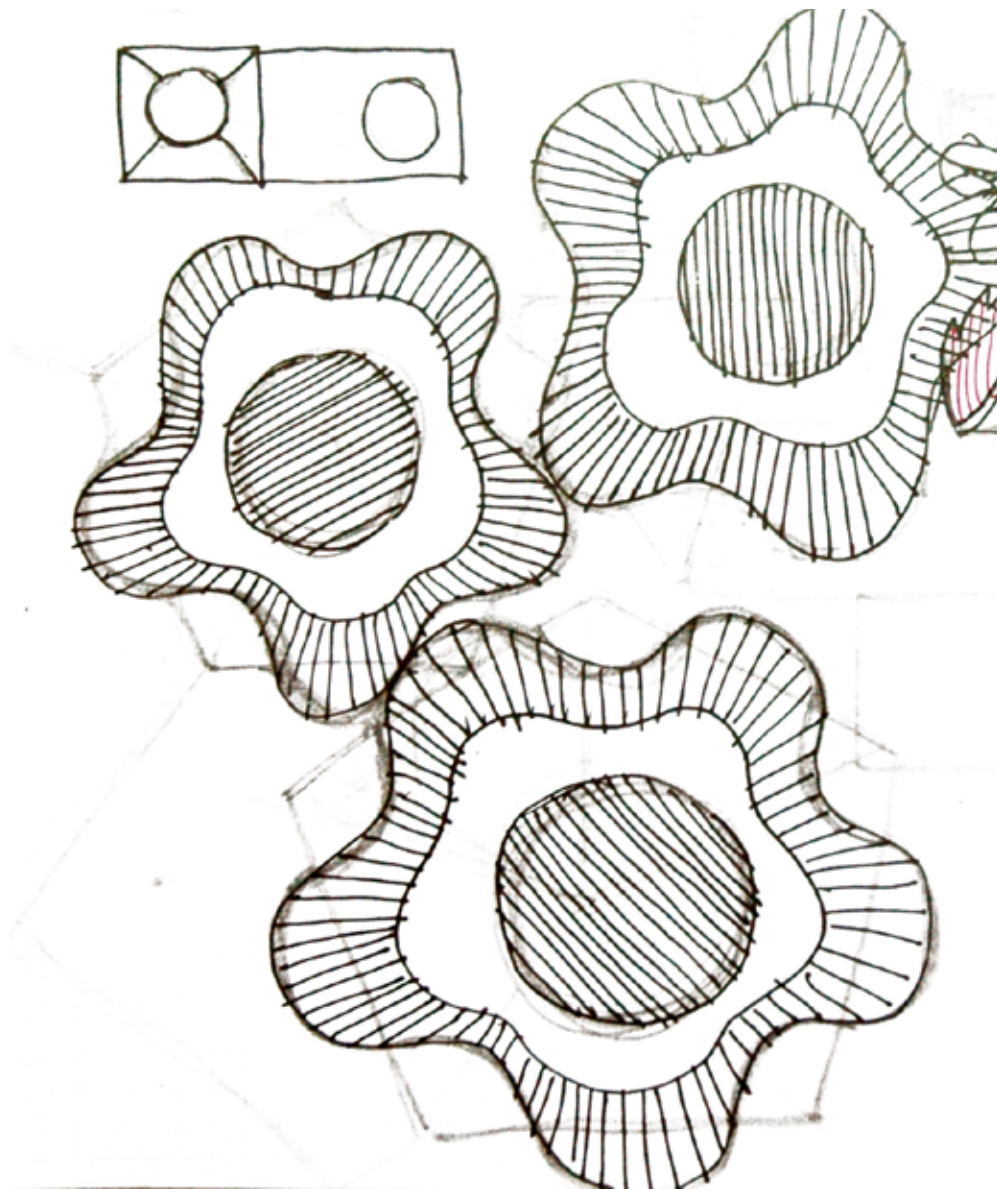
BOOKS AND WEB STUDY	ADIPA	USERS	OBSERVATIONS	INSIGHTS
STUDY RELATED TO INTERIORS, TRENDS, AESTHETICS, TEXTURES, COLOR, PREFERENCES, ETC.	ADIPA'S WORKING STYLE, THEIR USP, SWOT ANALYSIS, TARGETED MARKET, EXISTING PRODUCTS, NEW VENTURES, ETC.	AT DIFFERENT LEVELS – DIRECT USERS, ARCHITECTS, INTERIOR DESIGNERS, INFLUENCERS, ETC.	OBSERVATIONS BY INTERVIEWS, CHOOSING FROM SELECTED PHOTOGRAPHS, STORIES, DAILY ROUTINE, LIFESTYLE, ETC. CATEGORIZATION OF OBSERVATIONS	KEYWORDS, STORIES, RELATE TO – USER, PROFILING, TARGET AUDIENCE, ETC

Regarding interior and exterior spaces

- Materials that compliment each other are used as part of the surroundings. For example metal and glass, soft furnishings with wood,etc. Here emphasis is on a particular material.
- Repetition of certain elements to form the visual language in the surroundings. This repetition becomes the spine of the interiors.
- A try to bring “Nature” inside, like adding flowerpots, planting small bamboo trees, may be a “tulsi” plant or even artificial plantation. This is to add liveliness to the interiors.
- A new trend of adding handmade, Handcrafted, region specific craft or made to order objects, such as a painting from a painter, a sculpture from an artist, etc. to the surroundings. This is a way of personalizing your own surroundings which may or may not reflect your personality.
- Reflection of personal identities in their surrounding. May be a young girl like fairy tales and reflect it with the help of the things used daily.
- A voracious reader is surrounded by huge rack of books, A good cook surrounded by beautiful crockery to compliment her servings, etc.

Regarding Murals

- Murals should be movable so that, it can be replaced or shifted as and when required.
- Murals should be self explanatory or should have a story line which connects to the viewer.
- It should merge with the surroundings, subtle color, not over powering to the surroundings.
- For some, it should attract the viewer by its standing out character, may be bright color, etc. It should be the focal point of the surroundings as is the purpose of it.
- Murals should be an image of what the user aspire or look up-to. May be a holiday destination, a historical story, cultural background or even the natural surroundings missed in the concrete surroundings.



EXPLORATIONS FOR TESSELLATIONS



Final tiles after glaze firing.





The Final installation as proposed to the Client



A proposal highlighting the color scheme of the interiors.