

Perfect

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Showcasing the work of India's top
ten product designers

It has been a quiet revolution. So quiet that we've barely realised it. While the more flamboyant of the country's design fraternity—the couturiers—are constantly, and noisily, grabbing the spotlight, there's a small band of highly-talented product and accessory designers that's been working silently up the ladder of commercial and creative success. Sometimes quirky, oftentimes over the top, sometimes tweaking tradition—but always innovative and original—their creations find pride of place not only on the shelves of tony homes and lifestyle stores across the country but also at the best of international outlets. After all, good design knows no boundaries. For HOME's first anniversary, we invited ten of India's top designers to share their newest work and design aesthetics with us. Enjoy.



VIBHOR SOGANI

Another NID product designer, Sogani has been involved in a vast and varied nature of design assignments ranging from product and space design to lifestyle and interiors. Sogani, who has a studio in Delhi, has his own signature brand of lifestyle accessories which retails in India and abroad at select stores. His strength lies in using diversified materials like steel, wood, stone and cement to achieve unique effects and forms.

an interesting play of mirror-finished stainless steel juxtaposed with rich, coffee-coloured wood, this partition flows out in an easy, elegant manner, lending flexibility to applications. Part of Sogani's *Fluid* series, it is an attempt to provide a practical solution while adding a dramatic and sculptural element to a space.



SIMPLY DELHI



"These installations and fixtures have to have a lot of texture. It can be green or red finishes, and its reflective property attracts me," says Singh or Sagan. High curved steel bases and teardrop-shaped installations welcome you at his New Delhi studio, OED (Office of Design & Development). The space is also filled with artworks, while some stand tall for their varied scale, smooth and made of metal, others have been made as a combination of steel with other materials such as stone and wood.

The 42-year-old, an IIT (National Institute of Design's) graduate, has long worked in product, exhibition, interior and graphic design and has an established design studio with a team of architects, interior designers and accessory designers. Sagan's fight with steel started when he was designing buildings. He later diversified into interior and post-continuously into contemporary, urban art pieces. While his installations are usually meant for corporate offices and landscaping, his creations use his skills and joy. "The installations have a mirror finish and the circles are gold-plated. Besides using a normal lighting equipment, one can create dramatic effects with mood lighting. It is like Flat & Concrete 3D," he says.

Sagan is currently planning a 40-foot diameter fountain for the use in the airport that will have 70 globes suspended from a high structure. One of the art and steel installations that will come up this September in the vast area of green between the Towers at the AIIMS complex.

"The installations have a mirror finish and the circles are gold-plated. One can create dramatic effects with mood lighting. It then becomes art."

