

PLUS Five Kashmiris The World Should Know

# Business Today

for tomorrow

www.businesstoday.in

December 12, 2010 Rs 25

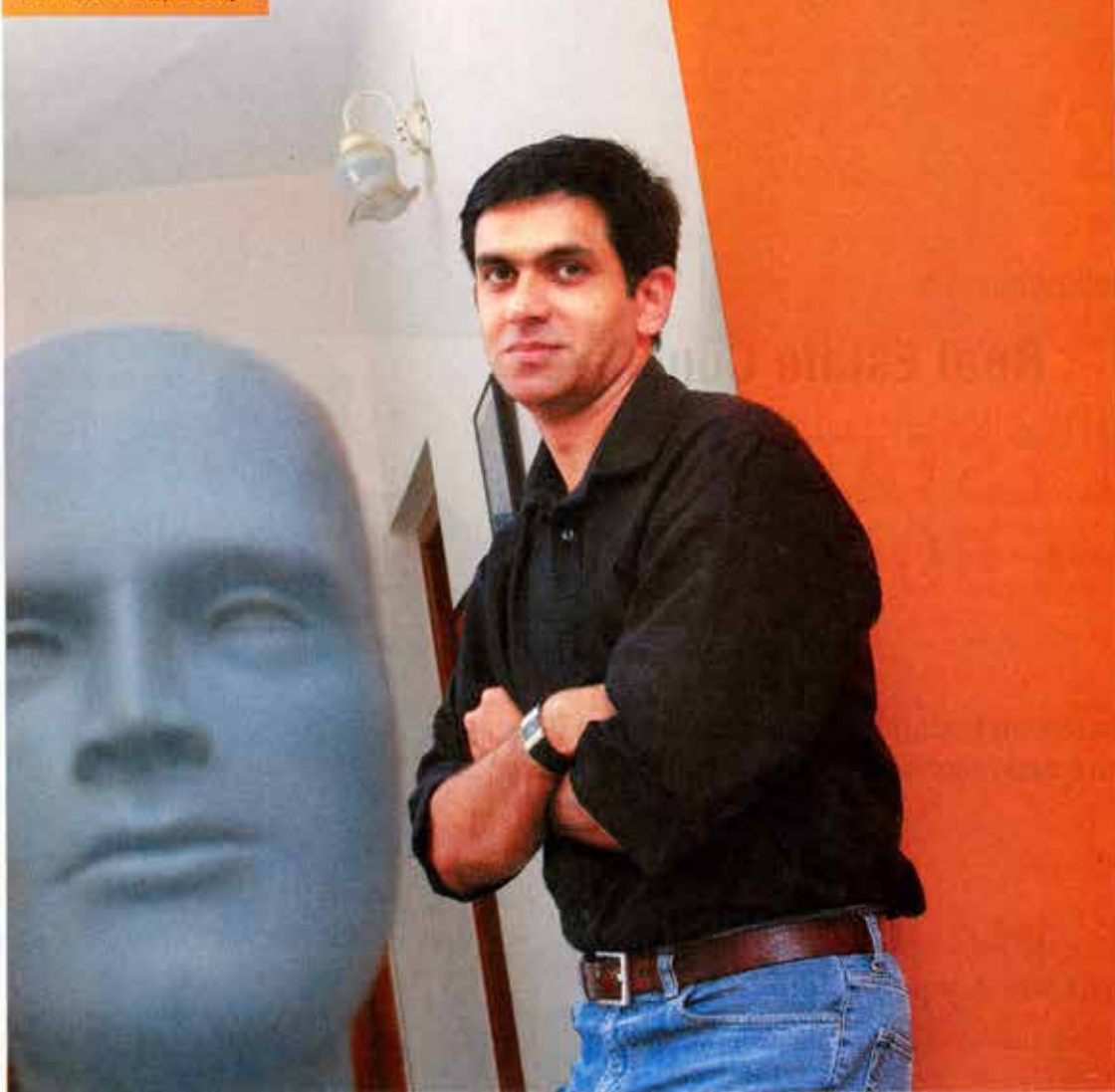
# GENERATION POWER

They are driving India's  
consumption



**Michael Foley**

Founder, Foley Designs



SAYU BHATTARAI

## Dedicated Designer

A National Institute of Design graduate, **MICHAEL FOLEY** used the power of design to make watch-maker Titan cool again. He designed, among other things, the Titan Edge, the world's thinnest watch of the time. Four years ago, though, Foley left the amniotic fluid of the corporate world and struck out on his own. Foley Designs, which he set up, has ITC, UB and Café Coffee Day among its clients. Next, Foley wants

to move beyond industrial design. "We've worked as design consultants for years, but there's much more to be done," he says. If the aim is to use basic design principles to solve problems, why not apply fluid flow analysis to help in traffic decongestion? While this work will be part of Foley Designs' plans, he has just set up another firm called **πV** for design innovations in packaging and consumer touch

points. Another firm, yet unnamed, will work on intelligent devices specifically for the Indian market. You can actually buy into some of Foley's work if you pick up the "Violet" Home-Theatre system from Bangalore's Snap Networks. He clearly believes in the power of design. His next challenge is to make ThinkPads available in colours other than black. ♦

RAHUL SACHITANAND