

RELIANCE: INFOCOMM PUZZLE

STAY AHEAD.
EVERY WEEK

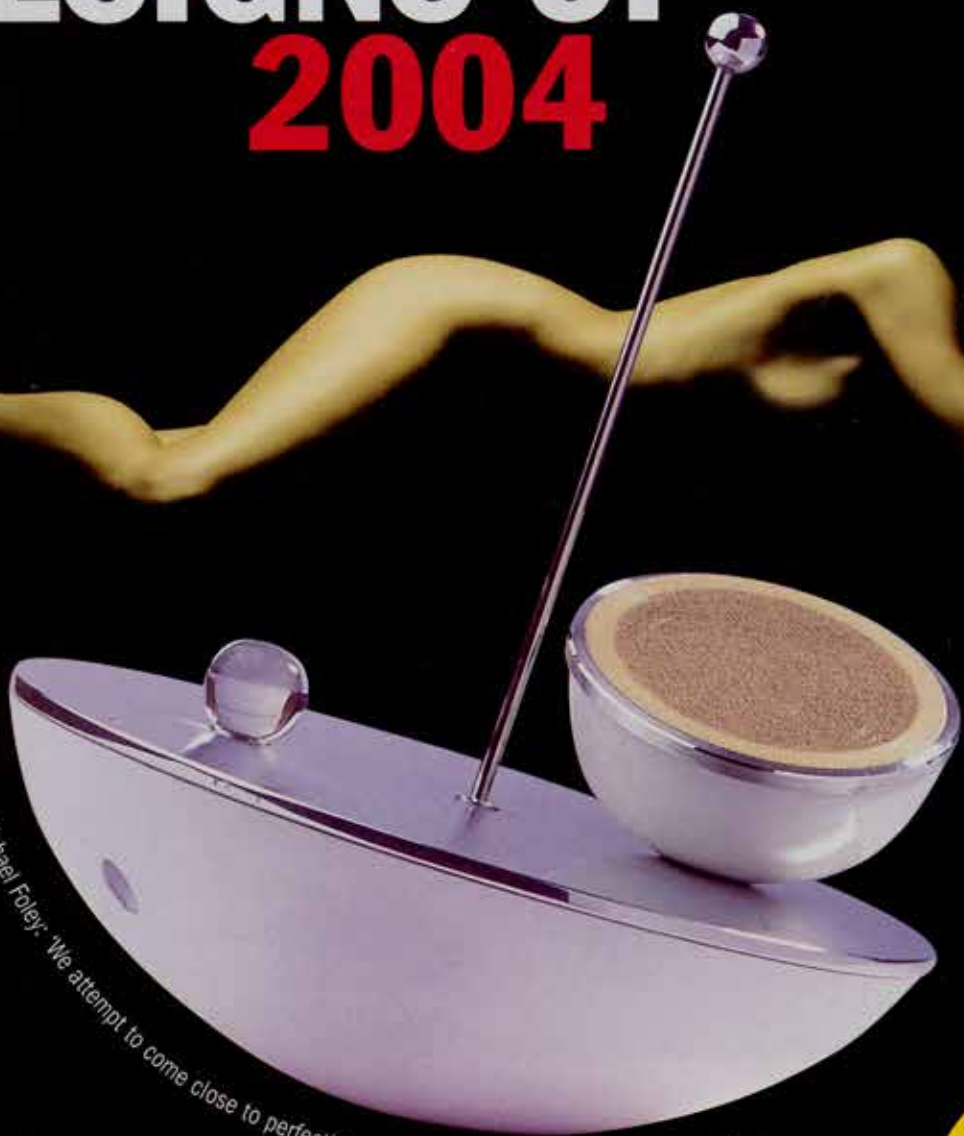
MANUFACTURING: HANDSETS

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THE HOTTEST DESIGNS OF 2004



The Rock, an FM radio by Michael Foley. 'We attempt to come close to perfection when we draw inspiration from nature.'



INDIA'S LARGEST SELLING
BUSINESS MAGAZINE

Driven by

Designer of the year

Michael Foley



THIRTY-FOUR year old Michael Victor Rodney Foley is an individualist. He refuses to study the work of other designers,

doesn't subscribe to design magazines, and hates being hemmed in by definitions. "Even subconsciously, I do not want to store an image of a product in my mind — somewhere or the other it will manifest itself," he says. The only concession he is willing to make is to Philippe Starck. As a student, he loved the French designer's work for its range and versatile interpretations of ordinary products. (Starck has designed everything from spectacles and boats to noodles, toothbrushes and mineral water bottles. He recently designed the optical mouse for Microsoft). Similarly, Foley's canvas is vast — it could be a fruit bowl one day, a lighting system the next; he has even designed a robotic arm.

Though Foley hates being labelled, design aficionado would aver that his signature style is minimalistic. Strip a product bare and build beauty around its core function. Foley also draws inspiration from nature. "We attempt to come close to perfection when we draw inspiration from nature," he says. A screen called 'Reed' and a table-top FM radio, Rock, epitomise his idea.

The winner of the *Businessworld*-

Designer at large Michael Foley. And glimpses of his lifestyle portfolio — a coat hanger, a silver flower vase, a spotlight for Café Coffee Day, and pieces from the Edge collection

Foley loves to work on products in every walk of life. His dream is to make design a part of everyone's life. By Gina S. Krishnan





Some are functional. Some are funky. All are high on innovation and creativity.

Presenting

the hottest designs of 2004



Sensationally slim

BEST ACCESSORY

(Lifestyle)

Edge New Generation — Watch

Michael Foley, Titan

IT'S slim beyond the edge of reason! Edge, the slimmest watch in the world, is now 40 per cent thinner than last year's entry. Now it is 3.5-mm with a 1.15-mm movement. The project was abandoned once but taken up again because the challenge would not be given up. The engineering took 18 months. The rubber straps and stainless steel dial give the watch an avant garde look.

Juryspeak: A truly world-class product.





Easy rider

BEST TRANSPORTATION

TVS Scooty Pep
TVS Motor

BILLED as TVS Scooty's successor, Scooty Pep is miles ahead of it in terms of design. The most significant improvement is at its heart — the 75-cc engine. The new and improved chassis — what TVS calls a 'double cradle' — protects the engine better, apart from reducing noise and vibration. Also, check out the body-coloured mirrors and rakish front-end styling (the grey V-shaped layer above the front wheel).

Juryspeak: The fine detailing and ergonomics make it a winner.



Tank top

BEST INDUSTRIAL DESIGN

Minimax — industrial boiler
Forbes Marshall

YOU may remember a boiler as an ugly thing that takes time to install. No more. Meet Minimax, the smallest boiler in India. The modular product comes with the fuel tank (300 l), water tank (1,800 l), accessories and piping all in a height of 450 cm. This 75 kg-per-hour powerhouse has a textured aluminium finish, cutting cost, and a fibre-glass control panel, shedding flab.

Juryspeak: A pure industrial product shows that by using design elements well it can become slick.

A theme in paisley

BEST ACCESSORY

(Jewellery)

Tanishq's Aamra collection

Pallavi Dudeja Foley

THE graceful motif that embellished Mughal courts is the inspiration behind this winning collection. It has 130 exquisite pieces ranging from earrings, amulet, anklets to necklaces. The designer has skilfully used diamonds, rubies, sapphires, pearls and glass enamel in paisley motifs to give an opulent look. The use of enamel and traditional rich Indian colours make the jewellery affordable, light and easy to make.

Juryspeak: The best combination of industrial design and traditional crafts. It has a distinct Indian identity and is sophisticated.

