

INDIA
TODAY

SIMPLY BANGALORE

A MONTHLY CITY MAGAZINE

DESIGN PACKAGE

DESIGN HOUSE IDIOM

JEWELLERY

Advertising

ART HOUSES

Furniture

DESIGN
DOMAINThe city plays home to the country's
most creative young talentMichael Foley
and his team at
Foley Design

cover story

include the world's slimmest watch, public lighting at Bal Bhawan, stoves for rural India, refined wireless equipment and 3D sculpture for a BPO.

Today Foley Designs goes much beyond product design. From strategic design, brand building, graphics, architecture and spaces, it handles it all, with clients ranging from the Himalaya Drug to the Ministry of Science and Technology. "We are scaling up gradually. Since the studio is just a year old, everything we are doing is work-in-progress. We take nearly eight months to a year to go through the innovation stage. So all our work will be ready for display only in a year's time," says Michael.

"Actually, it's not easy. When you have designed 10 ceiling fans, you really have to push the boundaries of design with the 11th," says the designer who was selected as a young achiever to meet British Prime Minister Tony Blair in 2002.

SUJATA Keshavan

WPP may have acquired a 51 per cent stake in Ray+Keshavan but 45-year-old Sujata Keshavan continues to be boss. And to adhere to the old philosophy: "to succeed, the end product must have a subliminal appeal; a 'magic' if you will that is beyond the tangible. A spirit that



Michael Foley (above); Sujata Keshavan of Ray+Keshavan (below)

is far greater than the sum of its parts." Ray+Keshavan was established in Delhi in 1989 and shifted to Bangalore in 1995. "Nearly 70 per cent of our clients are outside Bangalore but that doesn't matter; we are well connected and wired," says Yale grad Sujata, who's won every award that matters in the design world.

Which could explain why R+K's client list reads like a directory of Indian industry: Reliance, Tata, Titan, Wipro, Infosys, Dabur, Airtel. Now it's looking for challenges outside India. With the WPP connection, the super-talented Keshavan and her team seem designed to succeed.

■ by Nirmala Ravindran

