

INDIA
TODAY

JUNE 2012

HOME

ANNIVERSARY SPECIAL

STAR STRUCK

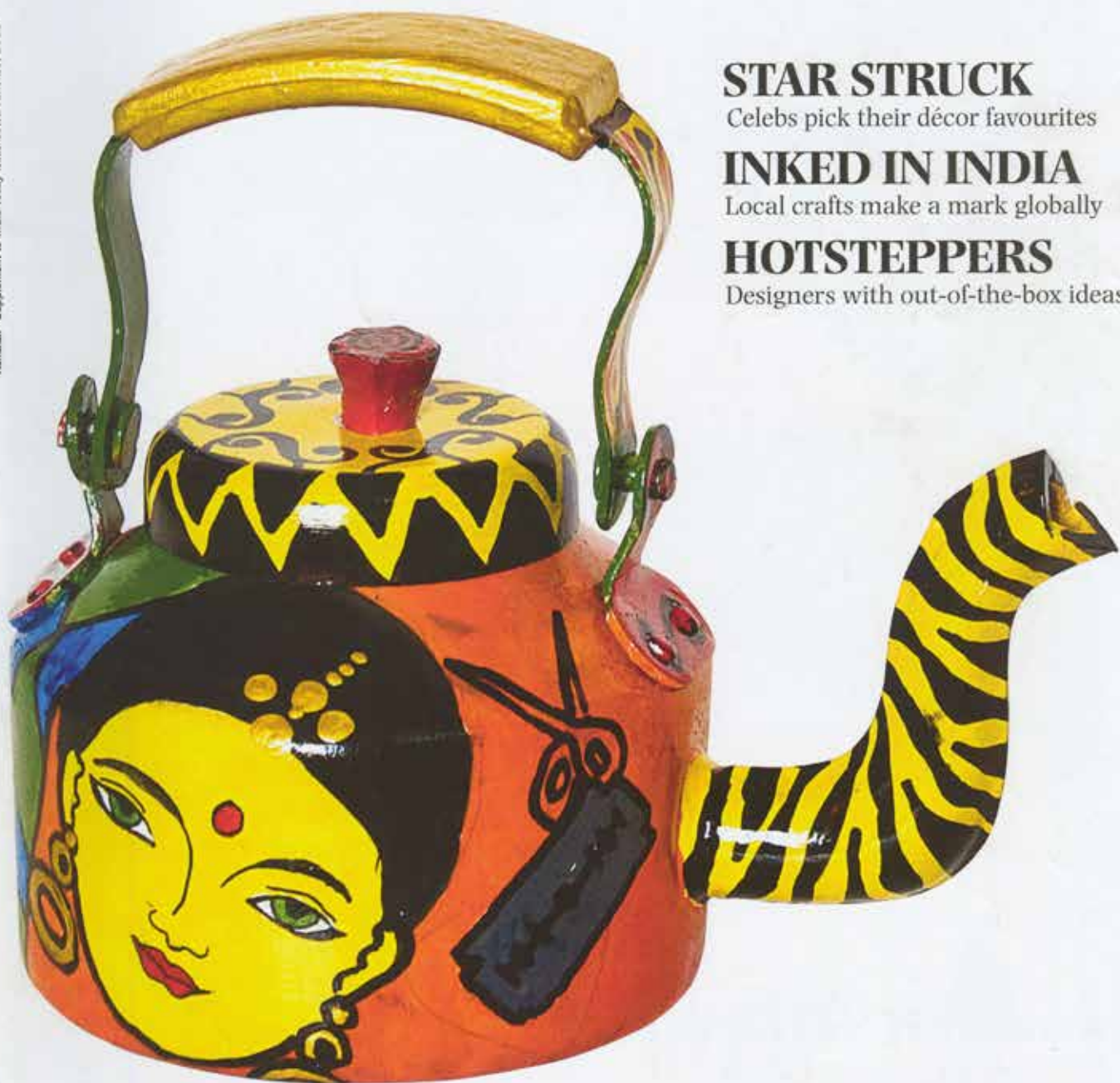
Celebs pick their décor favourites

INKED IN INDIA

Local crafts make a mark globally

HOTSTEPPERS

Designers with out-of-the-box ideas





MICHAEL FOLEY

Simplicity is what drives industrial designer Michael Foley to introduce awe in what he produces. He strives to maintain a balance between form, function and cost, making an intuitive and useful design that is desirable to its user. A National Institute of Design (NID) graduate, the 41-year-old artist with a creative bent of mind is known for pushing the boundaries in design and has worked on a range of projects right from lighting, lifestyle accessories and store interiors to public spaces. Often counted as one of India's top 10 product designers, he made his mark as head at The Titan Design Studio where his extraordinary design sense gave the watches a luxury makeover. "I come from a watch design background and it taught me to look at the beauty of details, a fusion of design, craftsmanship and sculpture," he says. It was this experience that came in handy when in 2006 he started Foley Design Private Limited, a Bangalore-based studio specialising in product design, graphics and space design. There has been no looking back since. From creating simple and striking objects for the living area to designing an India-symbolic baton for the Commonwealth Games, he has tried his hand at almost everything. The 18-carat gold and aluminium helical-shaped Commonwealth Games 2010 wand has gold leaf patras engraved on the body, represents old and

new India and deftly brings together technology and good aesthetics. This managing director and chief designer of Foley Designs believes exposure to design has grown exponentially in past few years and homeowners have become smarter and conscious about their style sensibilities. His designs for urban spaces accordingly highlight a sense of personality. Like the

Violet 3D surround sound system made of aluminium, the LED task light for Wipro, the sleek martini glasses or the desktop FM radio. As the future is essentially about intelligent design, this new-ager fuses good ideas with smart materials and cares for the environment.

