

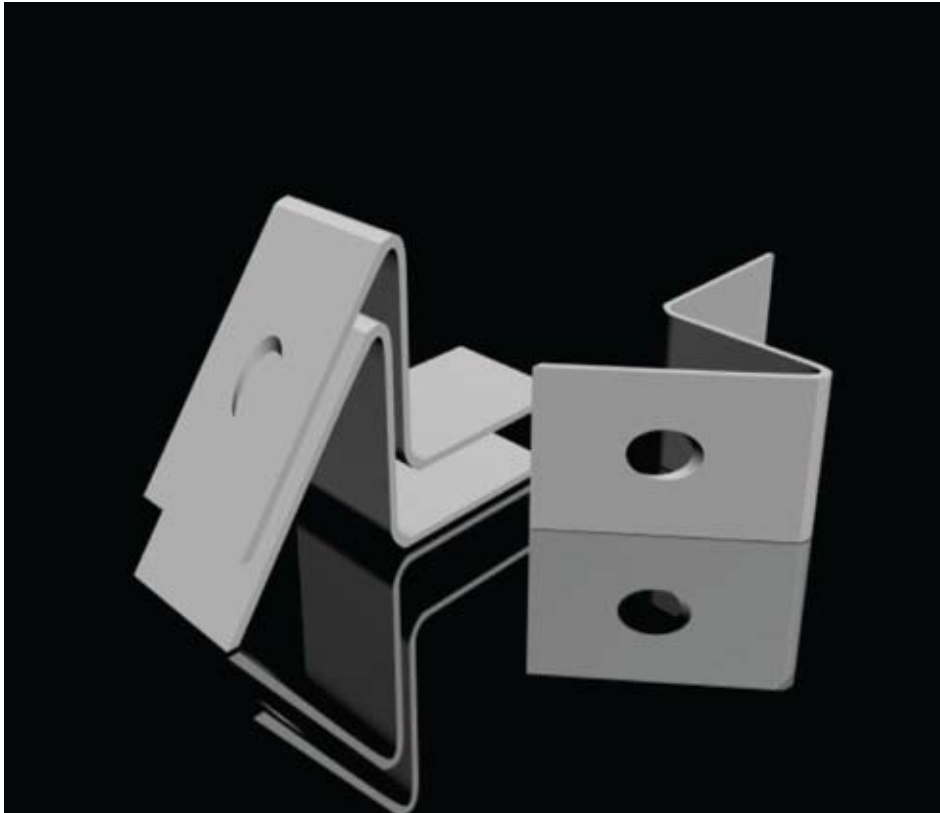


samye
designs



lifestyle accessories





Samye design solutions is a design consultancy company based in Delhi. Samye has more than 10 years of experience behind in various aspects of design development and processes.

Listed below are some of the projects we have been involved

Craft Based Project

Based on a brief developed in discussion with Dastkar and RUDA, a marketing platform for crafts. Designed and developed contemporary footwear with the Badoo tribe of Rajasthan Orders were received from Fab-India and Otto Burlington International.

Fashion Accessory

Based on the brief given by the client worked on introducing a new range of jewelry in silver, the project culminated with packaging design and visual merchandising for the collection.

Exhibition-World Gold Council

Exhibition design was done for the world gold council for the launch of its trend book in New Delhi.

Watch Design

Designed and developed a range of wrist watches for the Jayco Watches Pvt. Ltd., Delhi. The designs were the result of an intense study of the heterogeneous socio-cultural set up of the Indian rural market, with special emphasis on Uttar Pradesh as the Sample market.

Image Building

Worked on creating a "Chinese sea-food Experience" through Red Snapper, a unit of the Sartaj Hotel, New Delhi.

The project was a holistic design and brand development exercise, including logo design, furniture sourcing, layout and floor plan of the restaurant.

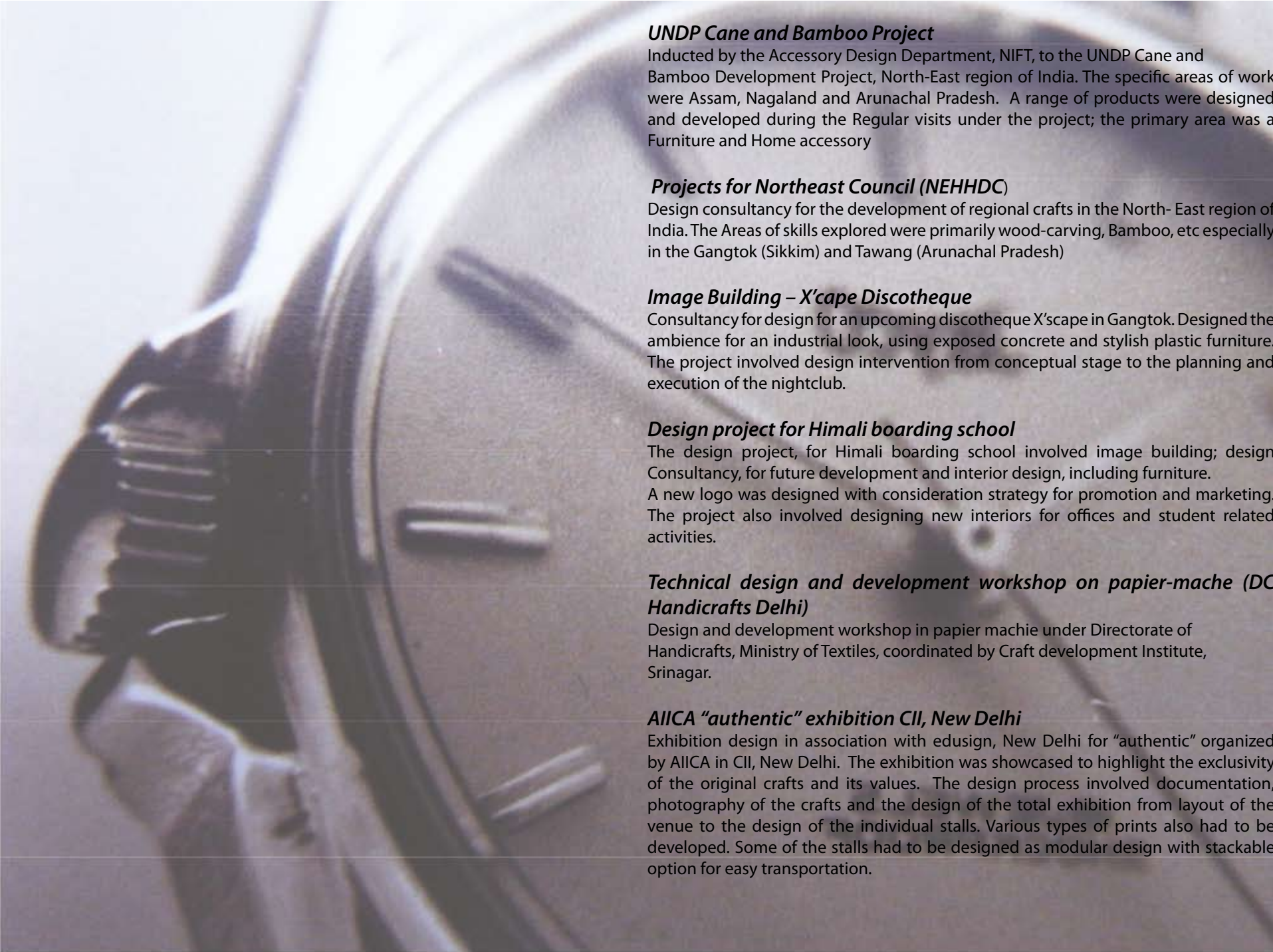
Spinnrad GmbH

Involved in setting up design studio for Spinnrad GmbH. The design studio was responsible for design and development of craft based products of South East Asia for the German market. The



exhibition design





UNDP Cane and Bamboo Project

Inducted by the Accessory Design Department, NIFT, to the UNDP Cane and Bamboo Development Project, North-East region of India. The specific areas of work were Assam, Nagaland and Arunachal Pradesh. A range of products were designed and developed during the Regular visits under the project; the primary area was a Furniture and Home accessory

Projects for Northeast Council (NEHDC)

Design consultancy for the development of regional crafts in the North- East region of India. The Areas of skills explored were primarily wood-carving, Bamboo, etc especially in the Gangtok (Sikkim) and Tawang (Arunachal Pradesh)

Image Building – X'cape Discotheque

Consultancy for design for an upcoming discotheque X'scape in Gangtok. Designed the ambience for an industrial look, using exposed concrete and stylish plastic furniture. The project involved design intervention from conceptual stage to the planning and execution of the nightclub.

Design project for Himali boarding school

The design project, for Himali boarding school involved image building; design Consultancy, for future development and interior design, including furniture.

A new logo was designed with consideration strategy for promotion and marketing. The project also involved designing new interiors for offices and student related activities.

Technical design and development workshop on papier-mache (DC Handicrafts Delhi)

Design and development workshop in papier machie under Directorate of Handicrafts, Ministry of Textiles, coordinated by Craft development Institute, Srinagar.

AllICA "authentic" exhibition CII, New Delhi

Exhibition design in association with edusign, New Delhi for "authentic" organized by AllICA in CII, New Delhi. The exhibition was showcased to highlight the exclusivity of the original crafts and its values. The design process involved documentation, photography of the crafts and the design of the total exhibition from layout of the venue to the design of the individual stalls. Various types of prints also had to be developed. Some of the stalls had to be designed as modular design with stackable option for easy transportation.

calendar design





VIS for Limca (Coca Cola India Ltd)

Visual identity systems project with Limca under coco-cola India

Calendar design

Calendar design for Himali Boarding School for 2009. This was a design project to develop a calendar for Himali Boarding School in Darjeeling. The calendar was designed to commemorate its 30 year old establishment. It was based on the theme "assured"

Nift

Visiting faculty for NIFT New Delhi and jury member for NIFT, Shillong

ITDP in pulp molding(DC Handicrafts Delhi)

Integrated design and technical development project in pulp molding, under Directorate of handloom and handicraft, ministry of textiles coordinated by craft development institute, Srinagar.

This was a six months project to design and develop new products with the pulp molding craftsmen of Kashmir. The objective of the project was to develop new range of products using newer design molds. The new idea included products like door handles, which was developed using a new technique.

Leather design for Khamir

Khamir is a NGO based in Kutch Gujarat, involved in regeneration of livelihood of the tribal people of Gujarat.

The project involved design and development of leather crafts for Khamir in Kutch, Gujarat. Product development included design of leather accessories using the traditional skills of craftsmen of the Kutch region of Gujarat.

A range of products was developed, which included flat pack lamps, laptop bags, small passport pouches, and DVD cases. Leather molding was also introduced to the craftsmen, which gave the products a contemporary look and increased their efficiency in production.

Exhibition design for Khamir

Designed an exhibition in Delhi for Khamir. The project-involved layout, space design, stall design and print design

Mindrolling monastery, Dehradun

Mindrolling monastery is the main seat for the nyingmapa sect of Tibetan Buddhism based in Dehradun. Signage system and Identity design was designed and developed.



lifestyle accessories



Integrated design and technical design process with prototyping



A large glass vessel used as a model with silver finish in black base. The model can be altered for storage and easy transportation



A large glass vessel used as a model with silver finish in black base. The model can be altered for storage and easy transportation





Exhibition design Himali Boarding School

Exhibition design in Bangkok, Thailand for Himali Boarding School. The design was developed for a trade fair of Indian schools in Bangkok. It was based on the theme educate, enrich and evolve. The design concerns were to make it easily transportable and easy assembly. The final concept was developed a modular system, which could be easily assembled and disassembled. The design was made using various print media and laser cut and engraved acrylic spacers.

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