

Tableware

Designing tableware that is both timeless and bold.

Brief

To design serveware and silverware for the current day and age while maintaining a uniform design language so that the user can create an association between them without much effort.

User

Modern-day users with an eye for **sophisticated, timeless, and bold tableware**

The Process

A secondary research was carried out to understand the parameters and guidelines and then the market research. All the prevailing, famous, and trendy tableware brands were studied.

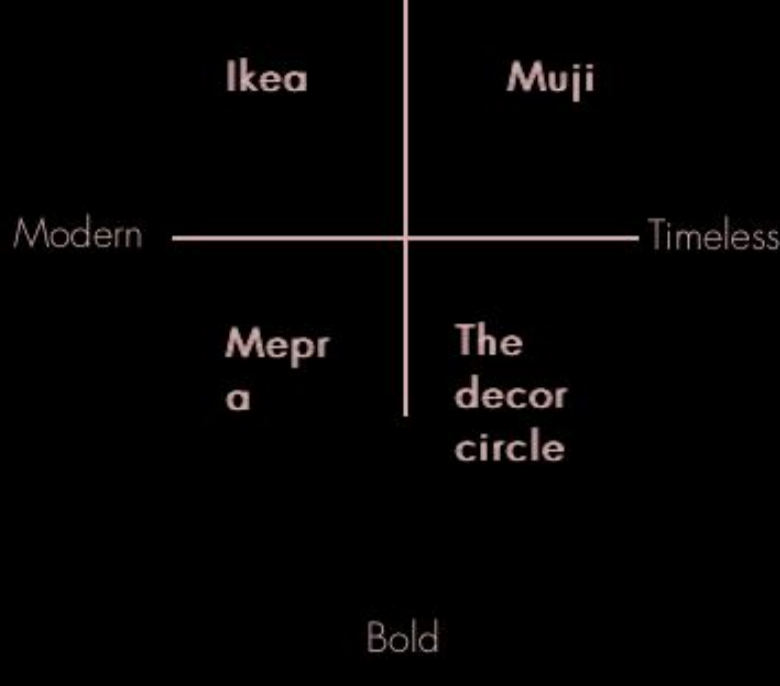
The Gap

One prominent thing noticed was, no brand made silverware and serveware with the same design language and so the users would just have to use their own judgment to figure out how to create a complete cohesive set.

Keyword Analysis

After selecting a few famous brands like Ikea, Muji, Elementary, etc, a detailed keyword analysis was carried out to map the feeling, emotion, utility, etc that its design language translated.

Of about 50 keywords, the list was narrowed down to 4 prominent keywords that the new design would have reflected. These were logically grouped and put on the ends of two axes to create a biaxial map, and then mapped a few selected brands from the market study on the map.



Shape & Form



To understand how the design language translated into the chosen keywords, a form and shape study was carried out. This helped in understanding how a certain curve gave a very timeless feel or how a certain chamfer gave that minimal feel.

Ideation

After a thorough study, the quadrant corresponding to **bold and timeless** was selected. Ideation for the translation of those attributes into physical forms can be seen here.



CMF

After studying the competition in the same quadrant, a few insights were made.

The combination of glossy and matte material gives a premium feel and the contrast adds to the boldness.

Neutral colours make a product very versatile and hence, timeless.



The brushed satin finished stainless steel is not only an optimum food grade material, but also the hardness of it, has a very resonant and high pitched sound - which is associated with sophistication.

Boldness can be translated by using a lot of contrast. In this case, the contrast was shown by the use of two different materials with two very different finishes.

The opaque and reflective brushed stainless steel is paired with the matte and smooth ceramic.

The colour palettes are also contrasting - both warm and cool shades to give the maximum contrast.

A little exercise to see what colours go well together.



After choosing a few combinations that work well and are aesthetically pleasing, they were arranged in a way to understand how they'd look after being translated into tableware.

The combination that was narrowed down to, was - **Black polished stainless steel and bluish pink speckled ceramic.**

Final Product

