


## Module 12 : Modern Product Design & Crafts Design

### Lecture 34 : Modern Design of Household products, Kitchenware, Furniture, Table Lampshade, Toys, Conclusion

The Lecture Contains:

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## Modern Design of Household products

There has been resurgence in popularity of handicrafts, especially in the fiber arts, among children, teens and young adults. Worldwide people have recognized the special value of handicraft while comparing with the modern machine made products. Machine made household consumer products have played extremely important role for the mass consumption. The consumer products are easily available in affordable price. However, while we are excited about the smart perfect mass products, we cannot forget the role of handicraft for centuries. The nostalgic association with the handcrafted items would always be valued in a special way. Admiring and confirming the role of handicraft in the modern lifestyle designers have to synthesize the positive aspects of the craft elements in the mainstream of modern design. It would be worthwhile to compare a few traditional products and their modern counterpart.

## Kitchenware



Plate 10A Modern Kitchenware



10B Traditional Kitchenware

(Source: [https://www.google.co.in/search?hl=en&q=modern+kitchen+utensils+gadgets&bav=on.2,or\\_r\\_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=Ko5KUZXBm8LQrQfy4GgBA#imgrc=aBmPa7vSci0tLM%3A%3BjVa5tLfUWPHaxM%3Bhttp%253A%252F%252Fimg1.etsystatic.com%252F000%252F0%252F6262900%252Ffil\\_fullxfull.324548533.jpg%3Bhttp%253A%252F%252Fwww.etsy.com%252Flisting%252F96442861%252Fmid-century-modern-kitchen-utensil-set%3B1500%3B1195](https://www.google.co.in/search?hl=en&q=modern+kitchen+utensils+gadgets&bav=on.2,or_r_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=Ko5KUZXBm8LQrQfy4GgBA#imgrc=aBmPa7vSci0tLM%3A%3BjVa5tLfUWPHaxM%3Bhttp%253A%252F%252Fimg1.etsystatic.com%252F000%252F0%252F6262900%252Ffil_fullxfull.324548533.jpg%3Bhttp%253A%252F%252Fwww.etsy.com%252Flisting%252F96442861%252Fmid-century-modern-kitchen-utensil-set%3B1500%3B1195); March 21, 2013)

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(Source: [https://www.google.co.in/search?hl=en&q=modern+kitchen+utensils+gadgets&bav=on.2,or.r\\_f.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=Ko5KUZXbM8LQrQfy4GgBA#um=1&hl=en&tbn=isch&sa=1&q=Traditional+Indian+kitchen+utensils&oq=Traditional+Indian+kitchen+utensils&gs\\_l=img.12...40561.50017.2.51205.9.9.0.0.0.0.479.1643.4j1j0j1j2.8.0...0.0...1c.1.7.img.WikiwMqPU50&bav=on.2,or.r\\_qf.&bvm=bv.44158598,d.bmk&fp=1f9c6c50e63cb70e&biw=1341&bih=604&imgsrc=X1S24sDrKfQBqM%3A%3BI73m0kWqJYYQQM%3Bhttp%253A%252F%252F1.bp.blogspot.com%252F\\_6SBviae1JUo%252FScUuCHK1K2I%252FAAAAAAAAEcM%252FBT-DUZZPZ34%252Fs400%252F17-4194~Traditional-Brass-Kitchen-Utensils-in-a-Home-Amber-Near-Jai-pur-Rajasthan-State-India-Posters.jpg%3Bhttp%253A%252F%252Fartnlight.blogspot.com%252F2009%252F03%252Fcountry-living-indian-style.html%3B300%3B400](https://www.google.co.in/search?hl=en&q=modern+kitchen+utensils+gadgets&bav=on.2,or.r_f.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=Ko5KUZXbM8LQrQfy4GgBA#um=1&hl=en&tbn=isch&sa=1&q=Traditional+Indian+kitchen+utensils&oq=Traditional+Indian+kitchen+utensils&gs_l=img.12...40561.50017.2.51205.9.9.0.0.0.0.479.1643.4j1j0j1j2.8.0...0.0...1c.1.7.img.WikiwMqPU50&bav=on.2,or.r_qf.&bvm=bv.44158598,d.bmk&fp=1f9c6c50e63cb70e&biw=1341&bih=604&imgsrc=X1S24sDrKfQBqM%3A%3BI73m0kWqJYYQQM%3Bhttp%253A%252F%252F1.bp.blogspot.com%252F_6SBviae1JUo%252FScUuCHK1K2I%252FAAAAAAAAEcM%252FBT-DUZZPZ34%252Fs400%252F17-4194~Traditional-Brass-Kitchen-Utensils-in-a-Home-Amber-Near-Jai-pur-Rajasthan-State-India-Posters.jpg%3Bhttp%253A%252F%252Fartnlight.blogspot.com%252F2009%252F03%252Fcountry-living-indian-style.html%3B300%3B400) ; March 21, 2013)

The modern Kitchenware (plate 10A) has appeared to be perfect in term of machining and finishing. The product is standardized and under strict quality control. The combination of wood (handle grip) and stainless still certainly appears more attractive and durable. On the other-hand the traditional Indian kitchenware favoured bronze and copper (plate 10B). The manufacturing process followed in the traditional design process may not be as perfect as the modern technique however it carries a sense of belonging to the family for generations. The use of copper and bronze are continued for generation that carries valued pride and practices. The traditional utensils remain close to heart and emotionally attached for long period.

## Furniture



Plate 11A Traditional Sofa



11B Modern Sofa

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(Source Plate 7D: [https://www.google.co.in/search?hl=en&q=modern+furniture+india&bav=on.2,or.r\\_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=HJri=psyab&tok=Pka70DS3GwYyibW10ZY2KA&pq=traditional+furniture+india&cp=2&gs\\_id=3mj&xhr=t&q=modern+furniture+india&bav=on.2,or.r\\_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=RJJKUduEE83irAfhI3A%3BWZOhPisRWbOLDM%3Bhttp%253A%252F%252Fwww.interiorpoint.co.in%252Fimg%252Fslide\\_5.png%3Bhttp%253A%252F%252Fwww.interiorpoint.co.in%252F%3B547%3B269](https://www.google.co.in/search?hl=en&q=modern+furniture+india&bav=on.2,or.r_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=HJri=psyab&tok=Pka70DS3GwYyibW10ZY2KA&pq=traditional+furniture+india&cp=2&gs_id=3mj&xhr=t&q=modern+furniture+india&bav=on.2,or.r_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=RJJKUduEE83irAfhI3A%3BWZOhPisRWbOLDM%3Bhttp%253A%252F%252Fwww.interiorpoint.co.in%252Fimg%252Fslide_5.png%3Bhttp%253A%252F%252Fwww.interiorpoint.co.in%252F%3B547%3B269) ; March 21, 2013)

The traditional furniture (plate 11A) design shows its elegance through craftsmanship of carving wood. The intricate complex detailed carving is time consuming and labour extensive. Naturally the cost would be higher and delivered to special customers. The custom made items have always special place in homes. The pride of possessing such products is catered to special customers. On the other hand the machine made quality controlled furniture (plate 11B) is affordable by the mass. The elegance of the modern design remains with the spirit of Minimalist Style. The Modern Design's simplification of shape and design has created enormous consumer market in every field of consumer products. The *minimalist style* has cut the cost and maintenance has become easier. Naturally the common people are attracted by the new design appearance.

## Table Lamps



Plate 12A Traditional Lampstand



12B Modern Minimalist Lampshade

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(Source 12A: [https://www.google.co.in/search?q=traditional+lamps&hl=en&tbn=isch&tbo=u&source=univ&sa=X&VKUZ5JsLSrQfY24GwDw&sqi=2&ved=0CDMQsAQ&biw=1341&bih=604#img=ERQ3G6fZphkmzm%3A%341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=E0ZJUfyhDMmtrAeL24DIBQ#B1wUC717X8CJ6HM%3Bhttp%253A%252F%252Fdemo.luxuryworld.in%252Fflamps\\_brass%252Fflamps\\_pic%252Fswing\\_arm\\_table\\_lamp\\_5713.jpg%3Bhttp%253A%252F%252Fdemo.luxuryworld.in%252Fflamps\\_brass%252Fswing\\_arm\\_lamp\\_5713.htm%3B553%3B638](https://www.google.co.in/search?q=traditional+lamps&hl=en&tbn=isch&tbo=u&source=univ&sa=X&VKUZ5JsLSrQfY24GwDw&sqi=2&ved=0CDMQsAQ&biw=1341&bih=604#img=ERQ3G6fZphkmzm%3A%341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=E0ZJUfyhDMmtrAeL24DIBQ#B1wUC717X8CJ6HM%3Bhttp%253A%252F%252Fdemo.luxuryworld.in%252Fflamps_brass%252Fflamps_pic%252Fswing_arm_table_lamp_5713.jpg%3Bhttp%253A%252F%252Fdemo.luxuryworld.in%252Fflamps_brass%252Fswing_arm_lamp_5713.htm%3B553%3B638); March 21, 2013)

12B: [https://www.google.co.in/search?hl=en&gs\\_rn=7&gs\\_ri=psyab&tok=Pka70DS3GwYyibW10ZY2KA&pq=traditional+lamps&cp=3&gs\\_id=7sz&xhr=t&q=modern+lamps&bav=on.2,or\\_r\\_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=LZZKUYLONMflrQe\\_ilHoCA#img=21i\\_GCrpmLUSM%3A%3BR\\_FJscQ31eUekM%3Bhttp%253A%252F%252Fimg.homedit.com%252F2010%252F08%252Feflegant-floor-lamps-circle-de-padova-4.jpg%3Bhttp%253A%252F%252Fwww.homedit.com%252F5-modern-lamps-that-add-style-to-any-room252F3B470%3B470](https://www.google.co.in/search?hl=en&gs_rn=7&gs_ri=psyab&tok=Pka70DS3GwYyibW10ZY2KA&pq=traditional+lamps&cp=3&gs_id=7sz&xhr=t&q=modern+lamps&bav=on.2,or_r_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=LZZKUYLONMflrQe_ilHoCA#img=21i_GCrpmLUSM%3A%3BR_FJscQ31eUekM%3Bhttp%253A%252F%252Fimg.homedit.com%252F2010%252F08%252Feflegant-floor-lamps-circle-de-padova-4.jpg%3Bhttp%253A%252F%252Fwww.homedit.com%252F5-modern-lamps-that-add-style-to-any-room252F3B470%3B470); March, 21, 2013)

The presence of special table lampshade is admired by all. The traditional Lampshade (plate 12A) occupies special place on a study table due to its style and special characteristics. The material and craftsmanship elevates a table-lamp to a thing for desire. The exquisite craftsmanship of brass metal invokes special emotional feeling for the user. The elegance of the material craftsmanship has surely deserve admiration from all.

The influence of *minimalist style* has produced some extremely elegant household products. The clarity of form and the elegance of the curvature have dominated the design of the Lampshade (plate 12B). It has harmonized with the organic form of the lampshade and connected by the thin stem like shape is little yet dominating design element.

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## Toys



Plate 13A Traditional Toy



13B Modern Toy



13C Puppet

(Source 13A: [https://www.google.co.in/search?hl=en&q=traditional+toys+of+india&bav=on.2,or.r\\_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=jphKUbimDMnrAf7oYCwBw](https://www.google.co.in/search?hl=en&q=traditional+toys+of+india&bav=on.2,or.r_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=jphKUbimDMnrAf7oYCwBw); March 21, 2013)

13B: [https://www.google.co.in/search?hl=en&gs\\_rn=7&gs\\_ri=psyab&tok=Pka70DS3GwYyibW10ZY2KA&pq=traditional+toys+of+india&cp=6&gs\\_id=9oq&xhr=t&q=Modern+toys+of+india&bav=on.2,or.r\\_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=2JdKUbzUIY60rAeo9oDYCg#imgc=AmH\\_zUvzGHIM%3A%3BumwEzZfKOkTgM%3Bhttp%253A%252F%252Fwww.katieheldman.com%252Fwpcontent%252Fuploads%252F2012%252F02%252Fplastictoy.jpg%3Bhttp%253A%252F%252Ftoysmanufacturers.wordpress.com%252F%3B%3B296](https://www.google.co.in/search?hl=en&gs_rn=7&gs_ri=psyab&tok=Pka70DS3GwYyibW10ZY2KA&pq=traditional+toys+of+india&cp=6&gs_id=9oq&xhr=t&q=Modern+toys+of+india&bav=on.2,or.r_qf.&bvm=bv.44158598,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=2JdKUbzUIY60rAeo9oDYCg#imgc=AmH_zUvzGHIM%3A%3BumwEzZfKOkTgM%3Bhttp%253A%252F%252Fwww.katieheldman.com%252Fwpcontent%252Fuploads%252F2012%252F02%252Fplastictoy.jpg%3Bhttp%253A%252F%252Ftoysmanufacturers.wordpress.com%252F%3B%3B296); March 21, 2013)

Toys in human society plays extremely significant role since it is mostly related to children's mental and physical growth. Each toy is responsible in overall development of a child. A group of colorful birds (plate 13A) are surrounding a vase are attached by flexible wire. The flexible wires are creating dynamic movement and animated gestures. The interaction between the toy and the child creates an intimate emotional relationship. Thus, it helps a child to find his/ her own world of imagination. The craftsmanship with the common local material (clay, color, wire, etc.) creates bonding between the toy and the child. The design of the handcrafted toy does not display the best craftsmanship in term of shape and forms. The modern toy (plate 13B) has the perfect machining display in term shape, form, color and appearance. The glossy effect of plastic material gives feeling of typical mass produced products. Because of the modern material consideration the engine is more durable and strong. It is not going to perish so easily like a handmade toy. Puppet (plate 13C) making craft has a long history in the Indian subcontinent. In rural areas with the help of puppet it entertains village folks. The animated gesture and the storyboard puppetry conveys valuable message to the mass. Making of puppet is based on their specific character in term of clothing, expression for communication with the mass. It is a powerful communication medium which works in various layers. Rural areas have developed their own mode of communication and entertainment values, where handmade puppets play important role.

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#### Conclusion

Modern Design and Handicraft both have significant role to play in design profession. Both have positive role in term of innovation, durability, servicing, appearance, effectiveness, etc. However, when it comes to human emotional relationship it is found that craft enjoyed better response. The elegance and appearance of modern design has certainly found solid base through minimalist approach. Minimalism has increased its acceptability worldwide. Craft has limited audience and limited scope of production compare to mass produced products. The perfection and standardization has become the benchmark of modern design. On the other hand good old handicraft culture has brought back the essence of human touch and feeling much effectively. Application of craft spirit in Industrial Product remains one of most challenging issues in design profession.

Read more: (Ref. <http://in.ask.com/wiki/Handicraft?lang=en>; March 18, 2013)

(Ref [http://in.ask.com/wiki/Arts\\_and\\_Crafts?qsrc=3044#History](http://in.ask.com/wiki/Arts_and_Crafts?qsrc=3044#History); March 18, 2013)

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