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THE MAGAZINE FOR EXCITING LIVING

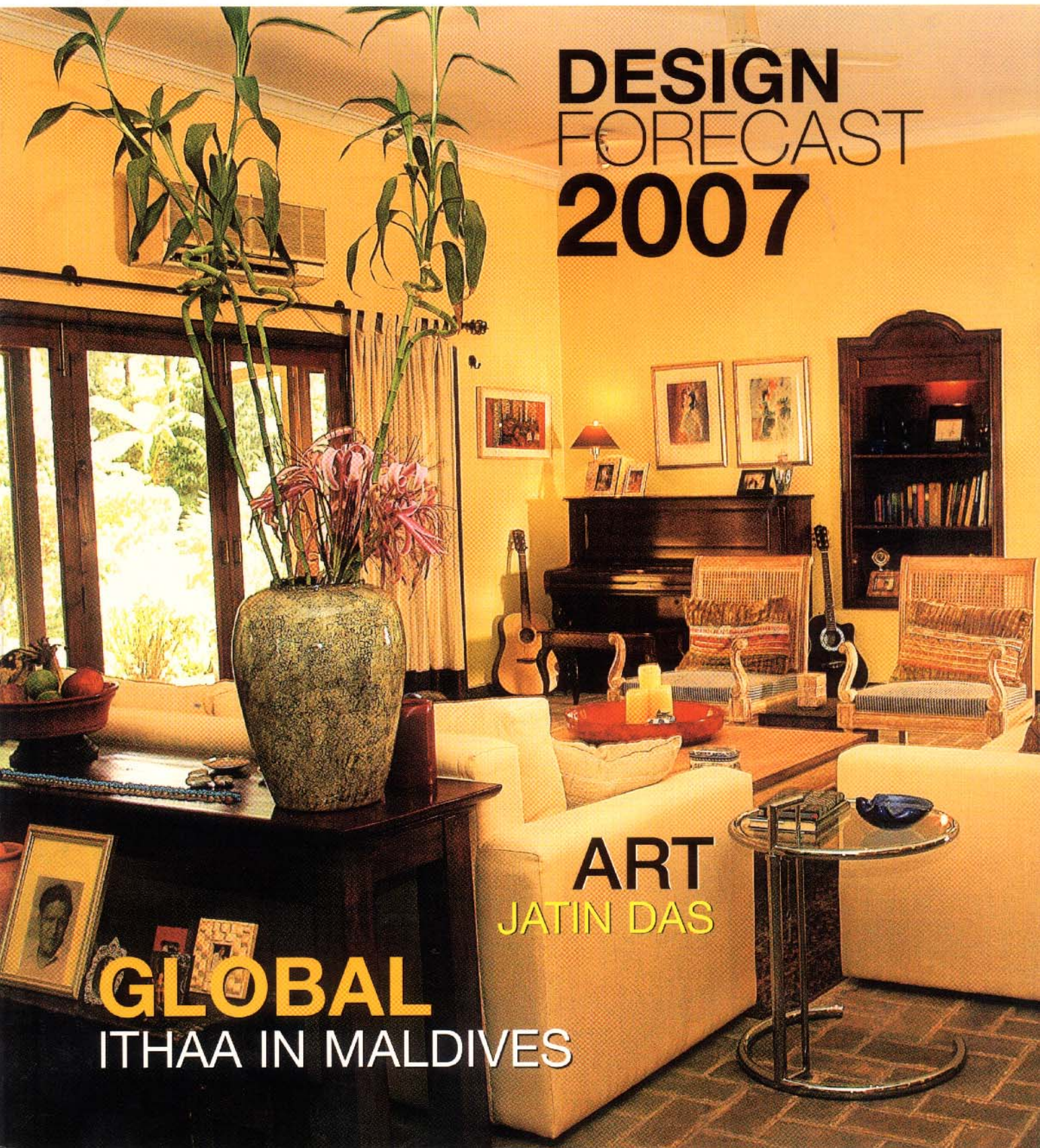
JANUARY 2007 RS 60

INDIAN DESIGN & INTERIORS

DESIGN FORECAST 2007

ART
JATIN DAS

GLOBAL
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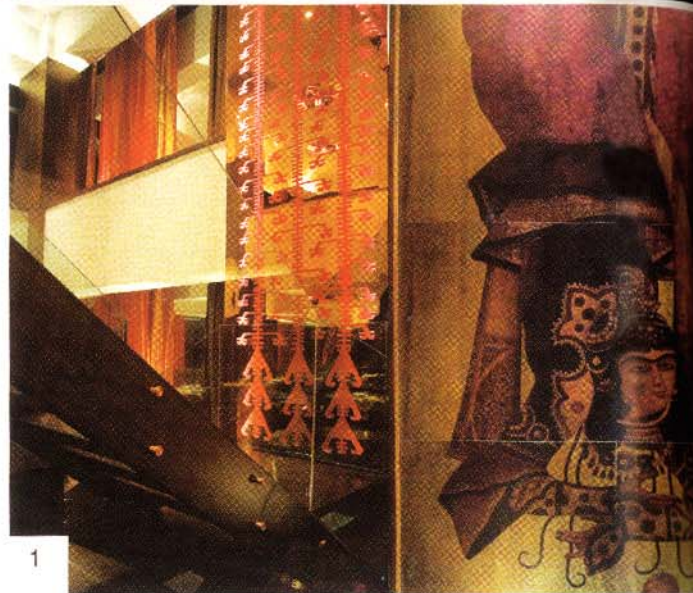
DESIGN FORECAST 2007

GRAPHIC DESIGN

SPECIAL SPECIAL



TANIA SINGH KHOSLA, Bangalore



1



LABEL RITU KUMAR

2



Ravage
Hip Soul & Street Style



4

3



As designers try to make every experience better, more efficient, more exciting, we look for cues towards some intangible collective consciousness – one we commonly call a trend. All design fields look to one another for trend and forecast cues. Fashion, interiors, products, all influence one another. Where does graphic design fit into this? Far away from, and bang in the middle of it.

Why? Because graphic design is different from other design fields. While all that we design needs to be timely and communicate effectively today, much of what we create needs to stand the test of time. The graphic design industry is not based on a six month cycle. After all, how many brands change their positioning and logos seasonally!

That being said, it is not that we are

a stodgy lot. That we are not agile, exciting and quick to respond and innovate. Quite the contrary...

Graphic design today is in a very exciting place. From fashion, interiors, product to textile design... a graphic designer designs with and for all of the above. From a limited edition range of children's tees to a bespoke wallpaper – be it an icon, a pattern or an illustration – graphic design is constantly moving between and across diverse fields. And it is here that you see an exciting “trend”/shift.

A multidisciplinary design approach and the growing popularity of customised design throw open huge possibilities for more innovative, unique and collaborative design processes.

Therefore, trends in different design fields filter into and impact one other. To isolate trends in graphic design would be difficult. But here are just a few cues...

WHERE TO LOOK FOR TRENDS? Keep your antennae up at all times. More than forecasters it is people around you that give you the best design cues. Look at youngsters/students. Look at creative people, they are uber trendsetters.

PHOTOGRAPHY The trend to use journalistic or deliberately unprofessional pho-

tography is out. Now with a market that is optimistic and wants excess, lush is here with a vengeance. Photography that is “staged, with sophisticated lighting” and colours that are surrealistic or saturated is where it's going. (Image 2 & 3)

ILLUSTRATION The illustration renaissance that began a few years ago is here to stay. From sleek vectors to detailed, beautifully crafted illustrations, floral art nouveau prints to decorative patterns... graphic illustration has permeated almost all forms of design. No one style dominates, but it's clear that fine art, conceptual, graphic, and calligraphic styles are on the upswing, while retro borrowing is fading out (finally). (Image 4)

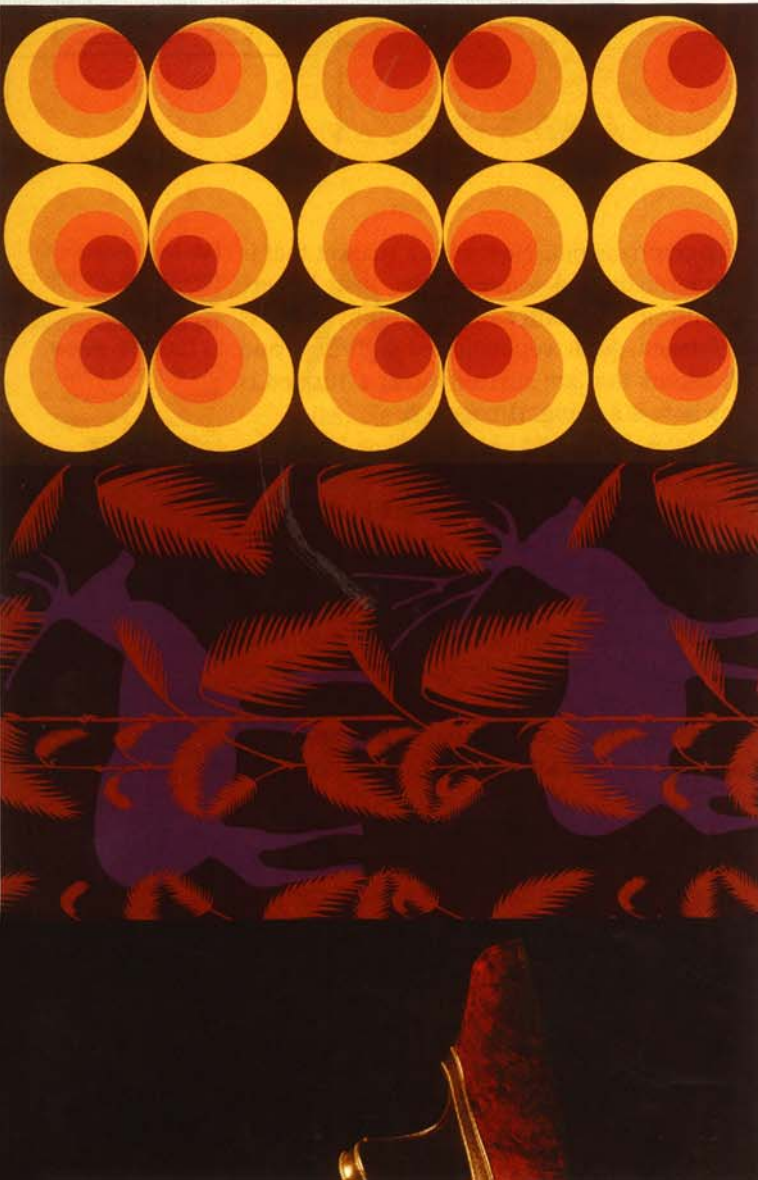
COLOUR As graphic designers we rely on logic and intuition rather than trends. Colour choices are based on the creative

Left: Advertisement for Atmosphere, the fine furnishing store
Top left: Advertisement for Label Ritu Kumar; Grandmother India
Above: Promotional Postcard for Ravage, Fall Winter 2006

Top right: Interior graphics for Khyber, Mumbai



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brief, functionality and application. Other than in instances where the design is specifically trend/lifestyle related, rarely do you see graphic designers referring to colour forecasts.

Left: Interior Graphics, wallpaper, balustrade design and identity for Couch, Bangalore
Above: Menu Cover for Couch, Bangalore

A famous graphic designer once said, "Large corporations seem to have taken over the world with blue and red logos. You want to differentiate your brand? Try pink or yellow." Hutch was obviously listening. To me, that is intelligence/logic, not trend.

TYPOGRAPHY Legibility is king. Layered, illegible, textural type is out. There is an exciting mix of styles and references. Modern/cutting edge typography set in classic styles, or classic fonts set in flexible grids and fluid margins.

STYLE GENRES The new style mantra is to mix tropes. Specific looks like retro are wearing out. Ultra-minimalism is over. Eclecticism, lushness and cross pollination in styles is in. Audacious, extravagant colour, rich imagery, luxurious paper are back with a vengeance. (Image 5) 