

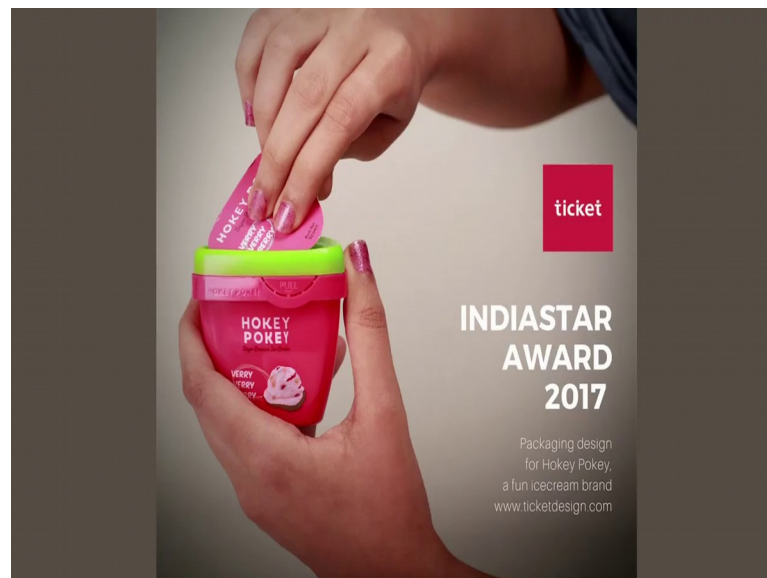
Understanding Design
Prof. Nina Sabnani
Prof. Rashmi
Department of Engineering Design
Indian Institute of Technology, Bombay

Module - 05
Start of Section 4
Lecture - 28
Pushing the boundaries of mass production

I want to now discuss the visual aspect of design. You won't buy something if you do not like its looks, no matter how useful it is. But good design integrates form with function right.

Very much so, a product's visual appeal plays a big part in attracting customers and also in creating an emotional connect with the product.

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Of course, design has to go beyond the surface looks. For example, a Puna based design firm ticket design which is led by Nishma Pandit and Bal Krishna Mahajan.

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Designed the packaging for Hokey Pokey ice cream.

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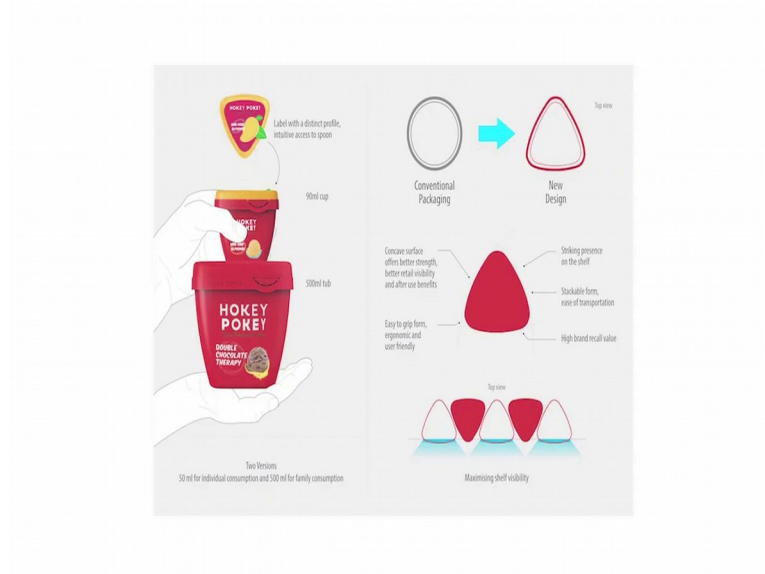


It is a brand that is targeted at young customers.

But, I love it too.

Really, it comes in a bold triangular package with striking colors and graphics which makes the product stand out from its competitors, but that is not all. The foam is easy to hold and it is stackable and instantly recognizable by the user.

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Each of its different flavors has a different colored packaging, that is also spoon integrated into the lead which is protected and kept clean by a label which goes on top and the container itself is sturdy (Refer Time: 01:17) so, it can be reused in peoples homes.

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So, here is a well made product that communicates quality, care and thoughtfulness.

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It is a good design and its appeal is not merely skin deep. Alright Rashmi is chair time.

Chair time?

Chair time Rashmi, chair. You know how in every module of this course we have been using the chair as an example. So, I hope you have a chair for us today.

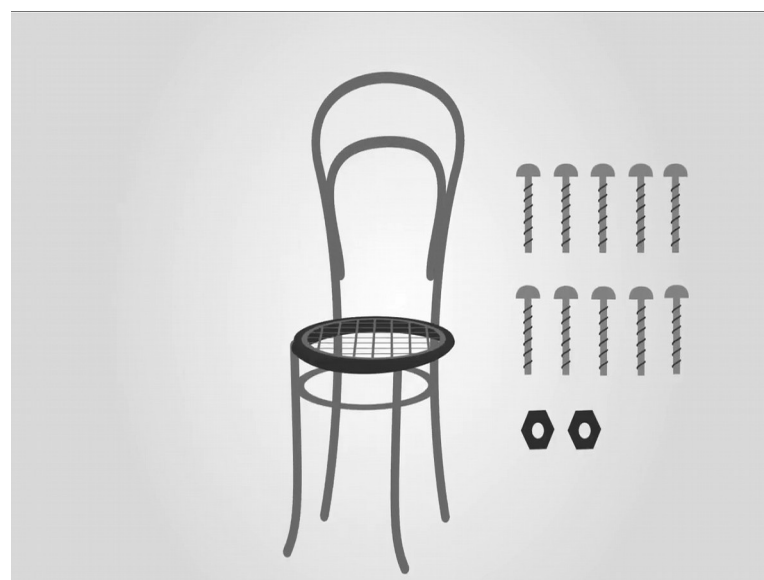
Two chairs actually. First an all time classic,

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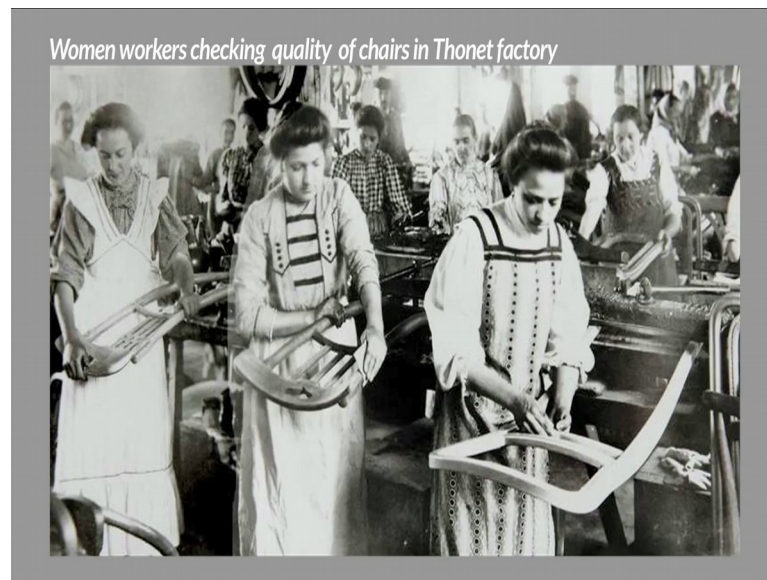
The Thonet number 14, it was designed by German-Austrian cabinetmaker Michael Thonet and it is believed that this chair holds the distinction of having seated the maximum number of people in the world.

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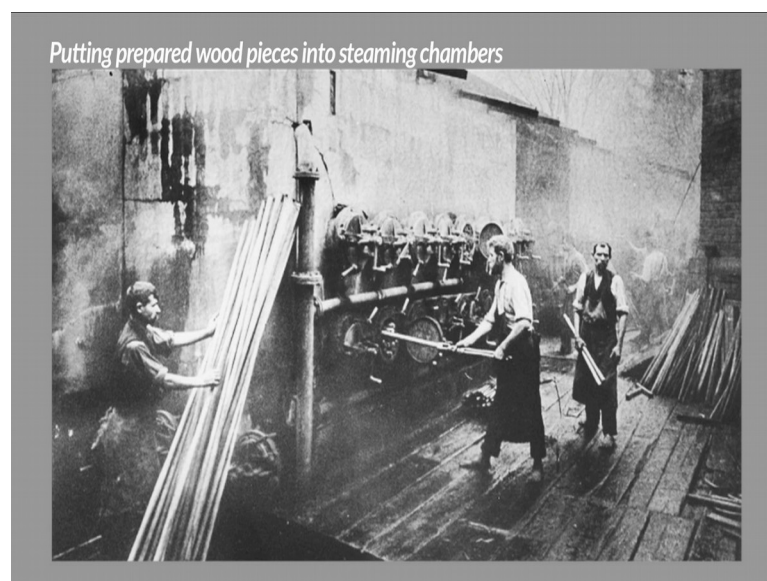


The Thonet number 14 consists of two pieces of bentwood, 2 circles, 2 sticks and can be held together with 10 screws and 2 nuts, that's all that goes into it.

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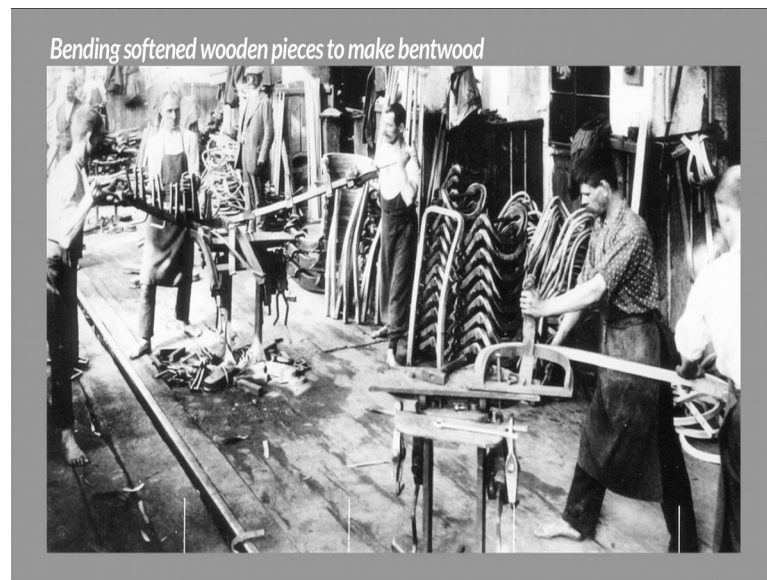


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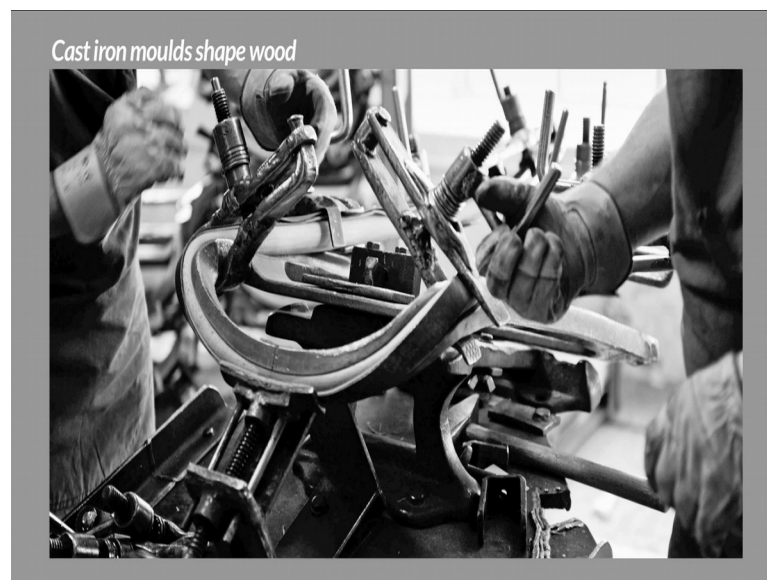
Earlier Thonet used to carve wood into desired shapes, then he began experimenting with the technique of bending wood with heat and pressure.

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He expose the wood to steam to soften it and then bended into curves in cast iron moulds.

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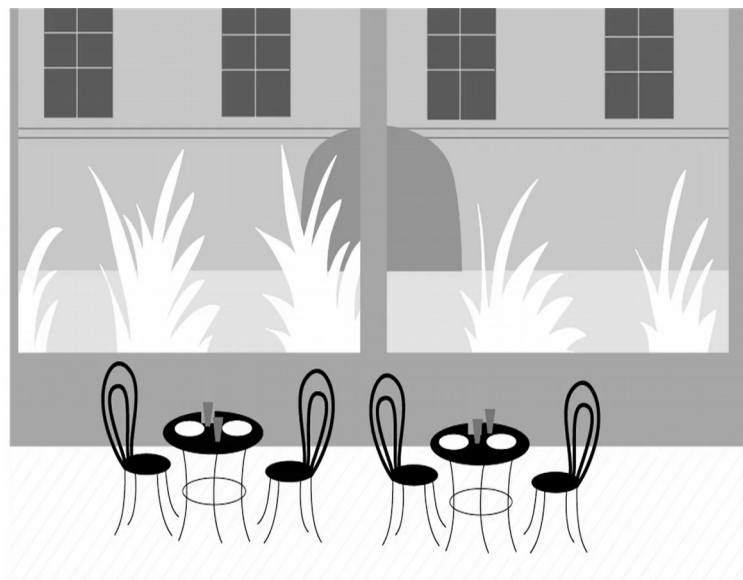
Once dried and cooled the wood would hold, its shape and these bentwood components were used to make the chair.

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As a result of this special manufacturing process you get a strong, but lightweight versatile chair widely used in cafes, but it is also used in homes, libraries, shops, kitchens.

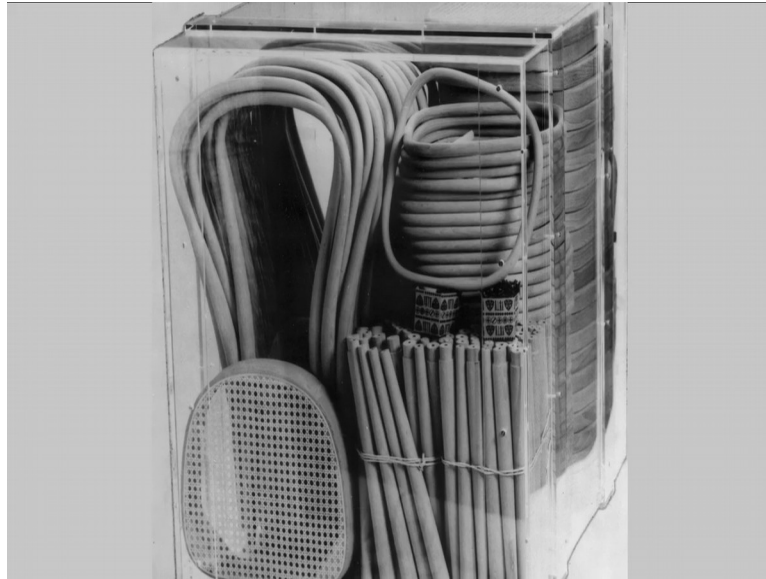
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I know it is there in all the Irani restaurants.

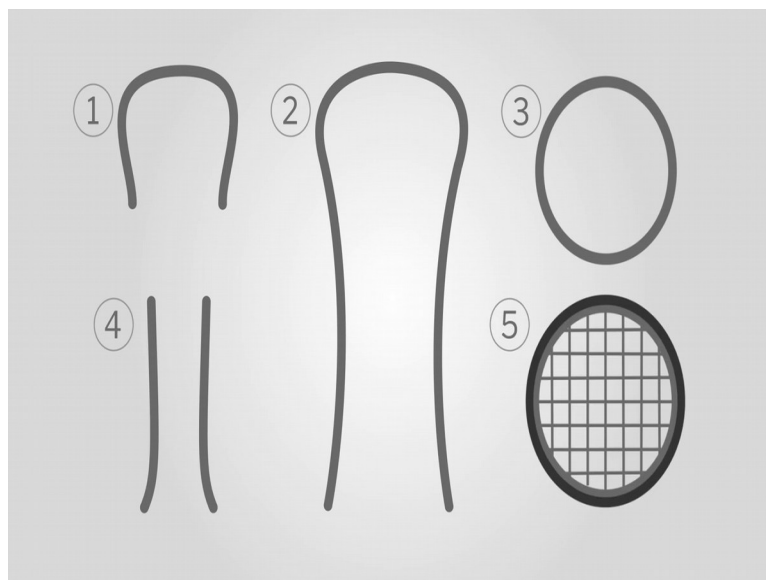
It is first made is appearance back in 1859, it is considered the first truly mass produced chair. This innovative design pushed the boundaries of what was possible in mass produced furniture and set standards which are still valid today more than a century and a half later.

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This is a picture of the components for 36th Thonet chairs, packed into one cubic meter box to be shipped and then assembled onsite. Let us go over somehow its special features again.

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It has very few parts and their standardized this reduces the inventory, the components can be shipped efficiently, it can be easily assembled onsite and it is, you know, the forerunner of the 'flat pack' furniture that is so popular today.

Do visit the next time for more on this.