

amorphous



about



amorphous

Amorphous is a multi-disciplinary studio working in the realm of design, research, and strategy. We believe that the solutions of the future will be an eclectic amalgamation of varied fields, of possibilities that transcend established systems, of fluid ideas and systems that not only enable an individual or an organization but also reinforce society as a whole.

“Amorphous” is a never-ending pursuit of solutions that engage and empower.

our services

strategy

research

product design & management

art direction

systems & services design

people



aadit basu



Aadit is a designer, photographer, and visual artist with a background in architecture. He has previously apprenticed as a fabricator and designer with visual artist Subodh Gupta and has worked as a product manager and consultant for select design and product studios.

His installations and sculptures have been a part of numerous art exhibitions most notably, the Irregular art fair, Artists Unite! and Art Russia. His first solo show was held at Lalit Kala Akademi, Delhi, 2019.

In addition, he has worked on numerous public space projects and currently consults startups on product development and fabrication.

akash singh



Akash is a trained architect and has done his Masters in Industrial Design from the prestigious IIT Bombay. His expertise lies in design research, systems thinking and experience design.

He has previously worked at Tata Consultancy Services as a User Experience Designer wherein he provided solutions for banking, finance and insurance sector clients acting as a bridge between the design, development and marketing teams.

Along with that, he has also consulted for some of the leading architects and product designers in the industry, such as Livingform Architects, Bangalore and Studio Coppre, Pune.

work



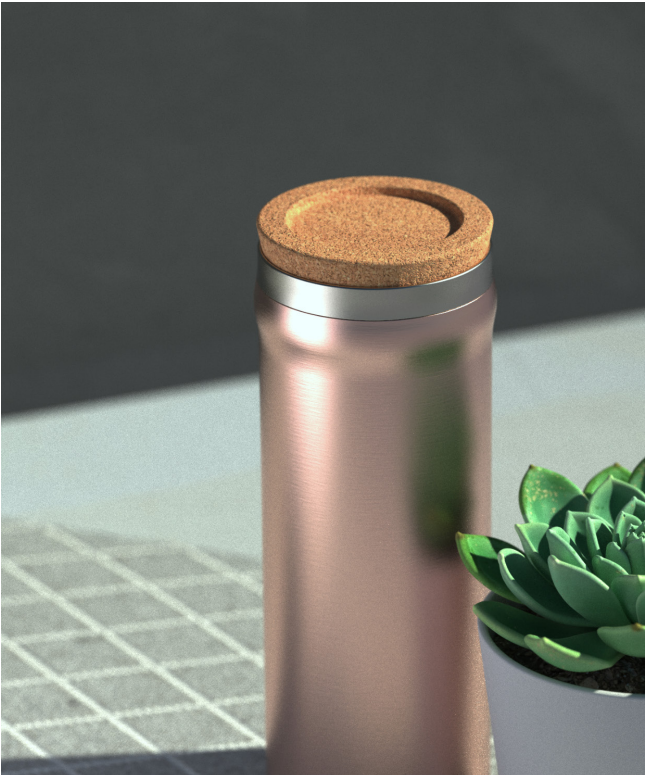
product design
& development

everyday carry copper bottle

The project started with collaboration with Studio Coppre, who were keen on making an everyday carry copper water bottle to add to their portfolio of products.

Sustainability is always in the forefront for us. Copper is one of the very few native metals occurring on the earth. It is highly recyclable without losing any of its properties from both raw state and manufactured goods.

Using cork as a closure is towards sustainable practice as well. It is a natural material and manufacturing of a cork stopper releases 10 times less CO₂ than plastic, and 26 times less compared to aluminium stopper.





proof of concept rig to show that a cork top works as a watertight closure

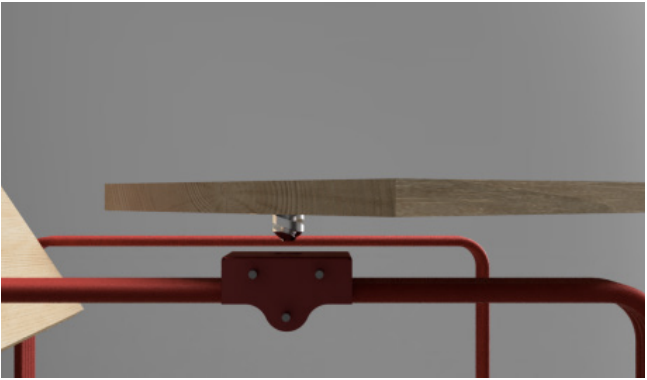


func - work from home furniture

The idea was to create a chair that encourages sitting in a cross-legged position which is considered a healthier posture for long sitting and also have a table that can be pivoted, distance adjusted and can also be detachable. In most, table-chair modules, the table is rigid in its use cases.

The mechanism is currently patent pending. Developed in collaboration with Ar. Manasvi Khedawadia and Arthur Denzlin.





innovative mechanism for taking off the tabletop/platform

***patent pending*



prototyping the furniture to test before deployment

design thinking and patent application for architect Mueen Haris

We were presented with a bathroom system that could essentially save water while not comprising on luxury. However, as the system was dissected, a variety of factors were discovered that worked against it such as, limited usability due to radical constructional process requirement and assembly of the product.

Along with Ar. Mueen, the system was developed and simplified to a process that can be immediately deployed and does not require radical changes in established construction practices, while ticking all the boxes that the original system set out to do.

SAVES 50% WATER MEETING REQUIREMENTS OF LUXURY



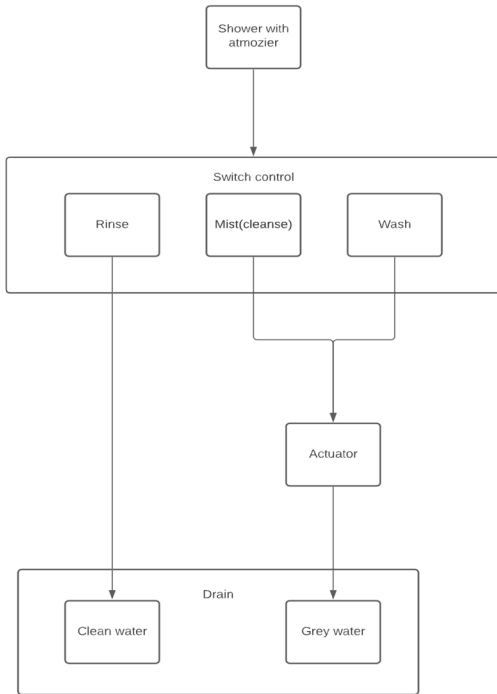
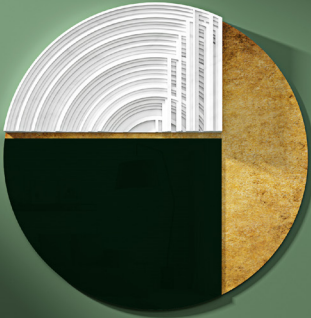


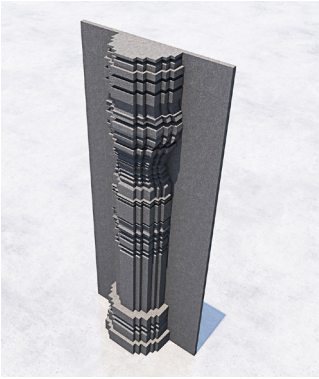
Figure 1

luxury product development and lifecycle
management for anoma



anoma





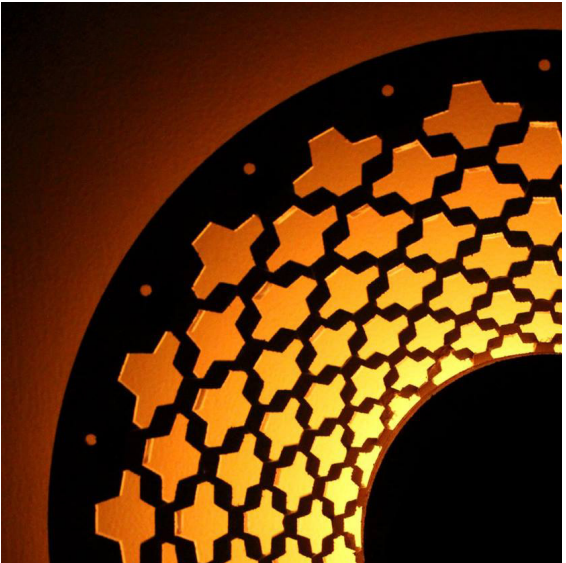
luminaries - art installations + decor

A collection of lighting fixtures and installations ranging from luxury products, to up-liftment of craftsmen by providing them skill development and revenue generation resources.



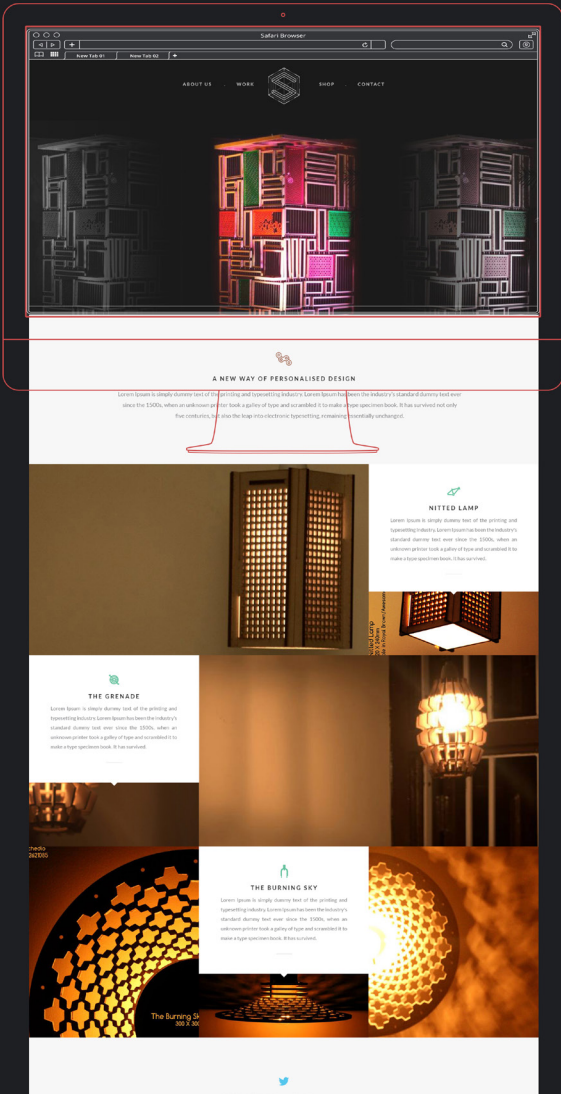


The folds and creases could be appreciated more up close, thus keeping the lamp close to eye level made more sense.



art direction
& graphic work

schedio - website

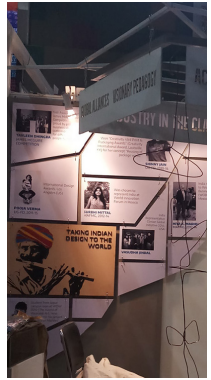


vastra exhibition

VASTRA, is an all-encompassing trade fair and conference on Textiles and Apparel, crafted to create business opportunities, it aims at revitalizing existing business ties and forging of new business relations.

In 2017, year the exhibit booth for Pearl Academy, Jaipur was designed and executed by SCHEDIO, Jaipur. The task was to design and exhibit the space in 24 hours. The given space was 3m x 3m, located at a corner. Within the scope of work was to design the space, gather materials, and execute the design from 18:00pm to 18:00pm the next day including erecting panels, painting, awards boards, mounting digital display, etc.





architectural & product photography





service design
& research

improving education services for tribal rural areas

The Bombay Mothers & Children Welfare Society is a Public Charitable Trust established in 1919, with Mr. Julio Robeiro as the chairman. This organization is a sustainable social enterprise.

They reach out to those who require assistance in matters of health, education, and vocational training at the urban as well as rural levels. They also try to reach out to the people who are desperate need of basic amenities like water and power.

We were given an opportunity to work on a project in the field and took up this challenge to apply design thinking methodology, the tools and techniques we had acquired in the social sector.

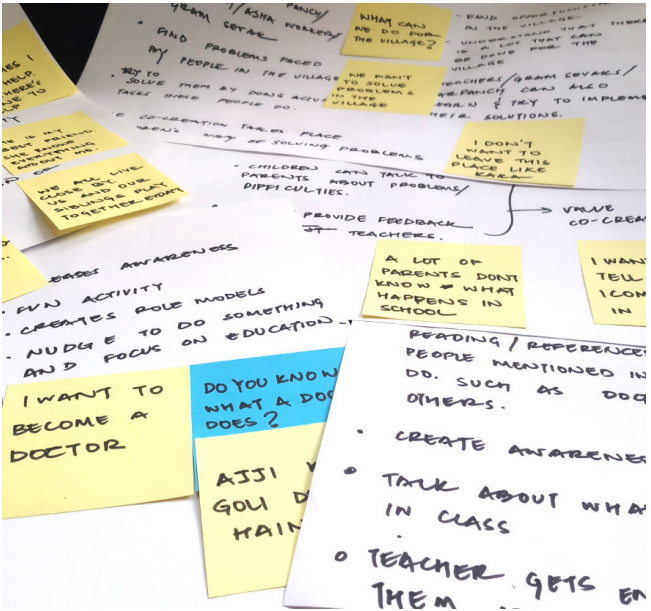
As means to an end we came up with innovative ways to get the parents involved with the education of the students and the students have their voices heard with what they wanted to create as value for their village.



conducting interviews with the village leaders and Asha Workers



workshop with students as a means for ice-breaking and getting comfortable



affinity mapping of the data collected



discussion with domain experts

publications



featured projects

With our services and art direction we have helped our clients get featured in various digital and print publications helping them gain momentum and open doors to new business opportunities.

List of publications that featured our works:

- ARCHDAILY
- ARCHITECTURE + DIGEST
- INSIDE OUTSIDE
- ARCHITECT'S DIARY
- MGS ARCHITECTURE
- INTERIOR WORLD
- INDIETERRAIN INDIA ONLINE
- GLITZZ MAGAZINE
- HOUZZ
- RETHINKING THE FUTURE
- SURFACES REPORTER



clients



Partnered with and/or provided services to:

- ADOBE INDIA
- STUDIO A.V.T
- ARCHOHM
- STUDIO NEXT
- STUDIO CODE
- DESIGN DU JOUR
- PLANK DOT STUDIO
- MA ARCHITECTS
- PRITHU HOMES
- ODYSSEY STONE
- ANOMA, L.A.
- INTUITIVE HABITAT
- RHYTHM OF SPACE
- MYRIAD HUES
- RITU KHANDELWAL
- NINE DOT SQUARE ARCHITECTS
- MATRIKA DESIGN COLLABORATIVE
- STUDIO COPPRE
- THE BOMBAY MOTHERS' & CHILDREN WELFARE SOCIETY
- PEARL ACADEMY
- LIVINGFORM