



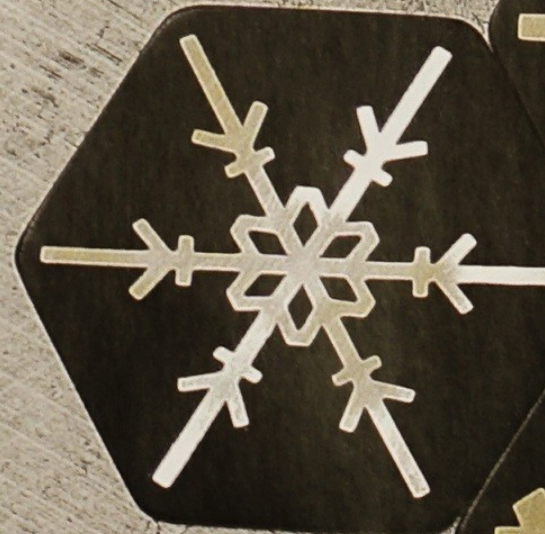
Salone Del Mobile 2016 Highlights

Luxury Resort
Ritz Carlton Hungary

Lead Story
Landscape Architecture



SAIF FAISAL



Architect and Designer Saif Faisal stands for equal importance of poetic expression and functionality in a design

THE ELEMENTALIST

His varied interests like— architecture, product designing, racing machine— has earned him the title of being a versatile designer, however, Saif Faisal prefers to call himself an industrial designer. According to him, design is the binding factor that helps him keep his interest intact in a variety of fields from architectural science to racing machines.

When quizzed about his preference between architecture and product design, Faisal says, "Design in general interests me, the scale changes in both, the use changes but the design approach remains the same. However, at the moment we are focussing more on product design though."

One of Faisal's projects, 'The Flexible and Adaptable Urban Habitat' was nominated for BE OPEN Awards London. Ironically, the same project was not approved by his professors as his graduate thesis. He feels that innovation in architecture is not very well received at the moment, but he hopes that things would change for better in the future.

An avid believer of essentialism, Faisal says that essentialism is more appropriate as a design approach as it has substance and relevance. "No matter what time we live in and where we are, as an essentialist you can do good design and be able to address the needs and issues efficiently." Citing example of Japanese, Nordic and Scandinavian (particularly from the last century) designs, he says that they are ever refreshing, minimal in essence while remaining essential and thus ever relevant.

Blub Vide Roche



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Bracket Trays

"We believe the designer plays a very conscious and responsible role for the whole life cycle of a product from its conception to production and use to after-use. Our designs draw heavily from the appreciation of technology, processes and our understanding of the cultural psychology. Imagination gets me going. Simplicity has had a profound effect on my work," elaborates Faisal.

When asked to name his favourite designers, Faisal has a list to share, which features names like—Karim Habib, Alfredo Häberli, Marc Newson, Achille Castiglioni, Charles Eames, Naoto Fukasawa and Thomas Lykke. "In my design process I personally identify with the likes of Castiglioni and Marc Newson, which is quite industrial and multifaceted," he says.

Talking about his future aspiration, he says that his brand tries to reinvent itself with each project they do. "I miss the complexity and detailed nature of working on cars and bikes, though I would like to work on a Cafe-Racer project soon. I also have interest in Sociology and Cultural Anthropology; I want to move beyond just designing physical objects and buildings, work on ideas and conceptual design bordering on art, more so to address my curiosities."

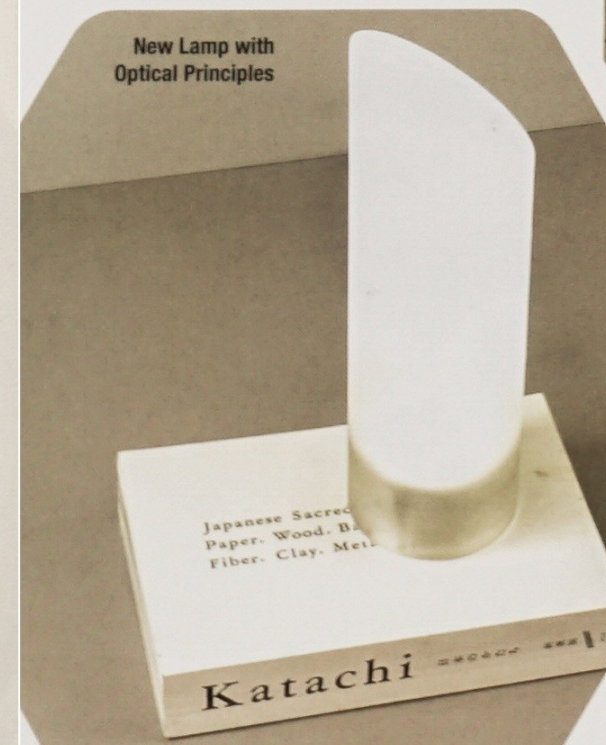
On being questioned about his interest in racing cars and bikes, he excitedly replies, "I was always fascinated as a kid and used to sketch cars and bikes way back and learned to ride quite early on. I always fancied myself as a racer and not a designer."

Blub Vide Poche



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New Lamp with Optical Principles

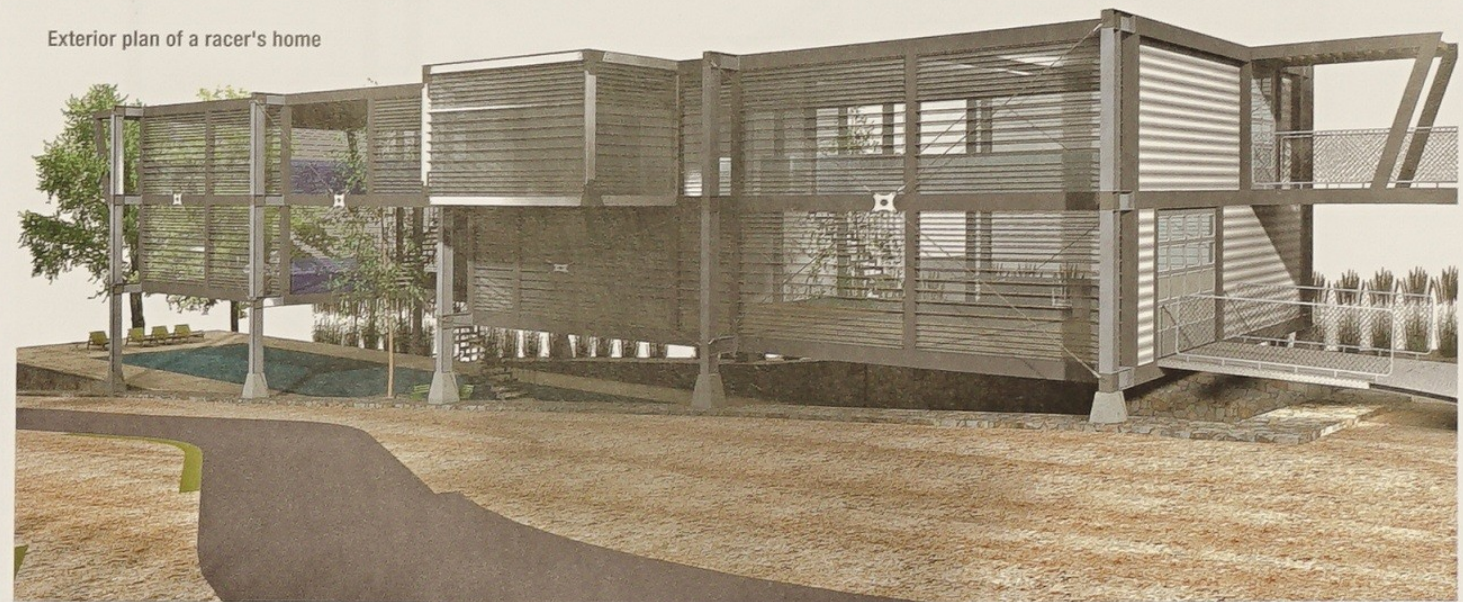


String table



Interiors of a racer's home

Exterior plan of a racer's home



Qaiser Series - Bidware

It all became quite serious when he joined Ashwa Racing (A university Formula student racing team) in the first year of college as a safety and packaging designer. "I have been part of the team through my degree from 2005 to 2010, and where today, I still serve as an advisor. Having had a flair for design and technology I then went onto work on ergonomics, safety, chassis brakes and suspension as well. Having been involved with Formula-SAE Racing and graduating as an architect has exposed me to diverse experiences," says Faisal.

As an advice to the design aspirants, Faisal says that one must always try to get a feel of the medium by getting in touch with the material, craft and technology. "I feel design is a very responsible profession; designers, apart from shaping the physical environment, are culture generators as much as philosophers and artists. Learn from tradition and look beyond for a more forward and fresh approach to your work, with a global outlook and freer perspective without any cultural hangovers. And definitely avoid 'Jugaad' it's not innovation," he signs off. d



Foster memo clip



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