

HOME & DESIGN

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ON: A SURPRISING REALISATION AS A DESIGN PROFESSIONAL

JIMMY MISTRY

ARCHITECT-INTERIOR DESIGNER, MUMBAI

First of all I am not a qualified architect or designer. I have never had any formal education in this field. As a designer, I would like to design with passion, provoked by reference and inspiration, trying to create a masterpiece. However, the commercial reality bites when the designer feels he is not being compensated financially to the extent of his contribution. This reality brings about a realisation of trying to balance between good design and time.



LEKHA WASHINGTON

PRODUCT DESIGNER, MUMBAI

As a designer, the amount of work that goes into subsidiary activities - managing business, relationships, handling pricing strategy and positioning is way more demanding than I had anticipated. For me, coming up with a fabulous idea is the easy part. Making that idea feasible, profitable and sustainable is the challenge. My achilles heel is remembering names of anyone or anything. This is a huge problem and I have had to build systems of information management in order to ensure that this does not hinder my work.

KRSNA MEHTA

PRODUCT DESIGNER, MUMBAI

One thing I learnt very early in my career was how there was life beyond home decor in terms of design application and translation. As a surface designer I started off very young and realised how fluid and vast its applications can be and the lack of limitation in translating a design onto products that are far removed from just home decor.

