

JEWEL IN THE CROWN

LAUNCHED WITH FITTING FANFARE DURING THE IGEN DESIGN FORUM 2016, TIAARA BY ARTIZE IS MORE THAN JUST A FAUCET



Since the iGen Design Forum is a celebration of innovation, it was considered an apt venue for the unveiling of Jaquar's newest innovation – Tiaara by Artize basin mixer. Designed in collaboration with product designer Michael Foley, the fixture has already begun to garner attention in the architecture and design world for its revolutionary design, winning the highly-acclaimed EDIDA for bathware.

Tiaara resembles an extravagant piece of jewellery with echoing ovals of abstracting functionality into a simple act of elevating conventional usage into an exquisite experience. The concentric rings originate from the play of echoing ripples of water, and the inner ring swings to give access to running water that seamlessly stops without spilling a drop when swung back. From the quality of materials used and the manufacturing process to the attention to detail, Tiaara fulfills all the expectations one could have from a basin mixer. Design, technology and talent combine to create this masterpiece that forms part of Artize's luxury bath brand under the Jaquar Group.

Commenting on the launch, Rajesh Mehra, promoter and director, Jaquar Group, said, "Through our luxury brand Artize, we craft products that are unique, exquisite and can redefine the concept of luxury bath spaces across the globe. Tiaara is aimed at providing the luxury segment with a synthesis of true craftsmanship – a combination of expert detailing, form and technology which an evolved customer is always looking for..." Michael Foley, Foley Designs, added that, "Artize Tiaara has been created for patrons who seek to engage with water in exciting new ways... This unique and novel product delivers flawless functionality

TIAARA BY ARTIZE: DESIGNED BY MICHAEL FOLEY

The concept brings a sense of mystique to the idea of a faucet. The concentric rings originate from the play of echoing ripples of water, and give the faucet a unique form. The inner ring swings to give access to running water, and the flow seamlessly ends when swung back – without a drop spilt. The faucet is crafted with precision, yet it displays the sensibilities of jewellery. It is designed to create a sense of dynamism when in use, unlike a conventional faucet that largely remains static. The overall feel is fluid, free-flowing exceptionally simple in function. This interaction and play makes the faucet unique in its technological complexity balanced with the purity of its sculptural ethos.

with a unique sense of mystique that will stay with everyone who sees it or uses it. Artize Tiaara is also much more than a just a breathtaking form of a faucet."

With this innovation, Jaquar wishes to elevate the consumer perception of an Indian brand and its potential to offer creative solutions. This ambitious task was undertaken successfully by Foley Designs, where the goal is to "satisfy desires, solve complex problems, and create new experiences – paving the way for a new design wave and enriching lives." After the launch, Foley spoke to us about his journey of creating an award-winning product like Tiaara, the challenges and opportunities that gave the product its distinctive form, and how its usage will influence and revolutionise the future of the bathing experience.

1. The Tiaara, launched at the iGen Design Forum 2016.

2. Designer Michael Foley speaks at the launch of the Tiaara, while keynote speaker Guy Perry looks on.



What inspires your designs in general? How did you begin the design process for Tiaara?

Michael Foley: In today's world, we find that the experience of using a product becomes saturated in a relatively short period of time. So, when we begin developing a design, we endeavour to create moments and experiences that are memorable. In the case of Tiaara, we aimed to reinterpret the faucet according to an ergonomic design language, meant to accommodate user habits rather than the other way around. The product attempts to redefine its user experience with simple innovations that use conventional mechanisms in a different context to create a sculptural quality to a commonplace function – yet retaining a memorable usage pattern.

Tiaara has a unique shape and form. Could you explain how it works, and what was the team thinking while working on the design?

Foley: The Tiaara is a sculptural faucet, designed like a piece of jewellery with echoing ovals abstracting functionality into a simple act of elevating conventional usage into something desirable. It is the celebration of craftsmanship, along with flawless functionality and a sense of mystique. While one ring stays fixed, the inner oval turns to spout water at an intensity and speed determined by its angle.

3&5. The jewel-inspired Tiaara shows innovative form and exquisite design.

4. Parichay Mehra, design head & director technical, Jaquar, felicitates designer Michael Foley at the forum.

A large amount of engineering and design considerations were incorporated into the design for the Tiaara. It required close scrutiny and a sharp attention to craftsmanship – not unlike in the manufacturing of a watch, a task I was trained for during my years with Titan.

The faucet design required very close collaboration with manufacturing, to create an experience that works seamlessly without spilling water before it is swung out. The quality of materials plays an incredibly important role in the design. The ceramic cartridges allow for a smooth flow of water, while the brass body gives it a durable and reflective surface. The product is, in its entirety, a reflection of the ideology that defines Artize – not just a luxury product, but also an entirely unique experience.

Yes, but a faucet is a faucet. What's different in Tiaara?

Foley: The Tiaara brings a combination of functionality with a difference in a category saturated with conventional processes and techniques. While Tiaara moves away from the traditional concept of a basin mixer swinging left and right to affect the temperature, it aims to redefine the user experience according to the natural response. And this, we believe, will lead to an instinctive growth among consumers. Tiaara incorporates design thinking, by focusing on the requirement of the users.

How long have you been associated with the Jaquar Group? Is this your first project?

Foley: We first worked with Jaquar during the ISH, the world's leading trade fair that covers different aspects of future-oriented building solutions. At that time, Foley Designs was approached by Jaquar to design their stall at the fair, and we approached the design from the perspective of 'Bathing beyond an activity; Bathing as an enriching experience'.

This is Foley Designs' second assignment with the Jaquar Group, the leading bathing solutions brand in India. We began working on the Artize collection about two years ago to develop a line of products that would lead to a cycle of innovation. While we plan to create a whole series of luxury bathing products, Jaquar selected the Tiaara to be the first product because of its unique design. **AS**