



Visual art to transform ID Product Design of engineering products

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There's a difference between aesthetics and visual art. Aesthetics is very difficult to define as it exists in nature and the human form. Visual art is the composition of human intelligence that adapts different things in people's mind, and expresses them in collage form. Visual art is human expression with any kind of material in the form of art.

Visual art drives the economy through ID Product Design

Since ever so long, engineering products have improved human life, initially providing superior functionality that brings comfort into life as the prime factor. In today's competitive scenario, differentiation through ID Product Design is what breaks the benchmark.



Prius eco car

ID Product Design, a combination of applied art and applied science that improves marketability and production by incorporating visual art, ergonomics and product usability, drives a developed country's economy.

From automobiles, two-wheelers, mobile phones, home appliances, office furniture, electronics, medical equipment, tools, machinery and transportation among others, it's all empowered by visual art.

Originating in Europe, established manufacturers have tremendously prioritized creating differentiation in ID Product Design through visual art aesthetics. Later USA, Japan and Korea followed suit.

Visual art in all design touch points

When people reach a certain economic height in personal life, they get involved with different engineering products as extensions of life, either at home or in office. So strong visual art in every touch point counts as it makes them feel they are surrounded with unique things in daily living. The collage of different materials and textures in multiple elements play as visual art in an engineering product's visible areas of design.



Visual art starts from non-visible areas

Every ID Product Design has a form, shape and a few prime areas of consumer or professional touch point. It's not enough to address the overall visible aspect of a product with external visual aesthetics. When a consumer opens a car's bonnet or looks under its floor carpet to find that its hidden mechanical engineering components, digital technology circuit board or electrical wiring lines are not well designed with visual art, he or she can lose consideration in the vehicle and its aspiration.



When your mobile phone falls from your hand and opens up, that's the time you can experience outstanding visual art if you discover your phone's inner circuitry to have exquisitely neat design. Should your washing machine require repair, and the technician comes and opens its panel and you find the chamber inside looks untidy, exposing no visual art, you'll never consider this brand to be aspirational. Psychologically, in your next purchase, you will not buy the same brand. That's because washing itself is a chore, and this product's inner functionality corroborates that tedious task. So the washing machine did not aesthetically elevate itself to reveal its efficiency during its repair state.

Visual art is so powerful that no engineer with an aesthetic sense will leave non-visible ID Product Design areas devoid of it.



Ferrari compressed

French sculptor César proved that even scraps of metal can have visual art. He astonished art lovers by showing three crushed cars at a Paris exhibition. César selected particular elements for crushing and mixing from differently coloured vehicles to control the surface pattern and colour scheme of his works. He became renowned for his 'Compressions.'

Visual art in industrial product retails

The retail outlets of even sophisticated industrial products like automobiles or washing machines are left very archaic, just walls, floor and lighting. Visual art effort is required to make their façade and interiors hallucinating by using engineering

components from the product design under sale. Consumer experience in the store should take the product beyond its mere functional aspect to become an extension of consumer lives.



I recently visited Reebok in London where they ingeniously used the yellow corrugated, zigzag shoe sole of their latest design to decorate the entire store and façade, calling it Reezig. This gave the shoe a dimension larger than life, and demonstrated how a single touch point can be magnified to mesmerize consumers. This is the way visual art can change the retail character of industrial products.

Free from user manuals

The 21st century's digital technology era has created another phase where the experience of functionality in ID Product Design is implicit. This means a product's look and touch should be so compelling that consumers can figure it out instantly without the help of user manuals.

As digital technology is commoditizing most products, the importance of differentiation through engineering design is becoming a prime factor where visual art plays the central role.



At any price point, if the ID Product Design does not have high quality and aspiration, consumers or professionals will not be inclined to buy the product nor talk about it in social networking.

The partly-slanted mud table

In designing industrial products, I strongly respect engineering rationalities, even as I deploy my palette of colours in different types of forms and shapes, always co-opting visual art.

The inspiration probably comes from my mother who, in our Sahidnagar refugee colony near Kolkata, made me an 18-inch, partly-slanted reading table with mud. I could sit on the floor, keep my books there to read and write from.

Saying poverty is no excuse for ugliness, she'd obsessively keep everything very aesthetically, particularly swabbing my table with cow dung water everyday.

The monsoon season invariably breaks everything. When water lashes into our bamboo-walled, thatched-roofed mud house, her priority was always on how quickly she can remake my slanting table.

Thereafter, as I attended my gorgeous British architecture art college in Kolkata and went on to become a designer in Paris, I came to realize my mother's sense of visual art in design in that slanted mud table. My childhood training has grown in me, as I breathe visual art in my way of life today.

Beyond 2+2=4

An engineering product design that's associated with visual art has high and unlimited appeal, beyond the 2+2=4 equation. India requires massive numbers of engineering designers with the capacity to transform an engineering design to a selling proposition that's driven by visual art.

There's great potential for such careers that command attractive salaries. But the product's quality, functionality and performance can never be compromised for the duration of its lifespan in consumer or professional usage as per its industry standard.

In mass production, visual art is a very decisive factor for business success.



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