

# PROJECT 1

## Magppie Retail Limited

400, G.D.ITL North Ex Towers  
A-9 , Netaji Subhash Place  
Ring Road, Pitampura  
New Delhi 110088(INDIA)  
Email info@magppieindia.com



Pragati Kapur  
Industrial design 2008-2010  
08613804  
IDC, IIT Bombay

## THE MAGPPIE WAY

Magppie, design led brand for premium home accessories began manufacture of steel product in 1994 and entered domestic market in 2000.

Today the brand has achieved international status and enjoys its presence in over 20 countries including Italy, Denmark, Greece, Japan, USA and Australia.

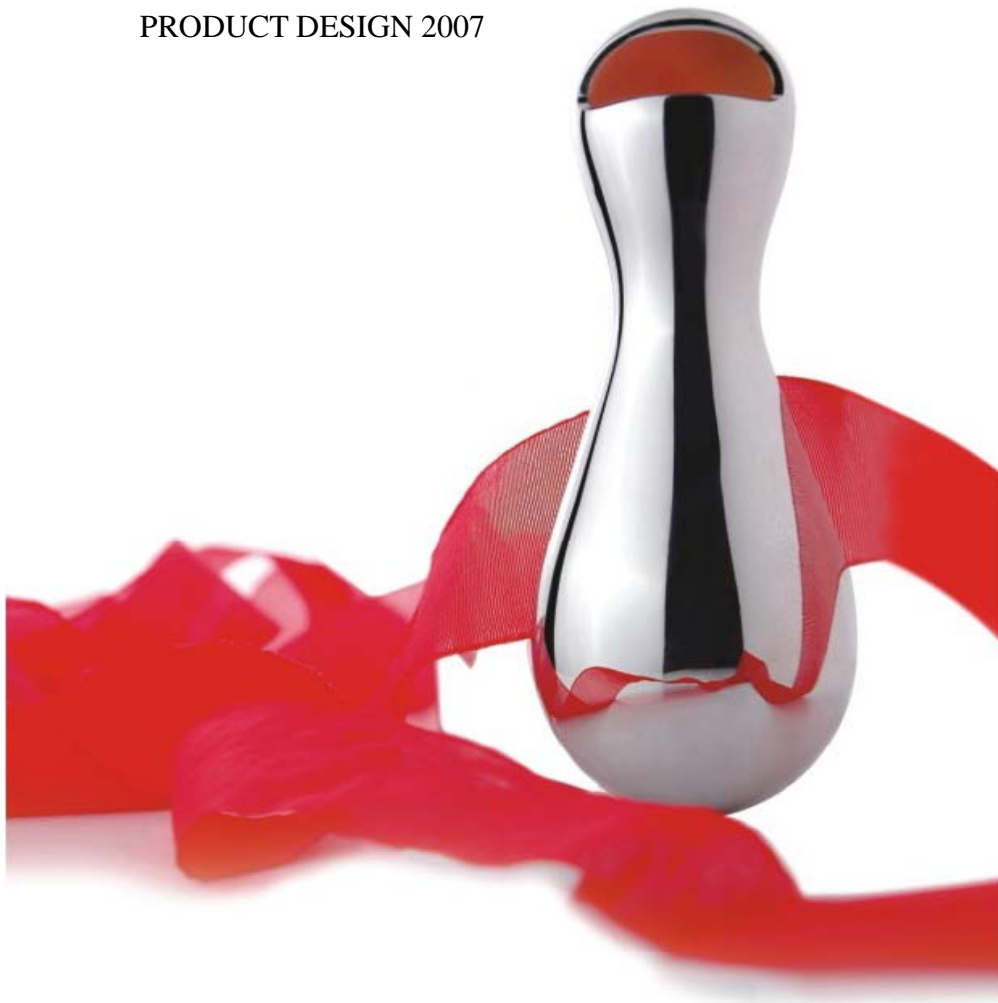
Magppie has six such boutiques and enjoys a presence in 60 retail locations in 21 cities in India.

Be it using stainless steel or combining steel with other materials , their products are designed to delight the soul by creating experiences and moments that are cherished forever.



reddot design award  
product design 2007

PRODUCT DESIGN 2007



TANTALO bottle opener



The bottle opener has been awarded the reddot international design award for its exemplary innovation in form and function

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# HOW IT WORKS



## Magppie Retail Limited (MRL – Brand)

International + In house designers



Designs sent to India for fine tuning



Mock ups



Revisions



Approval of designs



Sent to factory for production



Auditors check quality of products



Sent to stores across India and outside

## Magppie International Limited (MIL)

Designer – Merchandise - Buyer



Buying Houses  
have share in the sales



Designers are paid when there are approved and they also get royalty every month  
e.g. Target, Wallmart, Next, Bullsworth, Hudson Bay etc.

## Corporate (OEM)

Orders received from outside-designing and manufacturing at Magppie(not under the brand)  
Grade of steel used is not 18/8

Buyers send quotations to several design houses



Buyers give technical drawings (Drawings sent after approval of quotation)



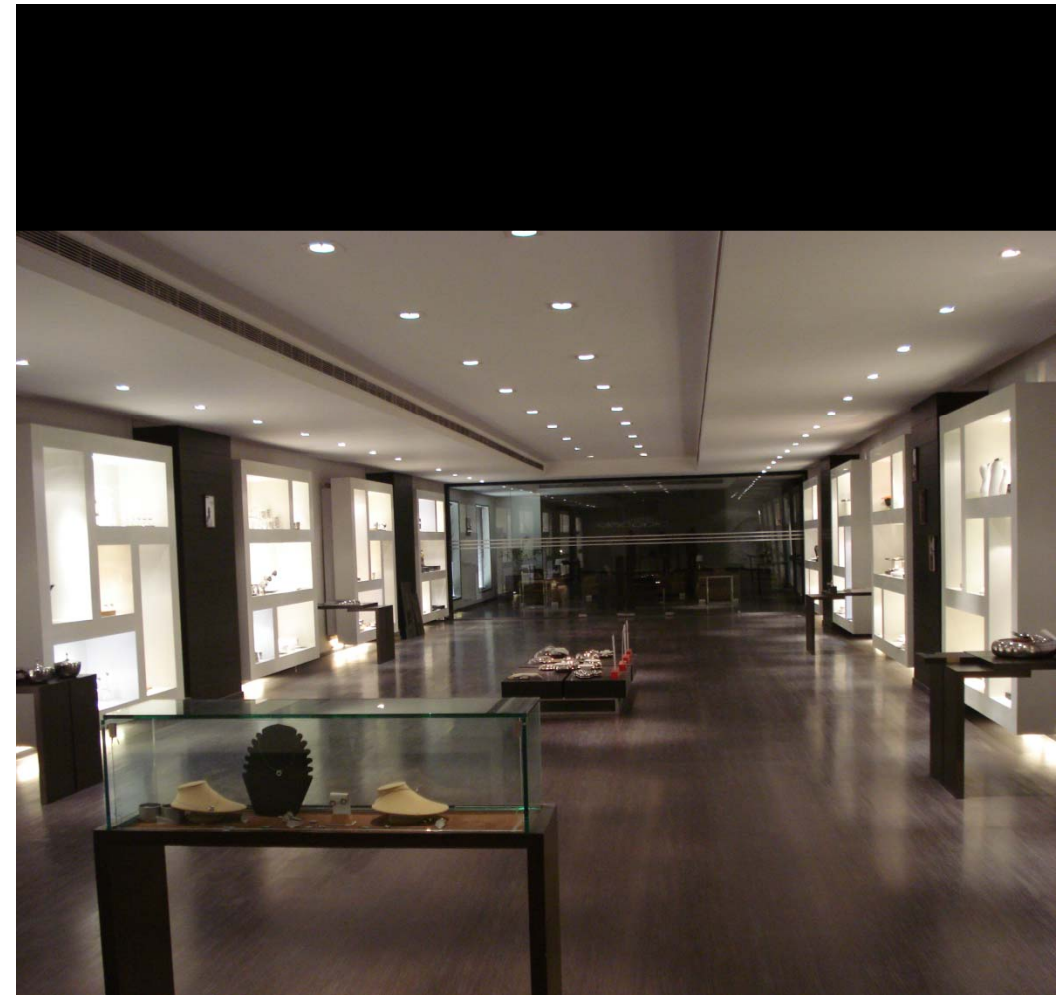
Changes done to the designs to fit the cost frame of the buyers



Products shipped to the buyer

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RETAIL

## Exclusive Magppie Boutiques :

AHMEDABAD - Options, Bodakdev, Tel: 079-26841922;  
 BANGALORE - Ffolio, 5 Vittal Mallaya Road, Tel: 080-22289064  
 CHANDIGARH - S.C.O. 8, Sector 26, Tel: 0172-6611429;  
 DELHI - City Square Mall, Rajouri Garden, Tel: 011-42225564;  
 GURGAON - DLF Grand Mall, Tel: 0124-4375400;  
 MUMBAI - Vishnudham, Junction of Bandra Linking/14th Road, Khar West, Tel: 022-65185600

## also at multi branded outlets :-

HomeStop.

  
 JAGDISH STORE

 LifeStyle

  
 landmark

  
 NIX-NISH

  
 PYRAMID



Shopping. And beyond.

THE NEXT SHOP

  
 YAMINI

## other outlets:-

Sobum Shoppe - Assam  
 Ideal Gift Sales - Coimbatore  
 Amosino - Delhi  
 Harisons Furnishings - Delhi  
 Idus - Delhi  
 Standard Max - Delhi  
 Virendra & Co. - Dehradun  
 Amethyst - Chennai  
 Acron Lifestyle - Goa  
 Gajjar Sales - Gujrat

BLU - Indore  
 Steel junction - Kolkatta  
 Tresorie - Mumbai  
 The centre - Mumbai  
 Yama - Mumbai  
 Casablanca - Ponicherry  
 CAC - Pune  
 Style Plus - Trivandrum  
 Linoleum House - UP

# THE DESIGN SPIRIT

Magppie's design philosophy is about the marriage of function and emotion.

Food is the core inspiration behind all Magppie creations. It also takes inspirations from different cultures and lifestyles

Magppie's different product lines are specially created by designers of international repute like Karim Rashid, Michael Graves amongst others.

Each Magppie creation is celebration of life, a perfect blend of form, functionality and comfort.



Many of them are acknowledged as highly priced collector's items by international museums like Museum Of Modern Art (MOMA), San Francisco.

Goccia set – part of the MOMA

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MAGPPIE

MAGOODIE



1 TABLETOP

MAGGIORE



MAGOODIE



3 TEA & COFFEE

MAGGIORE



4 BAR



MAGODIE



5 DECOR

MAGOODIE



# About Magppie Retail Ltd (MRL)

Quality of steel used - 18/8 & 18/10 grade which constitutes 18 parts of Chrome & 8 or 10 parts of Nickel

All products follow the international standards for quality, for which Magppie is accredited with **ISO 9001** certification

All products have distinct everlasting matt / satin finish

Magppie products are exported to 52 countries around the globe. They are available at all leading lifestyle stores across India .

All products are guaranteed for any manufacturing defect, corrosion, rusting.

All products are sold at a uniform M.R.P. all over India



EITHER OR

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# STAINLESS STEEL

Stainless steels are a class of chromium-containing steels (in amounts more than 11%) widely used for their corrosion resistance in aqueous environments and for service at elevated temperatures.

## GRADE 304 STAINLESS STEEL

- Available in a wide range of products, forms and finishes
- Has excellent forming characteristics
- Can be severely deep drawn
- Has outstanding welding characteristics
- Excellent toughness

# STAINLESS STEEL AS A LIFESTYLE STATEMENT

Is taking on designer shapes and hues to take its place among other designer ware

Innovative fusion of steel with materials like leather, ceramics, glass, bone china.

The product range includes kitchenware, office accessories comprising of coffee mugs, flower vases, table watches, candle stands, pen stands, bowls, trays, chip'n'dip platters, dinner sets etc.

## WINE PASSION

This product is based on an emotion, the emotion of romance. A candle on one side and a wine coaster on the other





# PROCESSES INVOLDED IN MANUFACTURE OF STEEL PRODUCTS

- Acquire raw material (stainless steel coils)
- CIRCLE CUTTING - dye cutting / manual cutting
- DEEP DRAWING (hydraulic/ mechanical press)
- Annealing - for further molding and expansion

## **REFINING**

1. BEADING - To make collars round
2. RIBBING
3. SPINNING AND ROLLING - To increase the length
4. SHEARING- removing collars

## **WELDING SHOP**

1. Tacking
  2. Welding
  3. Grinding
- PUNCHING
  - BENDING
  - EMBOSSING

## **FINISHING**

1. POWDER COATING
2. ELECTROPLATING
3. POLISHING
4. BUFFING
5. SWAROVSKI - Polish- Drill- Paste  
Glue- Lock tight 354

# Magppie Retail Limited(MRL), Kundli, Haryana



Deep drawing – hydraulic press



Drawn products



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Spinning and rolling



Vertical Milling Machine



Annealing



Punching



Beading



Ribbing



Shearing machine – cutting off edges



Argon welding



Single walled – before welding



Double walled – after welding



Polishing



Polished products



Electroplating



Powder coated products



Pre packaging

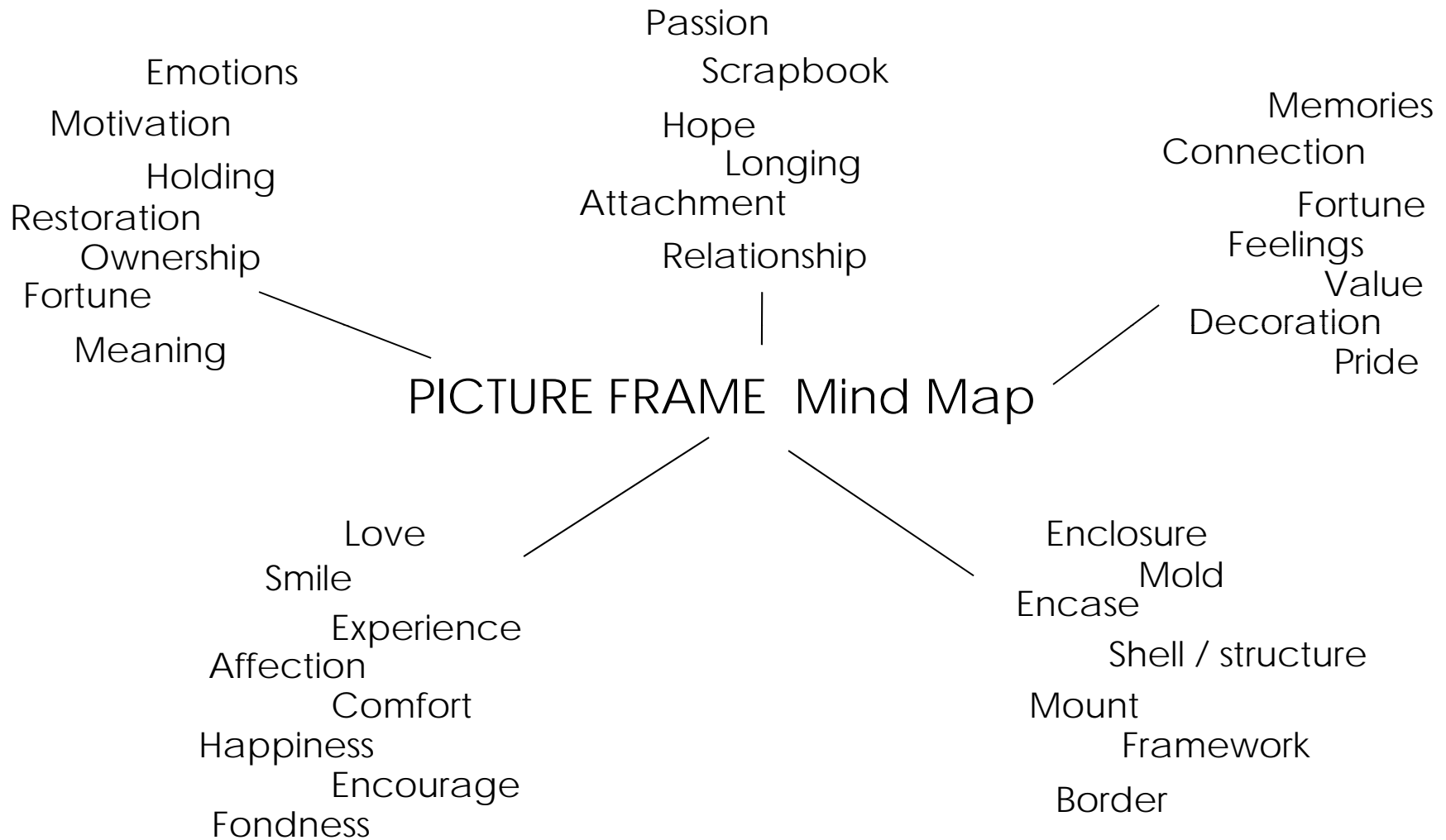


Packaging

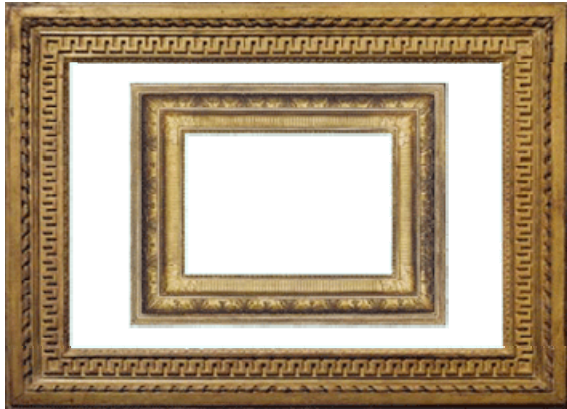
## DESIGN BRIEF

To design a set (3) of opulent picture frames for the brand, of different sizes 4" X 6", 5" X 7", 6" X 8" in stainless steel, keeping in mind the application of other materials on it (acrylic and Swarovski crystals)

The frame should be designed to exude elegance and warmth, making it perfect for gifting



# Diachronic study



Neoclassical and Empire Frames



Rococo Frames



The Cabinetmaker's Frame



The Palladian Frame



Mannerist Frames

# Synchronic study



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# INSPIRATION FOR THE FRAME

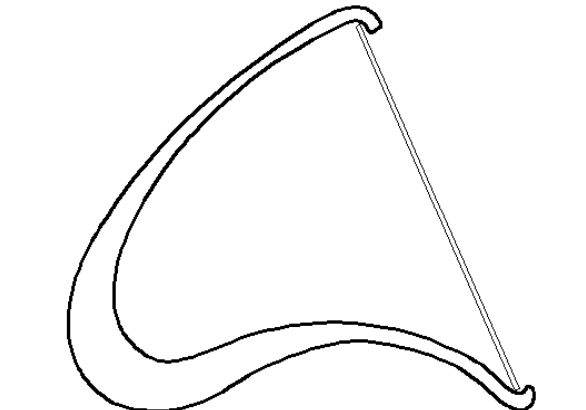
## HOLD IN

- Cage
- Enclose
- Confine
- Draft
- Border
- Encase
- Mold
- Mount
- Panel
- Set up
- Framework
- Outline
- Structure



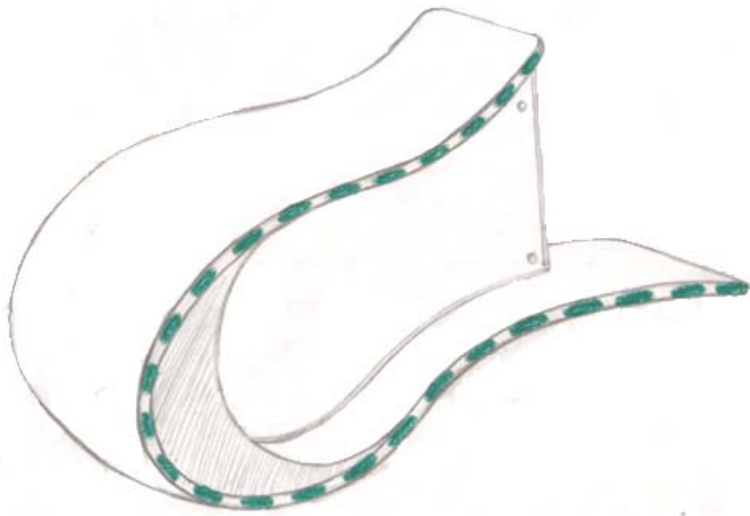
The set of photo frames is inspired by the shape of the hand when its holding some thing.

The object is lively and elegant and the form full of surprise with the possibility of it being used for both portrait and landscape pictures.

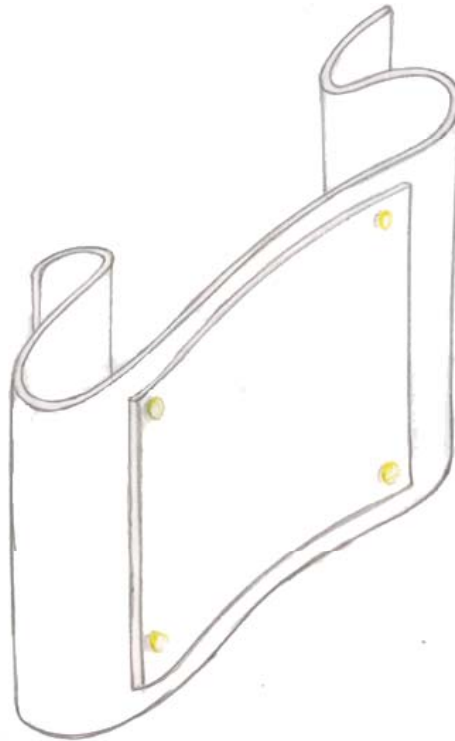


Side elevation

# Concept generation based on the following



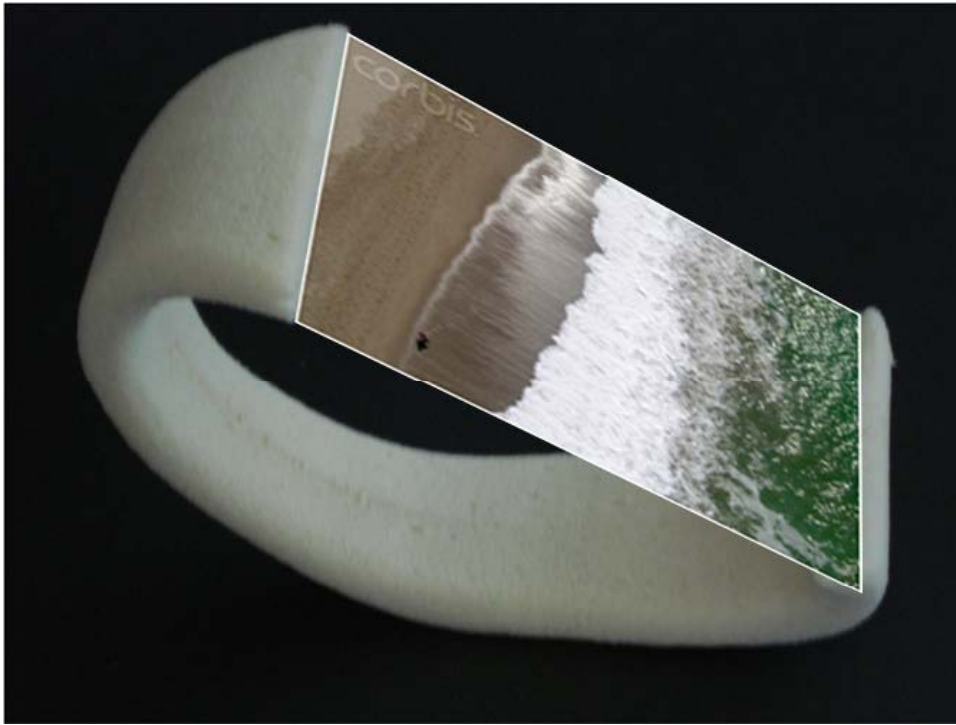
Inspired from an emotion(of holding)



Concept in folded sheet metal



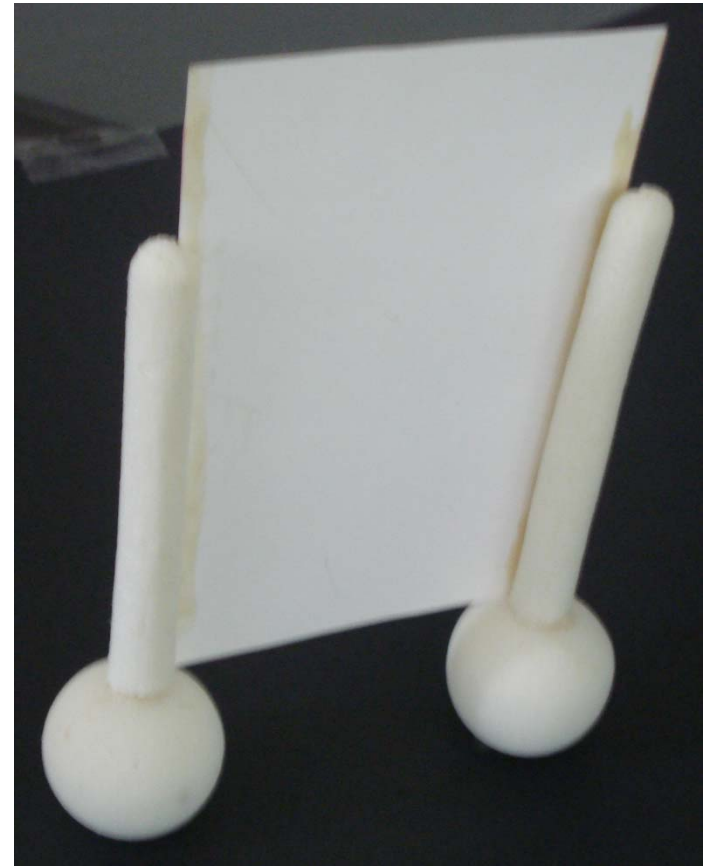
Based on elimination of back stand



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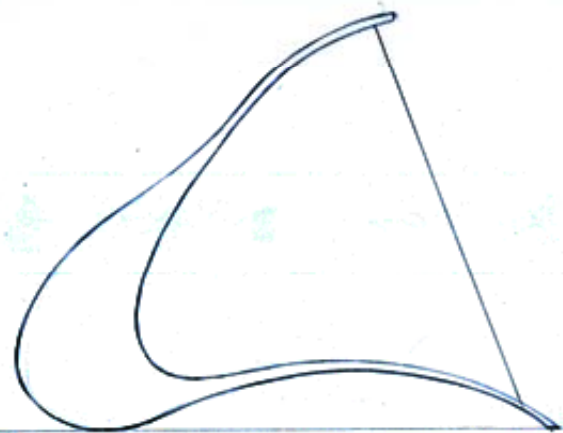
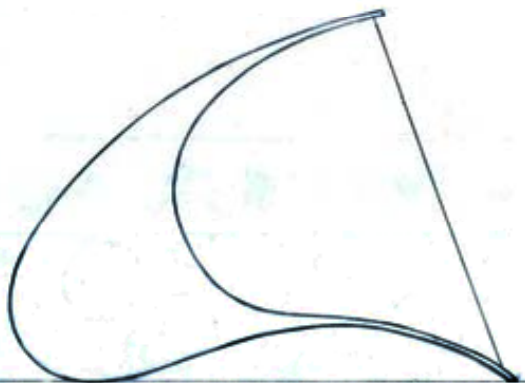
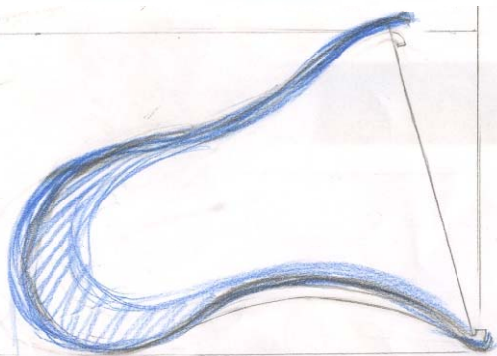
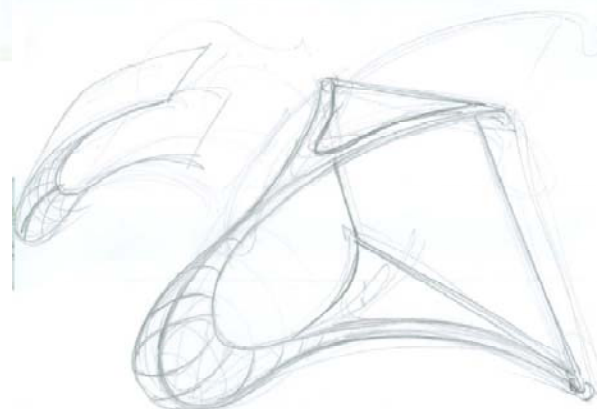
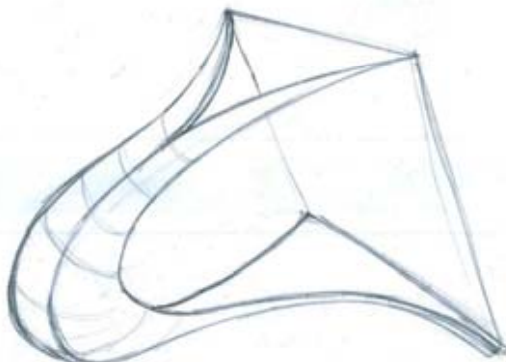
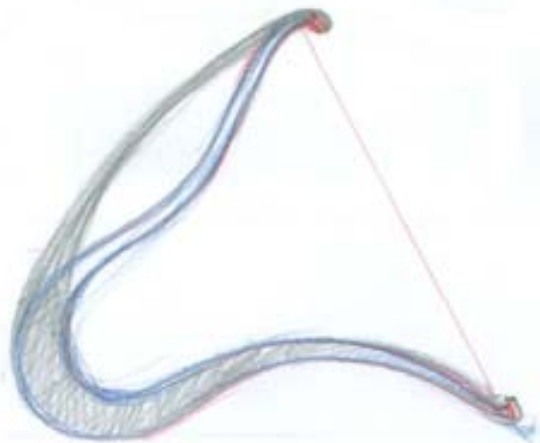
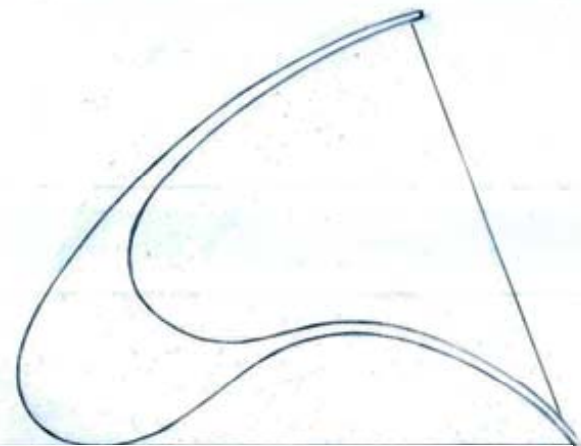
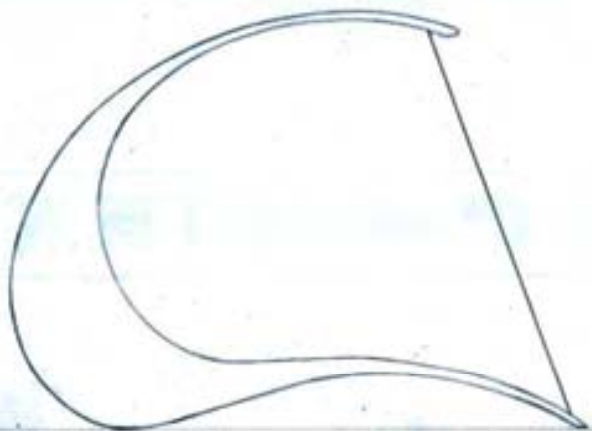
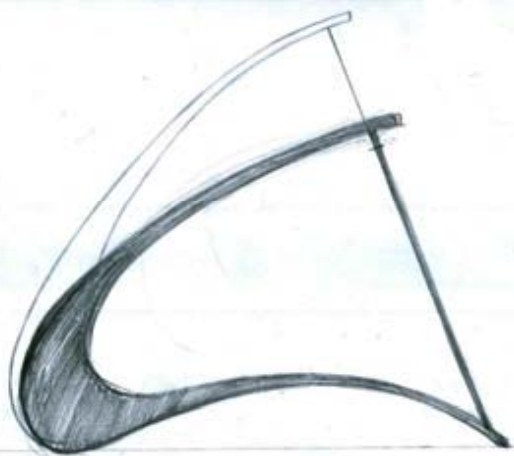
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Mock ups of the final concept



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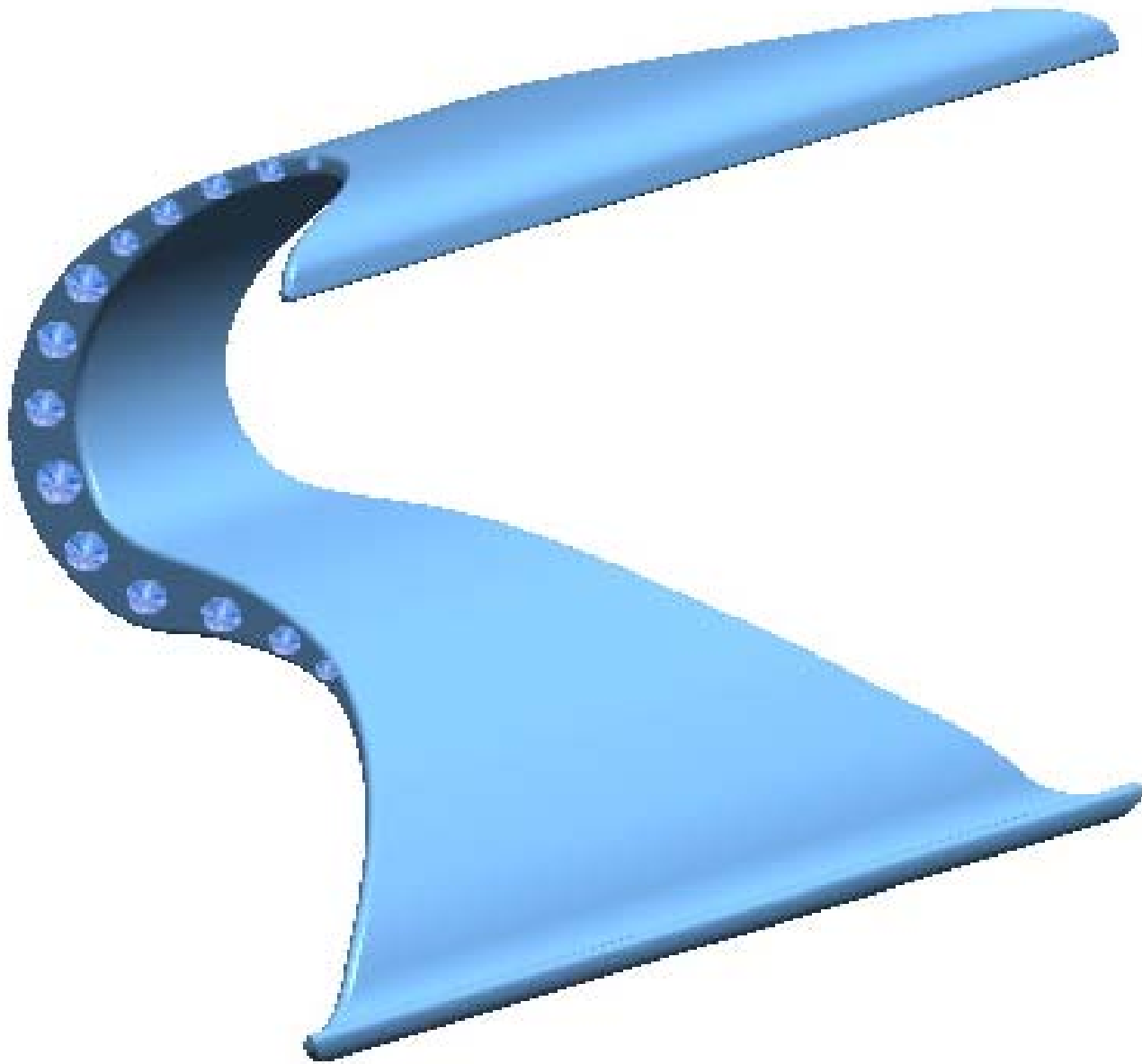
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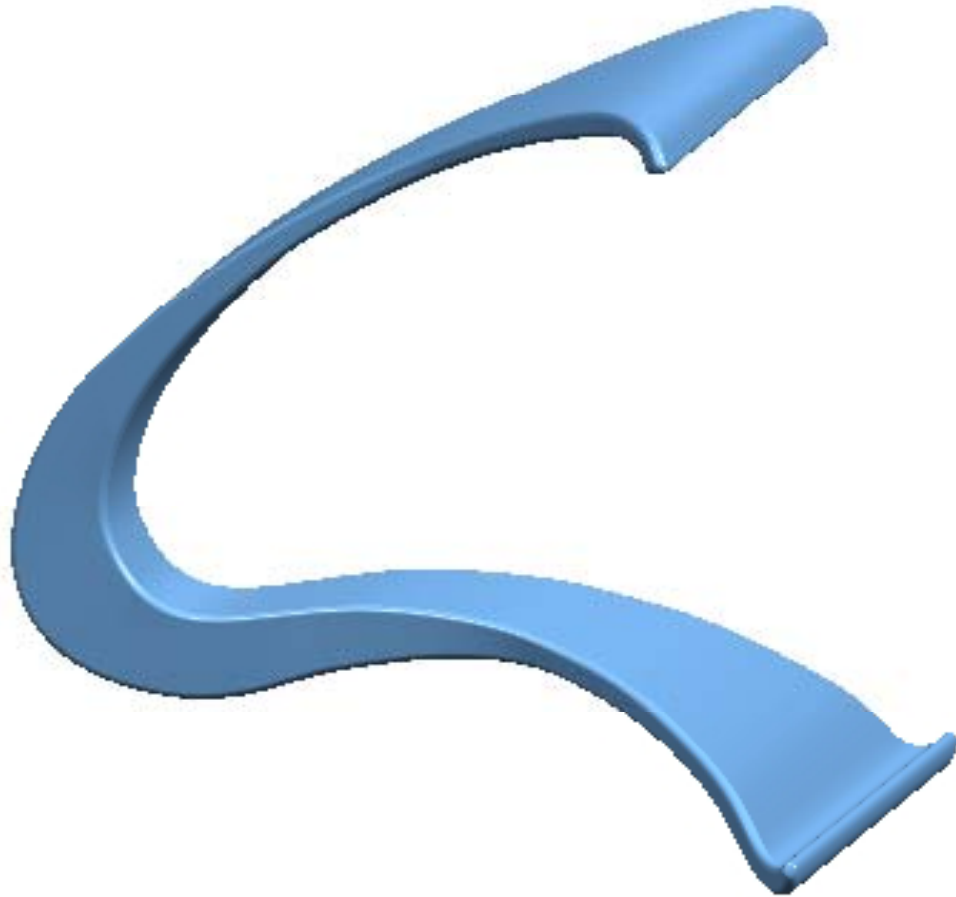
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# PROCESS FOR MANUFACTURING

The process of CASTING - **metal object obtained by allowing molten metal to solidify in a mold**

- The making of a stainless steel casting is a long and complex process.
- A large investment in capital equipment is required for the melting of steel, manufacturing of cores and moulds
- Therefore the preferred material for casting is bronze which is there after given a stainless steel finish.

## MECHANISM FOR DISPLAYING THE PICTURE

The picture is put between two sheets of acrylic and slid into the groove in the frame

# EXPERIENCE

- Exposure to the corporate sector
- Studying the various processes involved in stainless steel product manufacture
- Language of Magppie products which is always inspired by an emotion
- Interaction with different people working in various segments of the company

THANK YOU

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