

Design Resource

Willow Wicker

Design Development and Training Workshop

by

Iti Sethi

CDI, Srinagar

Source:

<https://dsource.in/resource/willow-wicker>



1. Introduction
2. Slide Show
3. Contact Details

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Design Development and Training Workshop
by
Iti Sethi
CDI, Srinagar

Source:

<https://dsource.in/resource/willow-wicker/introduction>

Introduction

Willow:

Willow grows locally around Srinagar and has a long history of being used for making household products of everyday use. Traditionally big lids/ dish covers were made to cover meat dishes at ceremonies and functions (wedding etc) baskets to transport vegetables, store meat and vegetables were also made.

Willow is extensively used in gift packaging. Since this is a big market, it should be explored and willow needs to be repositioned at the premium and exclusive end with gift packages with a lot of finesse and in combination with fabric, wood, etc. The subsequent workshops should be more intensive and aim at designing the whole process than just final forms.



1. Introduction

2. Slide Show

3. Contact Details

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The Workshop:

Willow Wicker Design Development and Training workshop was held successfully at Craft Development Institute, CDI, Srinagar during the period of 26th August 2004 to 11th September 2004 with the support of the office of Development Commissioner of Handicrafts Ministry of Textiles Govt of India.

This workshop can be considered as an initial step towards applying a methodology and market understanding to cater to a new market. The consumer segment was well defined and the product range can be explored even further. There is a need to introduce new finishes and colours and simple yet new ways of construction to attain a cutting edge over willow products from other regions.



Objective:

The objective was to develop a product range for house-hold usage based on the intrinsic properties of the material with emphasis on details and quality. The range has been designed for 3 basic settings revolving around a home with a special focus on storage.

These 3 settings are:

- outdoor eating
- exterior / patio
- Interior

The products developed during the workshop were primarily developed for the domestic market and more specifically for NATURE BAZAAR 04 which was organized by DASTAKAAR, an NGO which has worked a lot with artisans and in craft sector. Subsequently the products were also displayed in IGHF Autumn 04.

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3. Contact Details

MATERIAL EXPLORATION

✓ Collapsible partition - to provide a choice at the user's end as well as improve stackability



Collapsible lamp - the three units sit within each other and expand on hanging.



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Slide Show

Design process that was followed:

- Introduction
- Objectives
- Craft Process
- Material Exploration
- Design Concepts
- Prototypes
- Drawing and Specifications
- Conclusion
- Profiles
 - Designer's Profile
 - Workshop Participant Profile

Resource Downloads:

- [Willow Wicker - Slide Show – pdf](#)

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2. Slide Show

3. Contact Details

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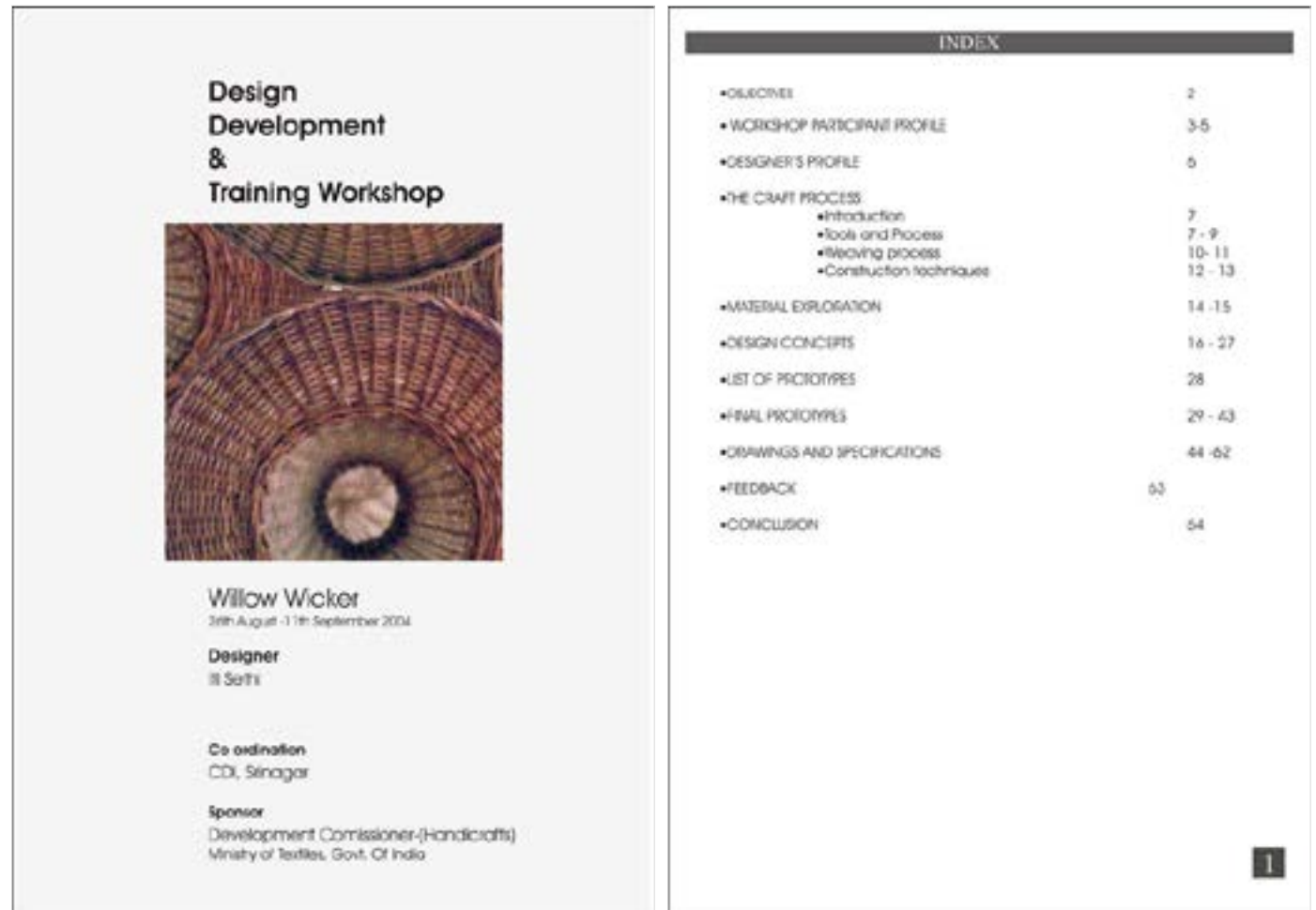
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3. Contact Details



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OBJECTIVES

MARKET ANALYSIS
Presently the products are sold locally in Srinagar. The product range consists of products of every day house hold usage as well as picnic baskets and lamps. The range has been the same over the years therefore the merchandise available in the shops does not excite the market anymore. Willow products are also available in the metros, furniture being usually imported and the smaller products manufactured in surrounding areas. Therefore there is a dearth of awareness regarding the material and product range. The products for local use do not command a high value and the quality of workmanship is very average. There is a marked difference in the finish of products meant for local use and exports.

TARGET MARKET
The products developed during the workshop are targeted at the Kashmir native bazaar 2004, being hosted at Dill Hast, New Delhi from 15 - 30th Nov. 2004. All products in the event are made of natural material like cotton, wool, cane, organic food stuff, paper etc. The annual event attracts around 80000 visitors which also includes exporters looking to place volume orders. The average customer visiting the bazaar, is passionate about crafts and would prefer that products don't lose touch of their traditional identity the product range will revolve around the home and the price range will be below Rs.2000.

DESIGN CRITERIA
To develop a product range for house hold usage based on the intrinsic properties of the material with emphasis on details and quality. The range has been designed for 3 basic settings involving around a home with a special focus on storage. These 3 settings are:
✓ Outdoor seating
✓ Exterior / patio
✓ Interior.

LOOK & CONCEPT
The look is clean and contemporary, in the natural colour of willow. There is also selective use of gold on an otherwise fully even surface. The basic colour of willow (brown and tan) has been kept as the final finish with a coat of matt lacquer.

DESIRABLE FEATURES
✓ Stackability or nesting properly
✓ Wooden hardware and/or components

DESIGN PARAMETERS
✓ Outdoor seating
 ✓ Picnic baskets - 3 baskets that are well defined and segmented for 3 different usage profiles. They can be independent units or stackable
✓ Exterior / patio
 ✓ Lamp - simple form in willow with a lot of finesse, fitted with generic wood components. These will be independent units that are stackable
 ✓ Plate covers - simple, circular forms with a notch for spoons. This product is to be developed in sets
 ✓ Portals - cylindrical forms that are stackable and have interesting weaves
 ✓ Spoon holder - contents to be visible

Interior
✓ Laundry basket - the design should provide ease of segregation of laundry
✓ CD reader - to hold individual CDs and rotate them
✓ Kitchen storage and clothes storage - similar units should stack over each other

2

WORKSHOP PARTICIPANT PROFILE

Participant no 01
✓ Name of individual / Organisation
Crown Willow Wicker Mehboob Ahmad Shikayat, Harat Rd, university road, Srinagar - 190008
✓ Address / Trade / Self help group / NGO
Manufacturer and trader
✓ Number of persons
Inhouse 3 and 40 SO on contract as per the order
✓ Range of skill
Good finesse over a wide range of products
✓ Market Segment
Local, Delhi, Mumbai
✓ Supply to trader / exporter
Supply to exporter in Delhi and Mumbai
✓ Self retail / Export / exhibitions
Self retail through shop in Srinagar
✓ Price Range
Small products Rs20 - 3200/- pc
Furniture Rs. 4000 - 80000 / set
✓ Product Range
baskets of all sizes, hark, laundry basket, lamp shades, chairs, sofa sets, etc.
✓ Contact
Mehboob Ahmad Shikayat
Ph: 0191-2452883
Mobile: 94191 78672

Participant no 03
✓ Name of individual
Bashir Ahmad Dar
✓ Address / Trade / Self help group / NGO
Craftsman
artisan
✓ Range of skill
Master craftsman
✓ Contact
Bashir Ahmad Dar
Gander bal, Peer Pura,
Ph: 94191 2416555
Presently working at Crown Willow Wicks

Remarks: Crown Willow Wicks is one of the biggest willow trades in Srinagar. The other participants in the workshop also work as contract workers for Crown. Of the participants they are the only one who have trade relations outside Srinagar. They even exported themselves till 1995. Awareness in terms of other international markets, competition, etc exists. They also have international catalogues which they use as reference to make new products.

3

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1. Introduction
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3. Contact Details

WORKSHOP PARTICIPANT PROFILE	
Participant no 02	
• Name of individual: Shabi Ahmad Poto	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs20 - 60/ pc.
• Range of skill Basic	• Product Range Round baskets of all sizes.
• Market Segment Local	• Contact Shabi Ahmad Poto
Participant no 03	
• Name of individual: Javed Ahmad Wani	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs20 - 120/ pc.
• Range of skill Basic skill for all types of baskets	• Product Range open baskets of all shapes and sizes
• Market Segment Local	• Contact Javed Ahmad Wani
Participant no 04	
• Name of individual: Mond, Husan Wani	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs20 - 200/ pc.
• Range of skill Good Skill for a wide product range	• Product Range Baskets, bowls with lids, trays
• Market Segment Local	• Contact Mond, Husan Wani
Participant no 05	
• Name of individual: Riyaz Ahmad Magray	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs20 - 70/ pc.
• Range of skill Basic skill for all types of baskets	• Product Range open round baskets of all sizes
• Market Segment Local	• Contact Riyaz Ahmad Magray

WORKSHOP PARTICIPANT PROFILE	
Participant no 08	
• Name of individual: Ali Mohd Dar	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs20 - 50/ pc.
• Range of skill Basic skill for regular round baskets	• Product Range Round baskets of all sizes.
• Market Segment Local	• Contact Ali Mohd Dar
Participant no 09	
• Name of individual: Ghulam Mohd ul din Dar	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs40 - 100/ pc.
• Range of skill Basic skill for all types of baskets	• Product Range open baskets of all shapes and sizes
• Market Segment Local	• Contact Ghulam Mohd ul din Dar
Participant no 10	
• Name of individual: Ishaq Ahmad Wani	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs25 - 180/ pc.
• Range of skill Good Skill for a wide product range	• Product Range Baskets, bowls with lids, trays
• Market Segment Local	• Contact Ishaq Ahmad Wani
Participant no 11	
• Name of individual: Mohd/Ramzan Wani	• Supply to trader / exporter Supply to trader locally
• Artisan / Trader / Self help group / NGO Artisan	• Price Range Small products Rs35 - 140/ pc.
• Range of skill Basic skill for all types of baskets	• Product Range open round baskets of all sizes
• Market Segment Local	• Contact Mohd/Ramzan Wani

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DESIGNER'S PROFILE

Iti Sethi is an accessory designer, based in Delhi. She is a graduate of NIFT, New Delhi and has been working in industry from last 5 years.

She has been associated with various developmental and commercial organisations, both national as well as international. She has been actively associated with various developmental organisations by being part of various welfare and design developmental projects.

Iti Sethi believes that focus should be on applying design as a process tool in co-operating aesthetics, functional logic, production feasibility and commercial viability.

She is presently attached with IPECI and is working with entrepreneurs from both India and has designed 4 collections of products with one collection each in bamboo blinds, sofa pots, hand bags, combination photo frames and cane + wood table top accessories. She has been professionally associated with APPL, OODS&H and APL for whom she has designed products for Pottery from Baran Republic, INDIA, Arjey Furniture, Newdel, Next American Pacific.

She is professionally attached with Ford Academy of Fashion New Delhi.

Iti Sethi
E-7, 11 Floor,
Green park Extension
New Delhi 110016
Tel: 011-31073281

6

THE CRAFT PROCESS

INTRODUCTION

Willow grows locally around Srinagar and has a long history of being used for making household products of everyday use. Traditionally big lids/ dish covers were made to cover meat dishes at ceremonies and functions (wedding etc) baskets to transport vegetables, store meat and vegetables were also made. This product range has expanded with exposure and time and tourist interest and now includes a wide range of products as varied as tick knock boxes, lamp shades, furniture and decorative.

PROCESS AND TOOLS

The grass which grows upto 8-15 ft high is cut and the leaves are plucked off. The stems are soaked in water for 3-5 days. The outer bark becomes soft and is scrubbed away with water and cloth to reveal the inner soft brown / tan core. This colour may vary from a light to a deep brown depending on the crop. These sticks are available in bundles as per the length and can be bought by weight. The approximate rates are -
Rs. 30/kg for thin brown long bundles.
Rs. 40/kg for white long bundle and
Rs. 800/kg for grey willow.



Willow bundles



The sticks need to be soaked in water before they can be worked upon. This makes them soft and flexible. Water also needs to be applied while weaving as dry willow becomes too rigid to weave.

Sticks - To achieve the sticks, the stick is split into 3 or 4 sections depending on the requirement using a wooden tool. The initial cut is made with a knife and then the tool, a tishul / 3 pronged or chushul / 4 pronged is used and the entire length of the stick is split. The vertical / spiral supports are always whole sticks and strips are used to weave the items.




Tishul Chushul



Willow stem

7

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1. Introduction
2. Slide Show
3. Contact Details

THE CRAFT PROCESS

The thickness of such strips is made even using a machine. The final thickness will depend on the requirement of a particular product or even where in a product the strip will be used.



A machine

The width of the strip is also made even and can be regulated using an uplate machine. A thin strip will result in close, fine weaving whereas a thick strip will give a spaced out, thick weave.



Uplate



Different types of knives used as per the requirement

8

THE CRAFT PROCESS



Scissors



Aur

Aur - It is used to pierce thru the strips as well as to create space in a woven area for fitting add-ons like loops, handles, etc.



Leveler

The leveler is used to even out the weaving by hitting vertically over it

9

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1. Introduction

2. Slide Show

3. Contact Details

THE CRAFT PROCESS

THE WEAVING PROCESS

Common types of weaves

- ✓ **Single weave** - the strip goes over one stick and under one stick
- ✓ **Double weave** - 2 strips are used together in the same construction as single weave
- ✓ **Chain weave** - the strip goes over 2 sticks and under one.
- ✓ **Double sided weave** - 2 strips placed back to back are used for weaving, mainly for products that need to be viewed from both sides.

A lot of combinations can be developed based on these basic weaves. For this initial workshop, only these weaves have been applied.

- ✓ **locking weave (dooni)** this is used to hold the other weave in place. It is used at the edge of a weave or before a border or in the middle of a big structure for support. It is made using 2 sticks

Rein weave - this is done using two sticks and is a very strong weave usually used in the base

tuk - this is the weaving detail used to hold the side wall / supporting stakes to the base. It locks the stakes in place as well as provide a base line to start weaving. A dooni will precede and succeed a tuk.

10

THE CRAFT PROCESS

Borders

- ✓ **Single border (kheow)**
- ✓ **Pot**
- ✓ **Double border** - it has both the kheow and the pot

Double

Pot

Chain weave using double strip

Dooni

tuk

11

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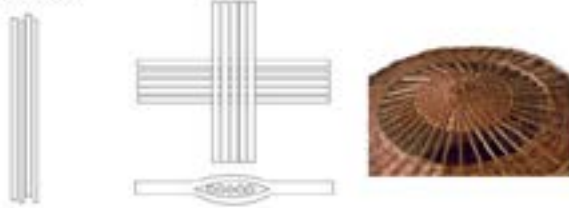
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THE CRAFT PROCESS

CONSTRUCTION
Willow wicker follows some generic ways of construction of basic components like base of the product etc. For this workshop the traditional ways of construction were applied which are -

✓ **Circular base**





10 stakes, each being 2" longer than 1 in. diameter of the required circle.

5 stakes are split in the middle and the other 5 are passed thru them, the joint is then secured by strips and the 10 stakes are made to flower out to form a circle. This is then woven with strips. Towards the periphery more rods are inserted to keep the weave density even.

✓ **Rectangular / square base**

The stakes are clamped in a wooden block and are woven using the plain weave.

Alternatively, a rectangular / square frame is made and the weaving is done on it. This is not as strong as the other technique and is also more expensive but looks much better.

12

THE CRAFT PROCESS

✓ **Square with rounded corners**

The circular base is made and then the corners are achieved by weaving around it in 4 parts.



✓ **A structure without a base**

Forms like lamp shades etc. start from a ring and the strips are secured to the ring by means of down looking weave. These forms do not have a full.





13

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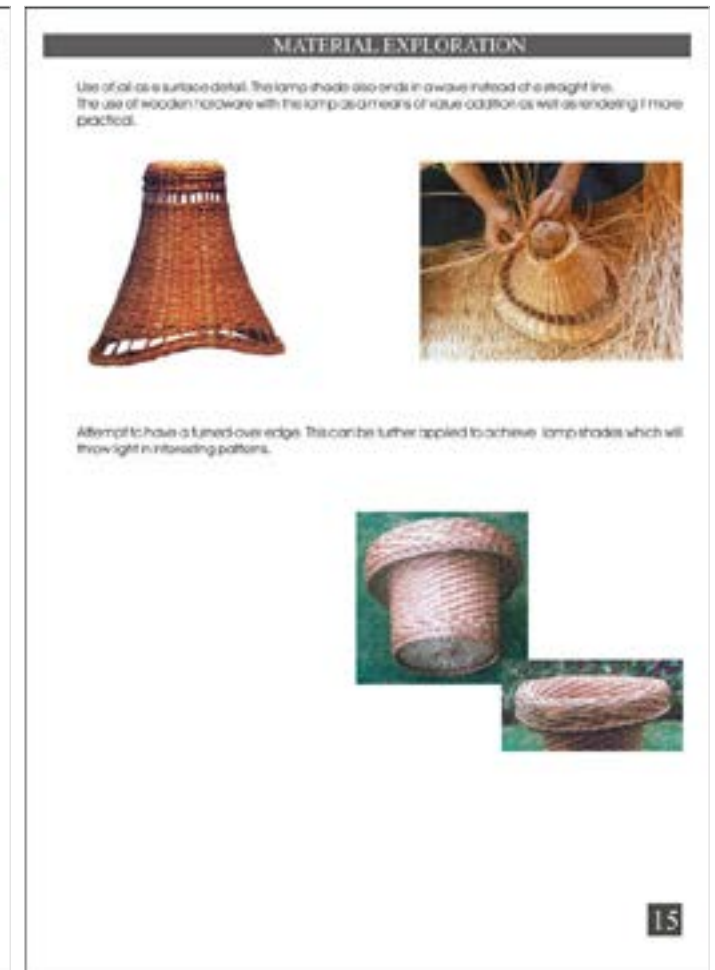
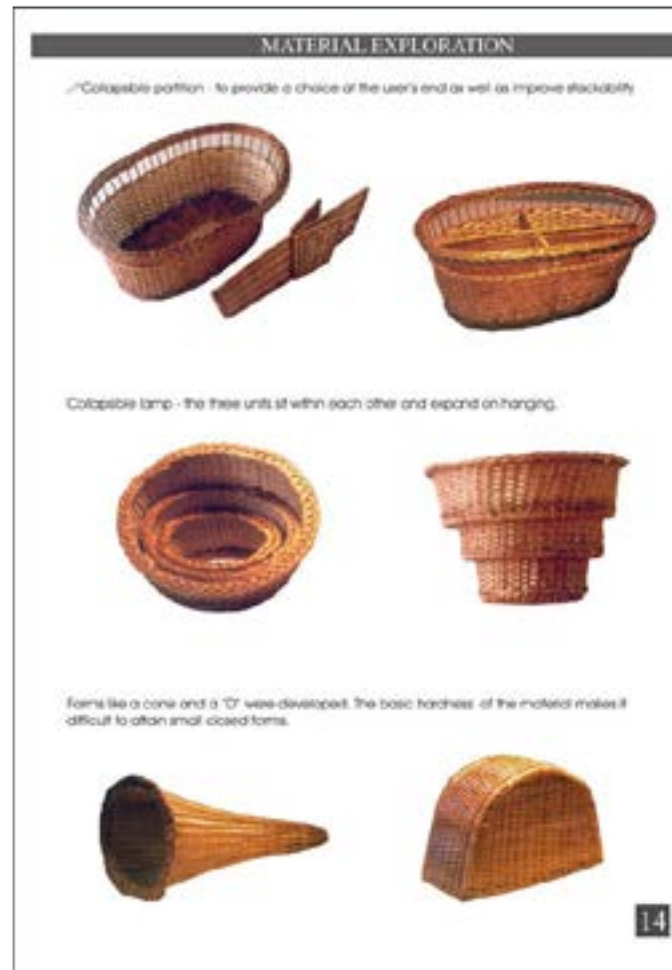
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2. Slide Show

3. Contact Details



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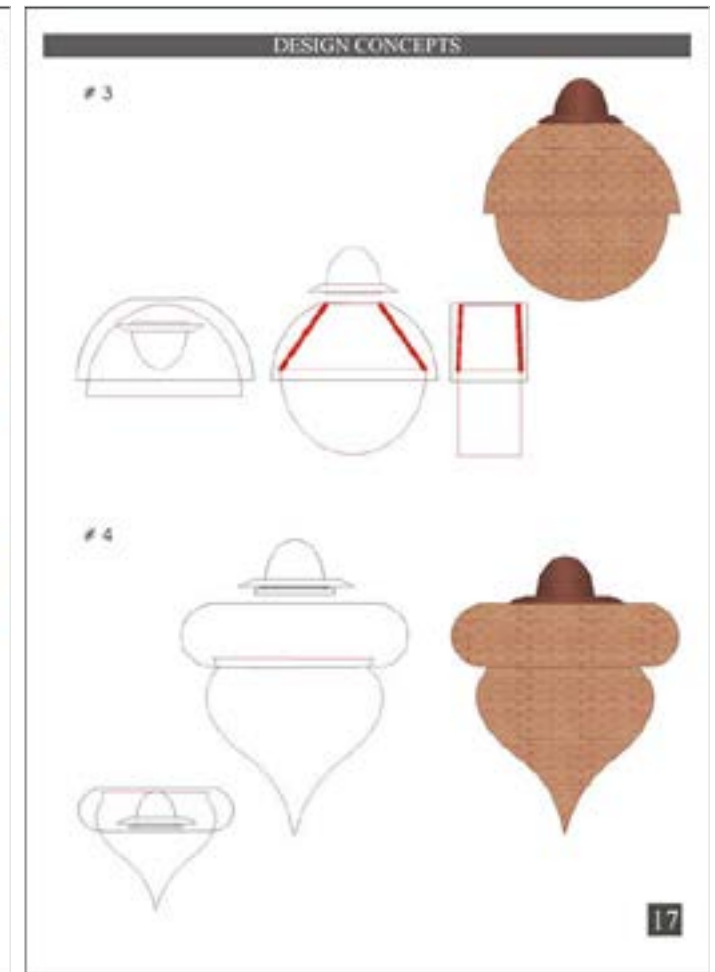
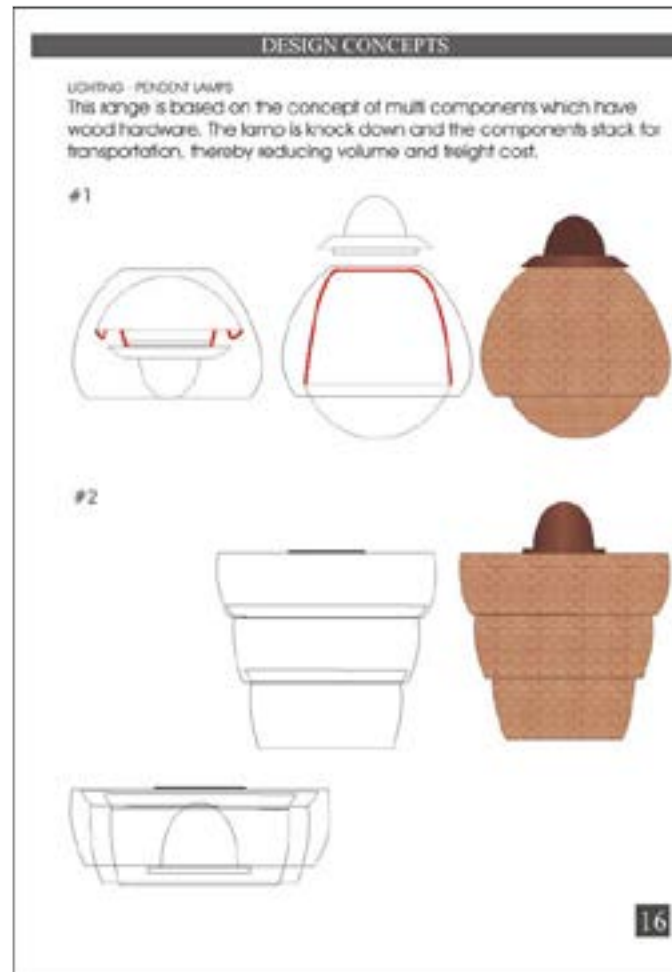
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2. Slide Show
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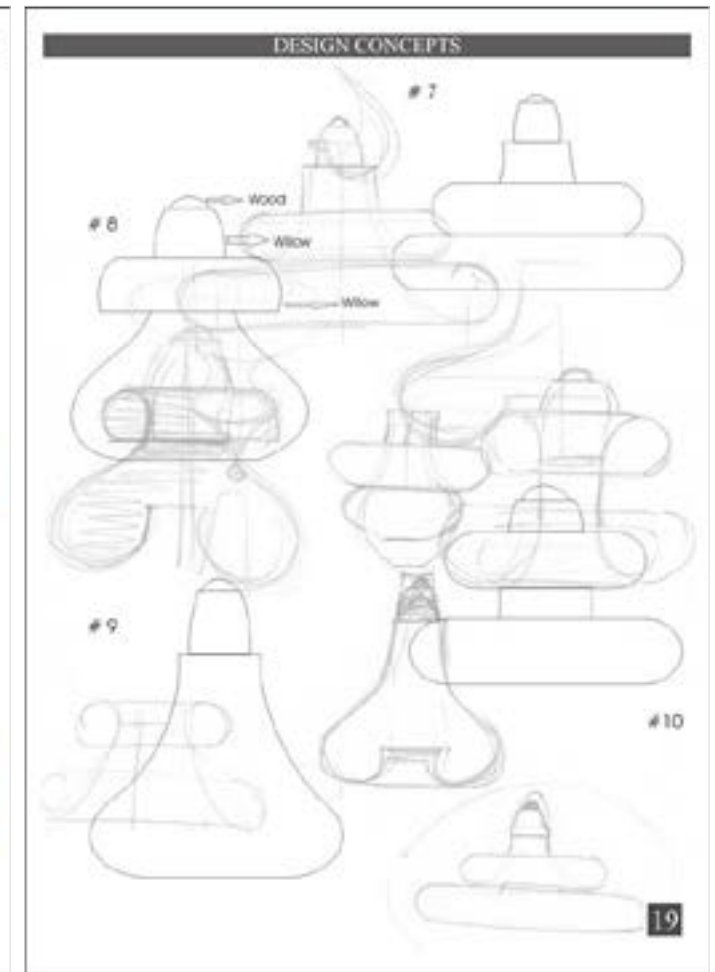
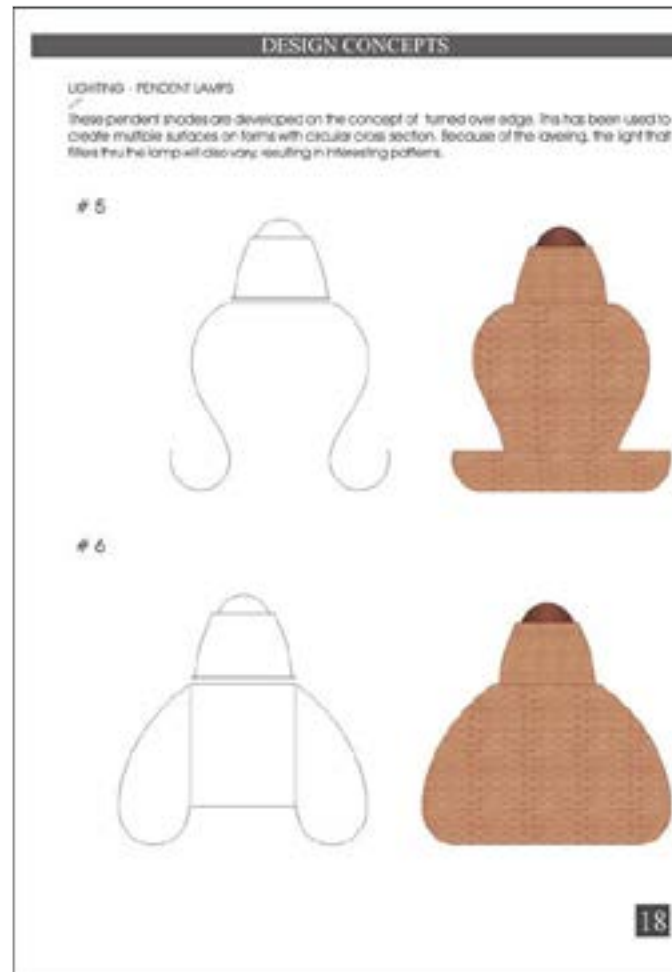
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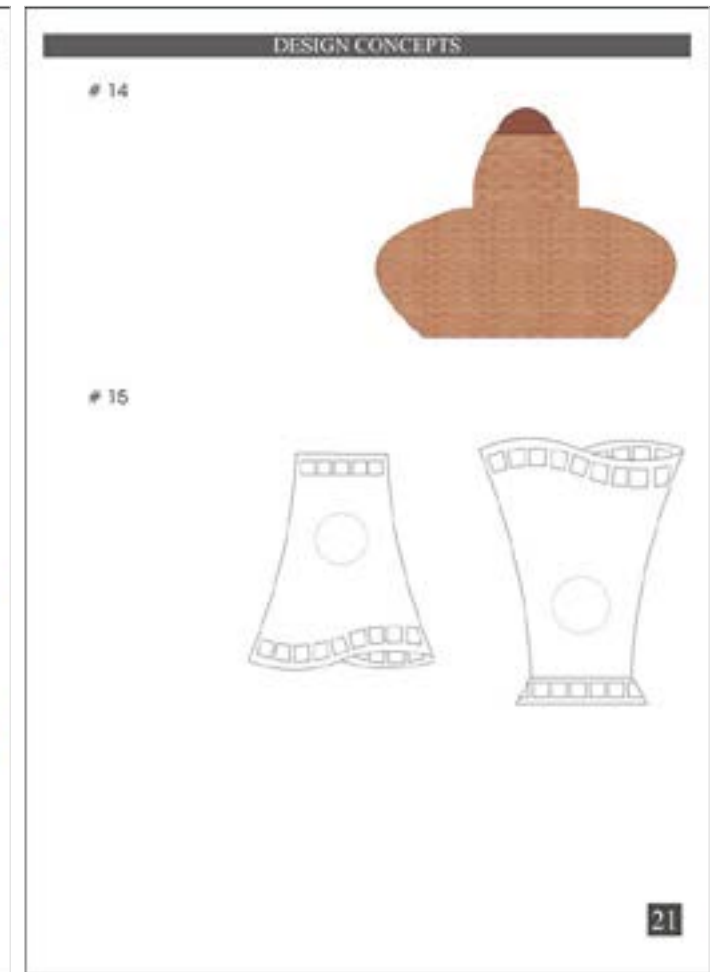
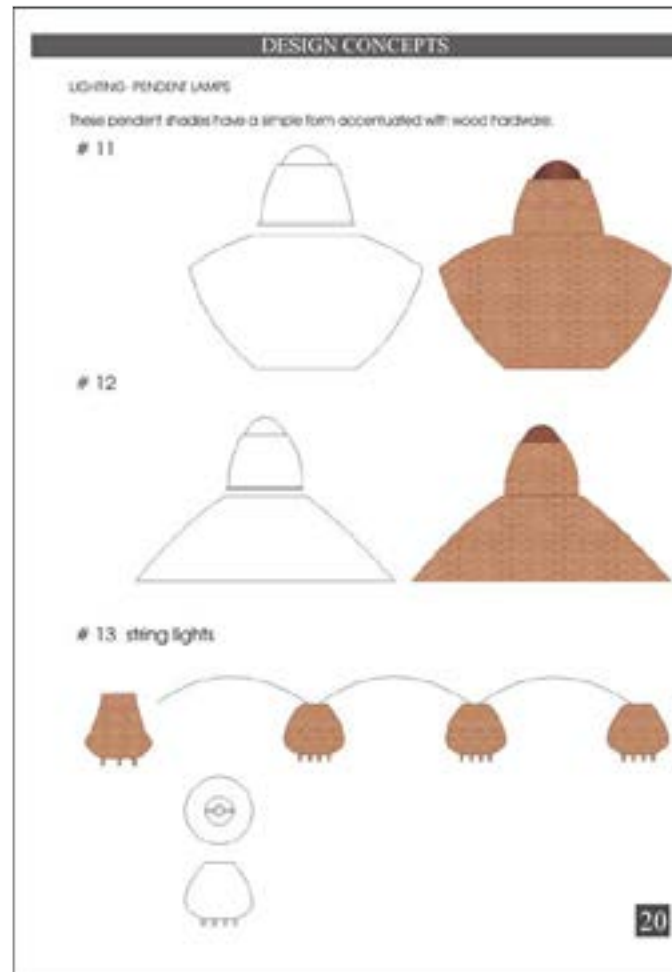
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2. Slide Show

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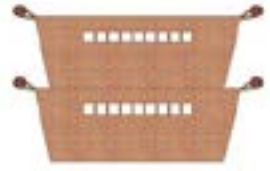
LIST OF PROTOTYPES		
S.NO	PRODUCT	COST
1	Pote-Cover(1 of 3)	Rs 250
2	Pote-Cover(2 of 3)	Rs 180
3	Potter	Rs 520
4	Potter	Rs 200
5	Laundry basket	Rs 650
6	Laundry basket	Rs 650
7	Laundry basket	Rs 600
8	Laundry basket	Rs 650
9	Picnic basket	Rs 200
10	Picnic basket	Rs 750
11	Picnic basket	Rs 600
12	Kitchen Storage	Rs 320
13	Stackable Storage	Rs 320
14	CD Rack	Rs 200
15	CD Holder	Rs 150
16	Lamp Shade	Rs 240
17	Lamp Shade	Rs 230
18	Lamp Shade	Rs 230

DESIGN CONCEPTS

CLOTHES STORAGE BASKETS

16

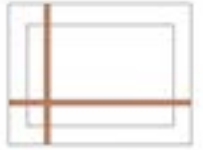

The baskets have a removable partition to facilitate segregation of small items like socks, handkerchiefs etc. The basket has turned wood handles. The partition acts as a stand for another unit and so multiple units can be stacked.

KITCHEN STORAGE BASKETS

17

The baskets have a removable partition to create divisions for vegetables, tableware, etc. The partition acts as a stand for another unit and so multiple units can be stacked. The top unit can have a lid.

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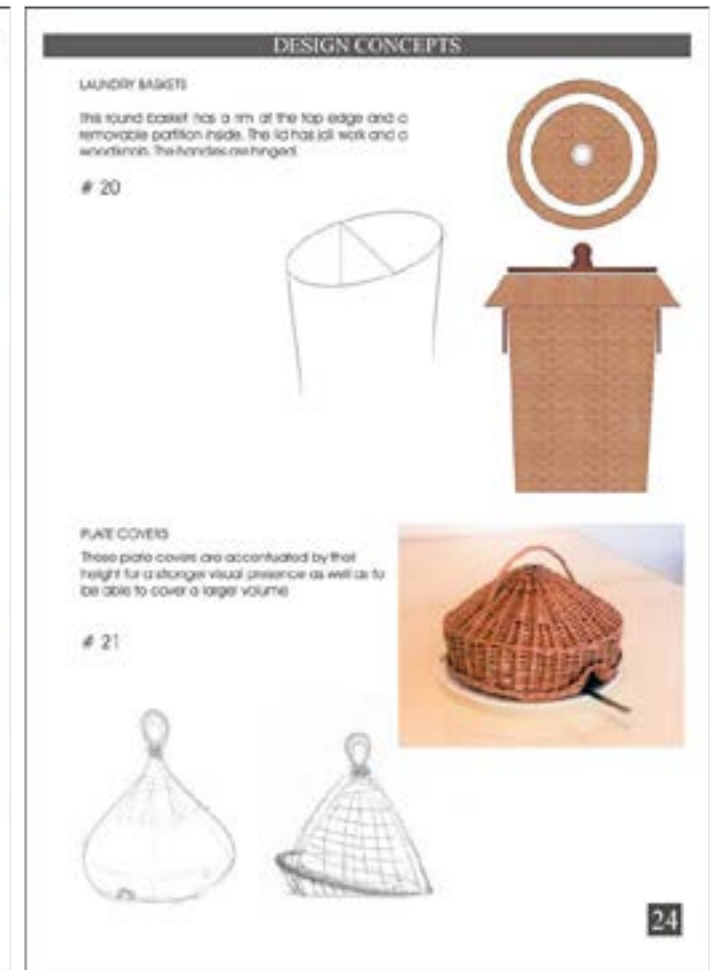
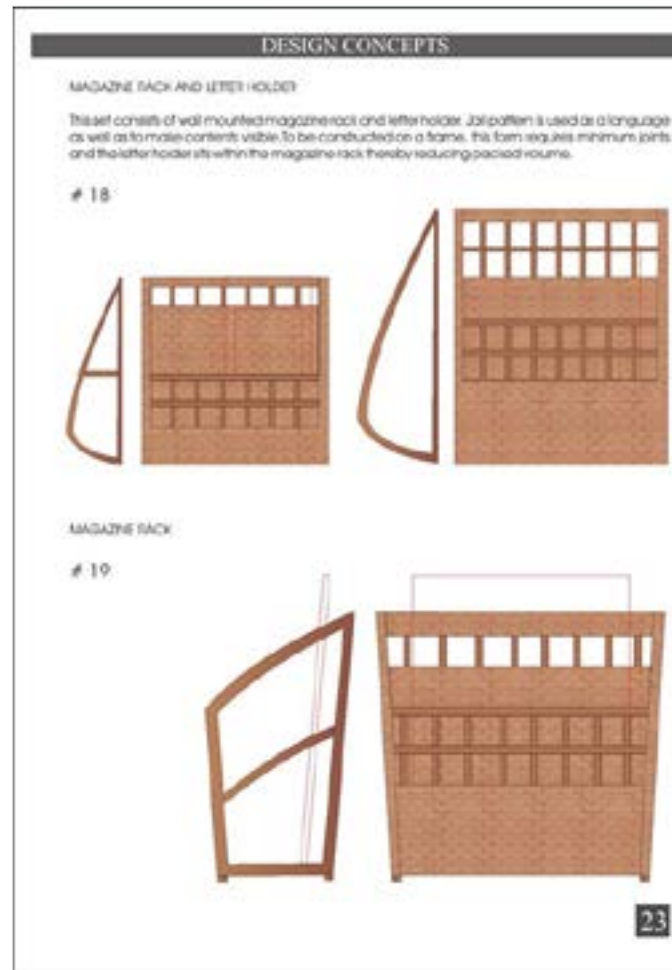
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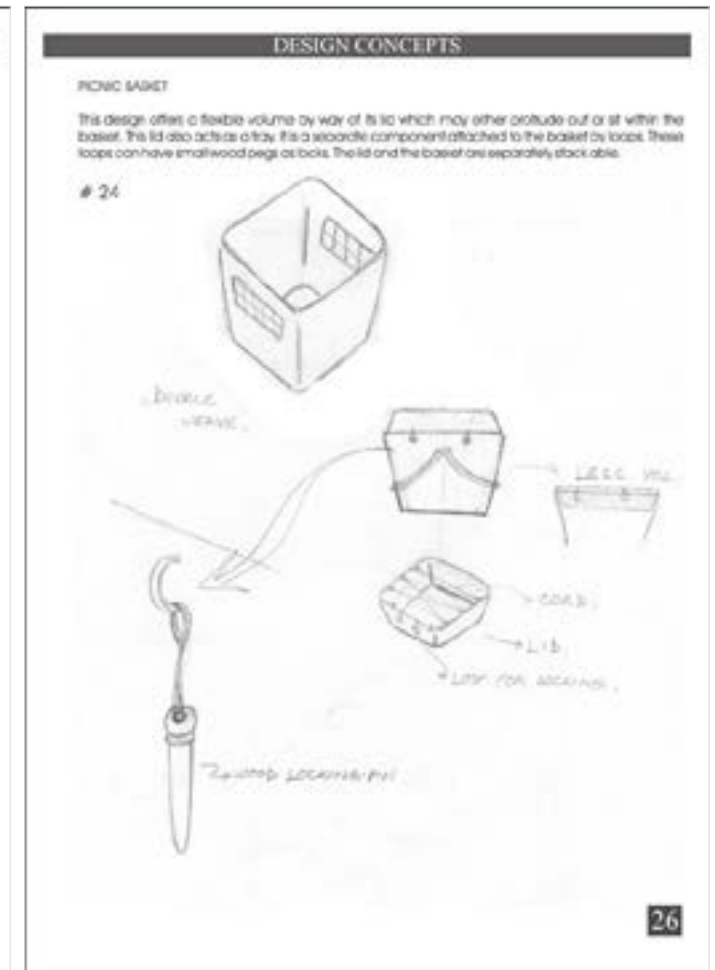
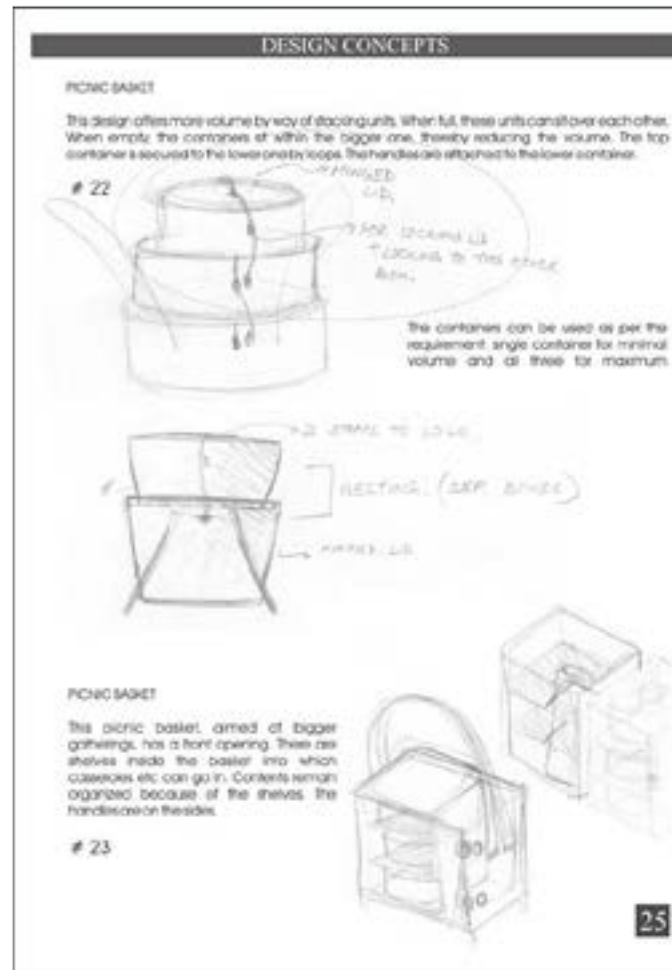
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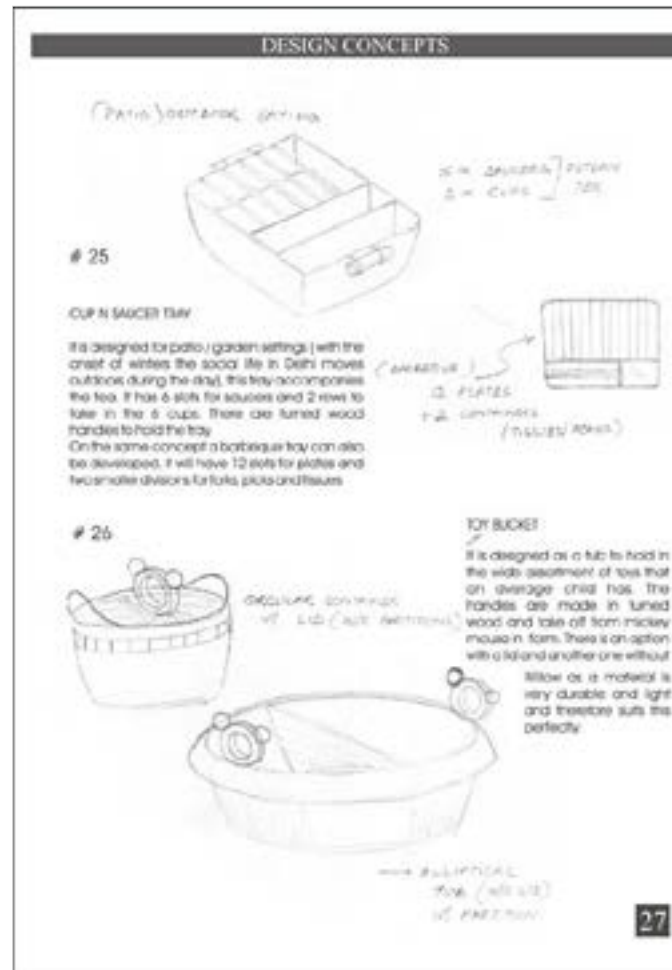
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PRODUCT RANGE

WAND SETTING

PROTOTYPE - 2
PRODUCT - PLANTER

It's a set of 2 planters.
The base is circular and the walls are done in chain weave using 2 strips together. There is a rim at the top that has been done in single weave and ends in a post.




30

PRODUCT RANGE

WAND SETTING

PROTOTYPE - 3
PRODUCT - PLATE COVERS

Targeted at rustic settings, these plate covers are made for full plate, half plate and quarter plate and have a notch for the spoon handle. The weaving starts from the center and continues as a single weave which ends in a post.



PROTOTYPE - 4
PRODUCT - PLATE COVERS

Targeted at rustic settings, these plate covers are made for full plate, half plate and quarter plate and have a notch for the spoon handle. The weaving starts from the center and continues as a single weave which ends in a post. This set has wooden handles.



31

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PRODUCT RANGE

INDOOR SETTING

PROTOTYPE - 8
PRODUCT - SPOON HOLDER

Targeted at Indo settings, the spoon holder uses jali work as the main body and has four exterior divisions to put in 4 different articles though the inside cavity is single. Due to the jali work the contents are visible. There is a wood knob at the top. The spoon holders are developed in two sizes- the bigger one to hold table spoon, table knife, table fork, etc and the smaller to hold full fork, coffee spoons, olive picks, etc.



34

PRODUCT RANGE

OUTDOOR SETTING

PROTOTYPE - 9
PRODUCT - PICNIC BASKET

It's the smallest of a range of 3 picnic baskets. It is without lid and has a guide to support bottles. This guide can also move out of the way to create more space in the basket. The handles are hinged and fold down when not in use. Multiple units are stackable. The base is rectangular and the sides are done in double weaves, using 2 strips together. A double border runs along the edges. The handles and the bottle guide are made of willow framework and willow strips wound over it.



35

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Source:

<https://dsource.in/resource/willow-wicker/slide-show>

1. Introduction
2. Slide Show
3. Contact Details

PRODUCT RANGE

INDOOR - STORAGE

PICTORHPE -12
PRODUCT - LAUNDRY BASKET

This is a part of a range of 3 laundry baskets, aimed at providing the consumer the option of segregating laundry into 2 sections. In this basket, it has been achieved by a small lid inside the bigger basket. The lid has jali pattern for ventilation. For transportation and storage, the lid are removable and all 3 units are individually stackable.





The lid is made in jali weave and has jali on both ends and a girth border.

38

PRODUCT RANGE

INDOOR - STORAGE

PICTORHPE -13
PRODUCT - LAUNDRY BASKET - option 1

This is a part of a range of 3 laundry baskets, aimed at providing the consumer the option of segregating laundry into 2 sections. In this basket, it has been achieved by stacking 2 units over each other. The lower unit has a window for moving in laundry and the top one is accessible from the top. The lid has a jali pattern and is held in place with two loops. For transportation and storage, the lids are removable and all 3 units are individually stackable.



PICTORHPE -12
PRODUCT - LAUNDRY BASKET - option 2

This design has two identical units stacking over each other for usage and also being individually stacking into each other for transportation. There is a separate element that fits between the two units and holds them in place.



39

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1. Introduction
2. Slide Show
3. Contact Details



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1. Introduction
2. Slide Show
3. Contact Details

PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE - 17
PRODUCT - KITCHEN STORAGE BASKETS

This is a kitchen counter product and is designed on the concept of similar units stacking over each other. A separate unit sits between two baskets to hold them in place and also acts as the lid.



42

PRODUCT RANGE

INTERIOR - STORAGE

PROTOTYPE - 18
PRODUCT - CLOTHES STORAGE BASKET

This basket is meant to hold clean laundry, designed to comfortably take in lined shirts and similar articles of everyday clothing. The units stack over each other. Basket designed to have collapsible partition to facilitate segregation of smaller articles of clothing like socks, ties, handkerchiefs, etc; this basket is now a single-unit piece.



43

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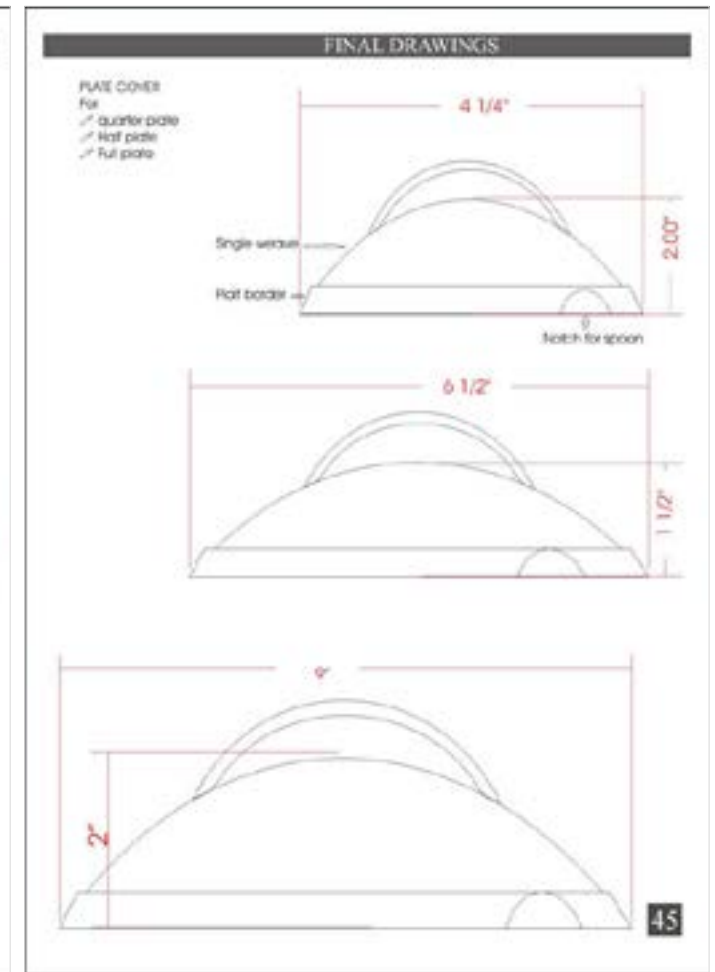
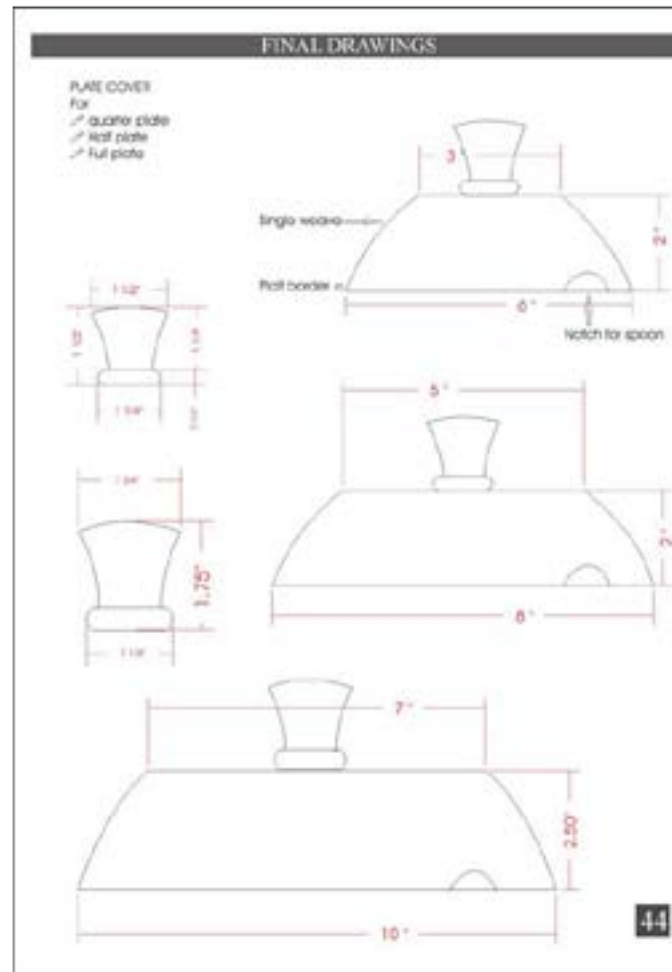
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1. Introduction

2. Slide Show

3. Contact Details



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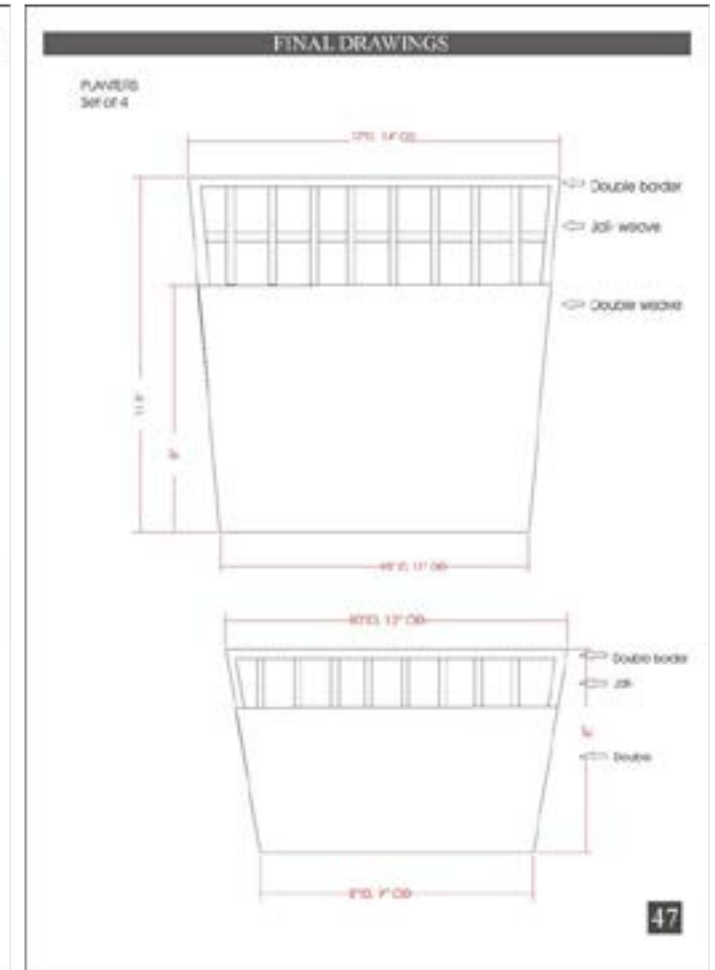
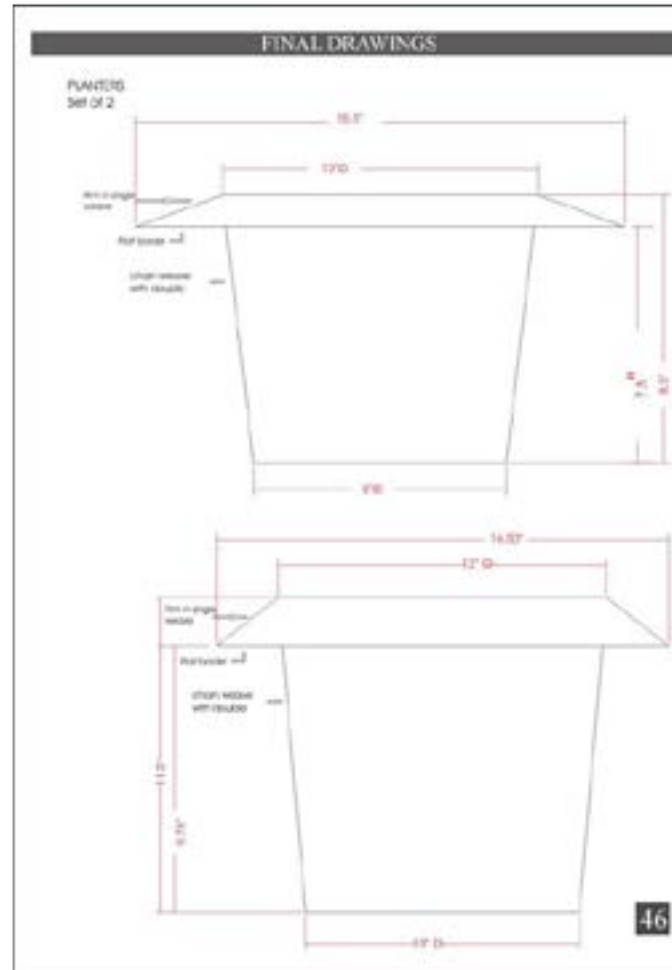
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1. Introduction

2. Slide Show

3. Contact Details



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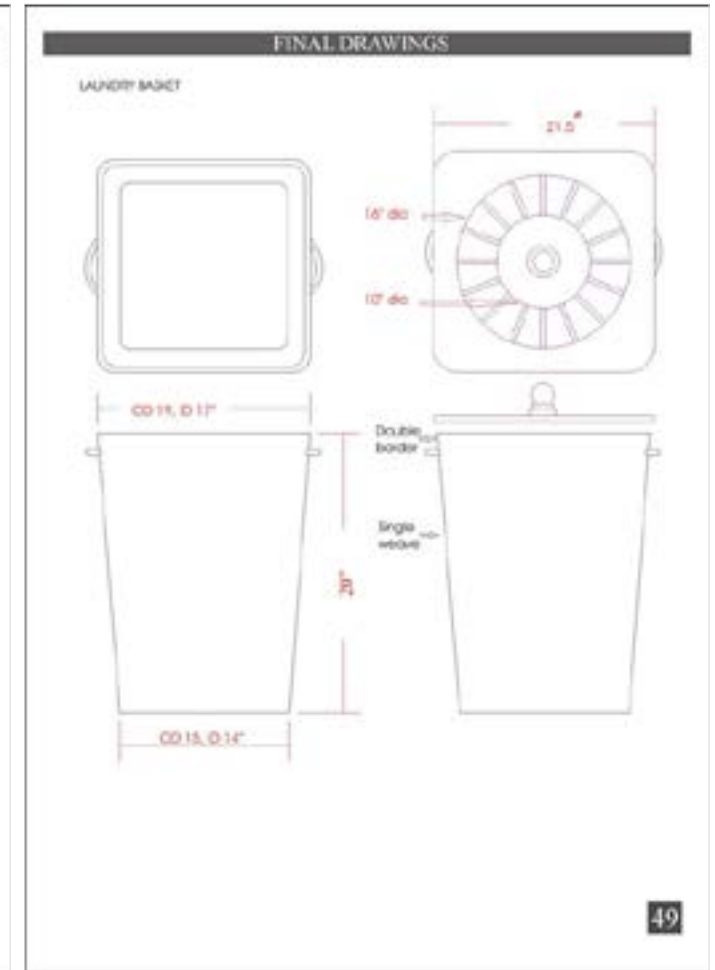
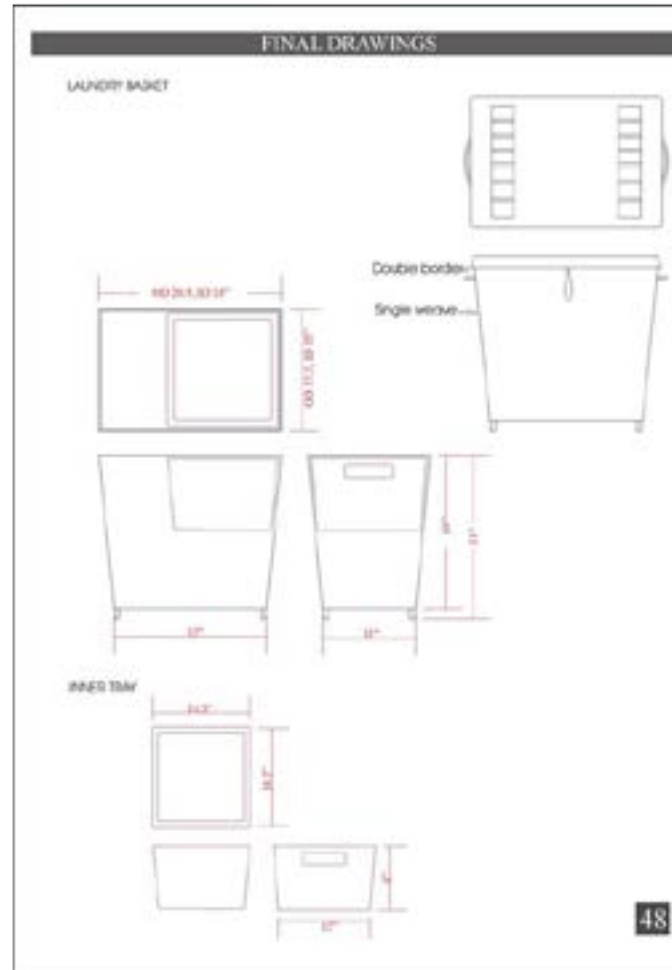
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2. Slide Show
3. Contact Details



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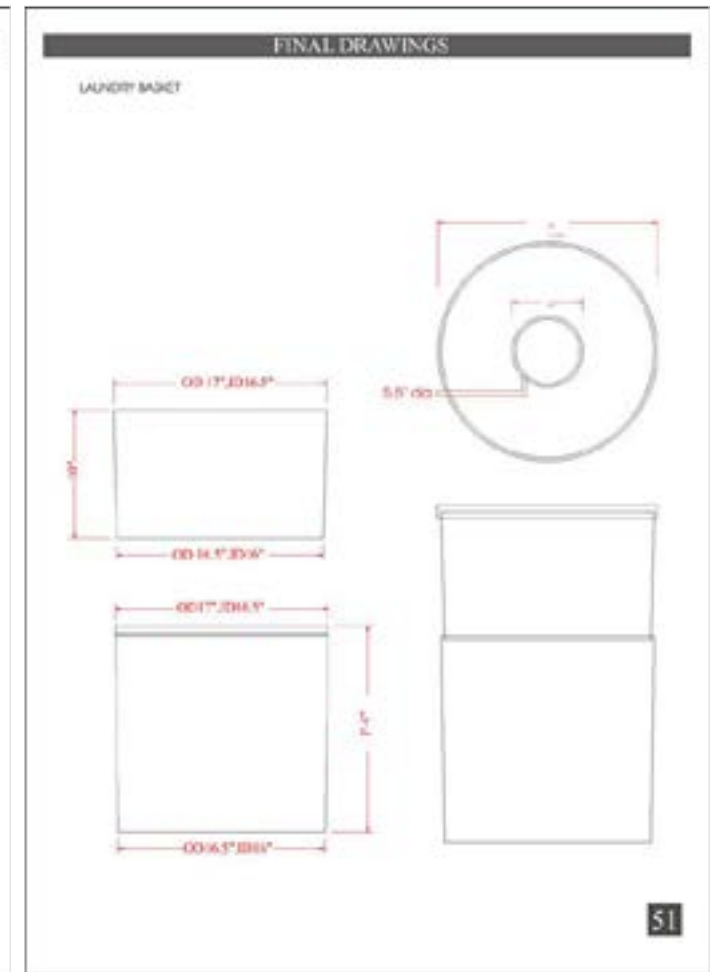
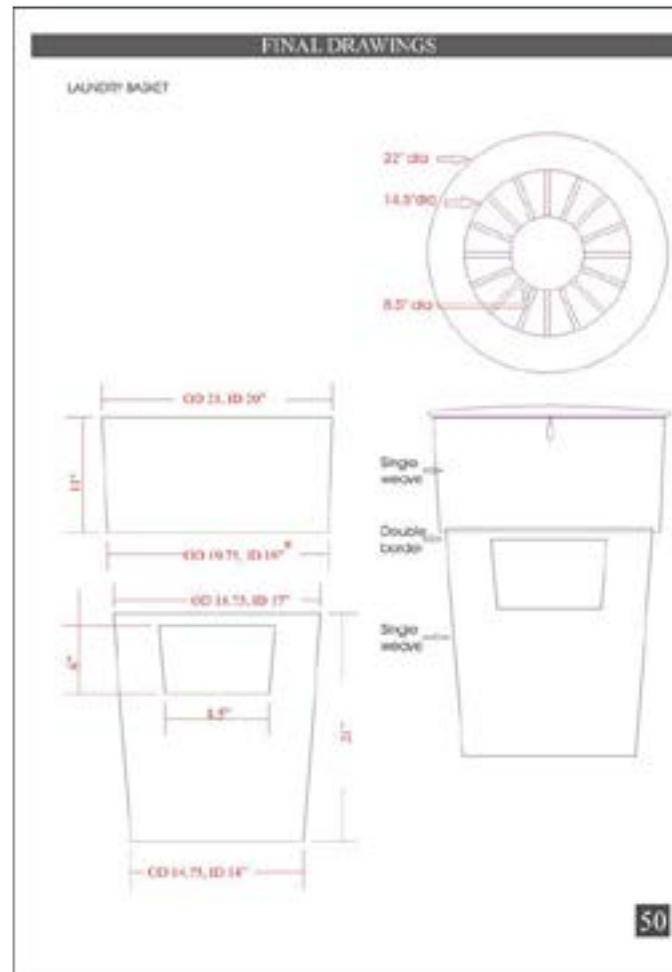
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1. Introduction

2. Slide Show

3. Contact Details



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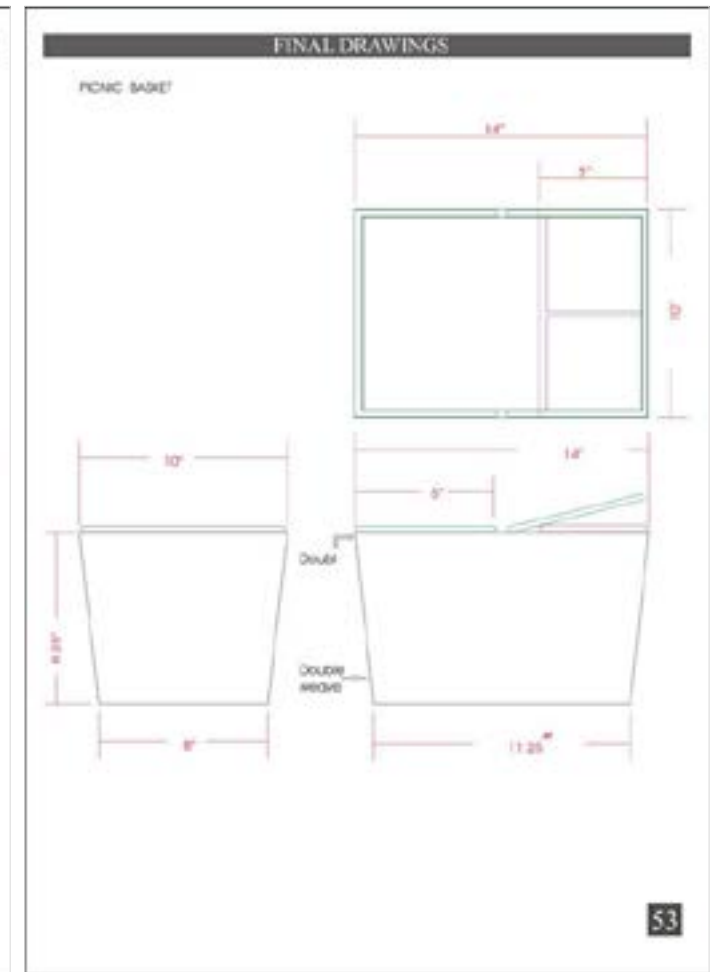
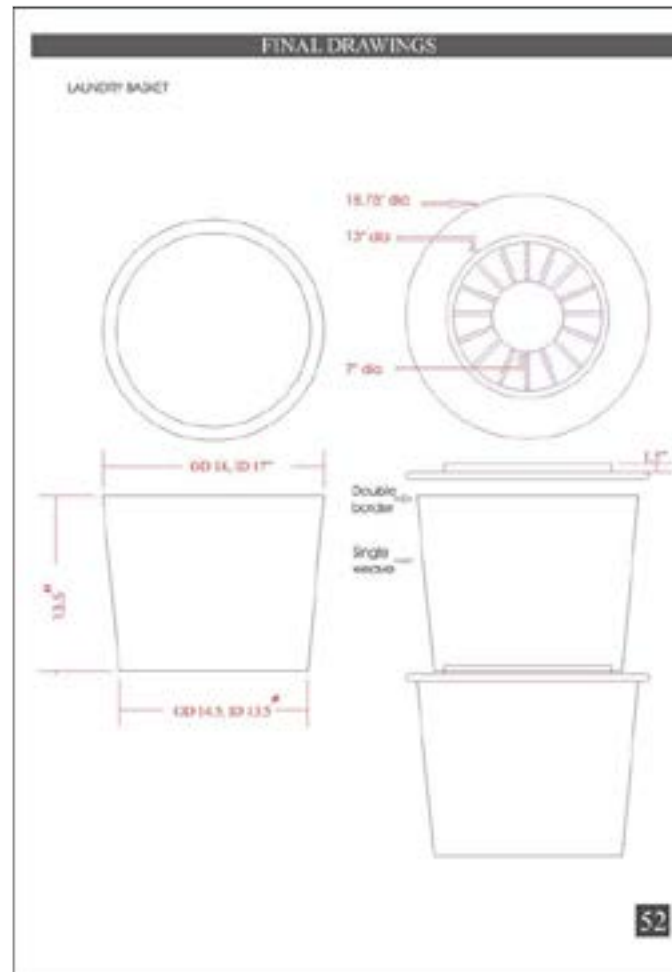
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2. Slide Show

3. Contact Details



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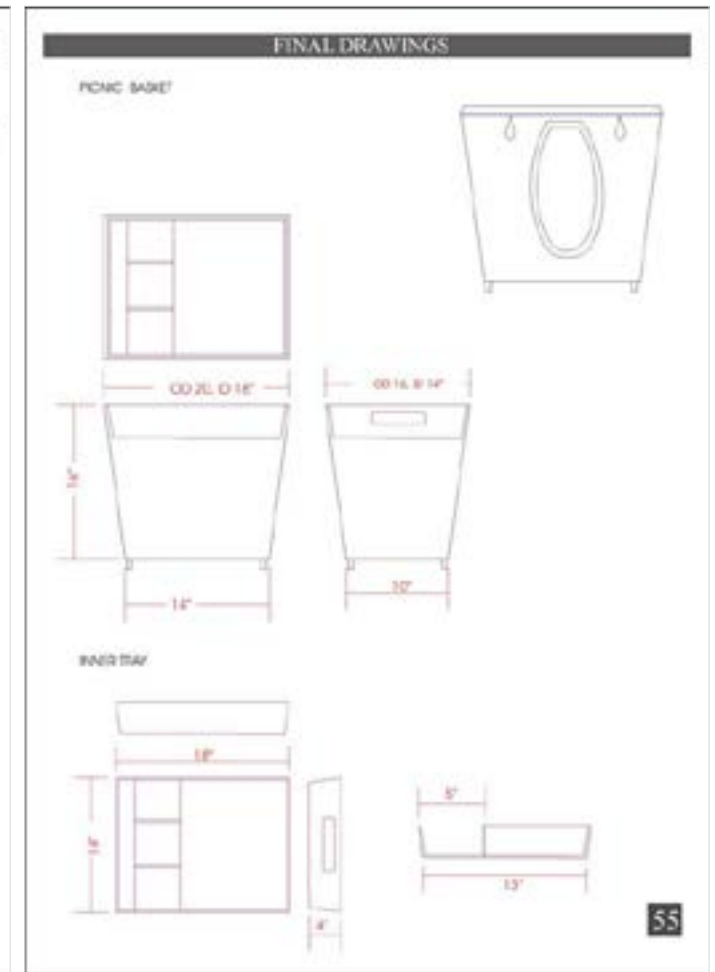
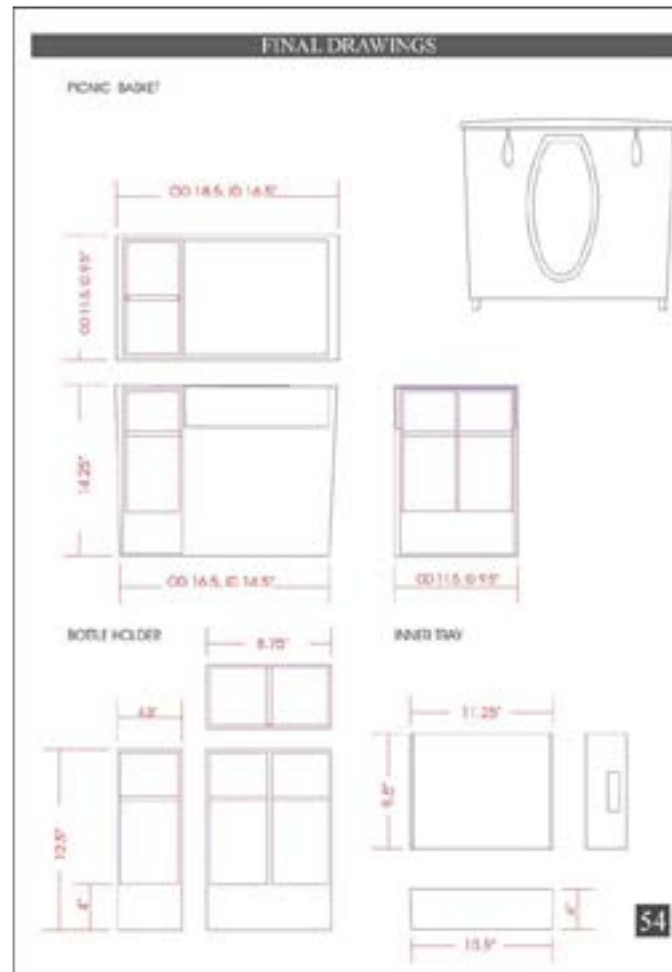
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2. Slide Show

3. Contact Details



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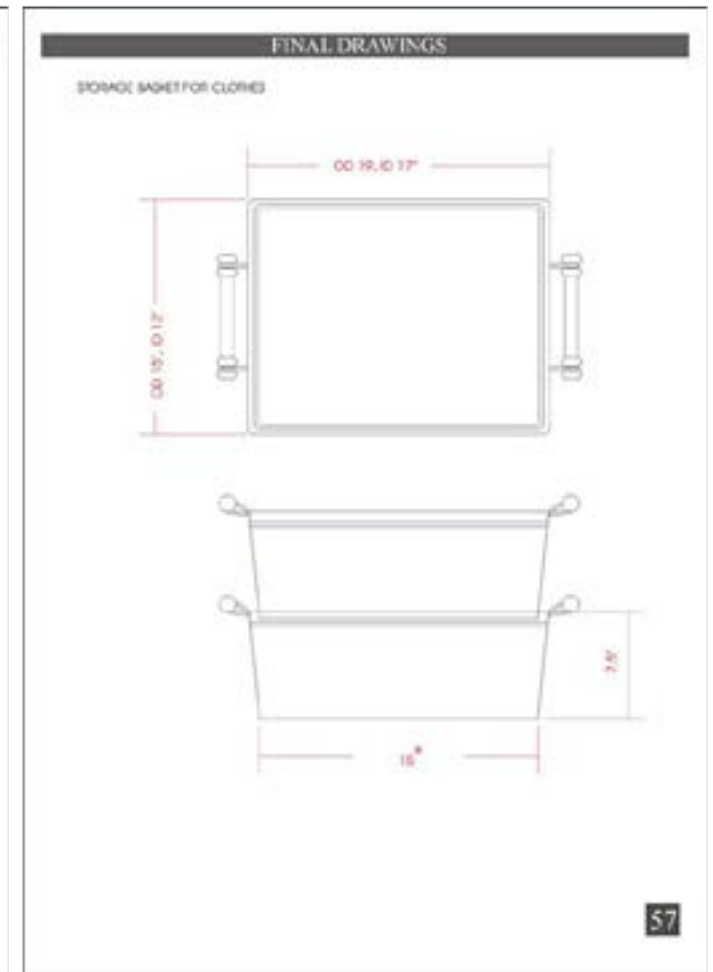
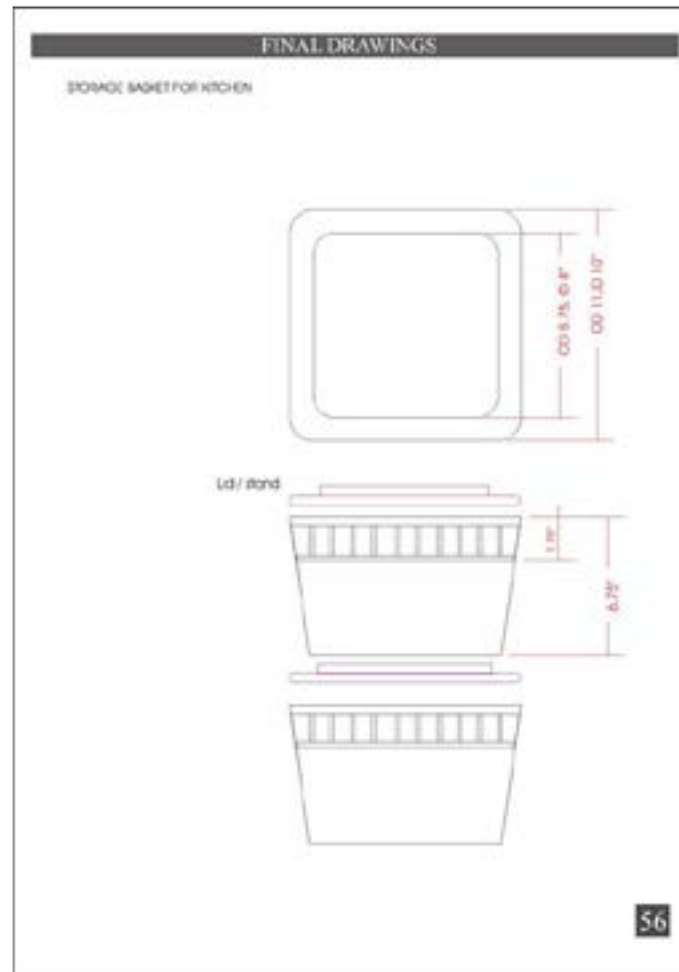
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3. Contact Details



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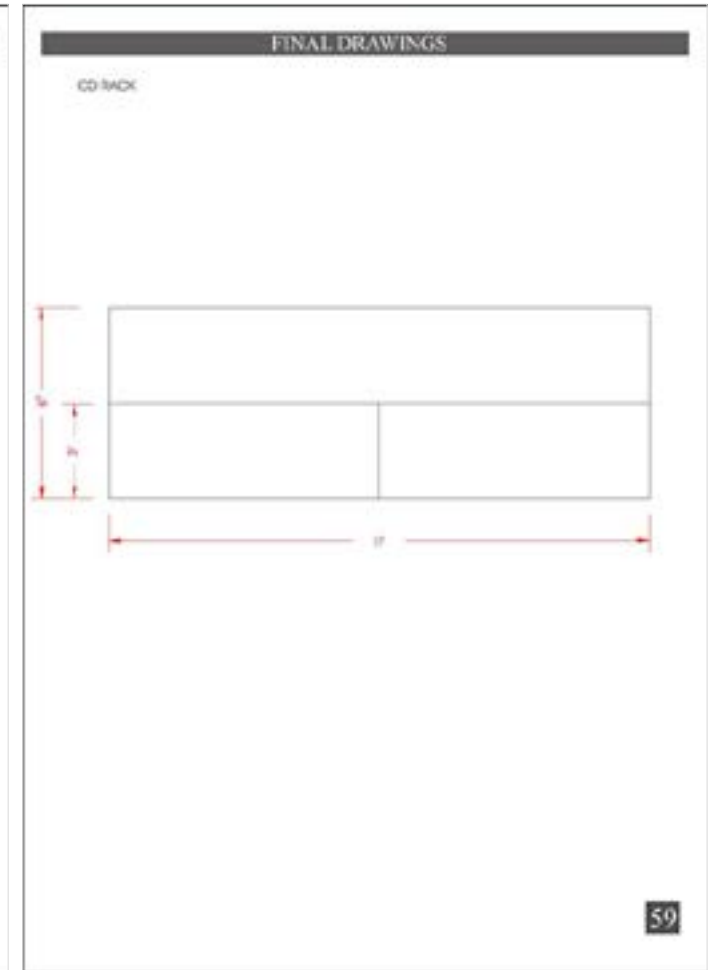
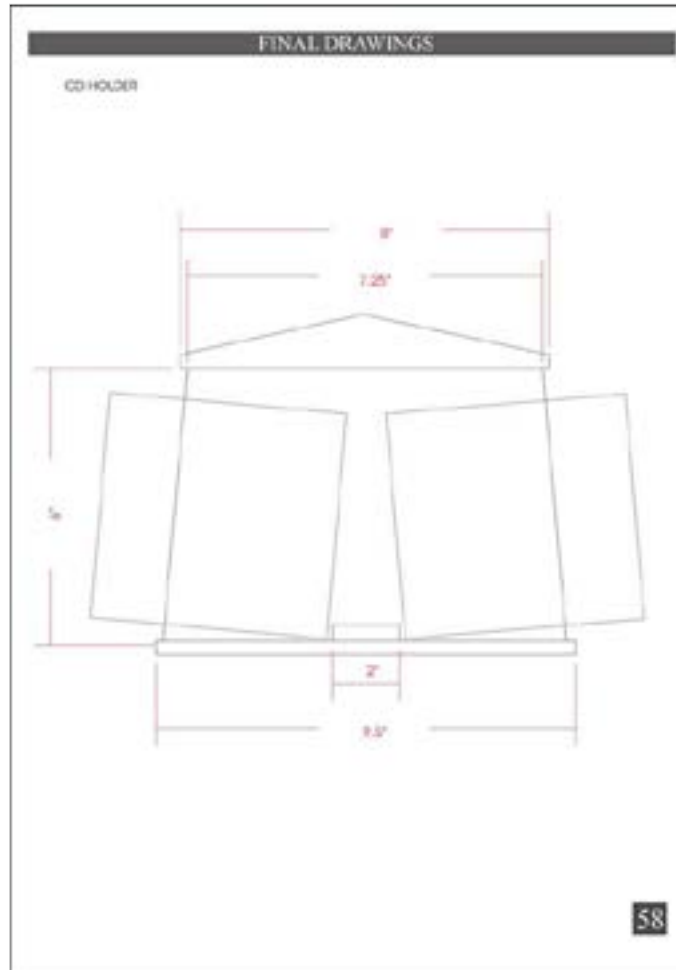
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1. Introduction

2. Slide Show

3. Contact Details



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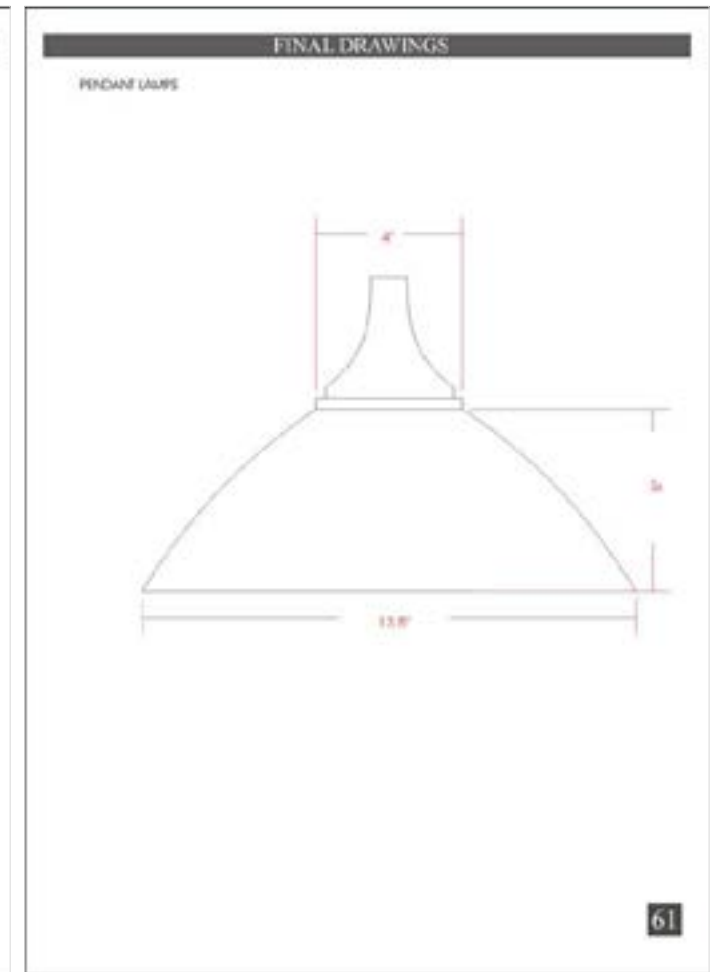
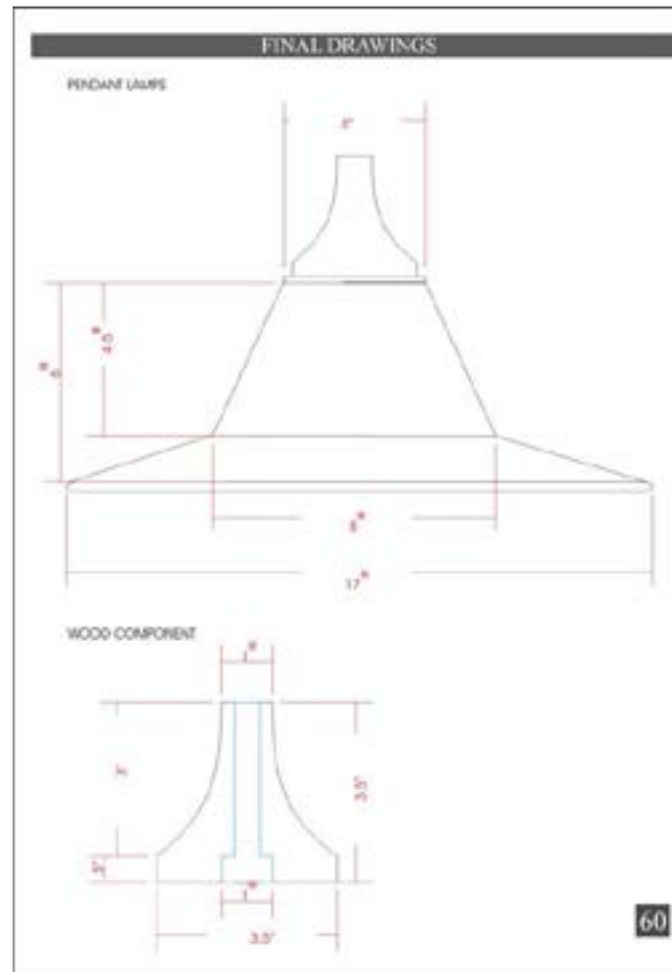
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1. Introduction

2. Slide Show

3. Contact Details



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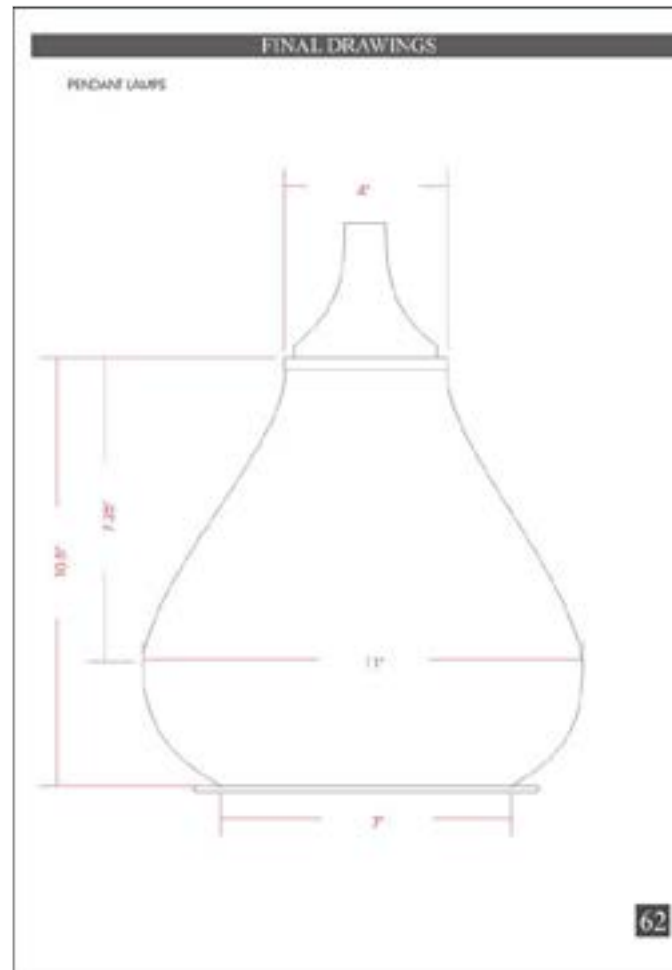
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1. Introduction

2. Slide Show

3. Contact Details



FEEDBACK

The products developed during the workshop were primarily developed for the domestic market and more specifically for NATURE SAZAR - 04 which was organised by CRAFTSAZAR, an NGO which has worked a lot with artisans and in craft sector. Subsequently the products were also displayed in Giff Autumn 04.

The overall response to the products was good especially potters and mats were found to be in huge demand.

Marketing of the products was also tried with "Industree" Bangalore based NGO, which is into promotion and marketing of Natural Fibres. It was generally found that the products of willow wicker are in huge demand as the products are completely made out of natural materials.

The artisans who participated in the workshop appreciated the design inputs and felt that such design workshops should be a regular feature. It was the interest sparked by the design program that some of the participants also participated in other design development workshop like one held by "Industree" at New Delhi.

CONCLUSION

The workshop should be considered as an initial step towards applying a methodology and market understanding to cater to a new market. The consumer segment was well defined and the product range can be explored even further.

There is a need to introduce new finishes and colours and simple yet new ways of construction to attract cutting edge over willow products from other regions.

Willow is extensively used in gift packaging. Since this is a big market, it should be explored and willow needs to be repositioned as the premium and exclusive and with gift packages with a lot of finesse and in combination with fabric, wood, etc.

The subsequent workshops should be more intensive and aim at designing the whole process than just final forms.

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This Project was done by Accessory Designer Iti Sethi. These craft development studies were undertaken by Designers for CDI, Srinagar and have been contributed by Mr. Farooki, Director, The Craft Development Institute (CDI), Srinagar.

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1. Introduction

2. Slide Show

3. Contact Details