

Artize

TASKBOX 8

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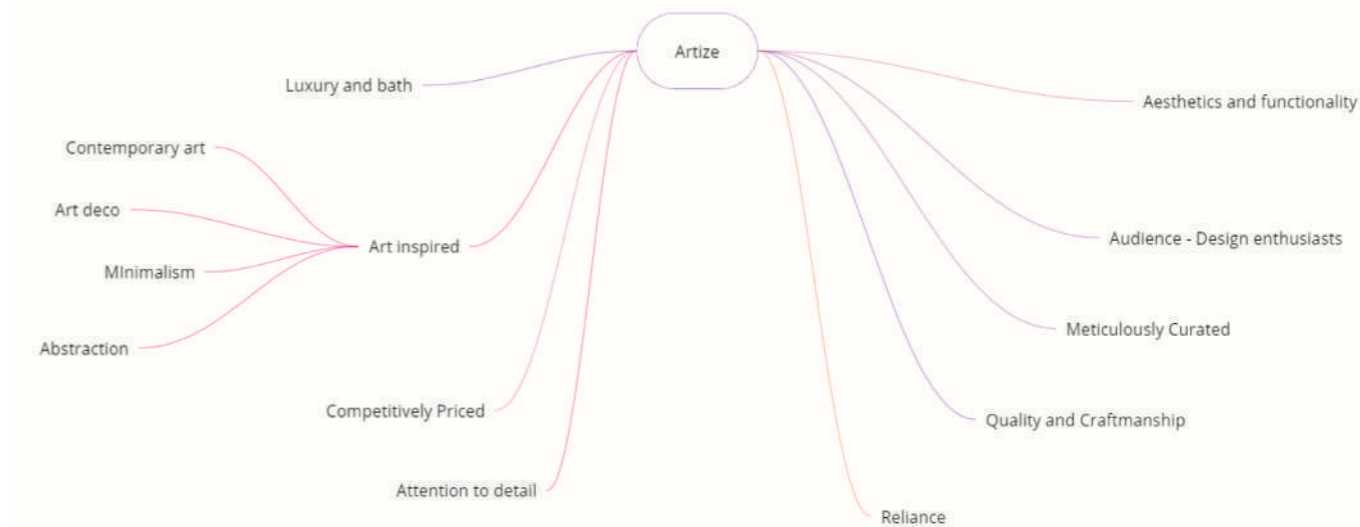
What is Artize?

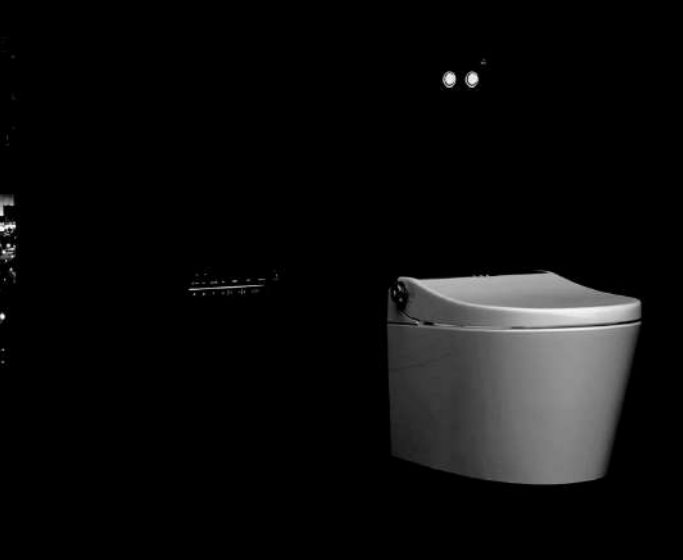
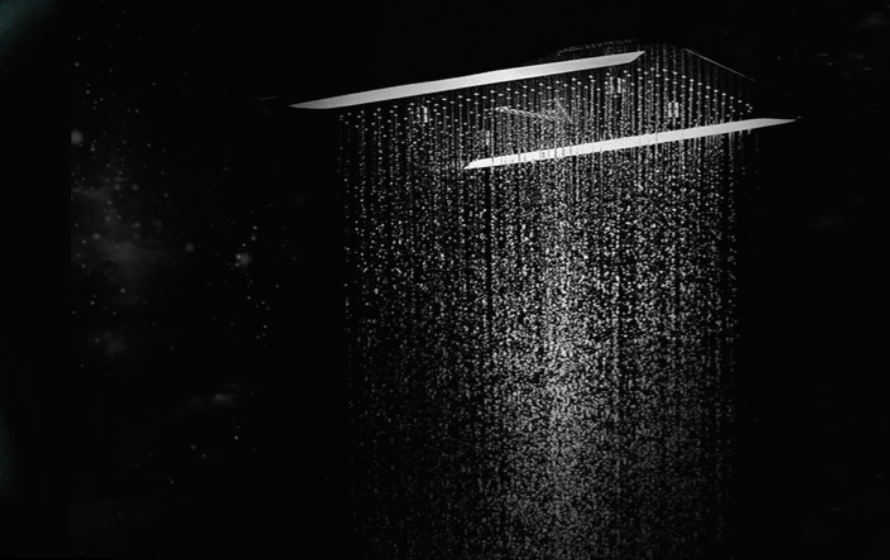
Artize is a luxury brand of bathroom solutions and fittings created by the Indian company Jaquar Group. It is known for offering high-end, aesthetically pleasing fixtures and accessories for bathrooms. Artize products are distinguished by their innovative designs, quality materials, and attention to detail.

The brand focuses on combining functionality with artistic and design elements, aiming to elevate the bathroom space to a level of luxury and sophistication. Artize collaborates with renowned designers and architects to create products that blend form and function seamlessly.



Brand Ethos





Offerings By ARTIZE

1. Mixers
2. Sauna
3. Faucets
4. Bathtubs
5. Showerhead
6. Flushing System

Brief

Propose an in-store installation/artistic experience in the aegis of an event to invite relevant audience to help ascertain a distinct brand position for Artize, a luxury bath brand that is #BornFromArt.

Brief Breakdown

A prestigious luxury bath brand renowned for its artistic innovation.

Aiming to solidify its unique brand identity by orchestrating an exclusive artistic experience.

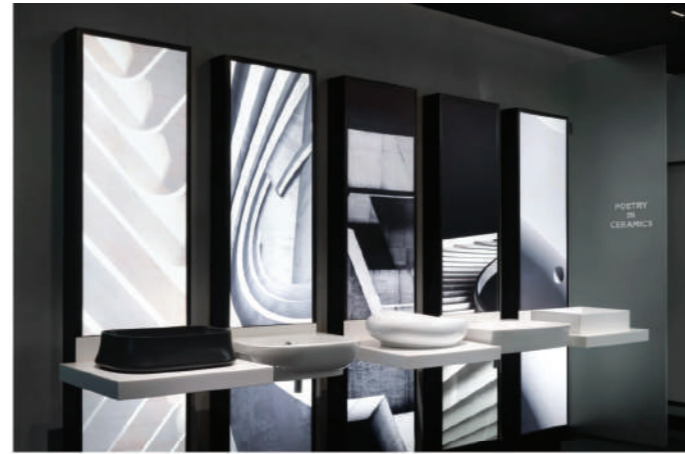
Intends to seamlessly blend the realms of luxury and artistic inspiration.

Inviting a discerning audience to immerse themselves in the captivating world where art and bath fixtures harmoniously coexist.

CASE STUDIES



McDowell's Platinum



Artize Atelier



Titan Eye Plus



Chaithanya

1. Michael Foley

Michael Foley, an Indian designer, contributed with a focus on minimalism, functionality, material exploration, cultural sensitivity, and sustainability.



Spill, 2007



People Tree, 2018



Very Hungry God, 2006

2. Subodh Gupta

Subodh Gupta, an Indian artist, brought his diverse perspectives, incorporating themes of identity, culture, globalization, and everyday life into various mediums like sculpture and painting.



Drip, 2008



Marsyas, 2003



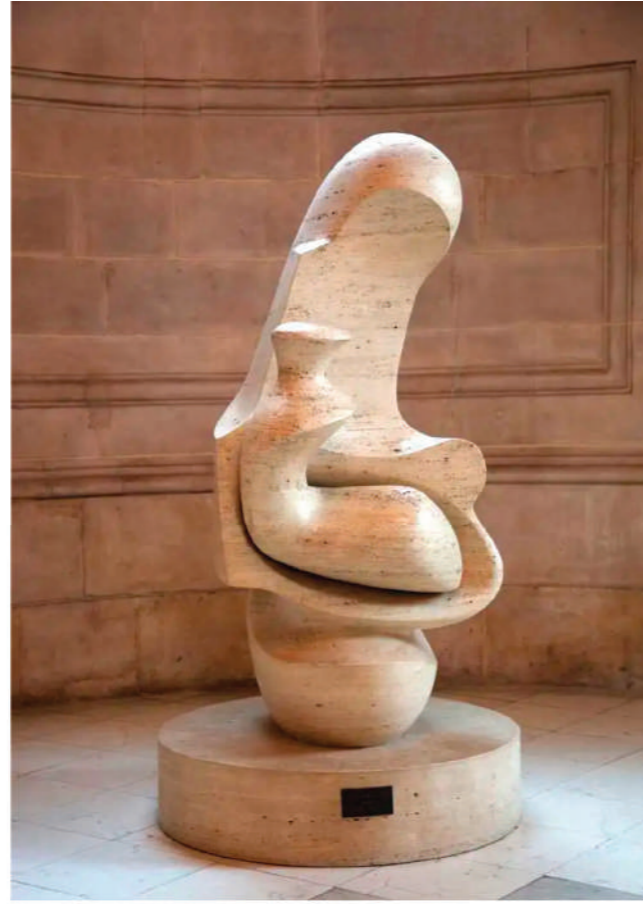
Tongue, 1998

3. Anish Kapoor

Anish Kapoor, a renowned British-Indian artist, added innovation through monumental sculptures and installations that explored space, form, color, spirituality, materiality, interaction, and emotional impact.



Harlow Family Group, 1954



Mother & Child: Hood, 1983



Large Interior Form, 1953

4. Henry Moore

Henry Moore, a prominent British sculptor, introduced organic abstraction, mass and volume exploration, human figure representation, material texture, and modernist influences to the product range.

Art Inspirations



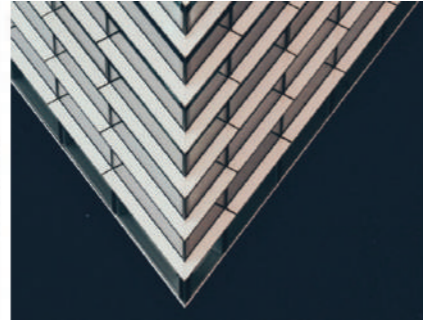
Trojan Horse



The Dancers
Jonathan
Borofsky



Johannes Vermeer
Schrift



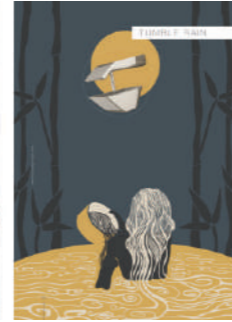
Vulkan, Oslo, Norway



Bucket Bath



The Great Wave of
Kanagawa, Hokusai



Piet Mondrain



Origami



Suprematist Composition
Kazimir Malevich



Zen Art



Empire State Building



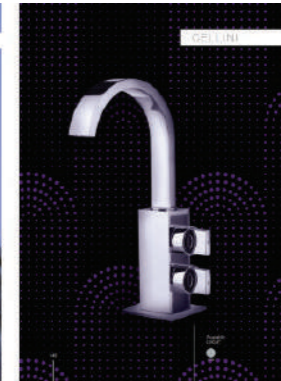
Lazlo Moholy Nagy



Chrysler



Lissitzky : 3.Sentry Tate





Gateway Arch
National Park

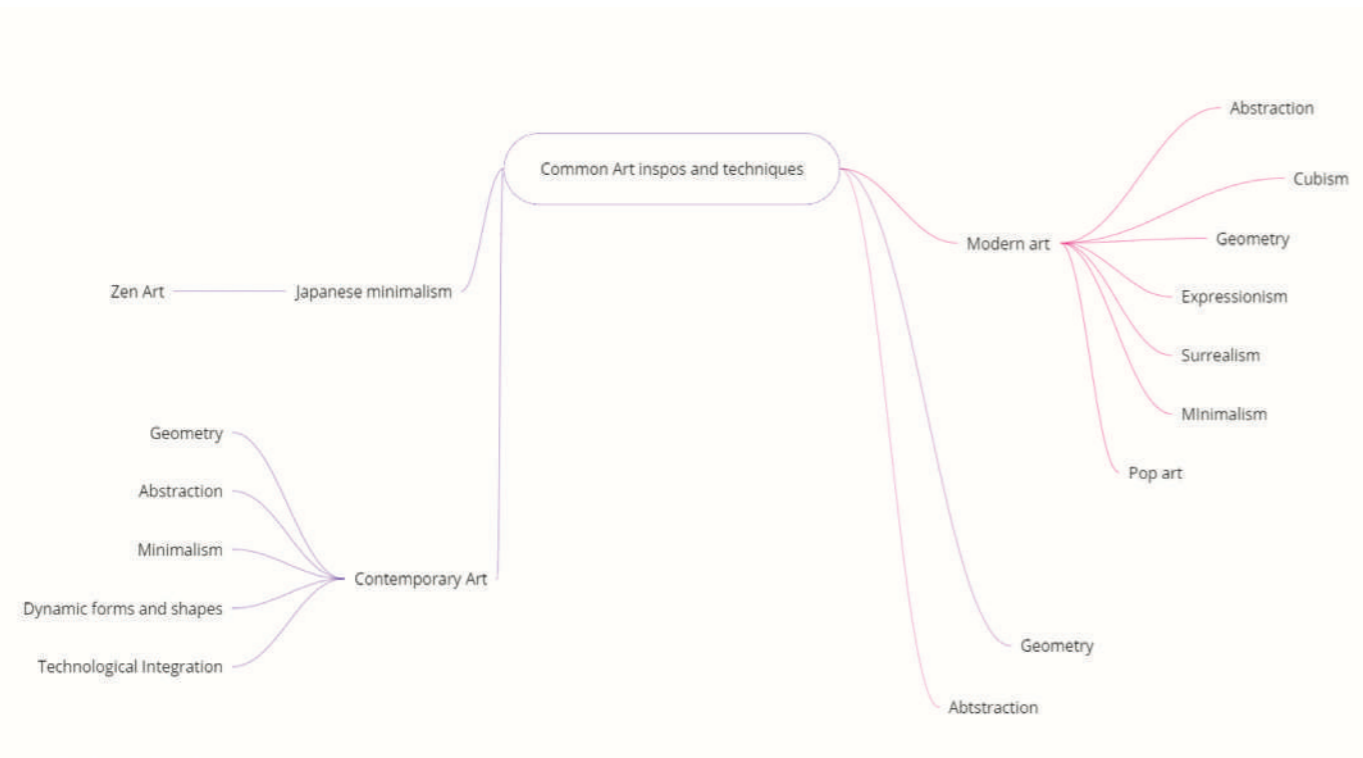


Paul Cezanne

Artize drew inspiration from various sources, including Japanese minimalism, contemporary art, and modern art. Japanese minimalism, with its emphasis on serenity, simplicity, and purity, played a significant role in influencing Artize's work. Additionally, contemporary art influenced Artize's creations by blending elements of cubism and minimalism. The use of cuboid and cube outlines in Artize's work reflects the contemporary theme, connecting it to modern design principles and the digital age, where geometric forms are frequently utilized.

Furthermore, Artize's art drew from modern art movements like abstraction, cubism, geometry, expressionism, and surrealism. These movements allowed Artize to express their creativity and delve into the depths of the unconscious mind. Minimalism, another source of inspiration, guided Artize in eliminating excess and embracing simplicity. Lastly, Artize also took cues from pop art, which emphasized that art could draw inspiration from any source without adhering to a hierarchy of culture.

Artize's common art inspirations & techniques

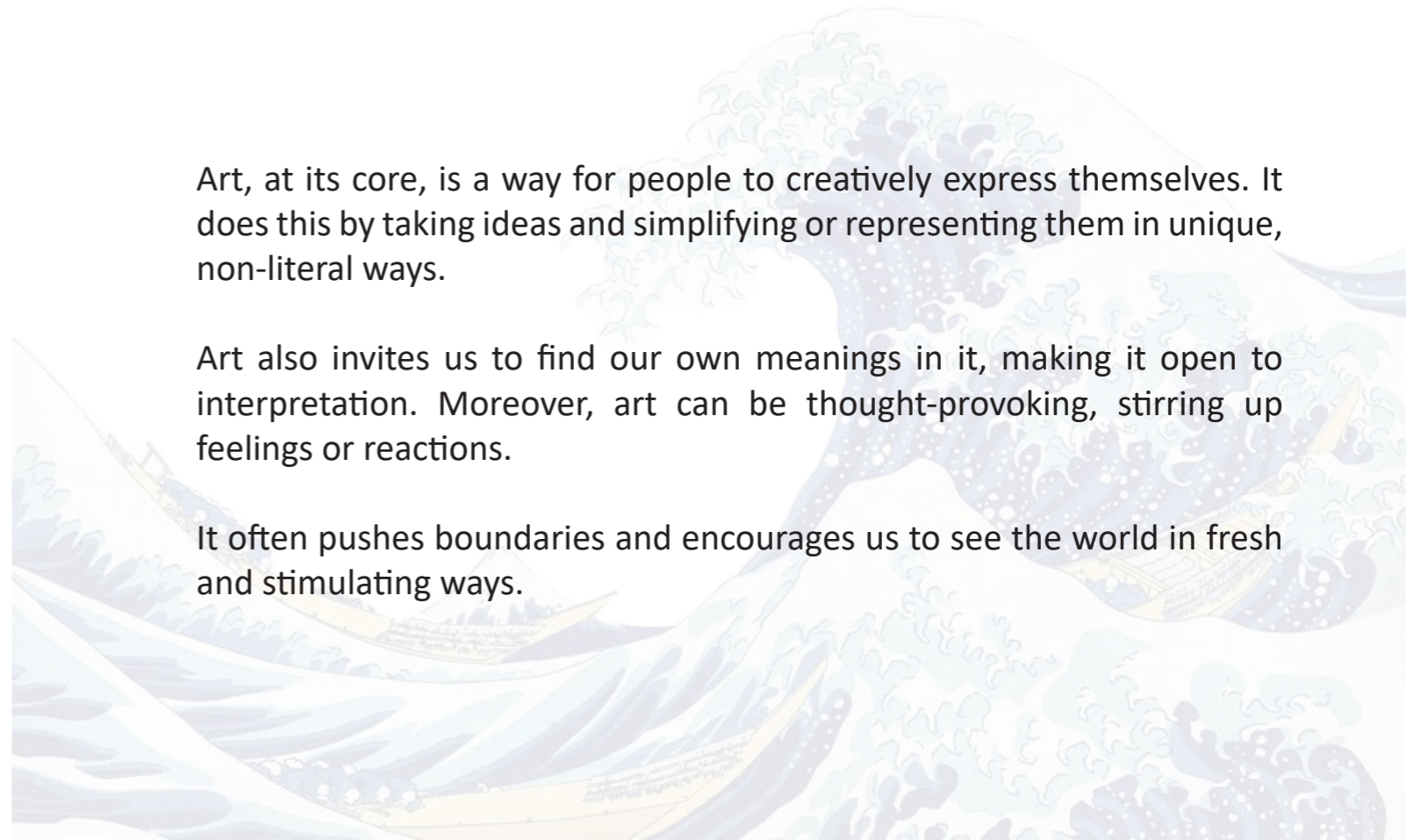


Our Interpretation of Art

Art, at its core, is a way for people to creatively express themselves. It does this by taking ideas and simplifying or representing them in unique, non-literal ways.

Art also invites us to find our own meanings in it, making it open to interpretation. Moreover, art can be thought-provoking, stirring up feelings or reactions.

It often pushes boundaries and encourages us to see the world in fresh and stimulating ways.



Why surreal art?

Surreal art disrupts the viewer's perception of reality by presenting scenes that are illogical, fantastical, or absurd.

This alteration of reality is one of our perceptions of art, as it becomes an effective tool of provocation and it makes people sit up and think.

Expand imagination beyond the confines of everyday life.
Surrealism challenges conventional perception by distorting and manipulating visual elements (modernism, contemporary art, cubism).

Why human sculptures?

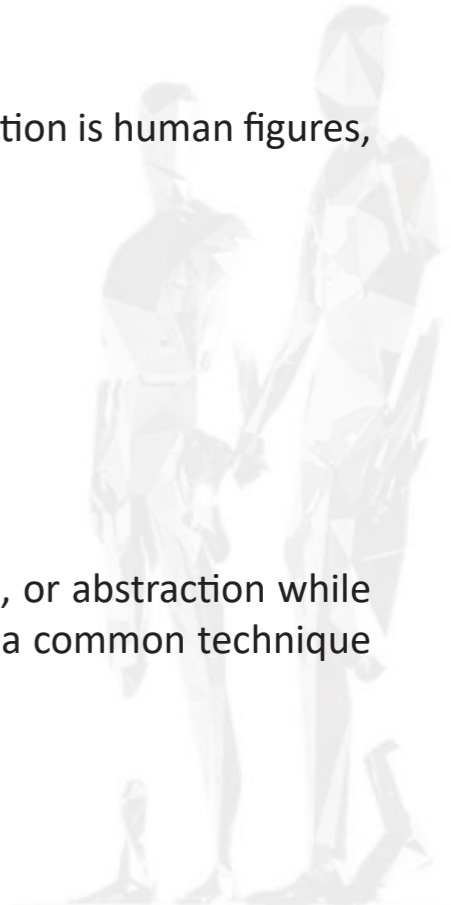
Relatable to viewers - since the form of representation is human figures, viewers can resonate easily with the forms.

It allows the play of form and proportions.

There is three-dimensionality

One can play with the materiality

One can experiment with exaggeration, distortion, or abstraction while maintaining a recognizable human form, which is a common technique in surrealism.



Why Artize would choose Surreal Art?

Challenges and transforms how individuals perceive the world, revolutionizing human experience.

Promotes a dual perspective on life, striking a balance between rational and irrational aspects.

Recognizes the power of the unconscious mind in comparison to reality, akin to Artize's approach in highlighting the deeper significance of their products.

Utilizes scale manipulation to alter others' perception of reality.

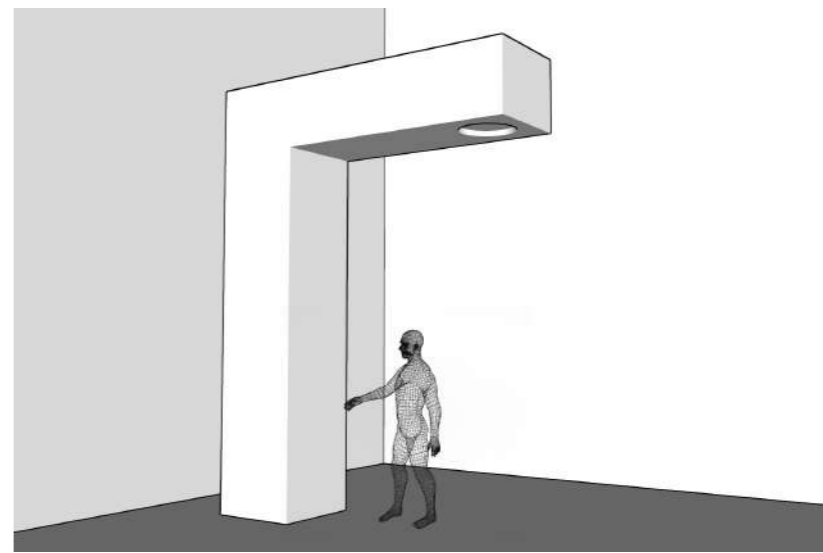
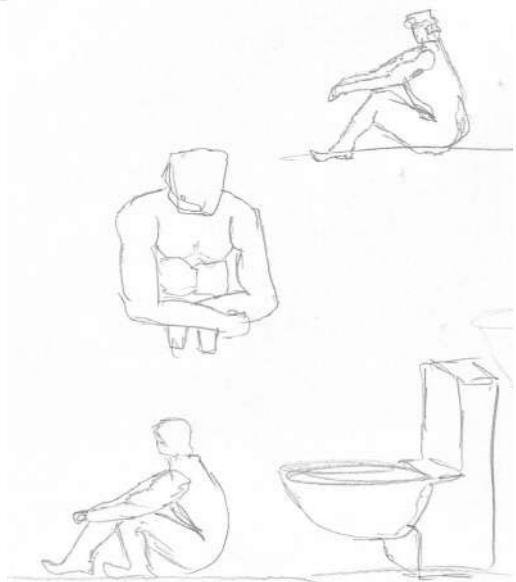
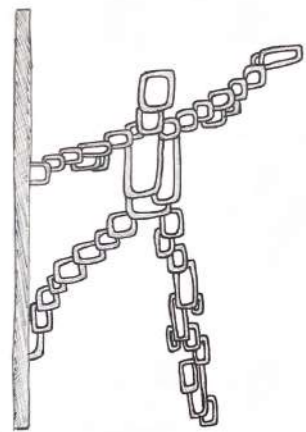
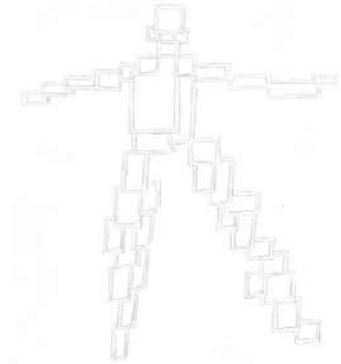
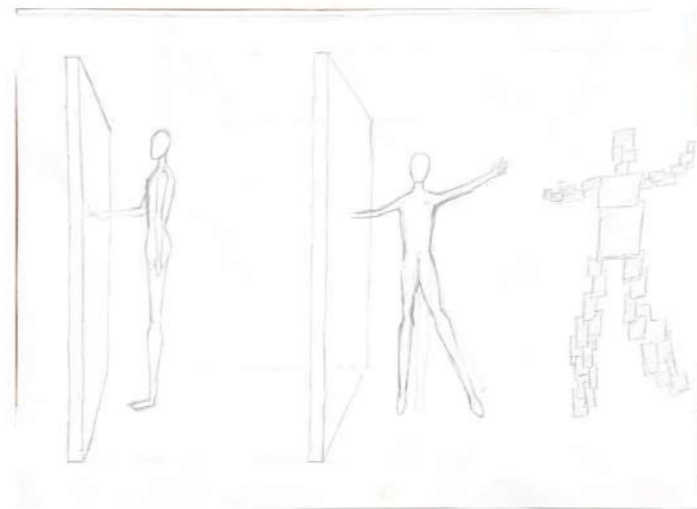
Incorporates irrational elements to induce disorientation and provoke a reevaluation of established realities.

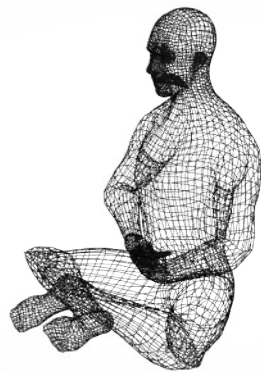
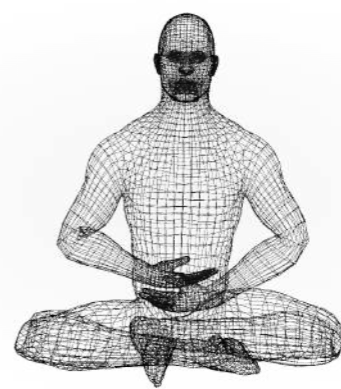
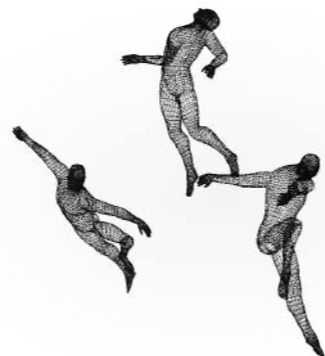
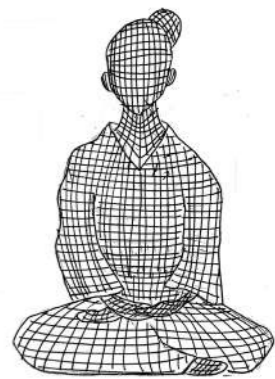
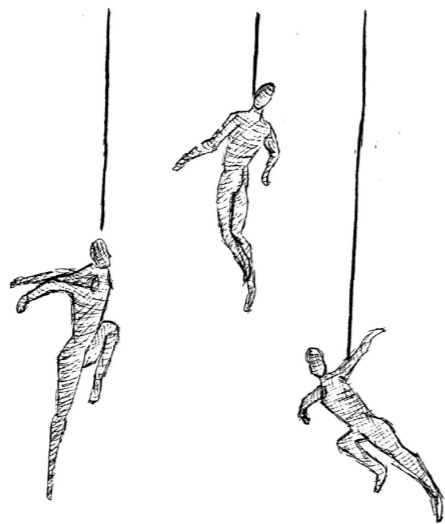
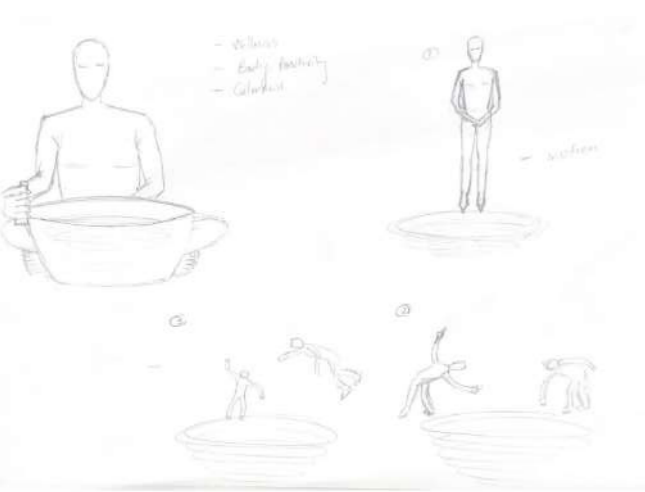
Surrealism's core objective: engaging viewers on a subconscious or emotional level for unique interpretations of the artwork.

Some surrealistic works convey explicit messages or social commentary, while others prioritize exploring the surreal and mysterious without conveying a specific message.



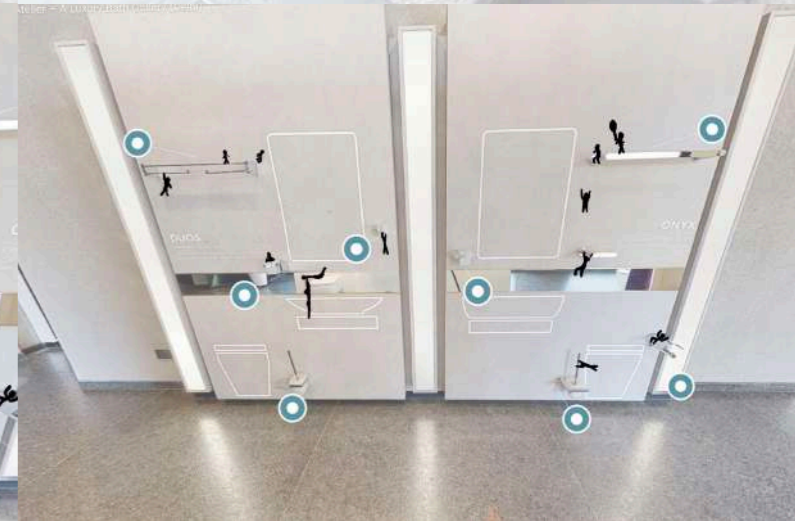
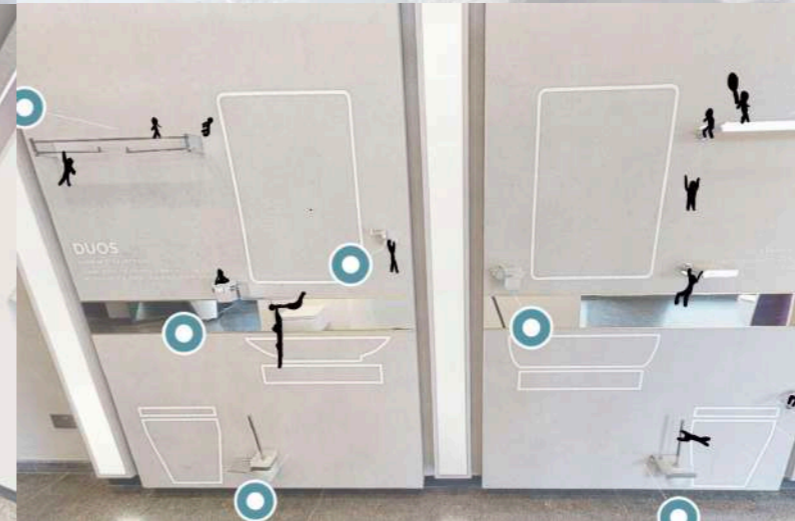
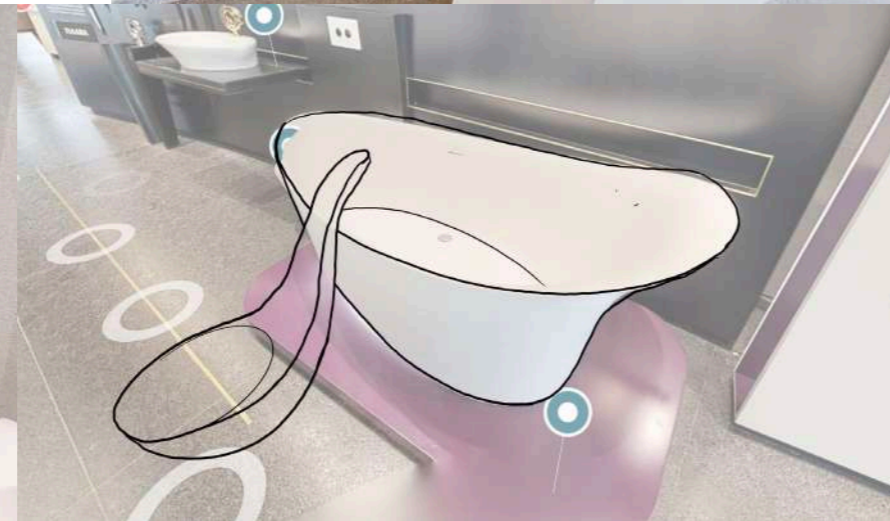
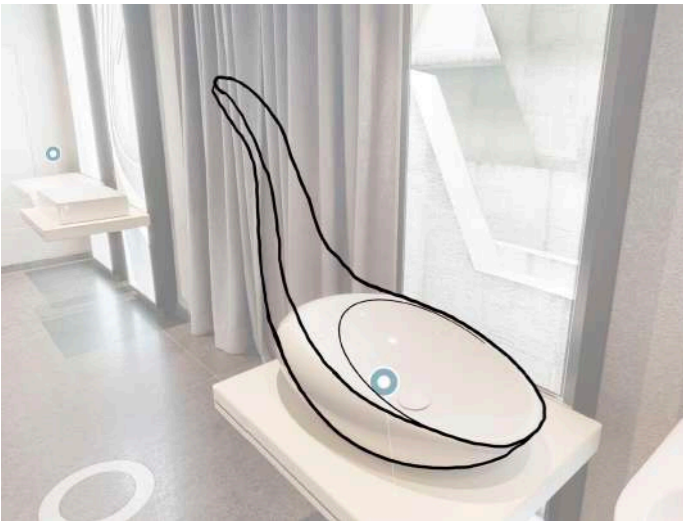
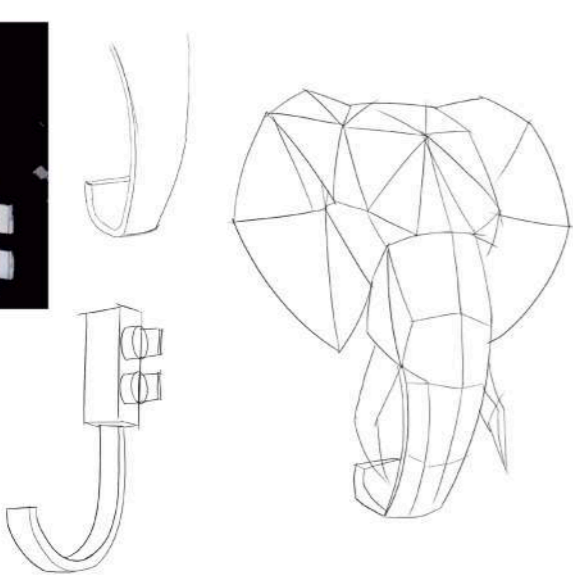
IDEATIONS

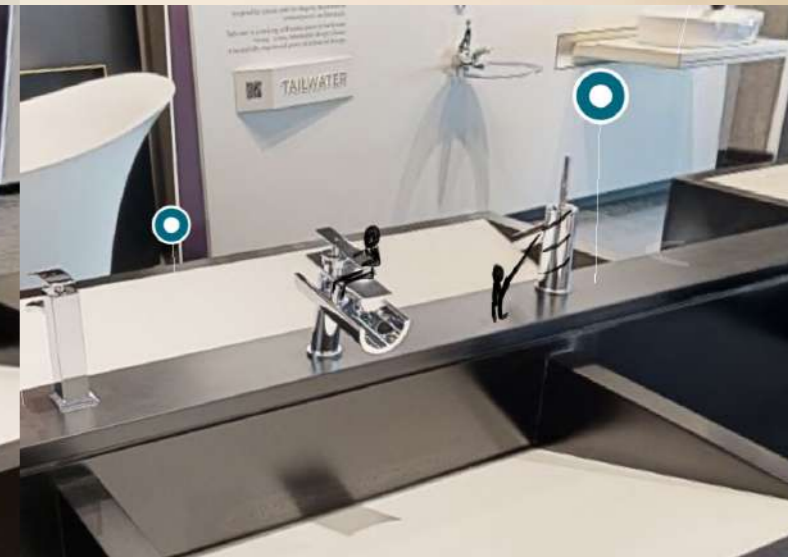
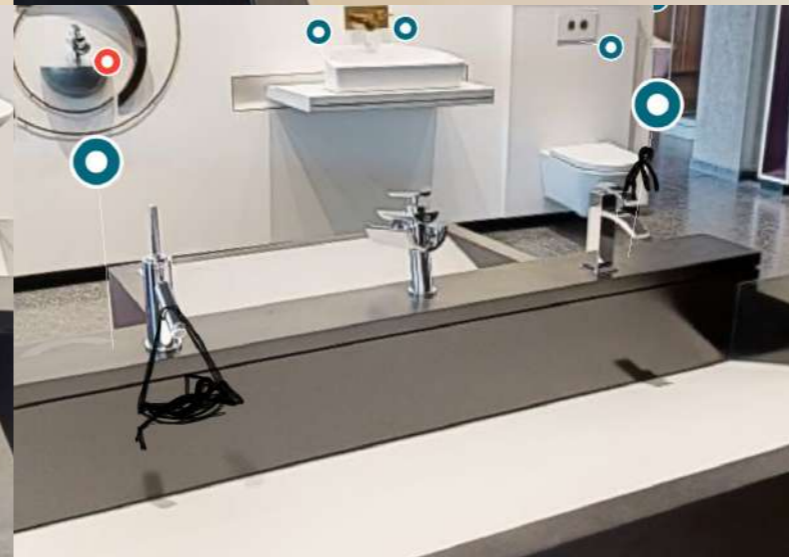
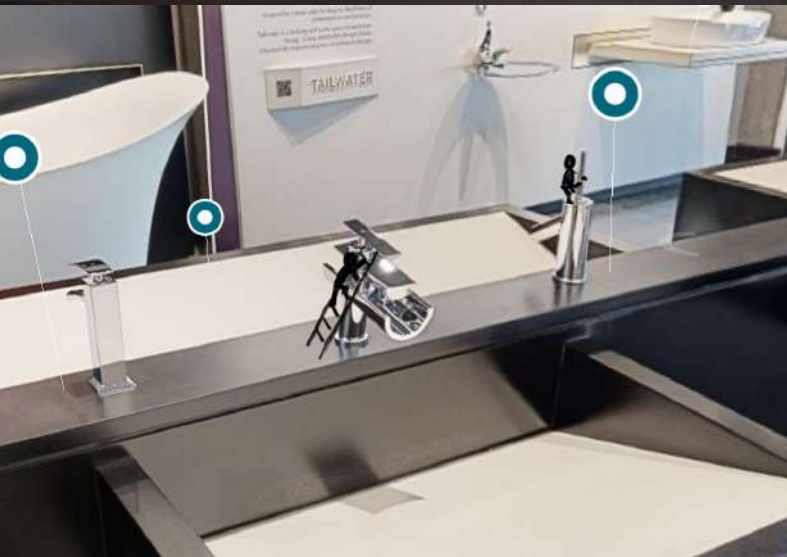






Entrance
Elephant Face
Inviting (Royal)

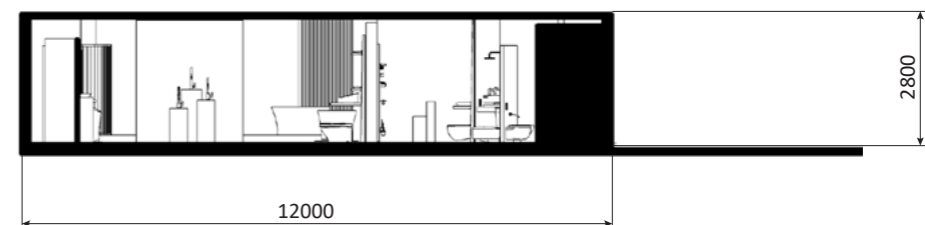




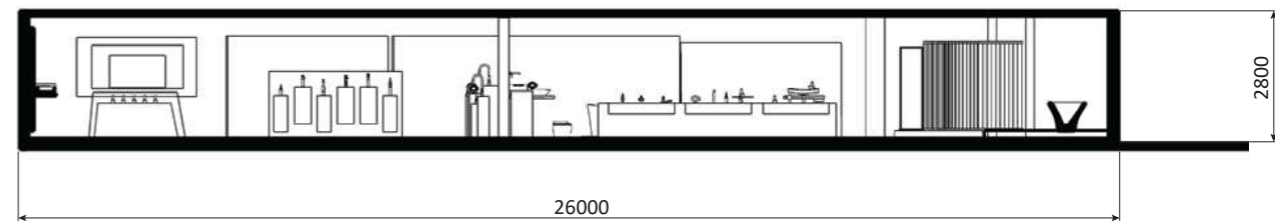
PLAN - SECTION



ARTIZE
FLOOR PLAN
All dimensions are in mm

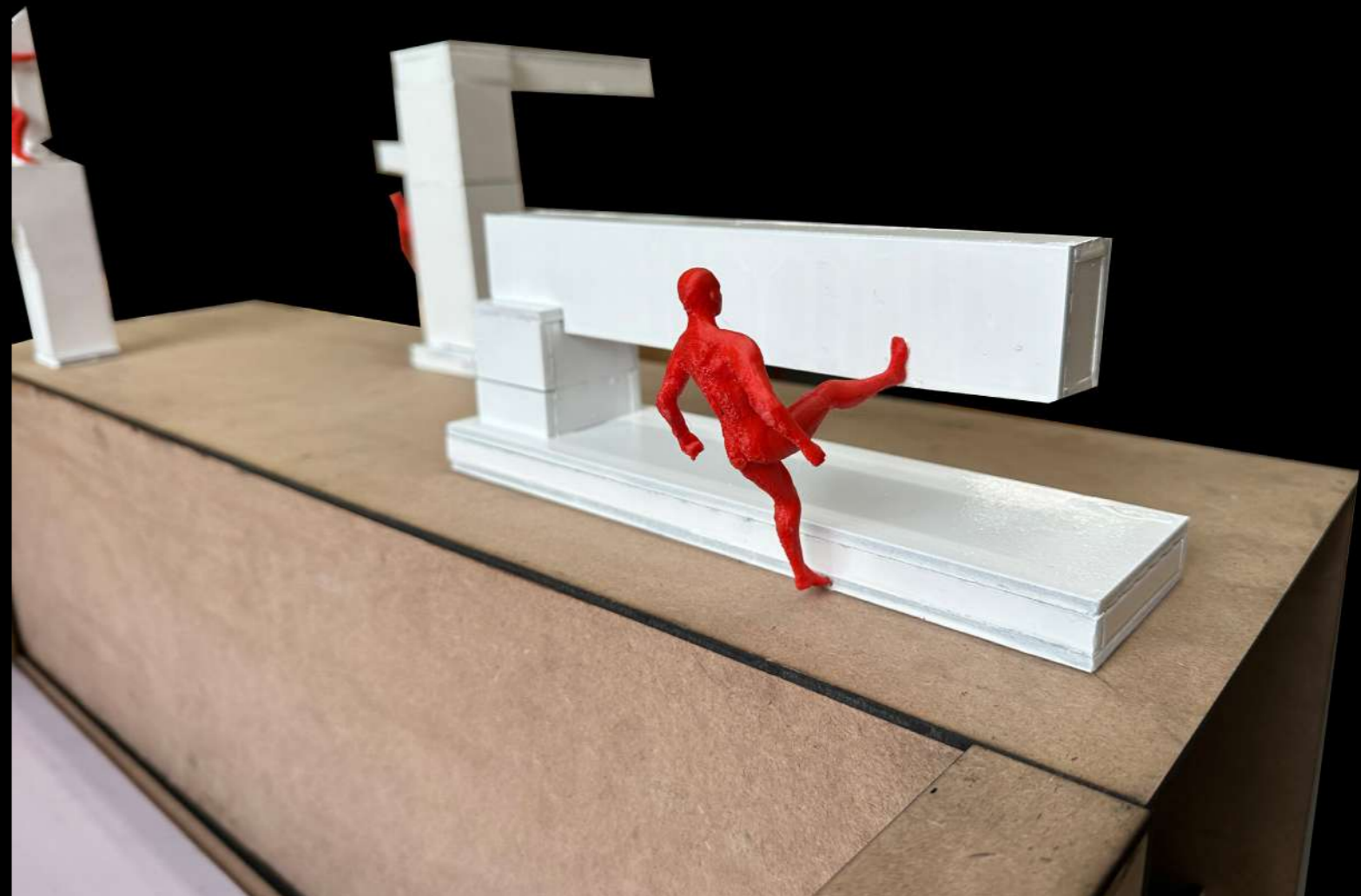
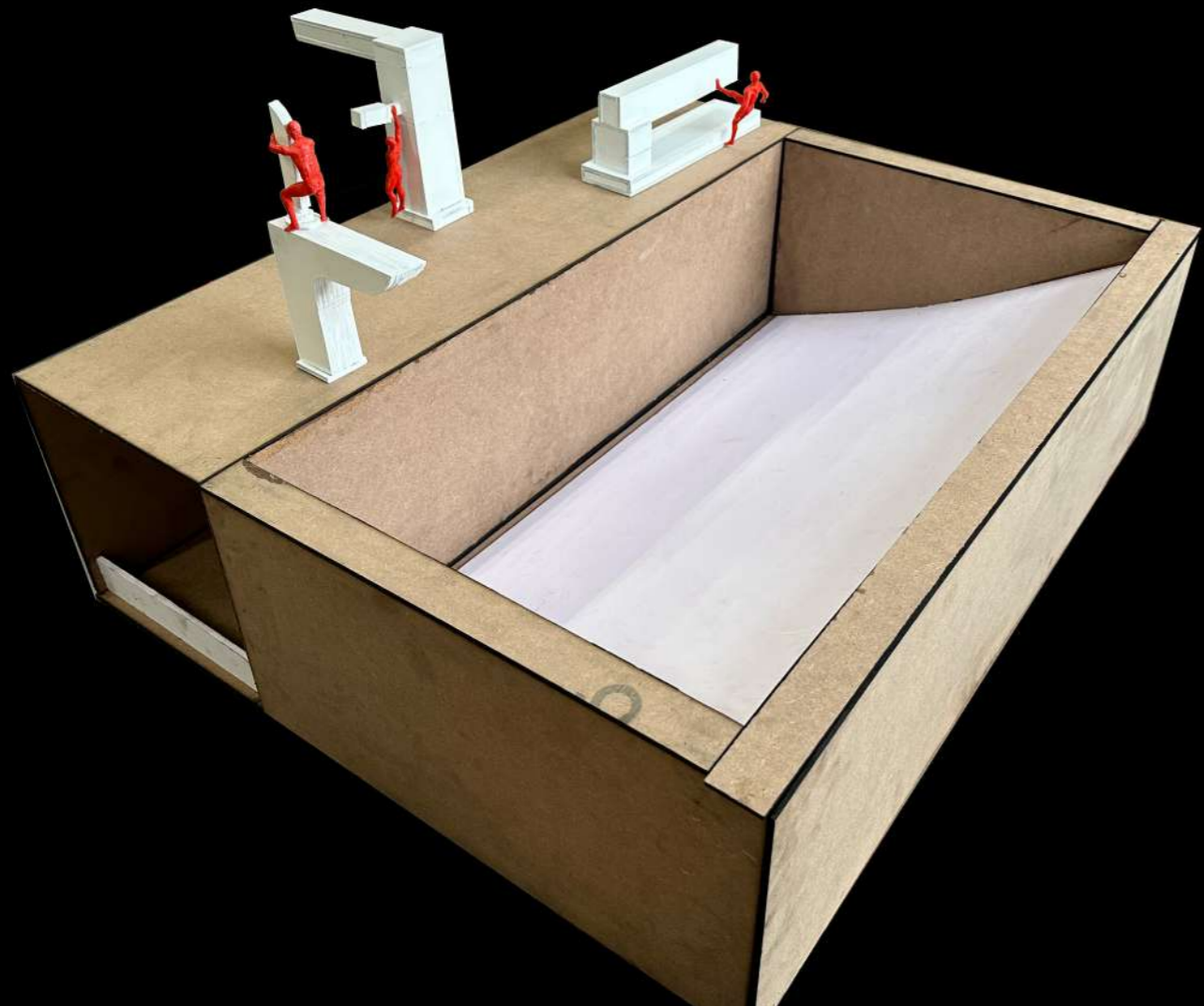


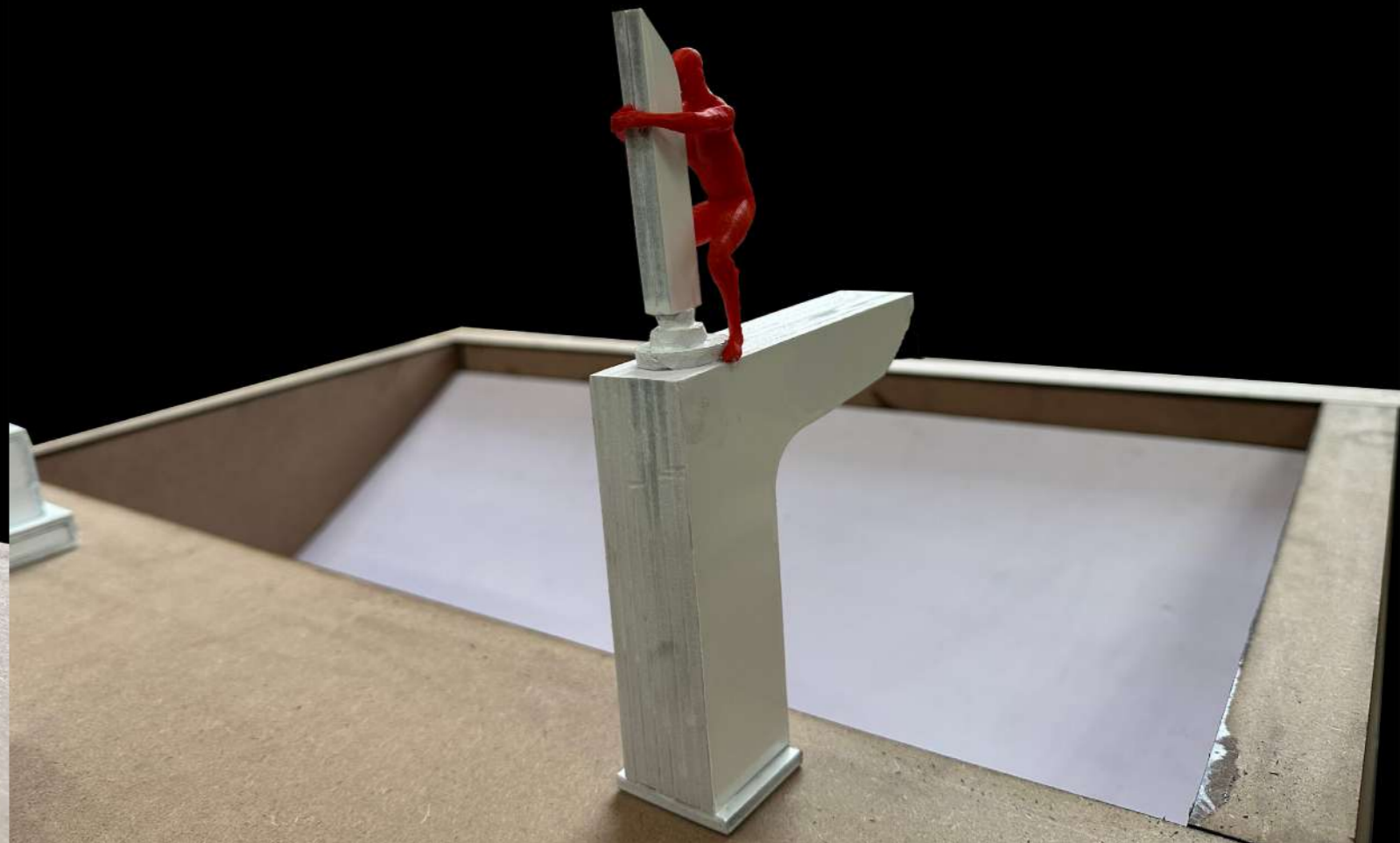
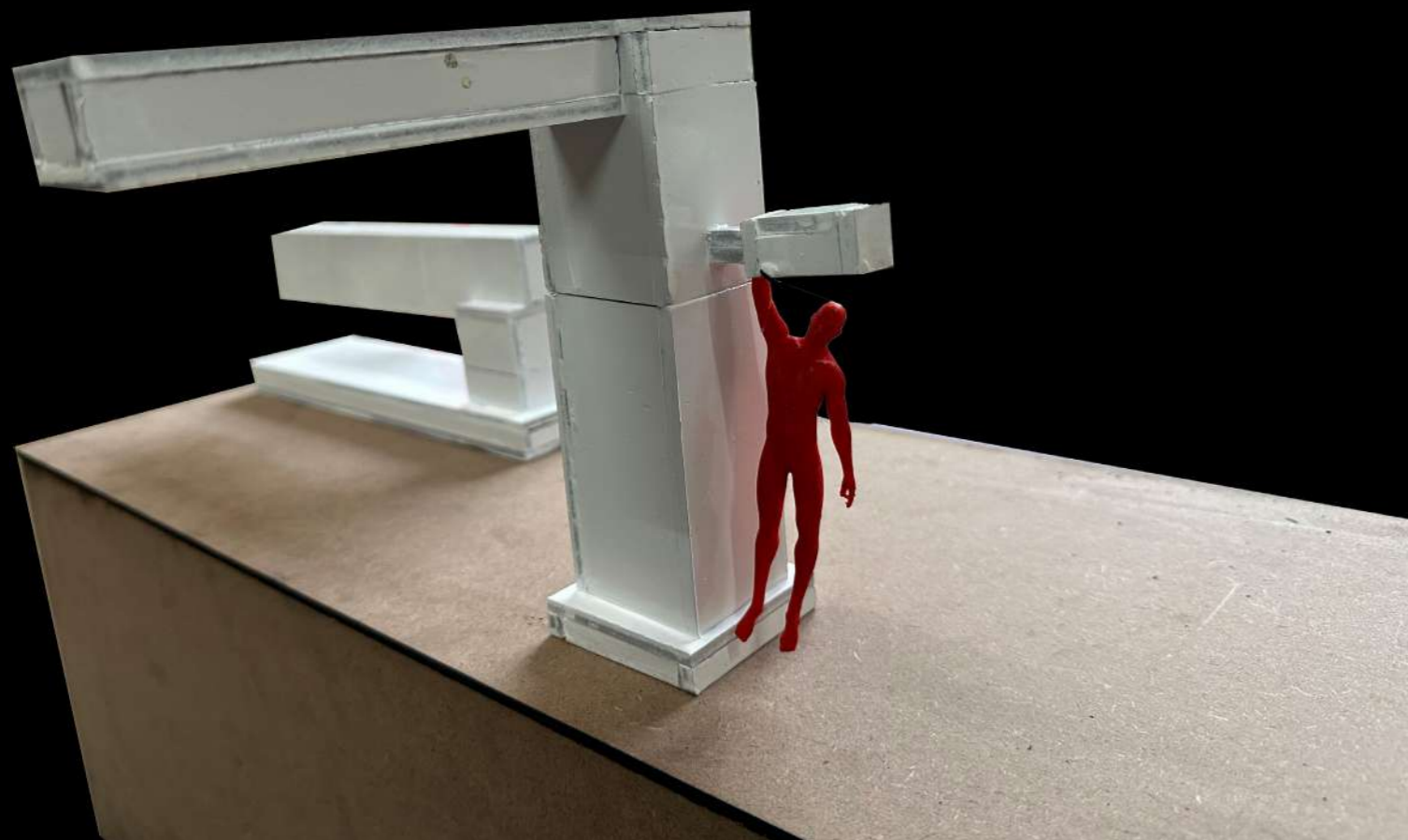
ARTIZE
SECTION AA'
All dimensions are in mm



ARTIZE
SECTION BB'
All dimensions are in mm

PROTOTYPES





RENDERS



