



HOT.

Is your product lost in a crowd?

It's a busy market. Standing out is tough.

Future Factory can help drive impact by reimagining the look of a product that lacks a strong visual character.



Visual Surrogates

Higher order appliances are those which have already been established as premium products. By extension, their design choices are also seen as reminiscent of superior build quality and aesthetics.

Designing using visual surrogates uses this by identifying higher order neighbours from the same product family.

In the case of Hot, a water purifier, the design language of a modern coffee machine was referenced. In the product, this manifested itself in the form of a prominent drain tray and an overemphasis of a well-finished tap.

Intuitively, it also shifted from the wall-mount standard to a table top appliance, adding to the surrogate-familiarity.





Colour Material Finish

Colour choices allow for the establishing of a product tone. In the case of Hot, black anthracite with highlights of chrome & an interesting harmony between matt and gloss surfaces were both factors that helped establish a high profile product tone.

Engineering For Visual Quality

Taking your product from the sketch-board to a production line often demands compromises. This is especially true for India, given it's manufacturing restrictions. Often local products may fall behind even generic-made, bulk counter parts.

Given our extensive work in designing products made for the commercial market, Future Factory understands these limitations and is well equipped to navigate them. Right from ideation to tooling, moulding and production, the ideology for Hot was at par with every other commission - to create a realistically viable product which keeps with European standards of build quality.