

Presented By

Baakas Design
Ahmedabad, Gujarat

Design & Build

Be good for no reason!

OTLO

***Classic
Concrete Collection***

otlo@baakas.com

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#DesignInIndia #MakeInIndia

OTLO



OTLO [ओटलो]
/au't-lo/ noun: otlo; plural: otlo



**Design & Development of
OutDoor & Semi Indoor Furniture and
Landscape Product**



*a semi outdoor informal space in the
neighbourhood for group discussions;*



*an outdoor space in the locality that embarks
discussion and triggers conversation.*

OTLO is inspired by these conversation and is the
brainchild of Baakas Design with its focus on
'Concrete', moulding aesthetics into functional
furniture and product systems.

Keeping concrete as its principal material, along
with wood, metal and stone, OTLO's range of
products caters to both individuals as well as
mass requirements.



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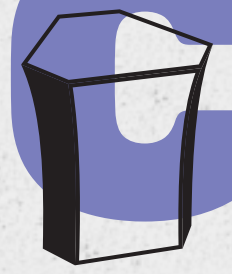
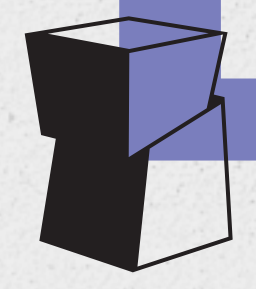
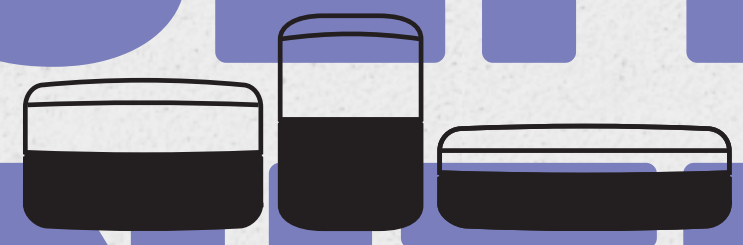
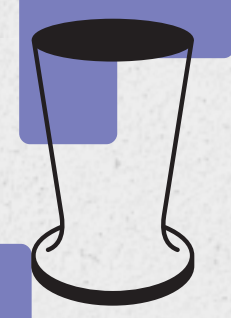
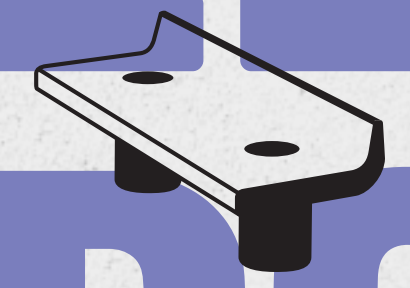
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DESIGN & DEVELOPMENT OF OUTDOOR & SEMI INDOOR FURNITURE AND LANDSCAPE PRODUCT

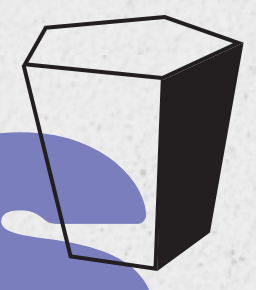
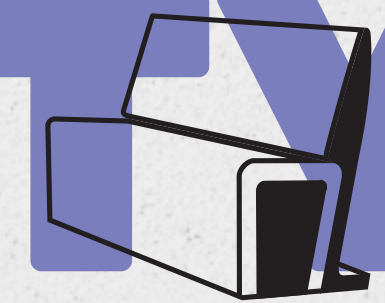
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Cross Chair ::: Code 1716

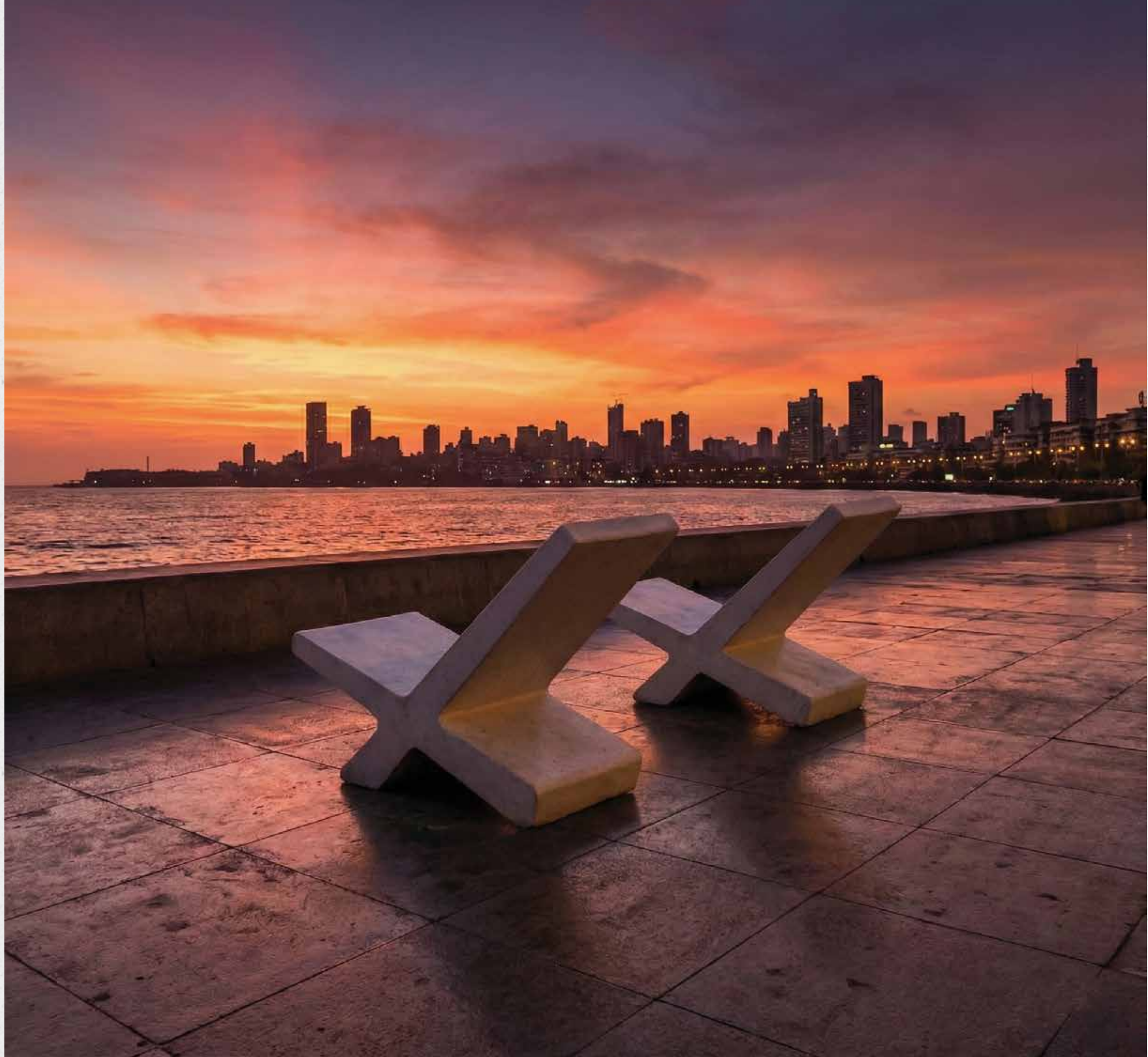
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Cross Chair ::: Code 1716



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Ulka ::: Code 2001



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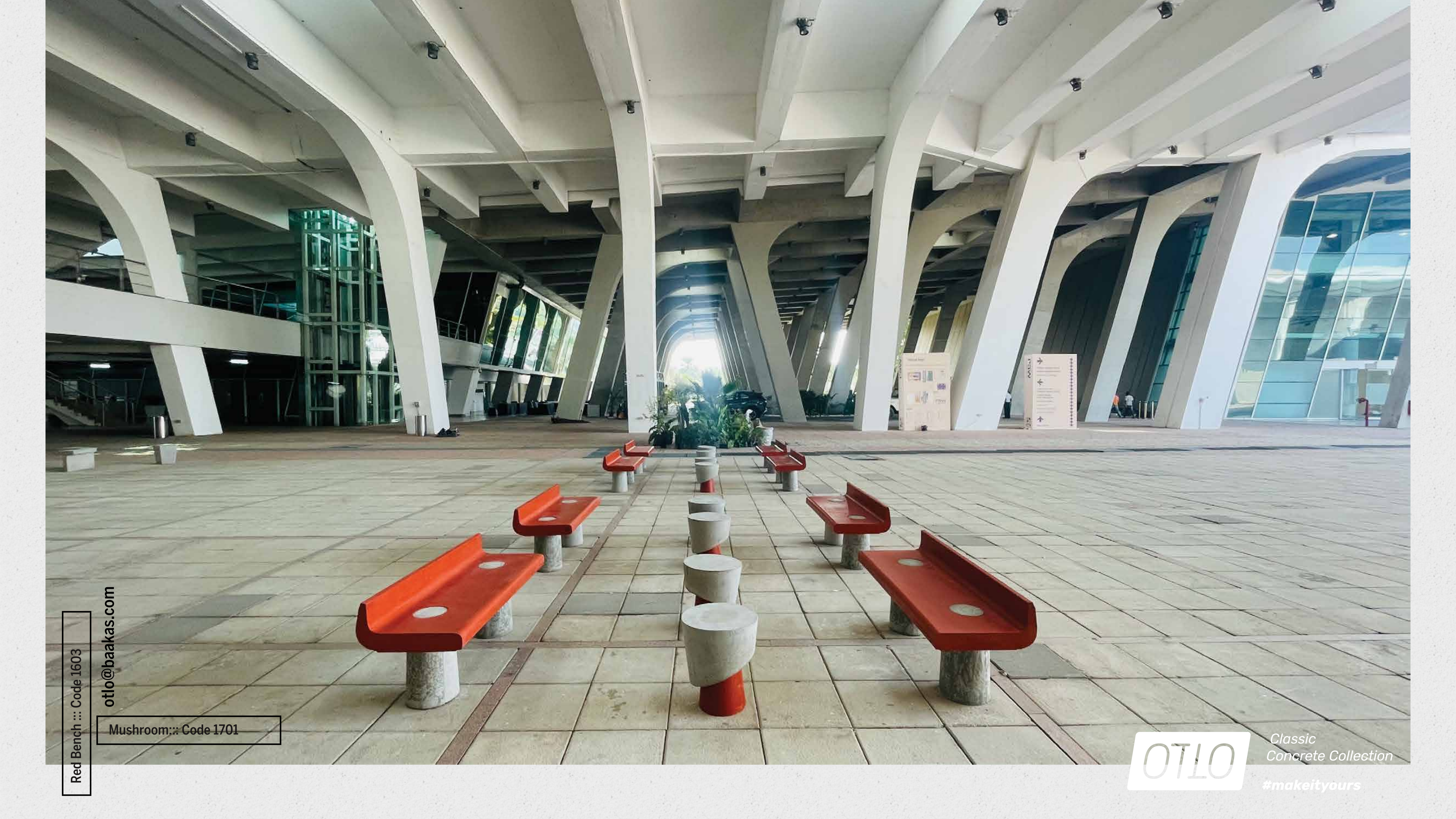
Mushroom::: Code 1701

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Red Bench :: Code 1603

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Mushroom:: Code 1701

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Pentago ::: Code 1619

Red Bench::: Code 1603

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Pentago ::: Code 1619

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Trend Product

**ColourNext 2016,
By Asian Paints Limited.**

“

*our intention to engage in
certain mutual brand
leveraging promotional
opportunities and benefits.*

-

*Asian Paints Ltd. shall
showcase the original
products of Baakas Design
("Products") at various
ColourNext 2016 promotional
events ("Events").*

“

—

*Asian Paints Ltd,
Feb 2016*

Pentago ::: Code 1619

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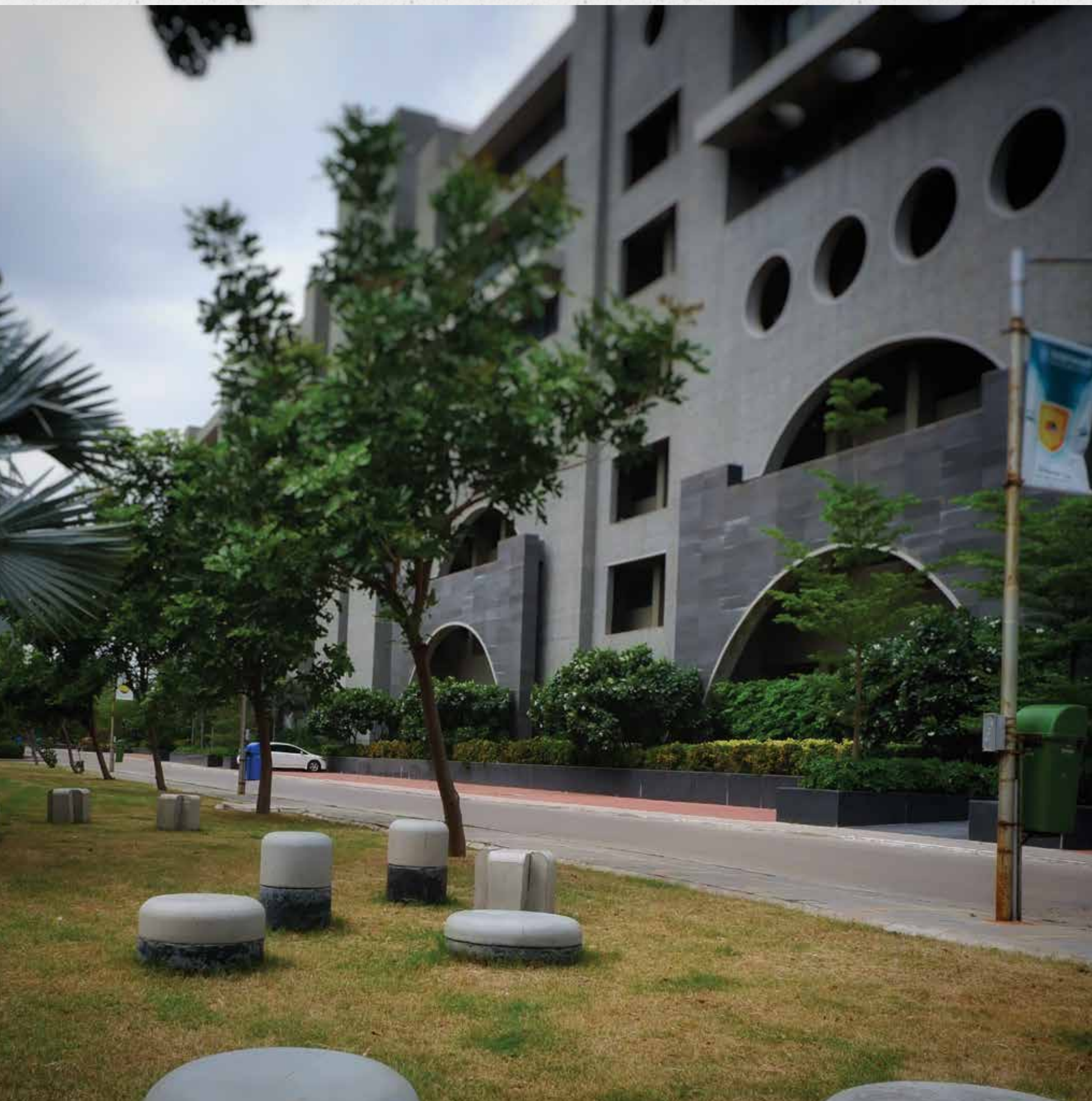
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Capsule ::: Code 1709

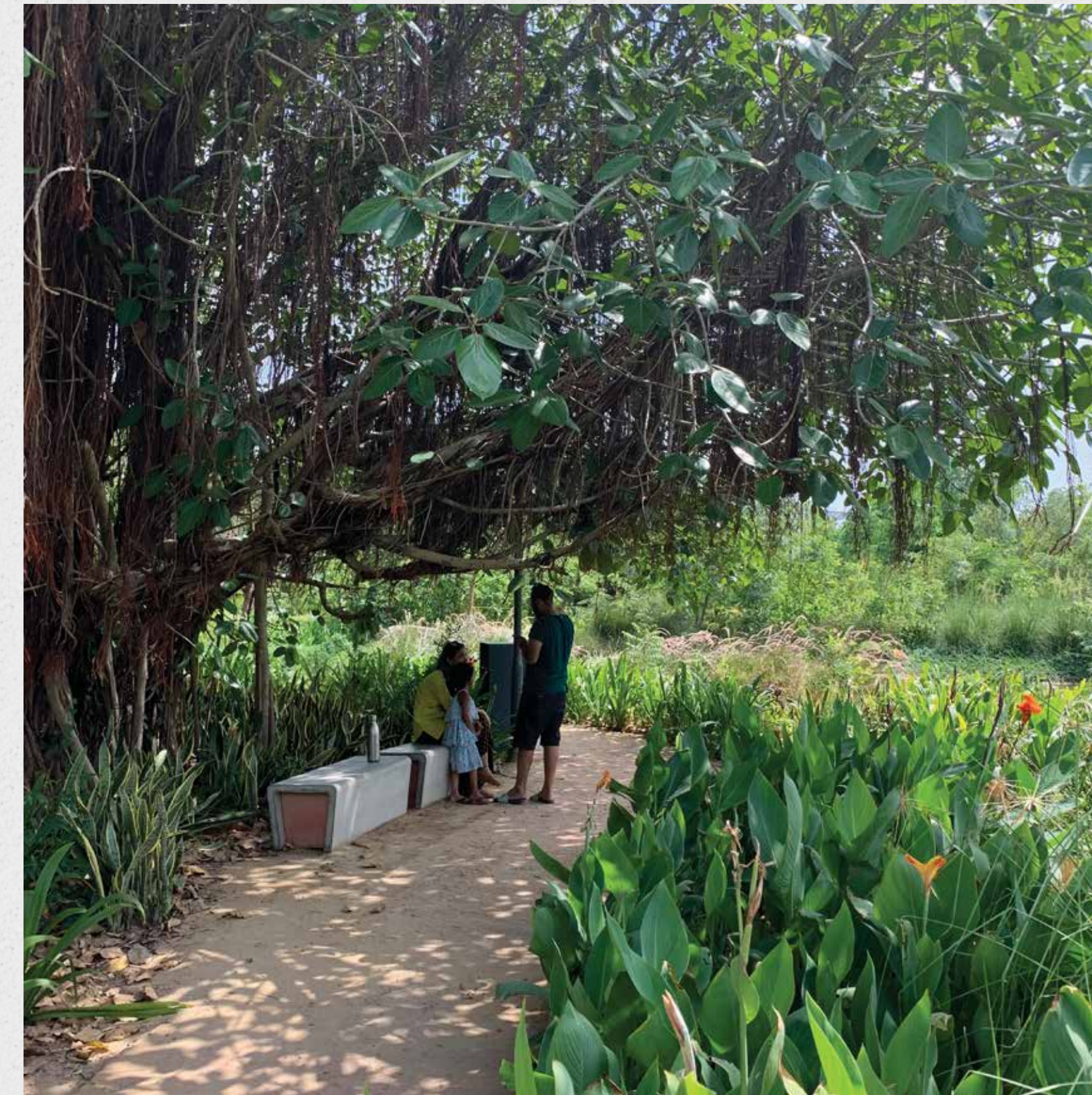
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Bench ::: Code 1901



Bench ::: Code 1902

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This is computer generated image. Actual product may have a difference.

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Moulded to Accommodate Ownership

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BowTie ::: Code 1723



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This is computer generated image. Actual product may have a difference.



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Chain 01 ::: Code 1704

Chain 02 ::: Code 1704

Chain 03 ::: Code 1704



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Shunya ::: Code 2303



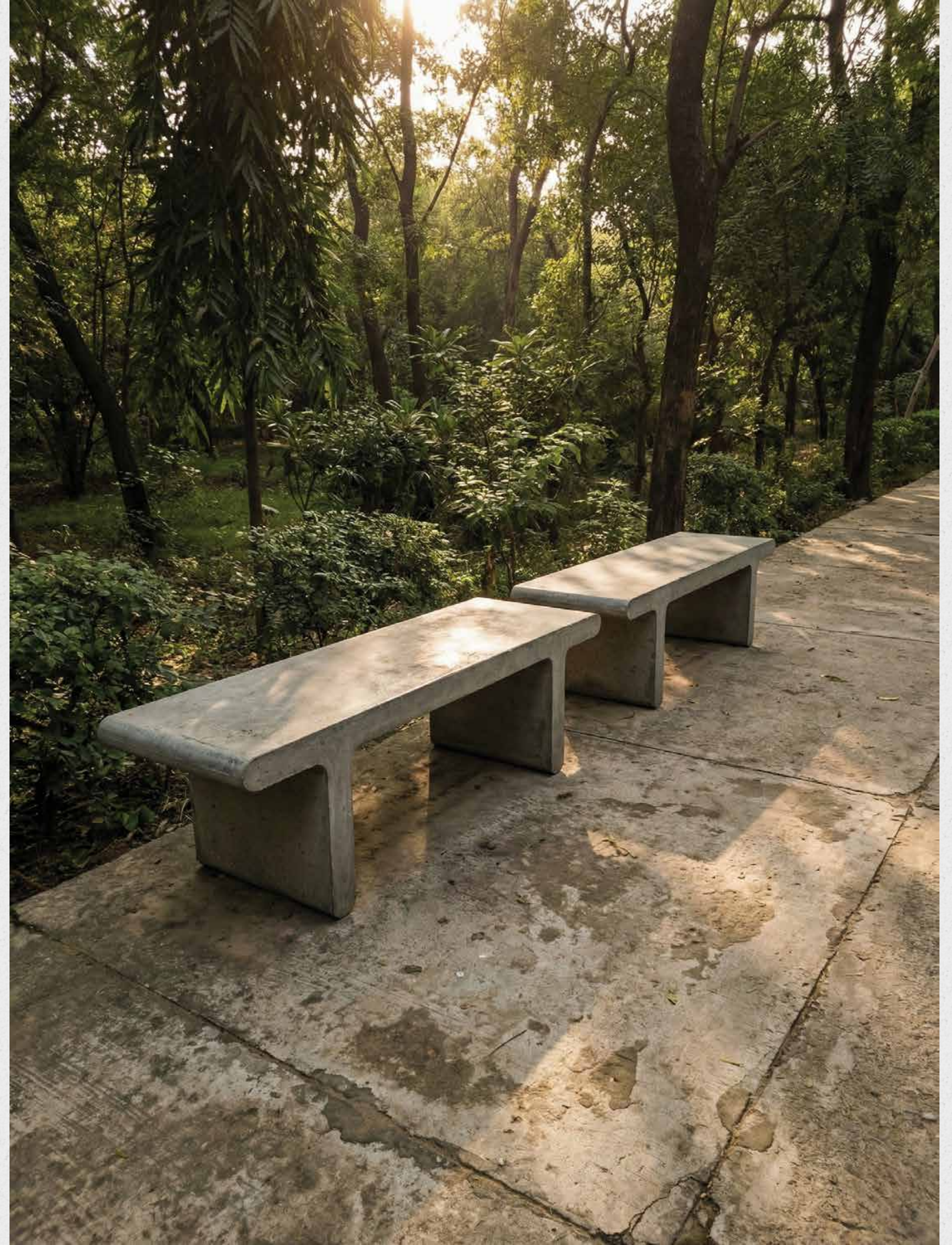


Saral ::: Code 2204

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Concrete Product Design

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*Fundamentals of traditions;
moulded into simple designs for products that approach you.*

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Buddy





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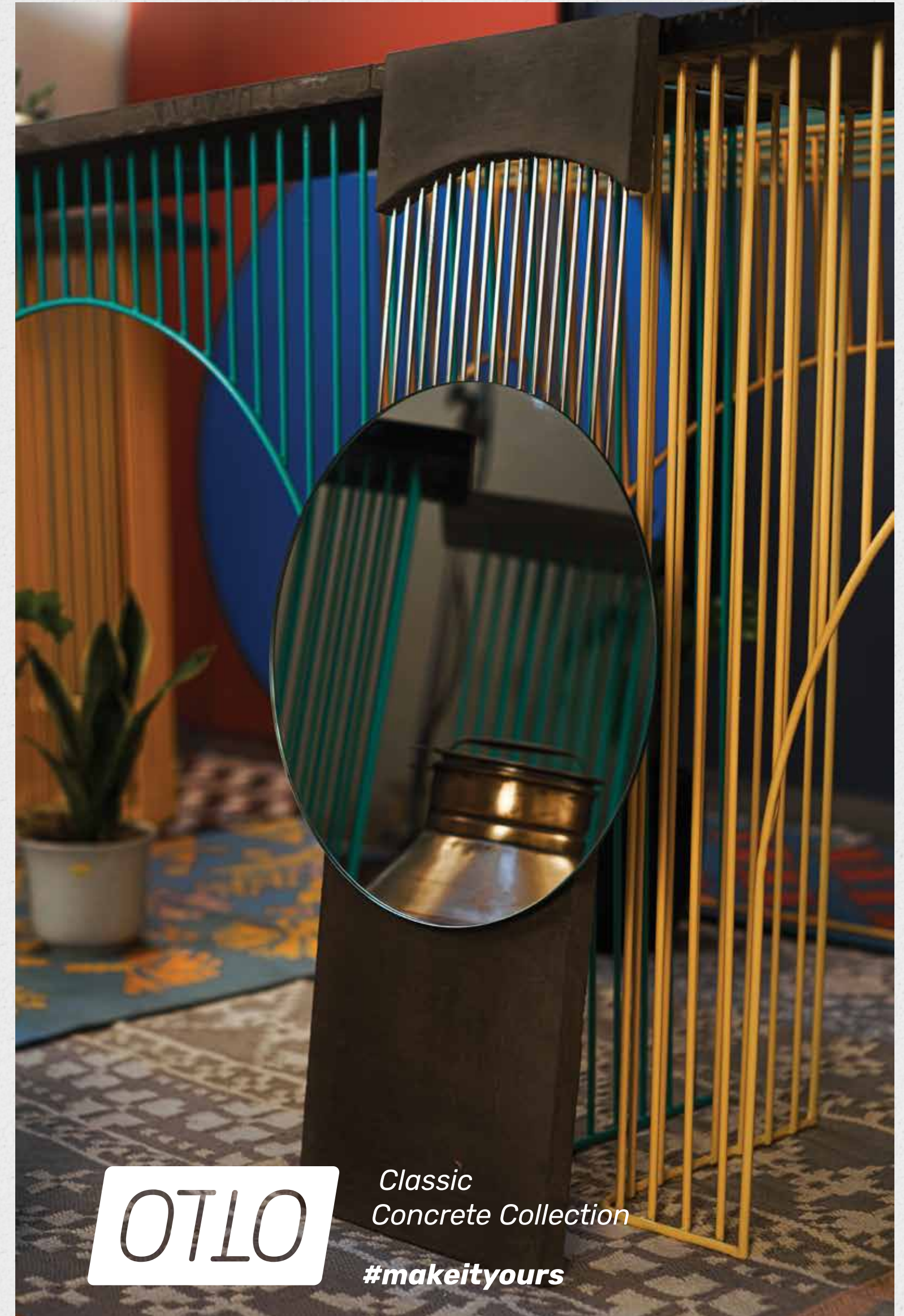


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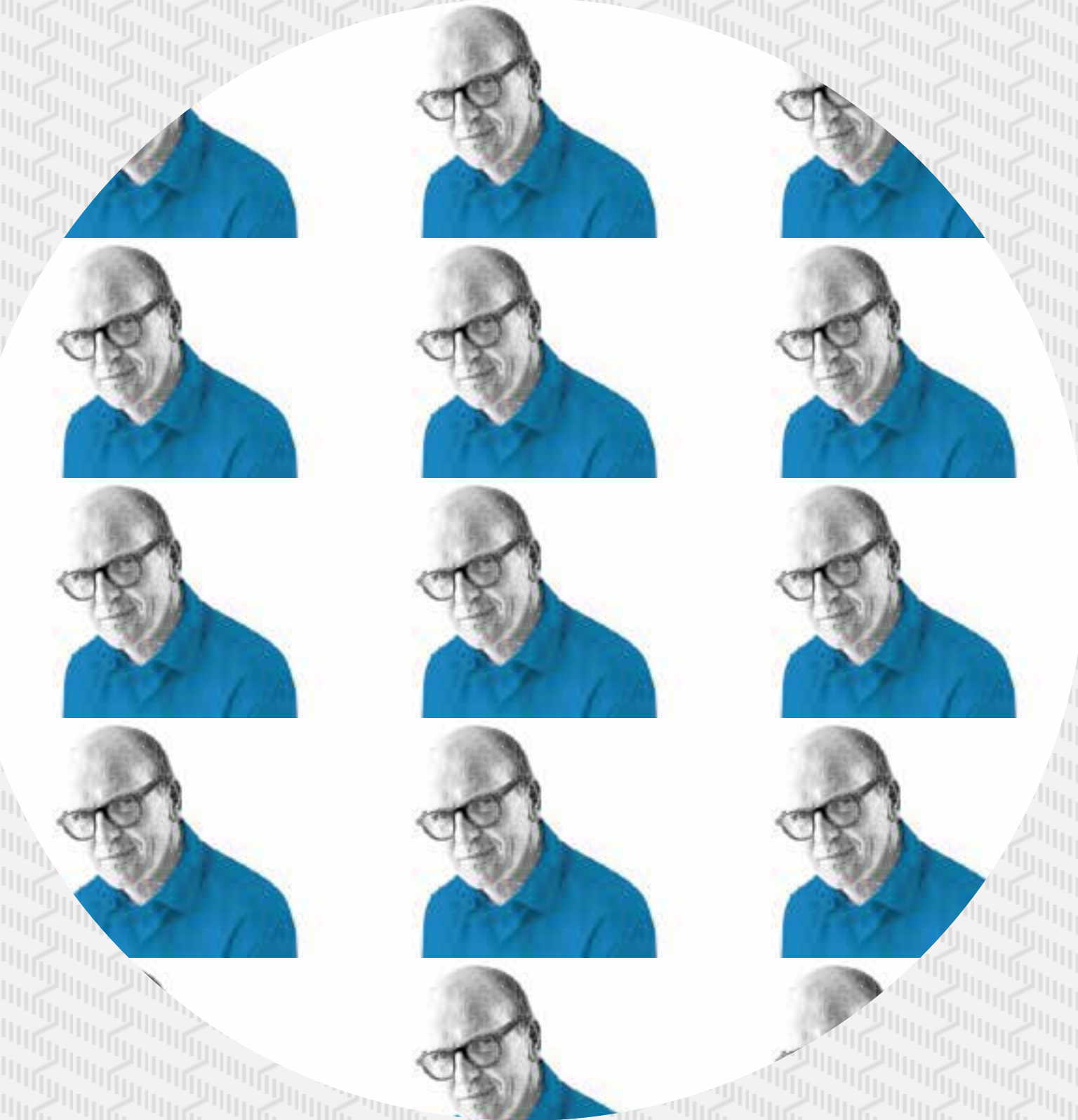




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“
**DRIVING A SYSTEM TO DO MORE
WILL NOT BE ENOUGH**

**IF SOMETHING
DIFFERENT IS NEEDED —**

”

CHARLES LEADBEATER,
SYSTEMIC INNOVATION, NESTA, 2013



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Baåkas [बाकस]

**Strategic Communication Design,
Design Advisory, Branding,
Packaging Design and Museum Design.**

Housed in Ahmedabad, is a design firm addressing and giving solutions in the fields of Branding & Communication, Space Design & Design advisory.

We believe in ideas that convert into workable concepts. We combine the philosophy of art with the concept of utility to create aesthetically functional designs that satisfy three essential facets of product manufacturing-being human centric, dynamic & sustainable.

Our work towards effective design-led solution is the result of collective efforts and expertise of our diverse team and partner consultants spread across Mumbai, Pune, Delhi, Jaipur & Bangalore.

We enjoy alignment in vision and derive need based results to augment clarity and simplicity in design.

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Rana Swarajsinh
Founder ~ Baakas & OTLO

Design Adviser & Consultant,
Communication Design

An Alumni of MSU, Vadodara.
After completing the graduation in
Faculty of Fine Arts, 2002, worked with
various institutions, in capacity as;

Design Associate at National Institute of Design [NID], Ahmedabad,
Senior Designer at GEER Foundation Gandhinagar, Principal
Designer at Lemon Design, Pune,
Design Adviser to OSD IT to Chief Minister of Gujarat, Gandhinagar.

Communication & Experiential Space Design
RBI Museum Design [Shortlisted], Kolkatta,
RBI Museum Design, Dandi Kutir, Gandhinagar,
Dada Bhagwan Foundation, G'nagar,
NOTA Symbol, Election Commission of India

Rana Hameersinh
Founder ~ Baakas & OTLO

Furniture, Product and Space Design

An Alumni of [Graduation]
Symbiosis Institute of Design, Pune,
Product Design

An Alumni of [Masters]
National Institute of Design, Ahmedabad,
Furniture & Space Design

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