JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Crafting Legacies Through Design:
Translating artisan stories into meaningful brand experience.

VOL. 1 of 2

Student : **Manisha Agarwal**

Sponsor : **Baarique**

Mentor : **Ms. Aastha Gohil**

Consultant : **Ms. Malika Budhiraj**

Programme :
Bachelors of Design (B.Des)
Integrated Communication Design (2021-2025)

THE GRADUATION PROJECT 2025

The Evaluation Jury has recommended **Student Full Name**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Specialisation name**

Herewith, for the project titled **"Full Title with Subtitle"**

on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

Subsequent remarks regarding fulfillment of requirements

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Dean, Institute of Design
JK Lakshmipat University

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Crafting Legacies Through Design:

Translating artisan stories into meaningful brand experience

Acknowledgement

This project marks the culmination of my four-year journey in Integrated Communication Design at JK Lakshmipat University, Jaipur. It has been a path of exploration, learning, and growth, both personal and professional.

I am sincerely thankful to Baarique for the opportunity to work on Khoj, a sub-brand rooted in craft and storytelling. My deepest gratitude to Malika Budhiraj for her trust, guidance, and creative freedom throughout the project. I also thank the artisans whose insights and generosity brought authenticity and depth to the project.

A heartfelt thanks to my mentor, Aastha Gohil Ma'am, whose support and clarity were crucial in shaping this work.

My appreciation extends to the faculty and staff at JKLU for their constant academic and logistical support.

Lastly, to my friends, peers, and family, thank you for standing by me. This project is a tribute to the enduring beauty of craft and the stories it carries.

Non - Disclosure Agreement

The contents of "**This volume**", developed as part of my graduation project with Baarique for the sub-brand Khoj, are currently protected under a verbal **Non-Disclosure Agreement (NDA)** and are intended solely for academic evaluation and internal review.

I take full responsibility for maintaining the confidentiality of all project-related information and commit to not disclosing any sensitive material, either verbally or in written form, until the project is officially launched and made available to the public.

Once the project is publicly released, the NDA will no longer be in effect, and open discussion may take place. Until then, sharing any part of this project without prior written consent from the brand head, Malika Budhiraj, and the sponsoring company, Baarique, is strictly prohibited.

Thank you for your understanding and for respecting the confidentiality measures in place for this project.

Synopsis

This graduation project focuses on building the brand identity for Khoj, a home décor sub-brand under Baarique, centred on hand-painted, handcrafted products made from brass and Kansa. The challenge was to create a brand that honours traditional Indian craftsmanship while positioning it as relevant, aspirational, and credible within its cultural context.

Extensive research into brand systems, consumer behaviour, visual language, and artisan practices formed the foundation of the project. The brand narrative was shaped around themes of memory, materiality, and legacy, with artisans recognised not just as contributors but as co-creators. Their stories, techniques, and philosophies informed the visual and verbal direction of Khoj.

The final output includes a cohesive brand identity, mood boards, product concept, packaging, and storytelling. Khoj emerges as a refined, culturally rooted brand that transforms everyday objects into meaningful artefacts, celebrating craftsmanship and preserving its relevance in a modern design language.

Contents



About the Institute

Jk Lakshmipat University

Established in 2011, JK Lakshmipat University (JKLU) is inspired by the visionary ideals of Lala Lakshmipat Singhania, the founding force behind the Lakshmipat Singhania Education Foundation. Under the aegis of the J.K. Organisation, the Foundation continues its long-standing legacy of advancing accessible, meaningful education rooted in excellence and societal impact.

The Institute of Design (IOD) at JKLU reflects this vision by reimagining design education for a rapidly evolving world. Rather than following traditional methods, IOD fosters a future-focused, transformative approach that encourages exploration, experimentation, and relevance in every design endeavour.

IOD's curriculum is studio based and experiential, integrating systems thinking, user centred design, and cross disciplinary collaboration. Students engage deeply with real world problems, gaining insights through research, fieldwork, and iterative prototyping. This not only hones their technical and conceptual abilities but also sharpens their social and cultural sensitivity.

Through strong mentorship, interaction with industry experts, and a vibrant learning ecosystem, IOD cultivates designers who are curious, critical, and conscious. The aim is to prepare professionals who can move beyond aesthetics and functionality to create value driven, impactful design solutions in both local and global contexts.



About the Specialisation

Integrated Communication Design

The Integrated Communication Design program at JK Lakshmipat University (JKLU) is tailored for curious, culturally aware students who want to craft powerful messages across physical, digital, and experiential platforms. It encourages a blend of storytelling, visual design, and strategic thinking to help students engage with evolving audience needs in a media rich world.

The curriculum brings together courses in branding, campaign design, visual narratives, media theory, and research methods. These enable students to understand how communication shapes human perception and behaviour, and how design can be used to inform, inspire, and influence across contexts.

Hands on learning is supported by modules in typography, publication design, filmmaking, photography, UI/UX basics, motion graphics, and digital content creation. Students graduate with the ability to build integrated, visually compelling communication systems that are both innovative and impactful.



About the Mentor

Aastha Gohil

Aastha G is a storyteller deeply drawn to the honesty, fluidity, and life capturing nature of filmmaking. With a multidisciplinary background in fine arts, design, and communication, she has found her strongest voice in communication design and filmmaking, mediums that allow her to express both narrative depth and visual nuance.

Aastha holds a degree in Film Making from the National Institute of Design (NID, 2009) and an MA in Screenwriting from Edinburgh Napier University (2013). As a practicing screenwriter and director, her work bridges the worlds of communication design and cinema, with a diverse professional portfolio across both disciplines.

Currently an Associate Professor at JK Lakshmipat University, Aastha G balances teaching with active practice. She is developing a documentary on global healing with OSF-France, along with other film projects with French and Indian collaborators. A certified Energy Therapist and counsellor, she has taught filmmaking and communication design for over 15 years at leading institutions across India.



About Me

Manisha Agarwal

I'm a Communication Design student with a focus on craft research, systems thinking, and visual storytelling. My work bridges traditional techniques with contemporary design from developing embroidered tableware collections with artisans at Baarique to proposing production improvements at JK Tyre.

Currently, I'm leading the creative direction for Khoj, a sub-brand under Baarique, where I explore vintage aesthetics through handpainted brass and kansa tableware. Across all my projects, I seek thoughtful design rooted in process, people, and purpose.

At the core of my practice is a respect for traditional knowledge, a curiosity for how things work, and a constant urge to find stories worth telling visually, verbally, and structurally.



About the Company

Baarique

Baarique is a timeless tribute to India's rich heritage, where every intricately hand painted and handcrafted metal piece becomes a living canvas that echoes the vibrant tapestry of the nation's diverse culture. Rooted deeply in traditional craftsmanship, Baarique celebrates the artistic legacy passed down through generations of skilled artisans who pour their passion and expertise into each creation.

The brand not only preserves these age old techniques but also reinterprets them for contemporary lifestyles, blending artistry with functionality. Each piece is a testament to the seamless harmony between cultural tradition and modern design sensibilities, making Baarique's collections both meaningful and elegant.

At its core, Baarique stands as an homage to the artisans themselves—those masterful creators who transform raw materials into exquisite works of art. Through their craftsmanship, Baarique brings alive stories of heritage, identity, and celebration, offering timeless pieces that enrich homes and hearts alike.

Team



The Baarique team is a close knit family who believe in the power of relationships. They value the voices and experiences of the makers, embracing the essence of their craft. Every member brings empathy, patience, and respect to the table, nurturing collaborations that go beyond business. Their shared passion is to create more than products to weave meaningful connections that live in every piece they bring to life.

My Journey

Throughout my internship at Baarique, I actively collaborated with the senior designer and skilled artisans, contributing to new product development and conceptual branding. I participated in brainstorming sessions, conducted visual research, and assisted in the execution of design projects. Beyond the studio, I supported brand pop up events by managing styling, coordinating on site activities, and handling logistics. This experience allowed me to blend creative input with practical management, deepening my understanding of the artisanal luxury market and brand building.

Project Brief

The objective was to build the brand identity and experience for a new home decor line under Baarique, focused on artisanal craftsmanship and cultural storytelling.

The project addressed a core challenge: how to create a brand for a cultural, handcrafted, and hand-painted product line while maintaining authenticity and credibility in its homeland. Extensive research into brand systems, consumer insights, and visual benchmarks laid a strong foundation for the brand's development.

The brand narrative was shaped around themes of memory, materiality, legacy, and the stories of the artists positioning them not just as contributors, but as co-creators. Their voices, techniques, and lived experiences became the fabric that guided the brand's evolution. This led to the creation of moodboards that defined the tone and visual identity honouring craftsmanship and celebrating the artistry behind each product.

Timeline

1. Introduction and Briefing :


Baarique

Understanding the Company

Essence

Baarique is a premium heritage brand that celebrates India's rich artisanal traditions through intricately hand painted and handcrafted Kansa and brass tableware. With a commitment to authenticity and artistic excellence, the brand blends cultural legacy with timeless design, creating pieces that honour the spirit of India's diverse craft traditions.

Craftsmanship

Offering a curated collection of Kansa and brass serveware and tableware, Baarique works closely with in house artists and master artisans across India. Each product reflects deep craftsmanship from conceptual design and material selection to handwork techniques like painting, etching, and engraving. The designs often draw from regional stories and nature inspired motifs, ensuring every piece is both functional and evocative.

Origin

Baarique was founded with a vision to revive fading Indian crafts and uplift artisan communities by offering a platform rooted in tradition yet relevant to modern sensibilities. As it grows, the brand continues to deepen collaborations with in house artists and craftspeople, and expand globally aspiring to become a leading name in luxury heritage products that carry forward both art and legacy.



About the Founder

Introducing Malika Budhiraj, the visionary driving Baarique, weaving a narrative where Baarique's tableware resonates with the vivid colors of India. Guided by a predominantly female force, Baarique is more than luxury, it is a celebration of empowered grace deeply rooted in our rich cultural ethos and unwavering work ethics.

The founder envisions Baarique as a bridge between India's rich craft heritage and contemporary lifestyle needs. The brand aims to empower artisans, celebrate cultural stories, and bring handcrafted elegance to modern homes.

She co-founded Baarique in 2013, turned Baarique into reality over a meal served in kansa plates during a trip to Leh-Ladhak Since then, the vision has been to create an amalgamation of luxury, art and beauty.

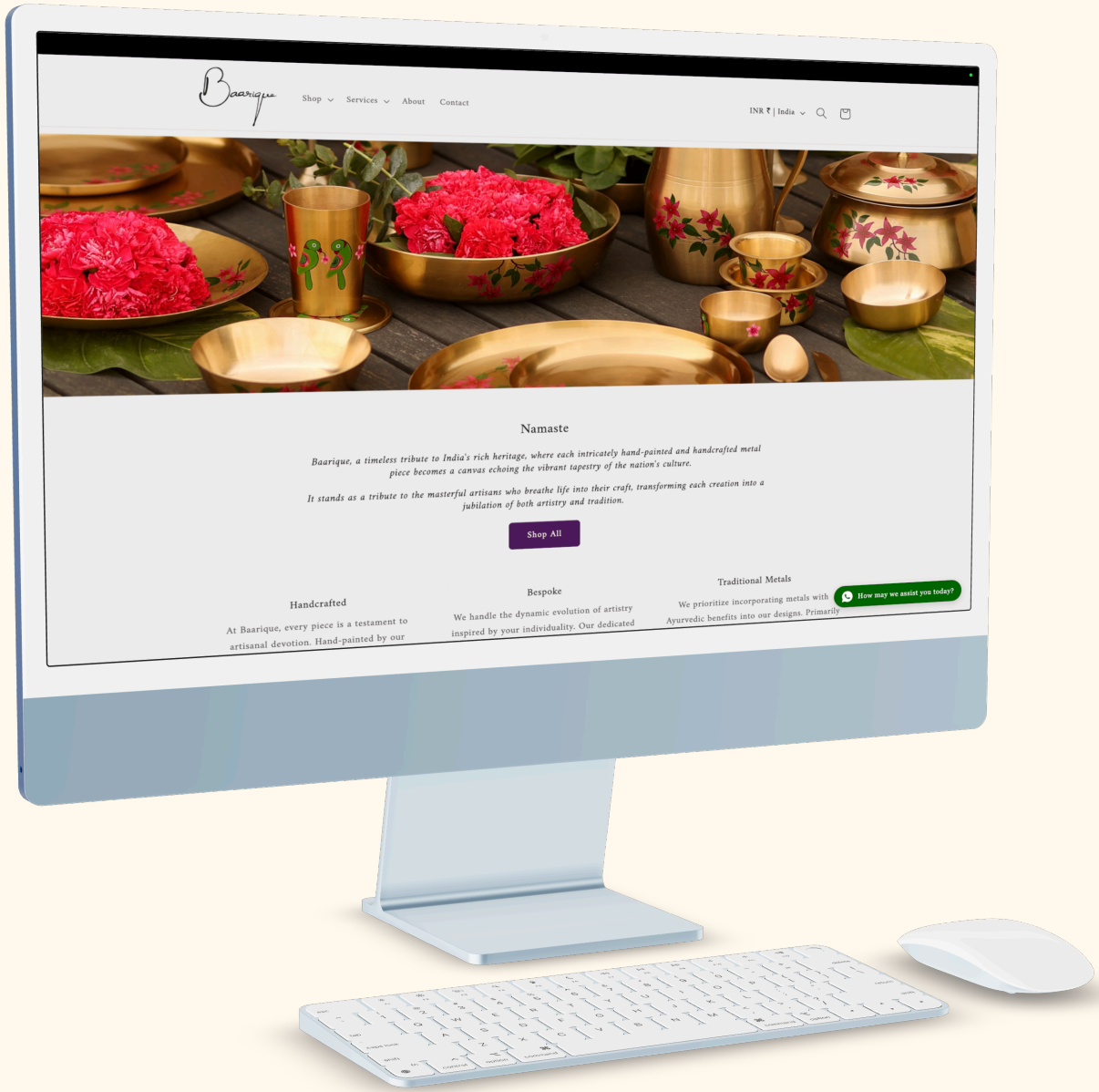


Services and Product Offerings

Baarique specializes in handcrafted and hand-painted home décor and lifestyle products, primarily working with traditional Indian metals such as bronze(Kansa) and brass (Pital). These metals are not only prized for their aesthetic and functional qualities but also valued in Ayurveda for their health benefits. By incorporating these into everyday tableware, Baarique creates products that promote holistic living while celebrating artisanal excellence.

Baarique's signature "art on metal" approach transforms every item into a storytelling medium. Each product is conceptualised with deep respect for traditional techniques while offering a contemporary design language that appeals to refined urban tastes.

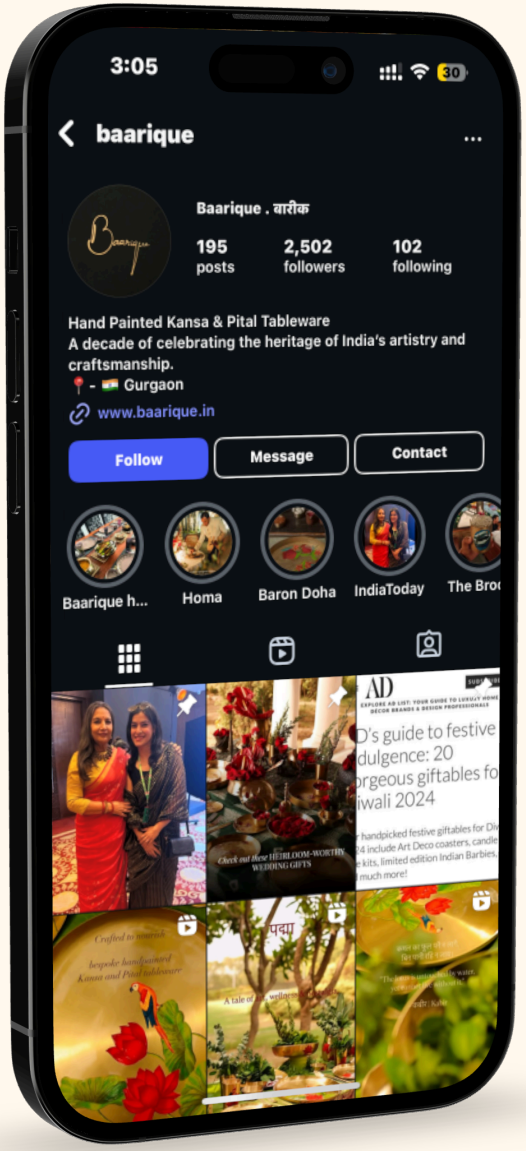
Additionally, Baarique offers customised gifting solutions for weddings, festive seasons, and corporate collaborations. These bespoke offerings allow customers to co-create products that are culturally rooted and deeply personal.


Baarique
Shop
Services
About
Contact
INR ₹ | India
Namaste
Baarique, a timeless tribute to India's rich heritage, where each intricately hand-painted and handcrafted metal piece becomes a canvas echoing the vibrant tapestry of the nation's culture.
It stands as a tribute to the masterful artisans who breathe life into their craft, transforming each creation into a jubilation of both artistry and tradition.
Shop All
Handcrafted
At Baarique, every piece is a testament to artisanal devotion. Hand-painted by our
Bespoke
We handle the dynamic evolution of artistry inspired by your individuality. Our dedicated
Traditional Metals
We prioritize incorporating metals with Ayurvedic benefits into our designs. Primarily
How may we assist you today?

Sales and Distribution Strategy

Official Website

The website functions as Baarique's primary e-commerce platform, offering a seamless and curated shopping experience. It reflects the brand's identity through detailed storytelling, product visuals, and craft insights.


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baarique
Baarique . बारीक
195
posts
2,502
followers
102
following
Hand Painted Kansa & Pital Tableware
A decade of celebrating the heritage of India's artistry and craftsmanship.
- Gurgaon
www.baarique.in
Follow
Message
Contact
Baarique h...
Homa
Baron Doha
IndiaToday
AD
D's guide to festive
dulgence: 20
rgeous giftables fo
iwali 2024
Check out these HEIRLOOM-WORTHY WEDDING GIFTS
पद्मा

Instagram

Baarique actively leverages Instagram as both a marketing and soft retail channel. The brand uses the platform for product launches, storytelling, product shoots, behind the scenes content, and one on one customer engagement often converting followers into loyal buyers through direct inquiries and DMs.



Design Exhibitions & Pop-Ups

Baarique actively participates in curated exhibitions and cultural festivals, including design-led events in Mumbai and heritage festivals in Jaipur, offering customers a tactile experience with its hand-painted metalware. These platforms serve as both retail spaces and immersive storytelling environments.

The brand also hosts collaborative pop ups with homegrown chefs, where Baarique's serveware is used in thoughtfully curated dining experiences. These events blend food and design, creating deeper engagement with the brand's philosophy of slow living and mindful luxury.



Collaborations with Restaurants

Baarique has partnered with a curated selection of fine dining and design-forward restaurants, including Homa Caterers, Brook, Ziya at The Oberoi, and Mezzo Mambo, among others. These collaborations go beyond showcasing existing collections, they involve creating customised Kansa and brass serveware tailored to each restaurant's unique aesthetic and culinary philosophy.

Why I chose Baarique

What drew me to Baarique was its quiet intentionality. In a fast paced design world, it stood out for slowing down treating each product as a story, not just an object. I connected with the way it valued tradition, detail, and emotional resonance. It felt like a space where design meant more, and I wanted to be part of that.

2. Discovery & Groundwork

Context Mapping

Aspect	Baarique	Khoj	Design Implication
Core Focus	Serveware with handpainted stories	Tableware + home decor with vintage detailing	Khoj needs to go beyond utility—form and aura matter more
Material	Kansa, wood, ceramics	Kansa/brass + fabric + found vintage objects	Richer, layered textures + imperfections as design language
Tone of Voice	Storytelling, folk art, rooted luxury	Quiet, aged, poetic, exploratory	Typography and color should feel slower, aged
Product Usage	Dining-focused (plates, trays, etc.)	Shelf-worthy collectibles and mood objects	Think of still-life value, not just function
Packaging Aesthetic	Warm, festive, colorful	Earthy, subdued, textured	Khoj may use raw paper, hand-tied elements, stamps
Brand Storyline	Craft revival and regional celebration	Rediscovery, memory, patina, mystery	Visual identity should feel layered, archival

What Makes Khoj a Departure from Baarique

Khoj shifts from function to emotion, treating each piece as a collectible artefact rooted in story and legacy. While Baarique celebrates known crafts with a vibrant, festive tone, Khoj revives forgotten techniques through a quieter, more timeless aesthetic. Its authenticity lies in calling artisans co-creators, placing their voice and process at the heart of design. Thoughtfully packaged and poetically crafted, Khoj speaks to collectors and aesthetes who value meaning over utility.

Brand Name

In The Discovery of India, Nehru embarks on a profound journey to understand India's rich tapestry of history, culture, and philosophy. He reflects on the nation's evolution from ancient civilizations to contemporary times, seeking to comprehend its enduring essence. This intellectual and emotional pursuit mirrors the essence of "Khoj" a relentless quest for understanding and meaning.

Nehru's approach to India's past was not merely academic; it was a passionate endeavor to connect with the soul of the nation. He wrote, "The past becomes alive to us when we see it as a living part of the present." This perspective underscores a continuous search to bridge history with the present, aligning with the concept of "Khoj" as an ongoing journey rather than a destination.

“The discovery of India—what have I discovered? It was presumptuous of me to imagine that I could unveil her and find out what she is today and what she was in the long past.”

-Jawaharlal Nehru

Story

3. Unearthing the essence

Brand DNA

Essence:
A home decor brand deeply rooted in India's traditional art forms, breathing new life into disappearing crafts through slow, mindful design.

Belief:
True luxury is cultural memory made tangible handcrafted, not manufactured; storied, not styled.

Promise:
To honour and preserve endangered craftsmanship by collaborating directly with artisans, turning their lived experiences into timeless design.

How Khoj is Related to Artists & Craftspeople

This brand is not built on artisans, it is built with them.

At its core lies a commitment to reposition artists and craftspeople not as mere executors of someone else's vision, but as co-creators and cultural custodians. Each product begins with a conversation with a maker, their materials, their tools, and their memories. The design process is collaborative, intuitive, and rooted in fieldwork travelling to artisans' hometowns, understanding their lived realities, and co developing pieces that carry their voice.

This isn't about giving artisans a platform it's about sharing authorship. Their signatures are in the brushstrokes, their stories embedded in the motifs, their time honoured wisdom woven into the structure. The brand becomes a bridge: between past and present, between craft clusters and global collectors, between hands that make and homes that cherish.

Material Relationship

Bronze / Kansa
Composition: 78% Copper + 22% Tin
Rooted in Ayurvedic tradition, Kansa is more than a metal it's a medium of well being. Revered for its alkalizing properties, it balances the body's pH when it comes in contact with food or water. Used daily through tableware, it supports the development of healthy red blood cells and is believed to help prevent gastric issues, diabetes, and skin disorders.

With a soft glow and a tactile warmth, Kansa invites both ritual and nourishment into everyday life.

Brass/Pital
Composition: 67% Copper + 33% Zinc
Brass carries the memory of preservation. Traditionally used in Indian households, water stored in brass vessels is known to stay fresh and energised a natural purifier, as affirmed by Ayurvedic wisdom.

It helps guard against waterborne diseases, making it not just functional, but life affirming. With its rich golden hue and symbolic resilience, brass offers a connection to ancestral routines and slow living.

Every piece is a manifestation of our artisans' craft, intricately weaving their distinct styles into each stroke. Embrace the allure of imperfections, for these irregularities are the soulful imprints that bestow character upon each creation. May the bliss of cherishing this masterpiece resonate with the genuine delight we felt while handcrafting it for you.

Care Instructions: Gently cleanse the painted surfaces with soap and a soft sponge. Ensure thorough drying using a soft fabric to preserve its natural luster. For any areas that may have oxidized over time, Pitambri or tamarind paste works wonders. Our products proudly bear the SGS food safety certification. Please note that they require gentle handwashing and are not suitable for dishwashers.

4. Building Identity

4.1 Brand Strategy

Voice

Authentic & Respectful
The voice speaks with sincerity and reverence for tradition and craftsmanship. It values storytelling over salesmanship, weaving narratives that honor the artisans and their cultural legacy.

Warm & Inviting
It welcomes the audience into a shared heritage, creating a feeling of belonging and discovery.

Tone

Thoughtful & Reflective
Carefully chosen words evoke emotion and depth, encouraging mindfulness and appreciation for the craft.

Elegant but Approachable
The tone balances sophistication with warmth never distant or overly formal.

Personality

Cultural Custodian
The brand embodies a guardian role, protecting and celebrating time-honored crafts and artisan wisdom.

Collaborative Partner
It listens, learns, and co-creates with artisans, embodying humility and respect.

Timeless & Grounded
Rooted in heritage yet mindful of present-day relevance, the brand feels steady and enduring without being static.



Brand Muse

Rekha Ji

The Eternal Archivist of Grace and Mystery

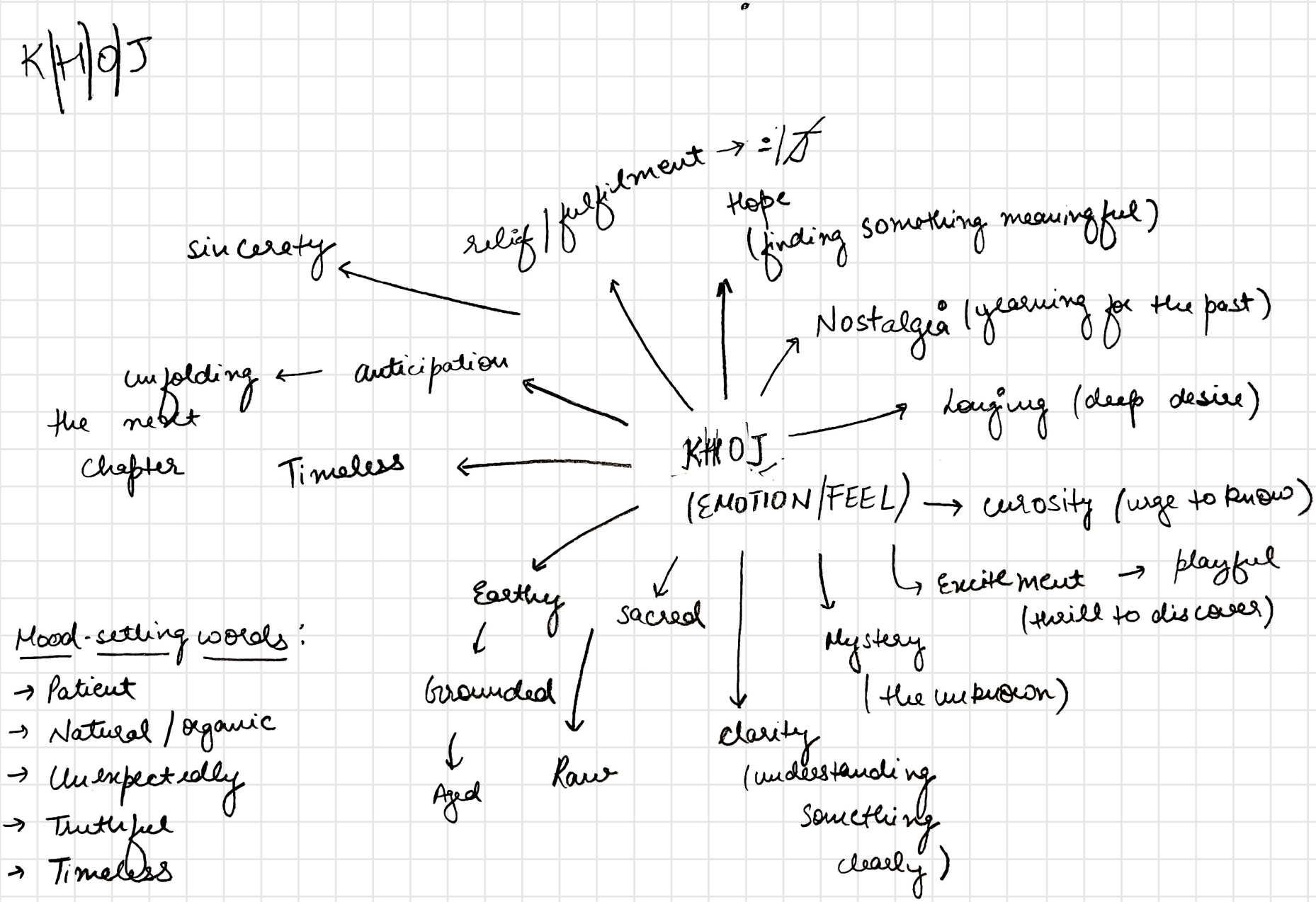
Rekha isn't just a style icon she is a living embodiment of legacy, elegance, and quiet rebellion. With every appearance, she brings with her not just glamour, but a sense of timelessness wrapped in silk, gold, and heritage. Her presence mirrors the brand's values: deeply rooted in culture yet utterly personal, layered, and soulful.

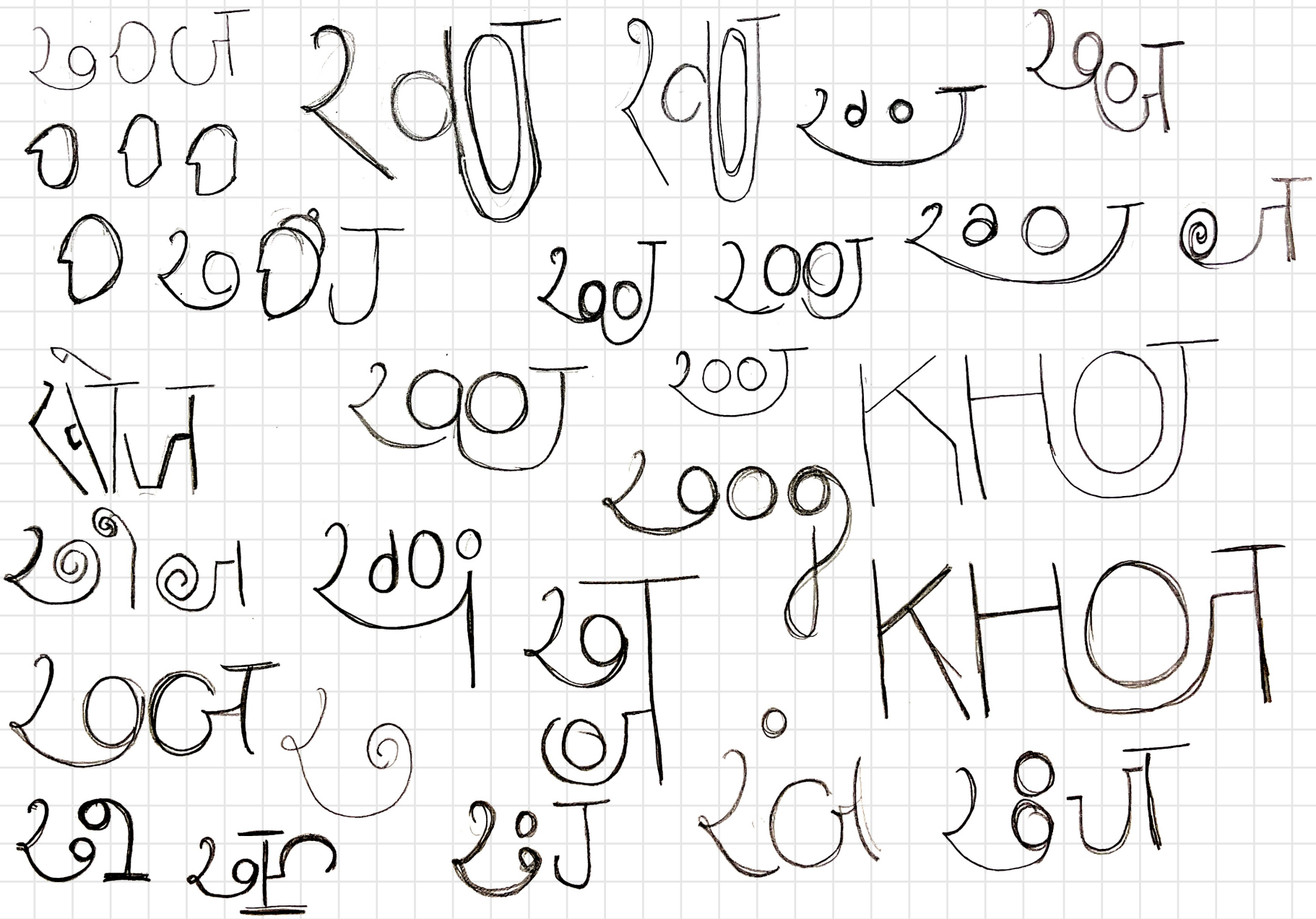
Like the handcrafted and hand-painted pieces we create, Rekha carries stories in every fold of her kanjeevaram, every kohl lined gaze, every silence. She doesn't perform tradition she lives it, reinterpreting it on her own terms.

As a muse, Rekha Ji inspires the brand to move beyond trends to craft heirlooms, not objects; to honour the quiet strength of makers; and to design with depth, not noise.

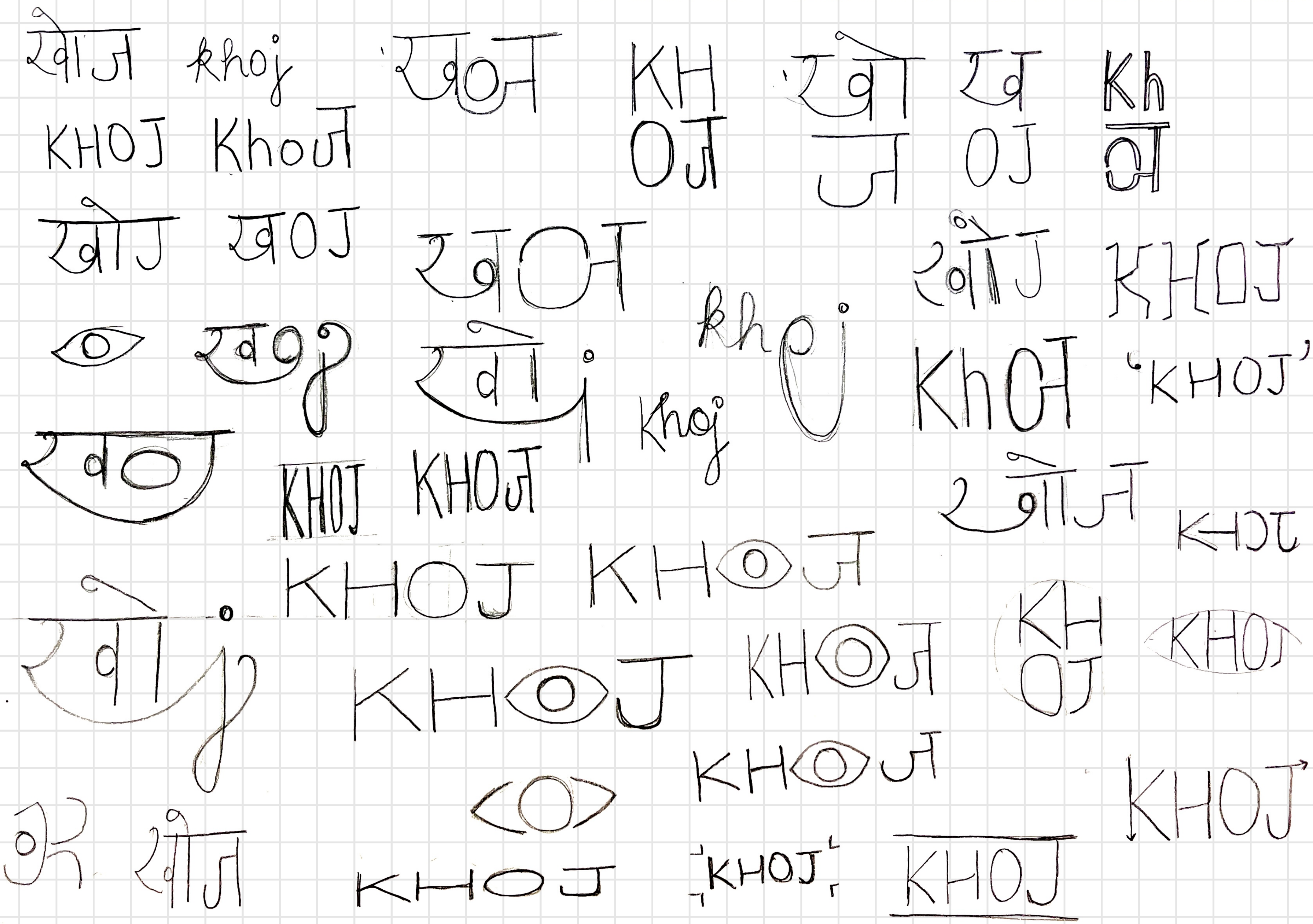
4.2 Brand Guidebook


KHOJ
The unknown that you seek
Unseen
hidden gem
where every detail reveals a story
storytelling
Roots
finding meaning
the hidden / dying
uncover
wander
in making
mapping
tracing the path (process)
flow
depth
understanding
journey
search
exploration
discovery
quest
destination
realisation
investigation
enquiry
searching with intent
asymmetry
curosity
probing
focused
seeking
Breaking it down
Deconstruction
The -In- Between pause
Intuition
The story of the search
recalling from past memory
registered memory
uncovering treasures of craftsmanship (traditions)
past traditions
association
legacy
rituals
cultural influence
heritage
ancient

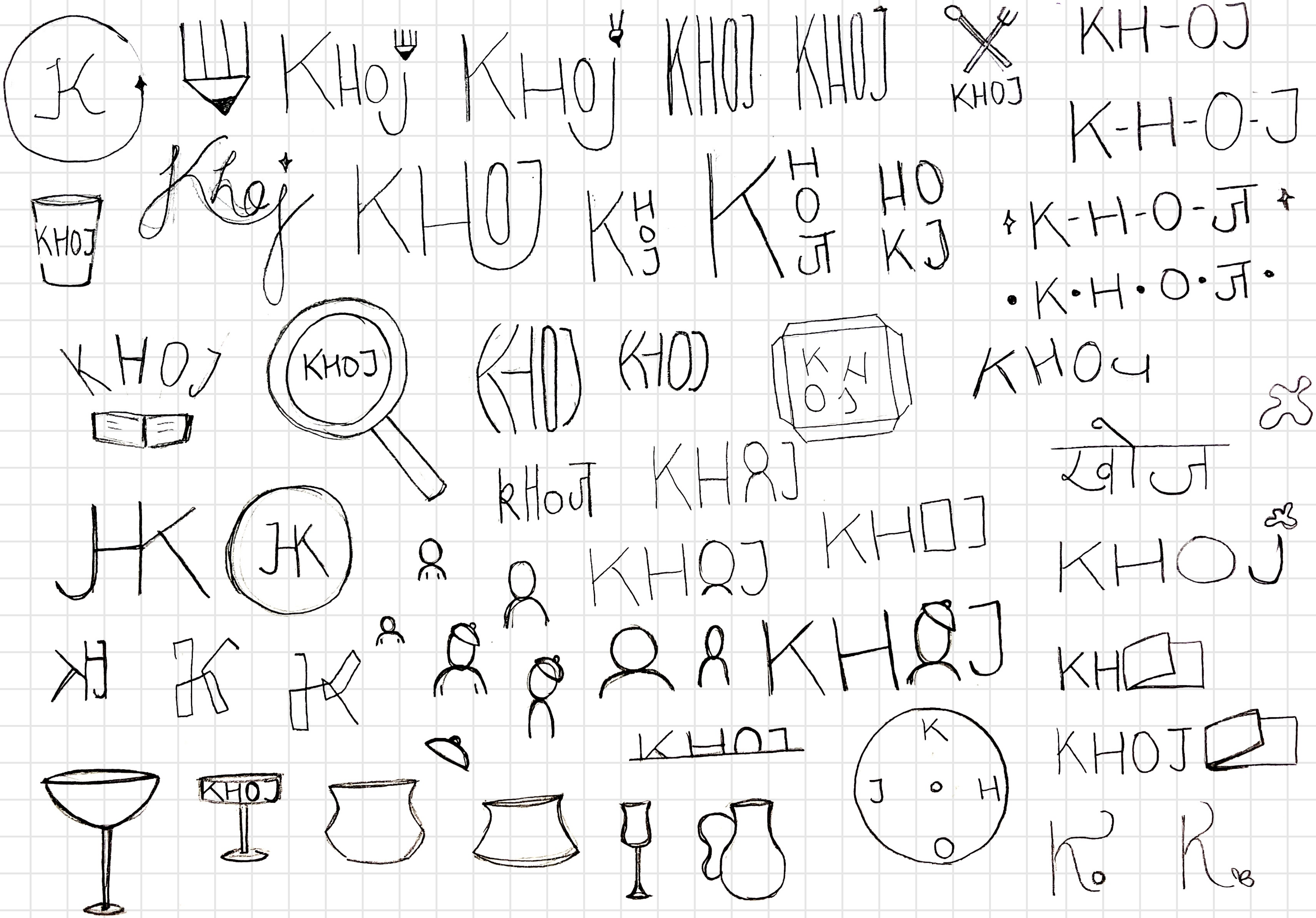

KHOJ
relief / fulfilment → ÷/∅
hope (finding something meaningful)
sincerity
Nostalgia (yearning for the past)
unfolding the next chapter ← anticipation
longing (deep desire)
Timeless
(EMOTION/FEEL) → curosity (urge to know)
Excitement → playful (thrill to discover)
Earthy
sacred
Mystery (the unknown)
Grounded
Aged
Raw
clarity (understanding something clearly)
Mood-setting words:
→ Patient
→ Natural / organic
→ Unexpectedly
→ Truthful
→ Timeless


KHOT
KHOT
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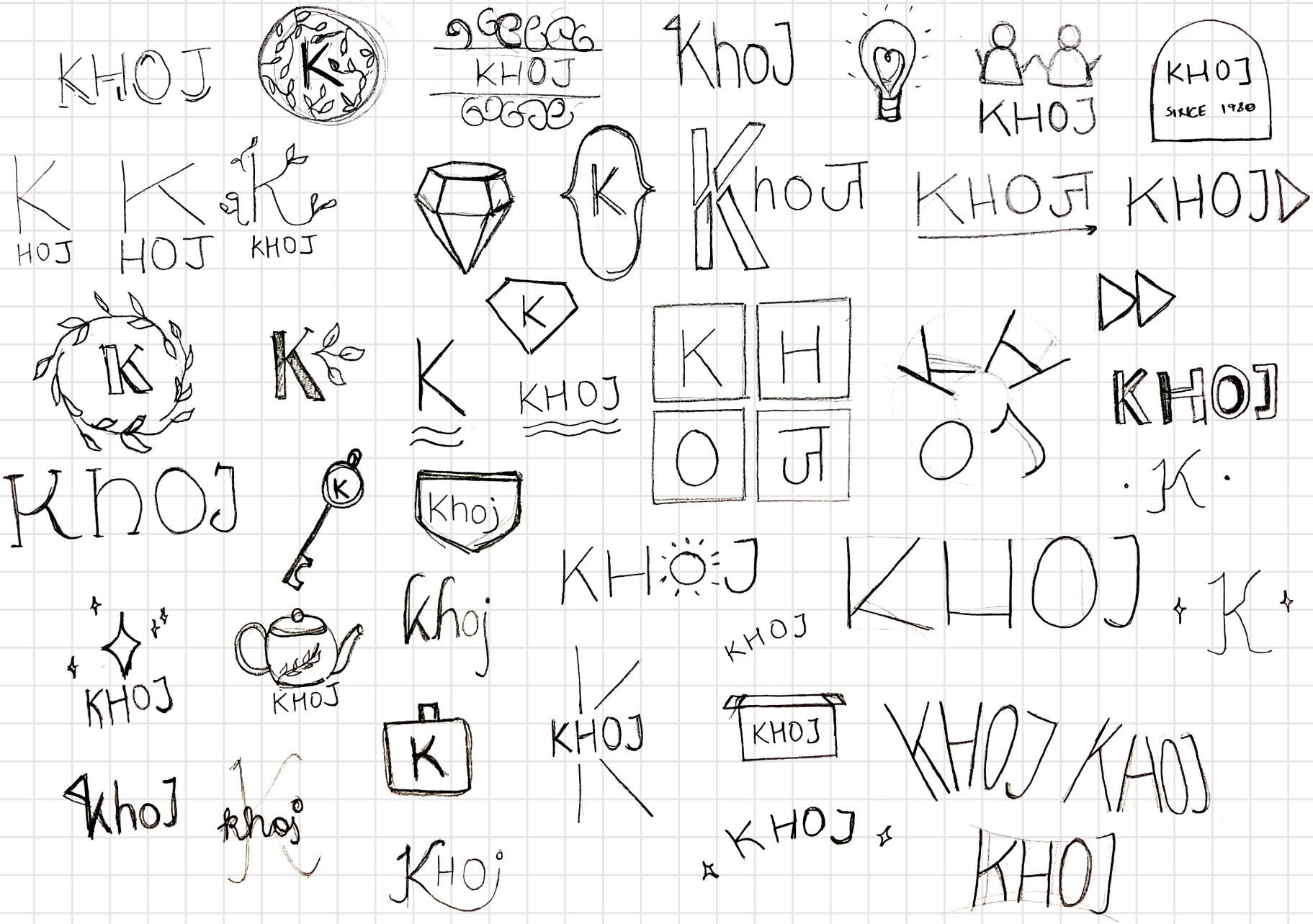

தேடல்
(TAMIL)
ಹುಡುಕು
(KANNADA)
찾이
(KOREAN)
KHOJ
(ENGLISH)
ค้นหา
(THAI)
వెతకండి
(TELAGU)
തിരയുക
(MALAYALAM)
खोज
(HINDI / DOGRI)
khoj
(PERSIAN)
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بحث
(ARABIAC)
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(TIBETAN)
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వెతుకుడు
(TELUGU)

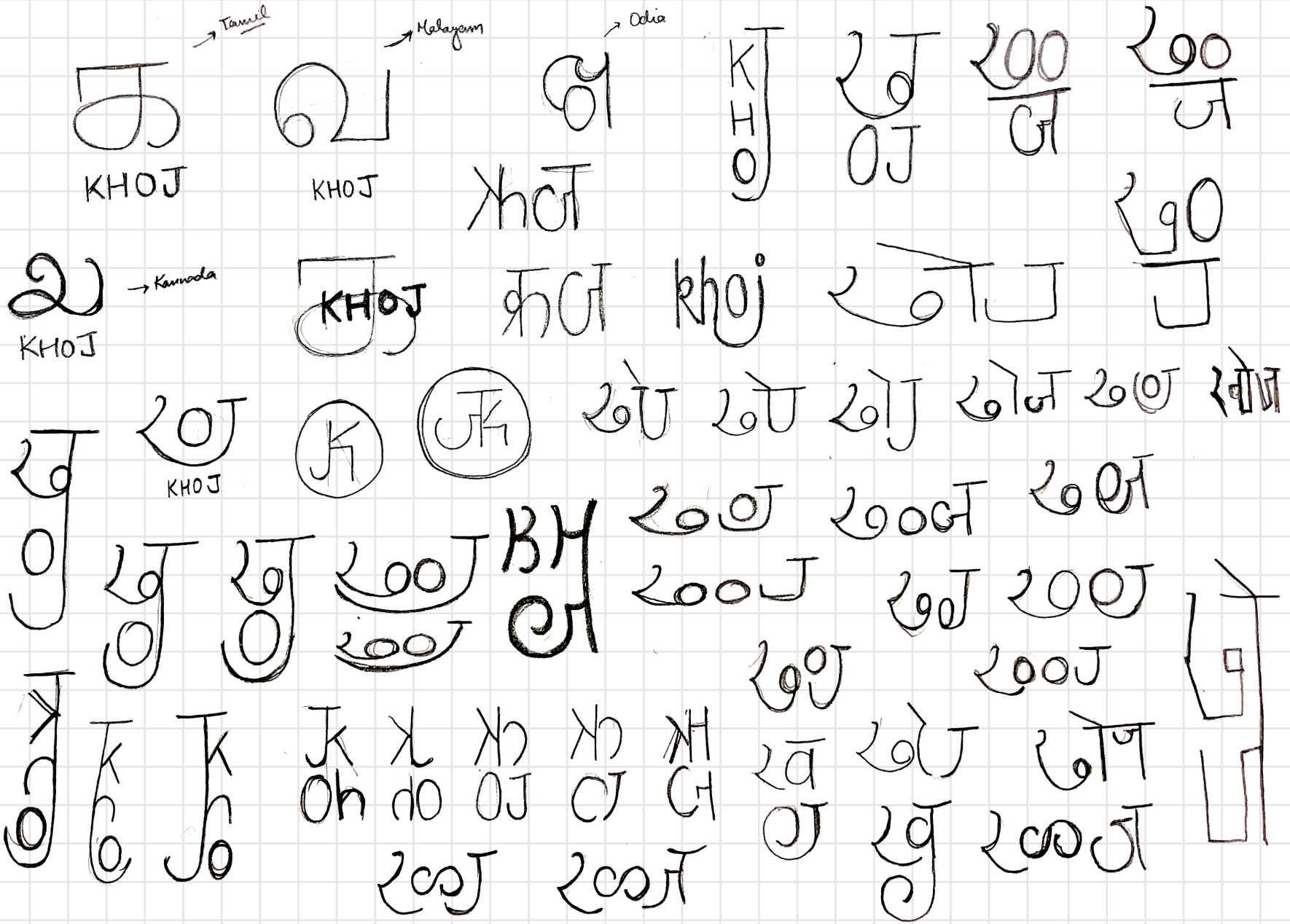

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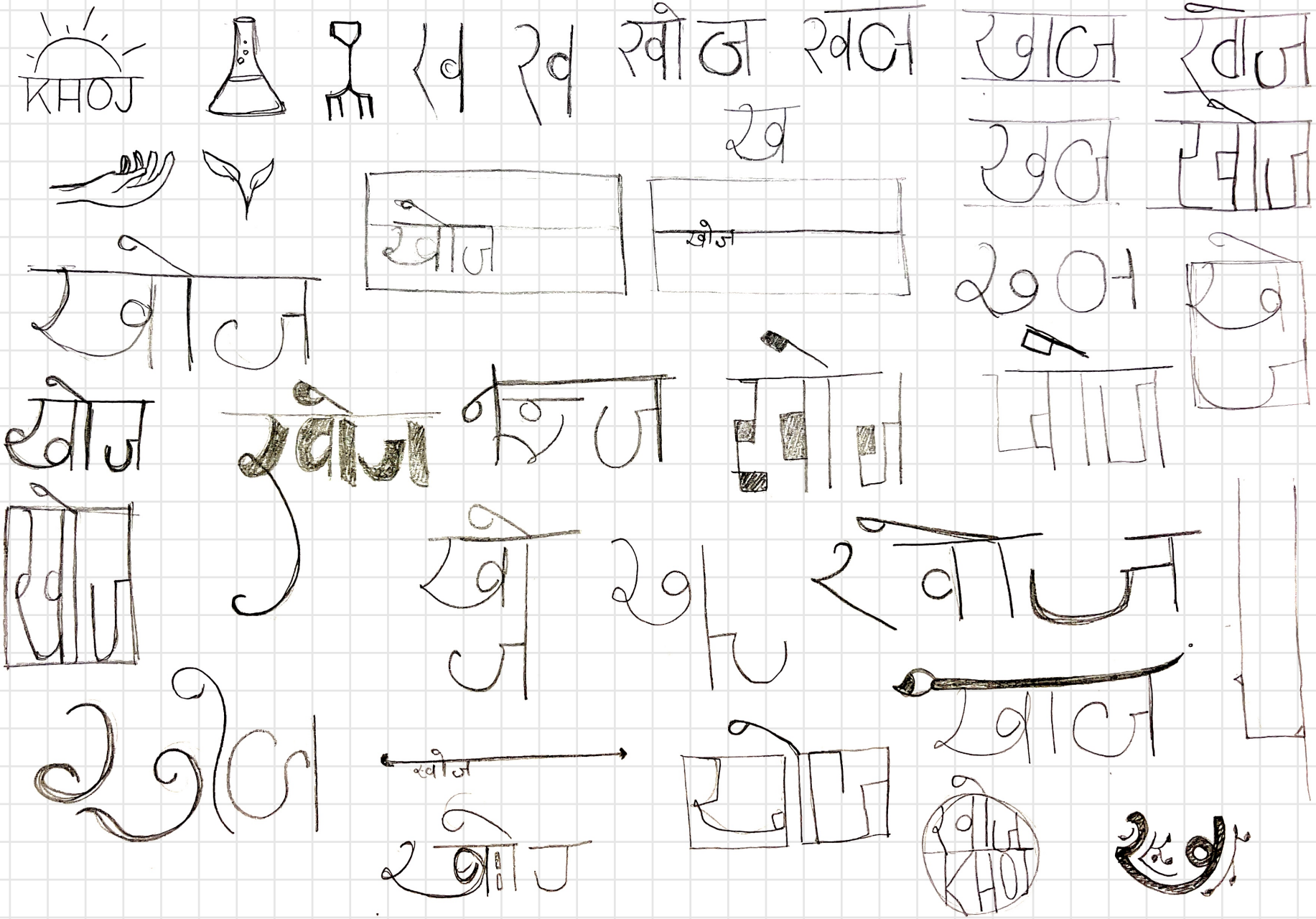

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hands of artist
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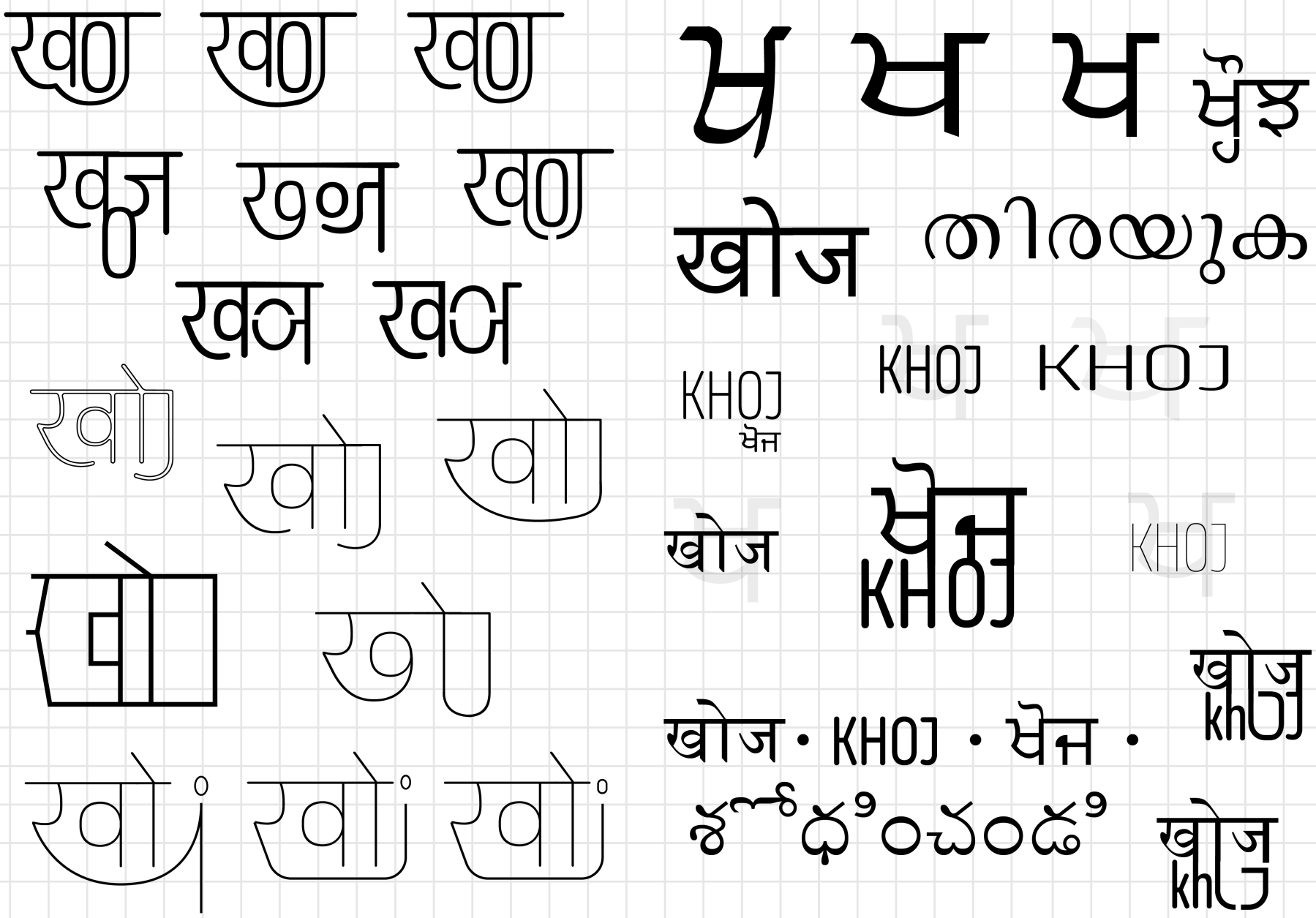
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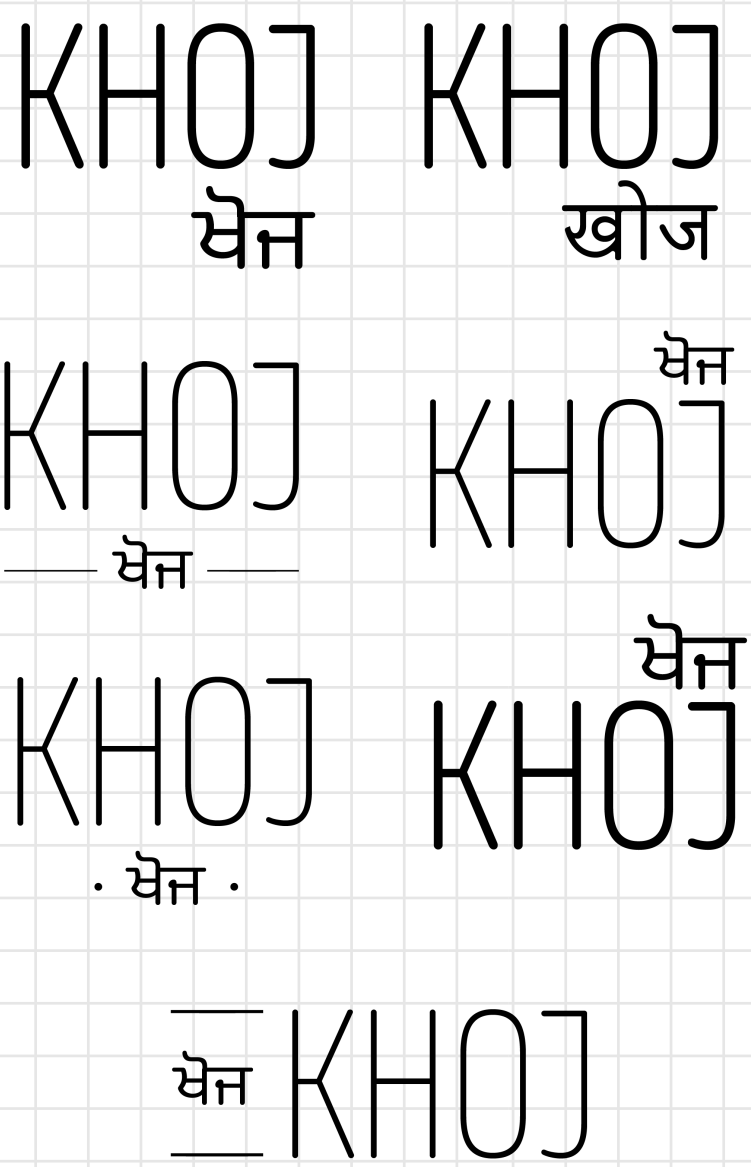

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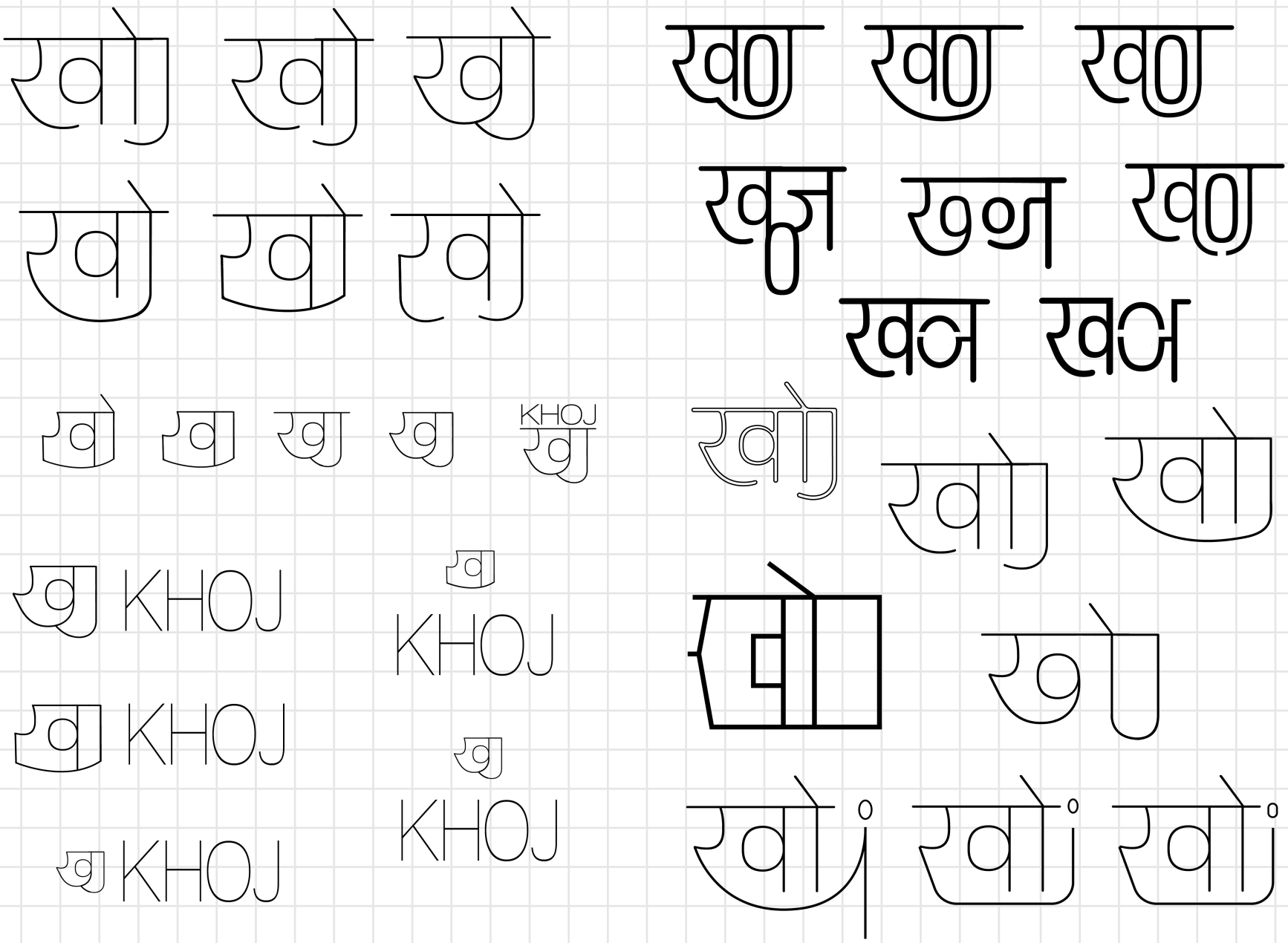

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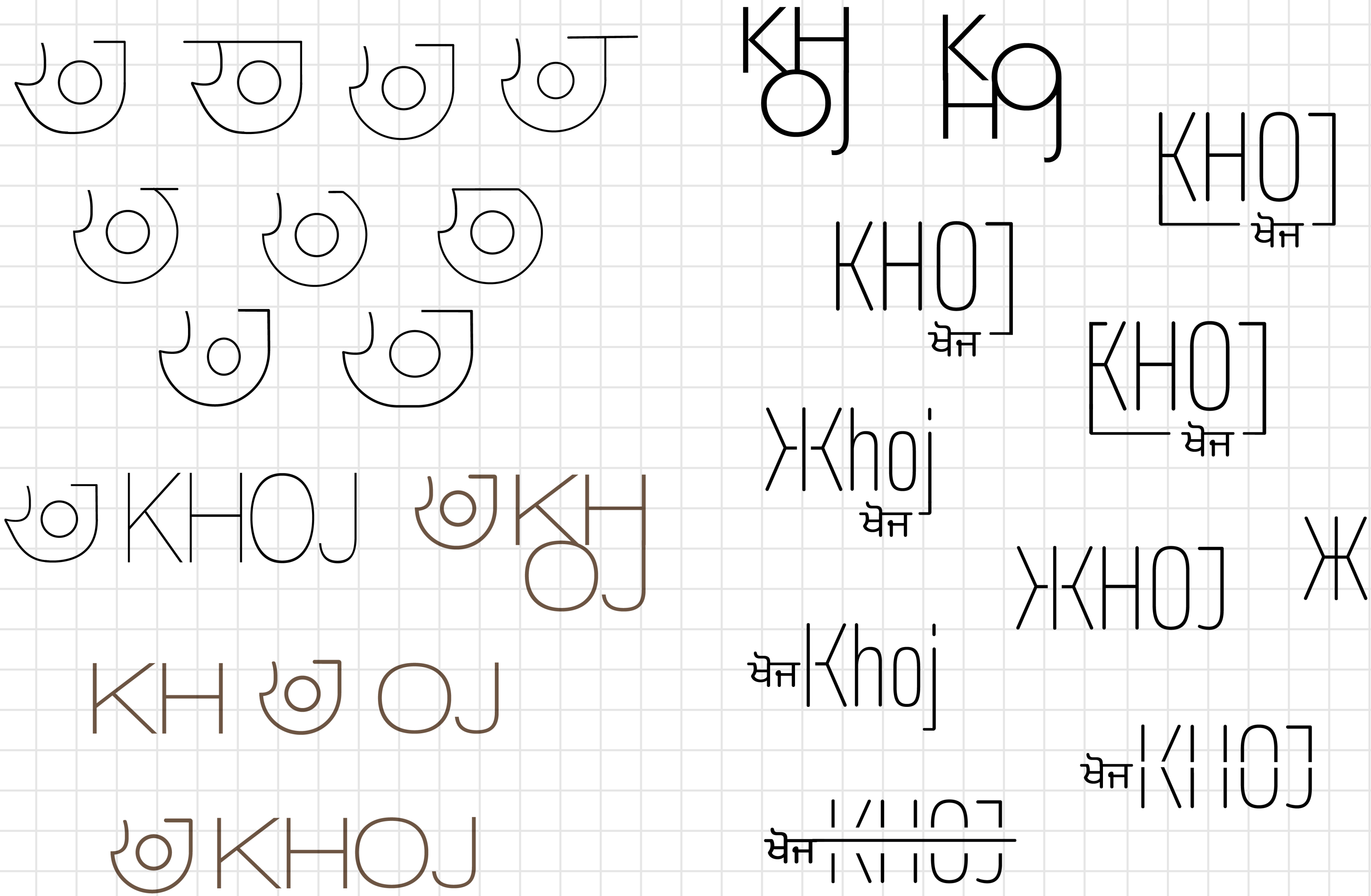

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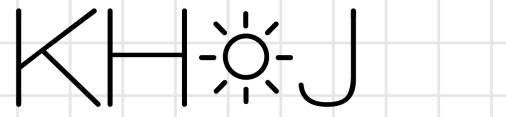

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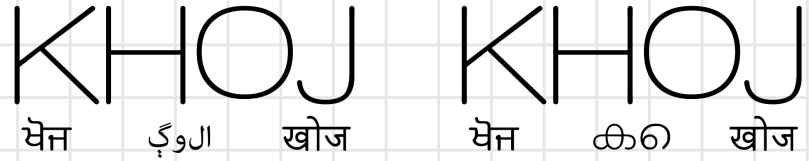

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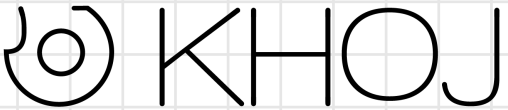

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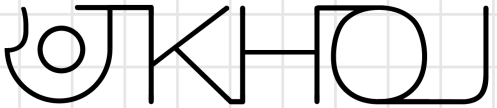

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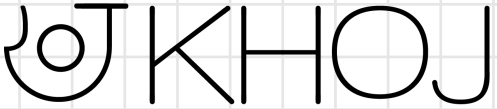


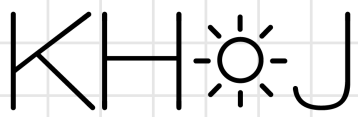

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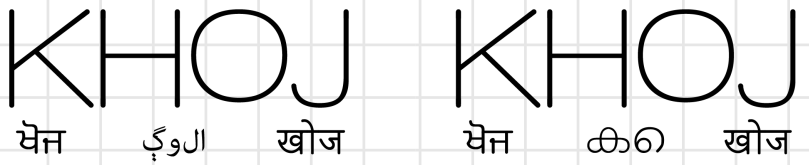


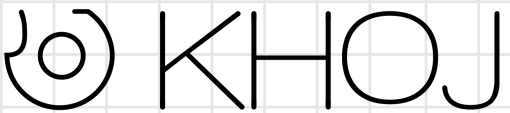




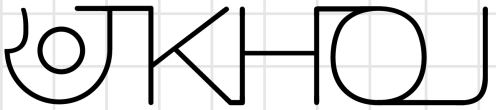


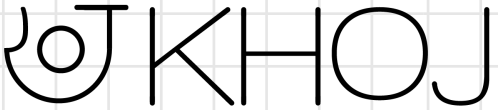



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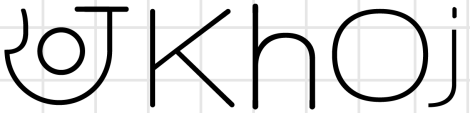










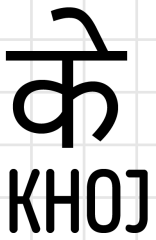


Pronunciation of English alphabet ‘K’

English + Odia



English + Devanagri



WEST

English + Gujrati



English + Gurmukhi



English + Gujrati



English + Bangla



EAST

English + Bangla



English + Kannada



English + Odia



English + Telugu



English + Tamil



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Pronunciation of Khoj in different regional languages

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English + Devnagri

NORTH

KHOJ
ਖੋਜ

English + Gurmukhi

KHOJ
ಖೋಜ್

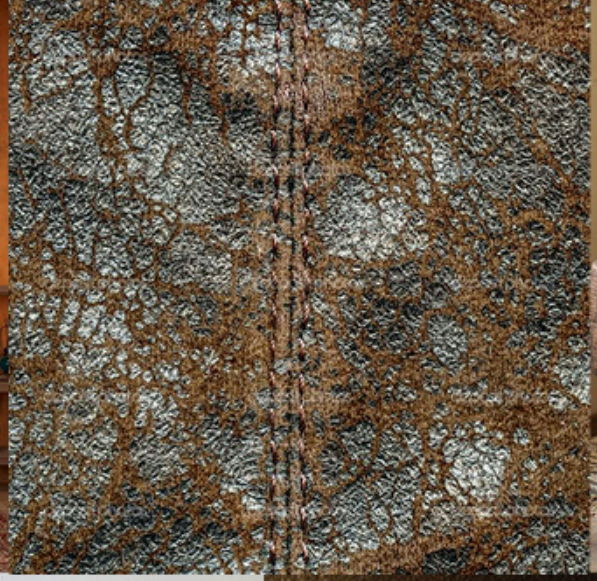
English + Kannada

SOUTH

KHOJ
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English + Telugu













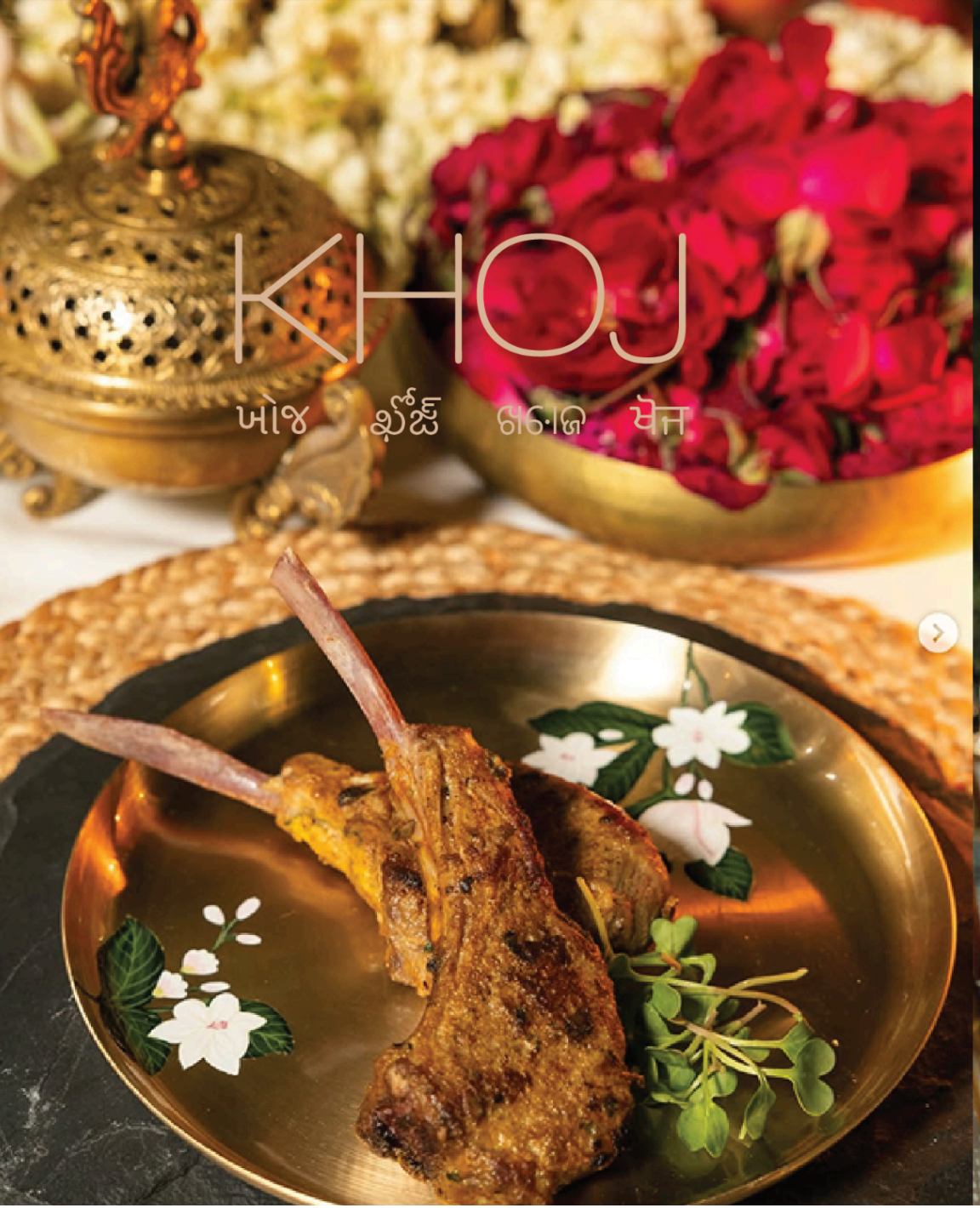


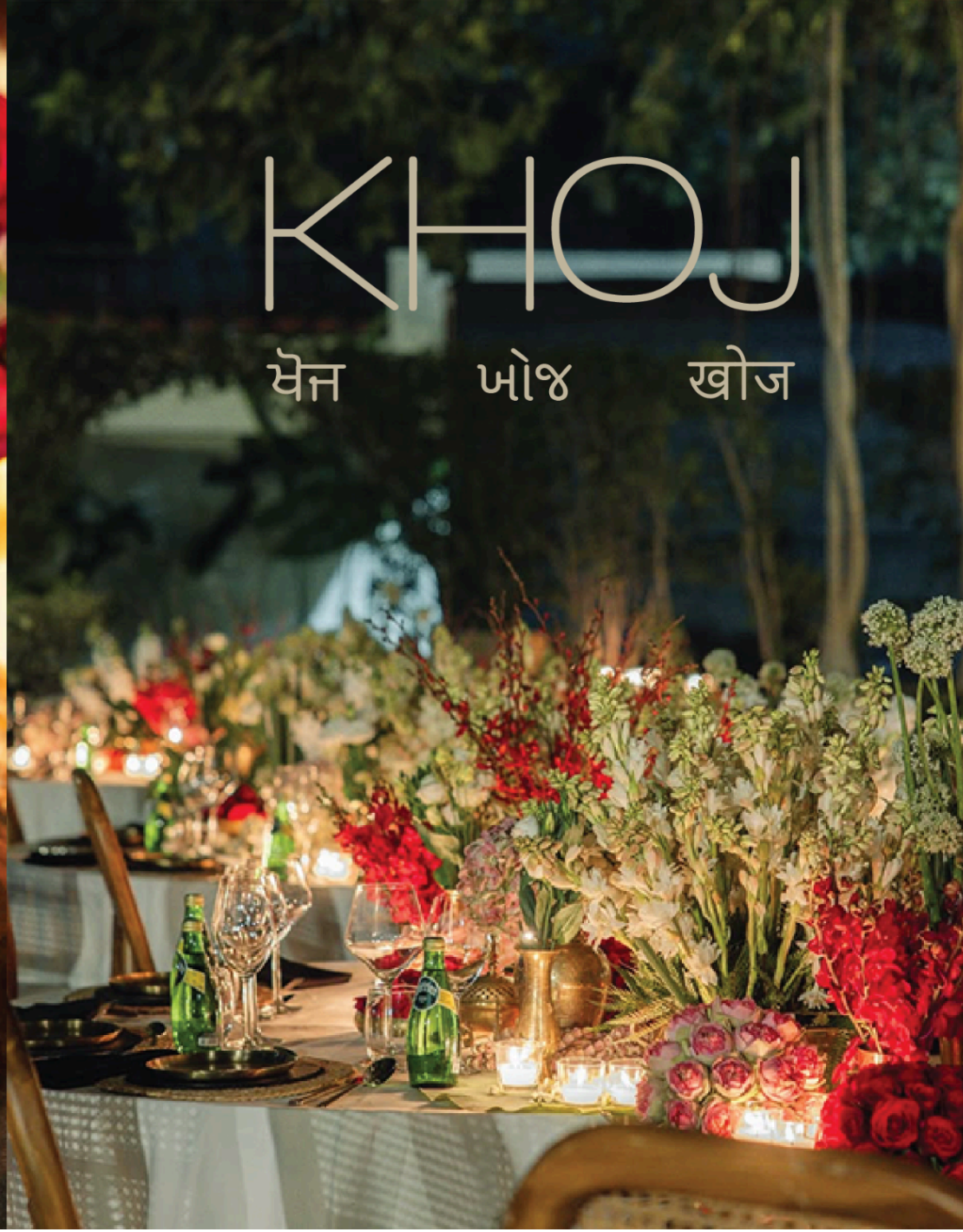

Mood board



38.5 %	#6b5441	Brown
19.5 %	#413b34	Grey
9.7 %	#625b50	Grey
8.9 %	#241a12	Black
6.1 %	#c1bdb8	Grey
5.8 %	#9f7147	Brown
4.8 %	#b7946f	Brown
4.1 %	#b9a790	Grey
2.6 %	#c17638	Brown

Concepts


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