



HEALTH TIPS

To cure a corn, cut a piece of a pineapple, with some flesh intact. Place the fruit side against the corn and bandage overnight.



TUNE IN TO THE TOP FIVE ALBUMS

AMBIENT

LOUIS PLAZA SPOOKY ACTION...

Spooky Action at a Distance strikes you as being deceptively simple when the first track on the album begins with a subtle ambient sound, but listen to it again and the genius of Lockett Purditt starts to emerge.

SOUL

WILTS EARL BEAL ACROSMATIC SORCERY

You wonder how someone so young as Wilt Earl Beal could come up with such a mature album that is Acrosmatic Sorcery. When you listen to this one, you realise that Beal is trying to narrate stories that connect to the heart through his songs.

BIG BEAT

THE CHEMICAL BROTHERS DON'T THINK

The music on this one is... **DONT**

Relative

VALUES

SHARING PERSONAL AND PROFESSIONAL SPACE

Satish and Falguni Gokhale

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They help make a brand or product attractive, and provide imaginative design plans to make it the market success. Meet the masterminds of Design Direction — husband-wife duo Satish and Falguni Gokhale who are National Institute Of Design (NID) graduates. Satish describes the company's work as, "We design capital equipment, medical products, electronic and consumer products." NID is where Gujarati Falguni met Puneri Satish, her senior in 1982. They have a 21-year old son Nandan.

NEW BEGINNINGS

Satish reveals, "I started the Bajaj Auto's styling department in 1985 and continued there for three years. But I wanted to design different types of products, explore various materials, technologies and the only way to do so was to be a design entrepreneur." Falguni had her hands full with animation films and a television serials, for a few months. "After I came to Pune, we set up our company. Actually, Satish was very keen on starting a design studio. I would have been very happy with a job that comes with 'stability'. But I did not get any decent work here. Initially, I did not ponder on starting a company and just went with the flow."

DIVIDE AND RULE

The work division between the two is sorted and clear. Falguni states, "I look after the visual communication and brand design. My work involves designing for user interface software, corporate identity

design, packaging, sales collaterals and brochures." Satish, on the other hand looks after the product design. "Of course, we share ideas or feedback and brainstorm too."

PROFESSIONAL JOURNEY

"Since product design was a new profession then, Falguni's graphic and communication work kept us going for some years. That's why, I could keep my focus on product design and not deviate into another stream of design. We started from a small basement office and soon had a 20 people team. I got a lucky break when I designed a textile machine for a company in Coimbatore. This product caught people's attention and proved to be a great showcase on how a design can help the company," reveals Satish. Falguni adds, "Back then, it was difficult to convince any industry that design is the most important differentiator in their products and communication. But slowly, I started working for Pune. No work was (and is) small or big. We have hands-on approach to work and design. Today, our individual work is specialised and our interaction is in the initial ideas and later during internal feedback."

WORK VS HOME

One wonders if their professional life over-shadows their personal life. Falguni dismisses this claim. "We never really had the time to think of things like this. And, we believe whatever has happened has been for the best. We are growing, getting stronger and learn from our experiences. Change is for the better." Satish agrees and states, "Every day was different with new problems, meeting prospective clients, etc. We just kept the

DESIGNS ON US

excitement going. We have been blessed with the benefits of hard work, dedication and love for each other's profession."

SUPPORT SYSTEM

For Satish, Falguni is his sounding board. "She has good instincts and the overall idea that she has at the very initial stage in the design process really helps. Her energy is inspiring but can be quite tiring too." Falguni feels their different working styles can be problematic. "Satish appears to be more calm and steady and I churn a lot more. A lot of ideas are shared and improved upon only because two different perspectives come together for better design. Satish likes to get into the details, whereas I look at the bigger picture. My work and home have separate spaces in my life. Not so with Satish." Satish adds, "It is difficult for me to not think about ideas and work, even if we are at home or travelling together."

Falguni adds, "Satish is a much better people's person and I am still struggling to be more accepting." The design to perfect coordination is clear-cut. "If you balance out the pros and cons of working together, it can be fun working. Both should be on the same level," reveals Satish. Falguni states, "I think each couple should do what they think may work for them. Learn from actions and move on, together or otherwise."

MANOJ CHAVHAN



Product and visual designers Satish and Falguni Gokhale ensure working together is a team-effort that is enjoyable...