



It is the heritage of the Soviet design which existed in unique and artificially created conditions, where design research was carried out and financed but very seldom implemented. This was a design with a very strong theoretical component. Now the time has come to implement those theories in practice.

Let us introduce a team of designers united by their passion for watch and jewellery design, Watch Design Consulting. Ekaterina Helwig, an originator of the project speaks about her concept of new product development.

Russian design is an original phenomenon

We are industrial designers. We specialise in designing wrist watches and jewellery. We see the watch design as a symbiosis of industrial design and art.

Mission

A designer acts as a link. His mission is to convert the needs of a client/user into material objects.

This mission is implemented through: continuous communication with the client/user through all the phases of a project, beginning with the formulation of the project objective and ending with the trial run; and coordination by the designer of all product development processes.

As for the self-value of our design as an art object we, although working in different styles, continue to **look for some universal harmony**. Of course in this process some **elements of the creator's personality are projected on the designed object**. Thus in our work too there is reflected and continues the eternal confrontation of classicism and romanticism.

Creative concept

The ability to see much in small things. Concentrate on the object of design. Limit your vision to the size of an object being designed while seeing in it the entire universe. Then it is possible to achieve a high level of elaboration of details and of the whole and more importantly

to create additional semantic content to be read by the client/user at the subconscious level.

Change the coordinate systems of perception. Study and consider the systems: User-Activity, User-Product, User-Product-Society, User-Product-Situation, etc.

Figurative design – abstract art. The object affects the user at the level of form, plastic, colour exciting associations and building the Message that can be clear and unequivocal or may contain a **Polyphony of meanings**.

Sculptural approach. This is one of the methods implementing the approach to the design as an art. While creating a product we are limited in expressive means and this makes it more interesting to create an object working out the housing of a wristwatch as a sculpture or a piece of architecture.

Time link. Human existence is the movement between the past and the future. We feel deep respect for the world history and draw inspiration from it but we use a modern aesthetic code, state-of-the-art technologies and materials, modular constructions.

Design is the solution of the user's problems. It would be incorrect to say that we practice art-design, i.e. that we create a product as a self-sufficient art object. We practice design primarily for the user, studying him and interacting with him. The insight is very often the result of the analysis of the user by the designer. ◆



A study of conceptual collection reveals the theme of Russia's Art Nouveau. The actual design of organic form-building brings together the esthetics of archaic decorations and adornments of ancient Russia with the modern concept of modular system providing the user with the possibility of varying the design.