



VISUAL MERCHANDISING

Indian Handicraft

CHANNAPATHA
TOYS

About Channapatna Toys

- Channapatna toys are a particular form of wooden toys and dolls that are manufactured in the town of Channapatna in the Bangalore Rural district of Karnataka state, India.
- As a result of the popularity of these toys, Channapatna is known as Gombegala Ooru (toy-town) of Karnataka.
- Traditionally, the work involved lacquering the wood of the *Wrightia tinctoria* tree, colloquially called Aale mara ivory-wood
- The origin of these toys can be traced to the reign of Tipu Sultan who invited artisans from Persia to train the local artisans in the making of wooden toys. For nearly two centuries, ivory-wood was the main wood used in the making of these toys, though rosewood and sandalwood were also occasionally used.
- Vegetable dyes are used in the coloring process to ensure that the toys and dolls are safe for use by children.
- They are colorful & safe for children.

Manufacturing

procuring the wood



seasoning the wood



cutting the wood into the desired shapes



pruning and carving the toys



applying the colors



polishing the finished product



Growth



- With no proper backing or marketing, the Channapatna toy industry faced a financial crunch for more than a decade and was almost on the verge of dying out.
- However with the help of KHDC, the craft has been revived and the artisans involved.
- Prototypes designed by master craftsmen are introduced to the local artisans, who use them to create well-designed toys and dolls.
- The Government of Karnataka has also provided help by constructing a Lacquer ware Craft Complex.
- Financial assistance to the artisans, with help from the Dutch Government and the Karnataka Government's Vishwa scheme has also been provided.

Communication need

- To Increase the visibility - Showcasing & displaying the merchandise
- To increase the perceived value – branding, giving an identity & packaging.
- Value addition to Indian Handicrafts.
- Communicating the product as a unique and with sentimental value.



Target segment

People of all ages

Tourists / Travelers

Foreigners / NRI's

Upper & Upper middle class Indians

location

Airport

Nalli

FabIndia / Khadi

IndusTree

Crossword

Landmark

Home Town/ Home Stop

Art/ Design Schools

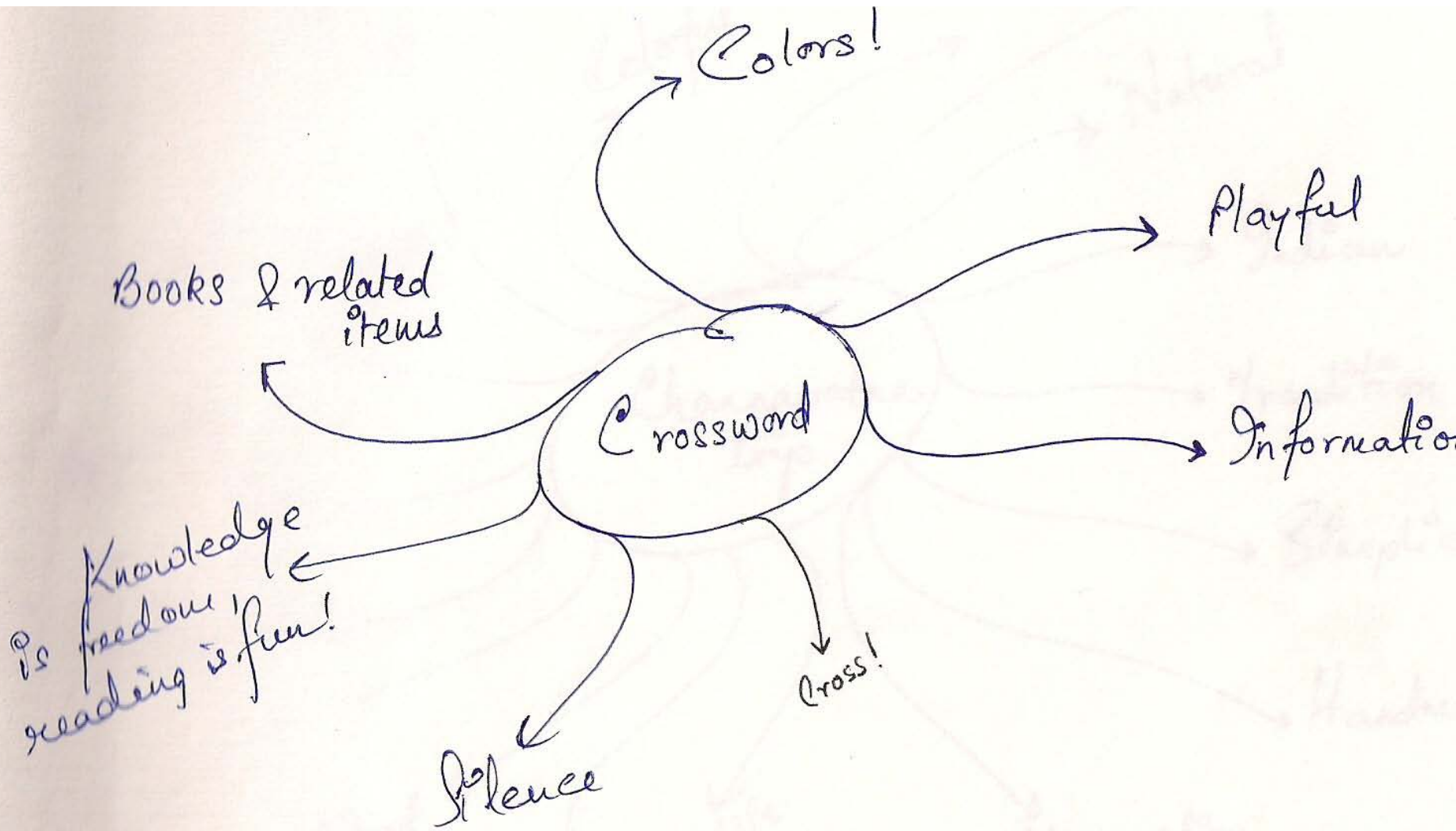
Good Earth Store

Shopping malls

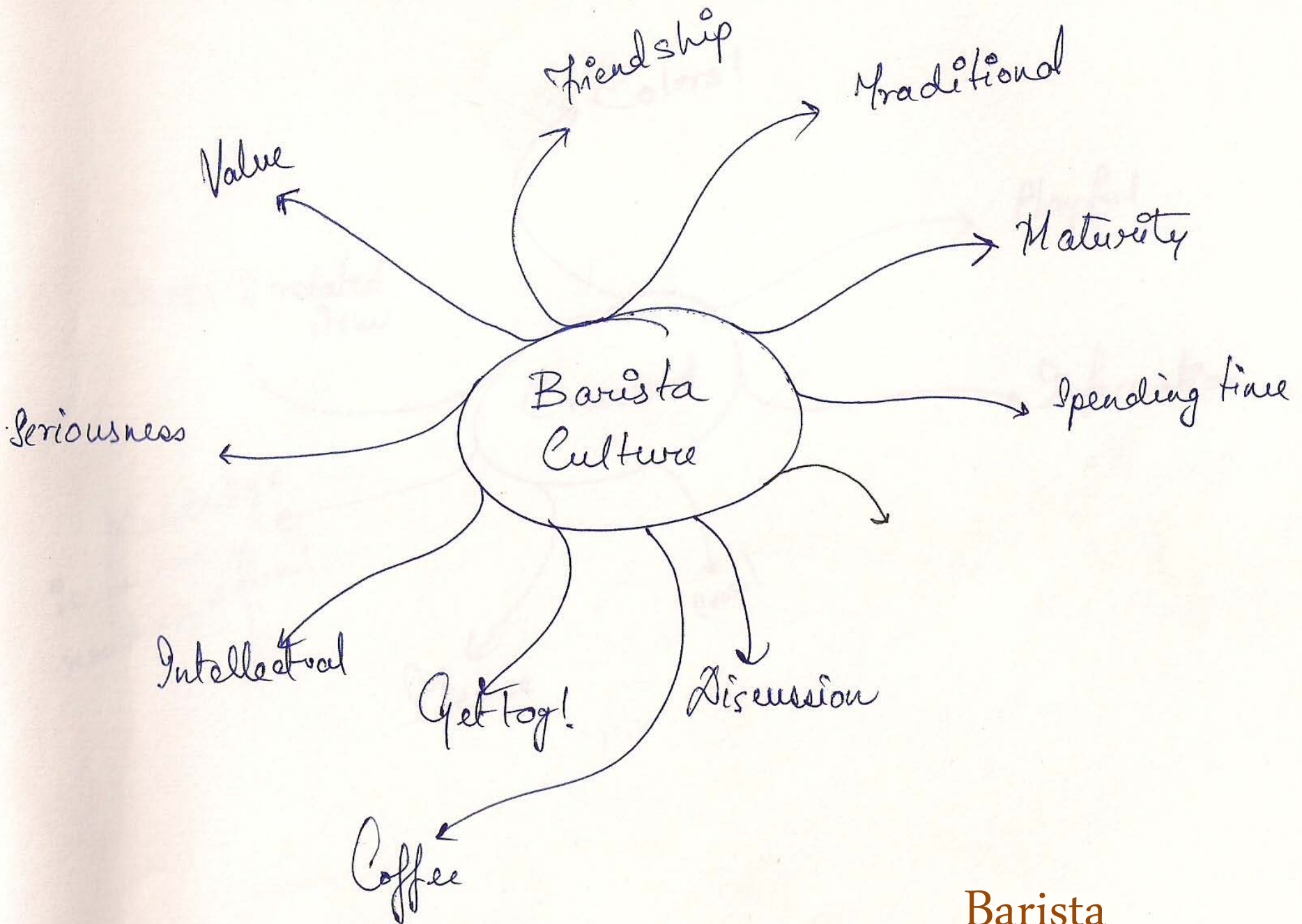
Barista

Exhibitions





crossword



Barista



Product assortment

CROSSWORD

Toys
Games
Accessories
Pen stands,
puzzles, Chess
etc.

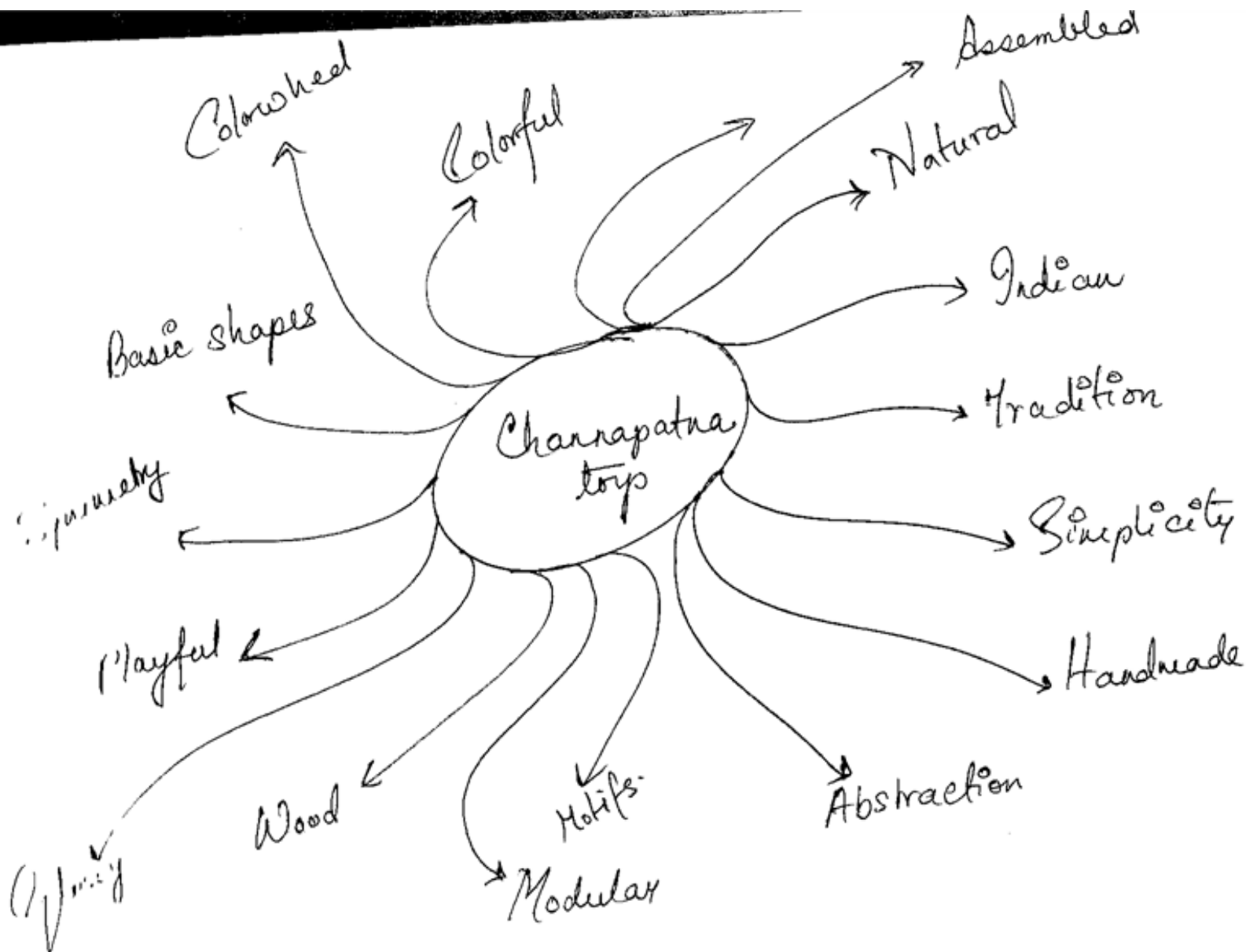
BARISTA

Accessories
Containers
Kitchenware
Home decor

concept development

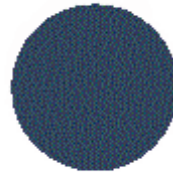
- Display units
- Logo Design : Identity
- Signage & Graphics : Directional, Indicative
- Installations
- Tags, Hand tags
- Packaging



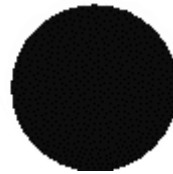




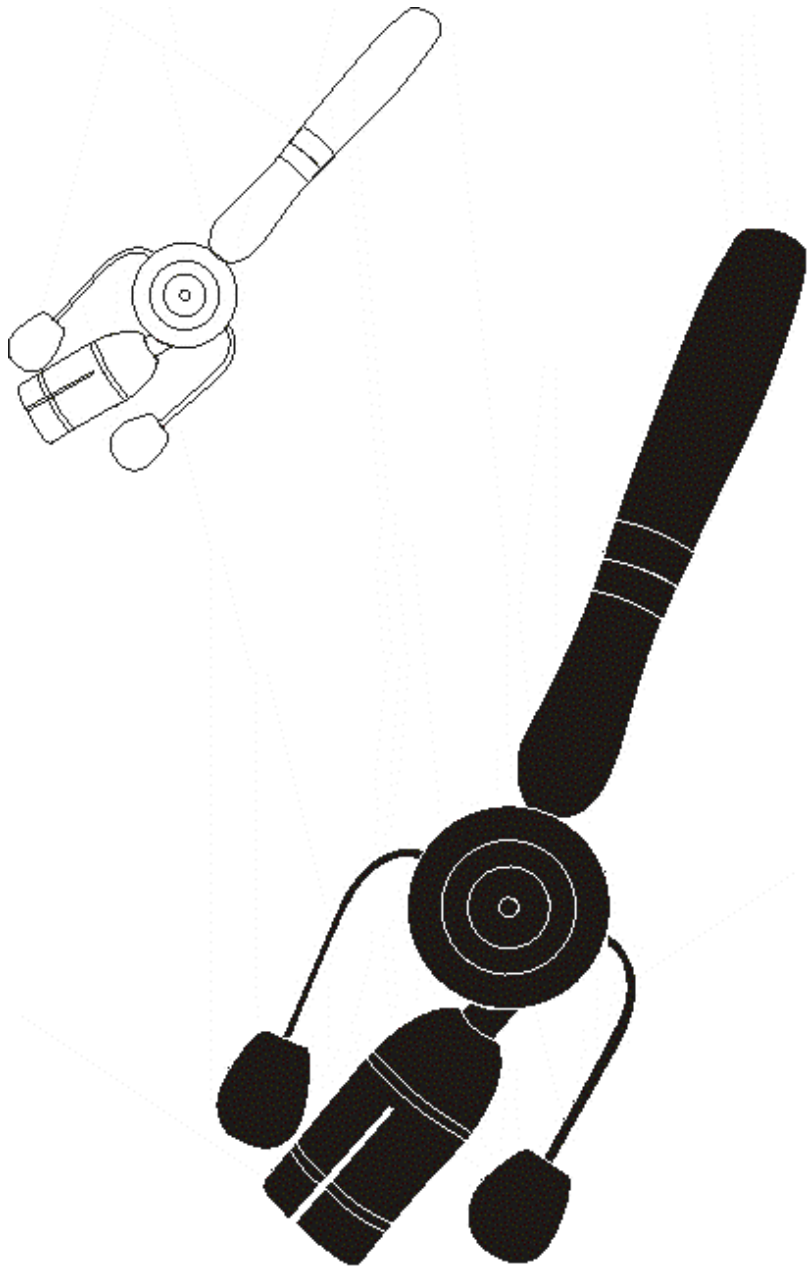
Channapatna
TOYS



C



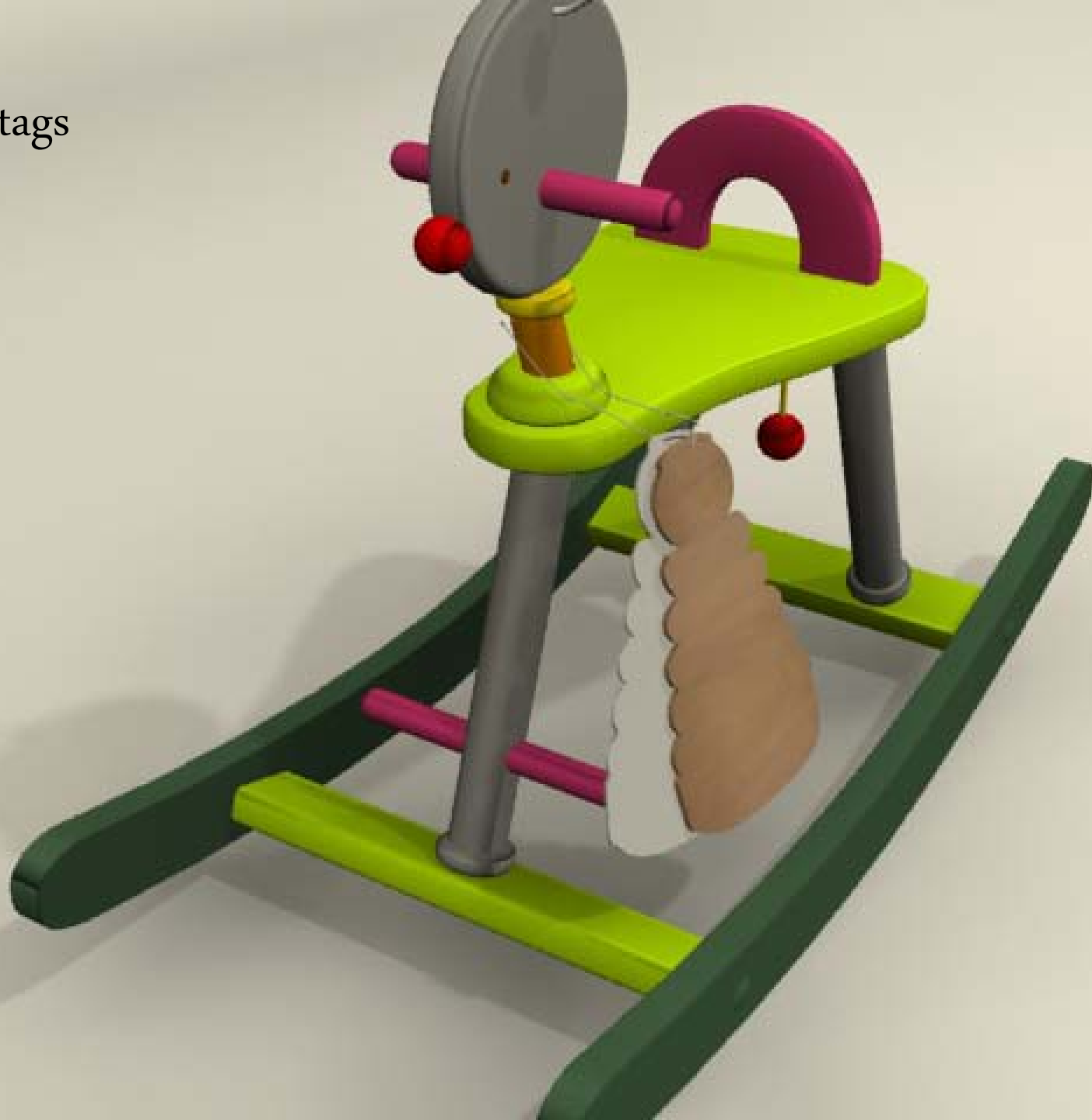
LOURS



Inspiration...



handtags



A brief description of the following:

Product
Background Information
Manufacturing Process
Material Used
Cost etc.

Materials used for the Handtags:

Veneer & Gateway paper



countertop display

Instigate
Register
Recall Value

Vegetable Dyes
Candies!!!
Pick one



Tableware

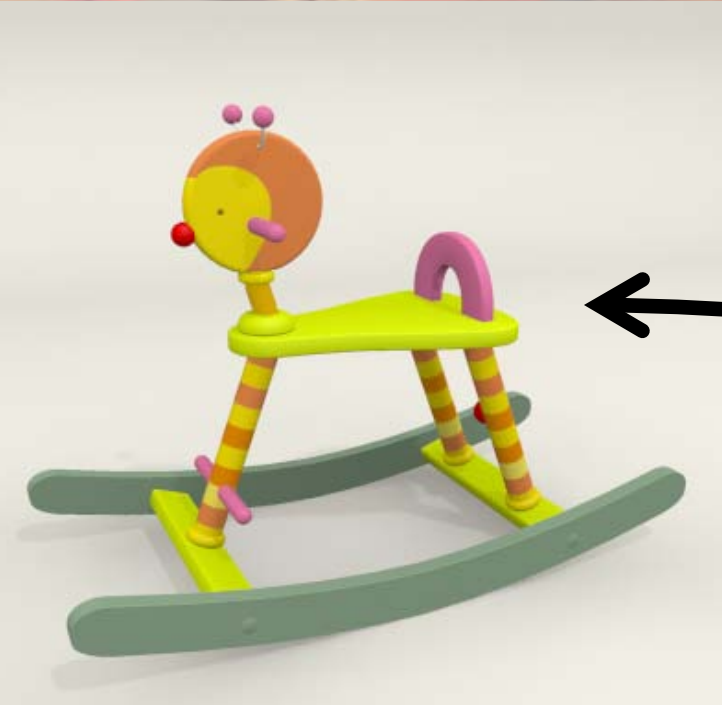
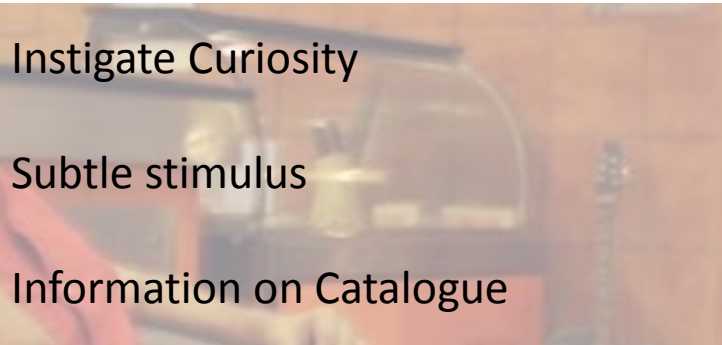
Kaathi

A simple yet dynamic product
that involves a person sitting
Close to it.

Instigate Curiosity

Subtle stimulus

Information on Catalogue



carving a better
livelihood

CHANNAPATNA



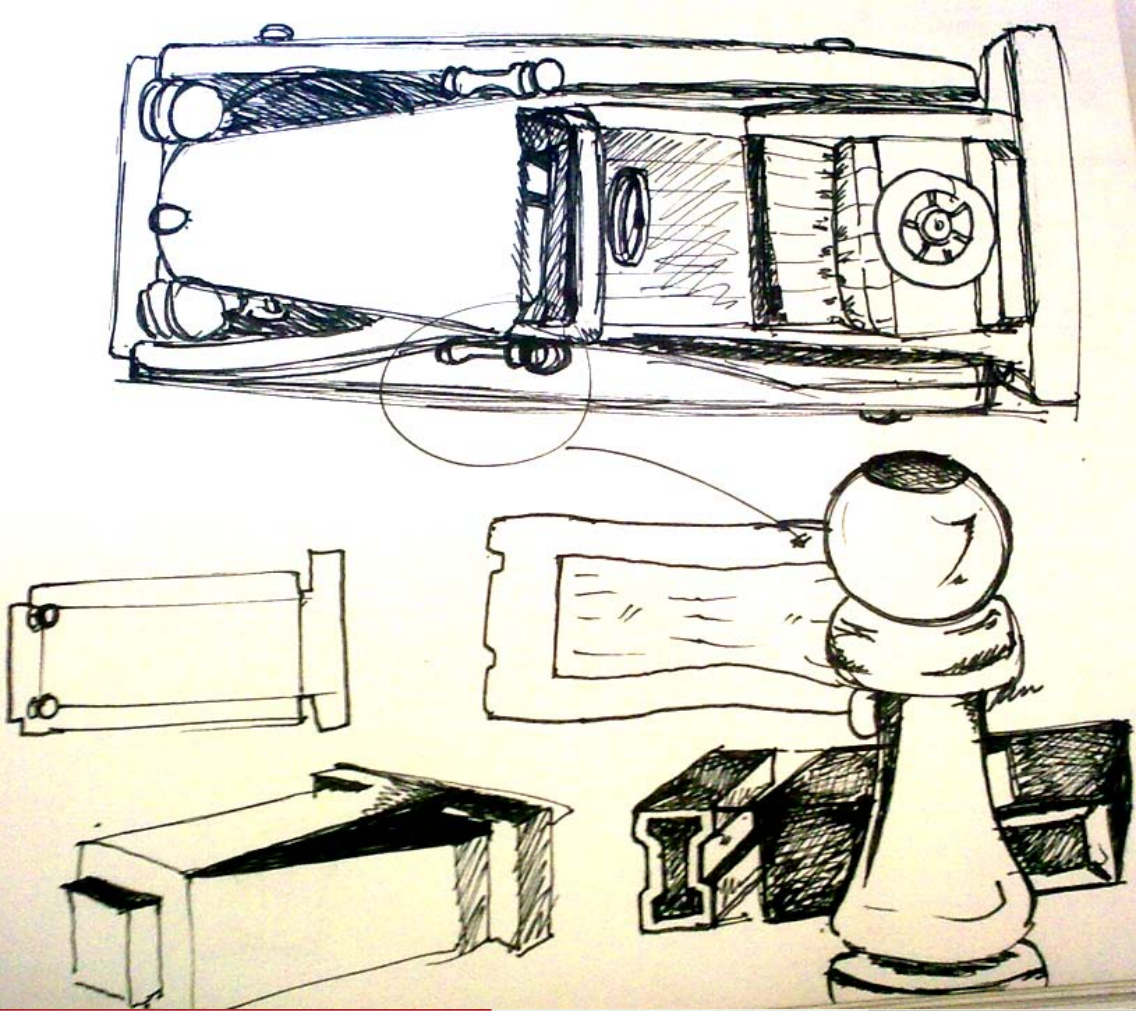
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Their Future

CHANNAPATNA
carving a better
livelihood

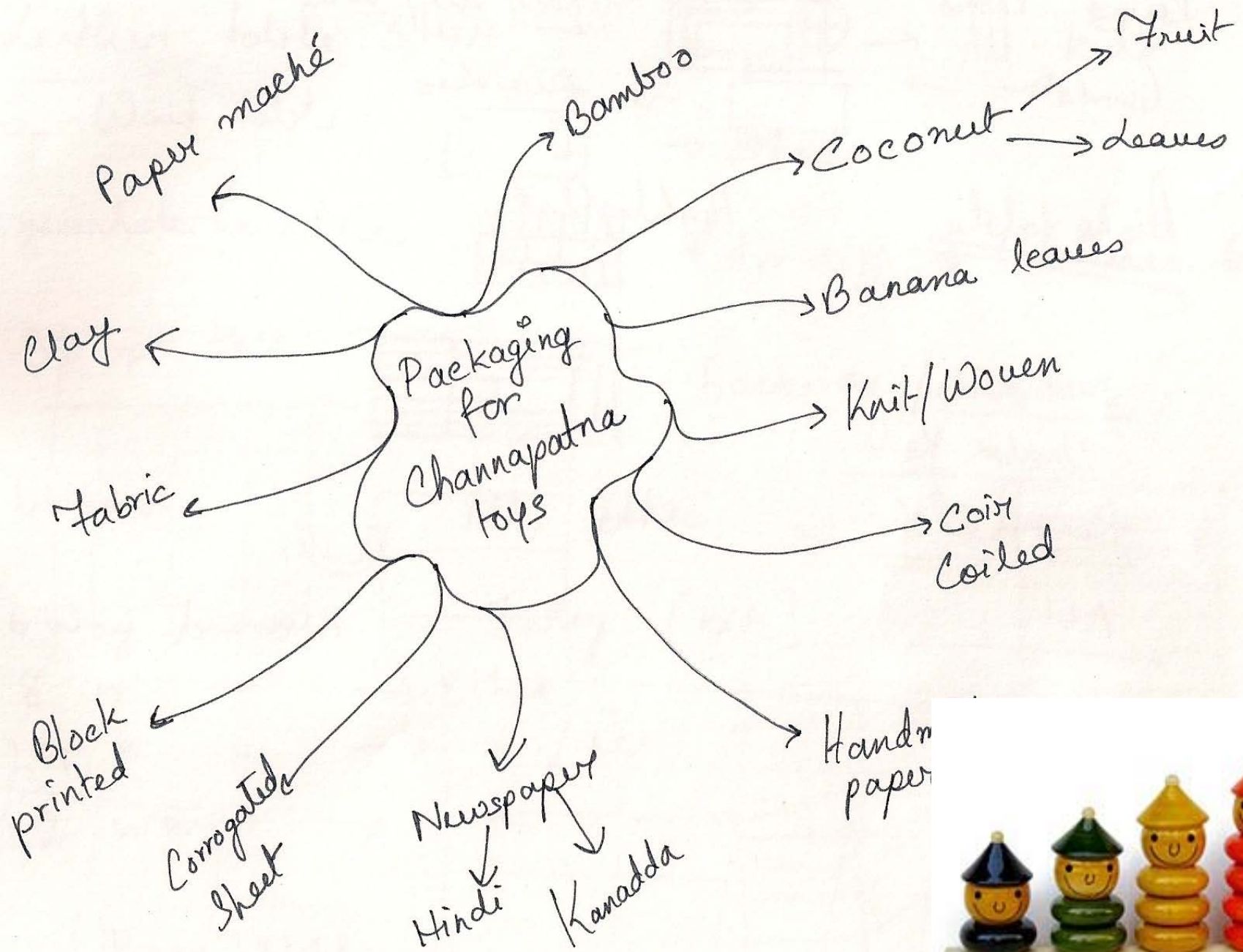


Make it happen . Do your bit



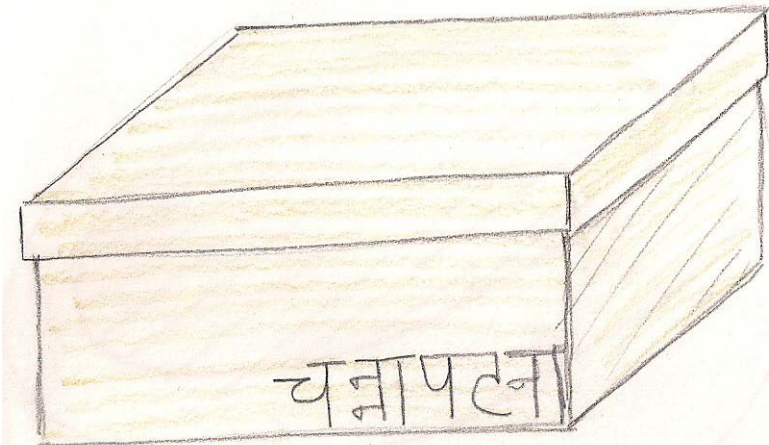
packaging







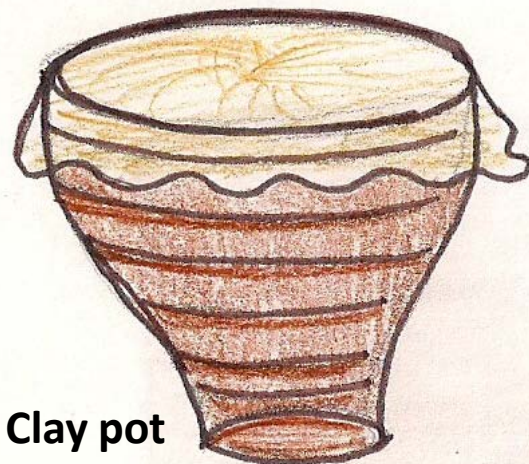
Natural coconut shell



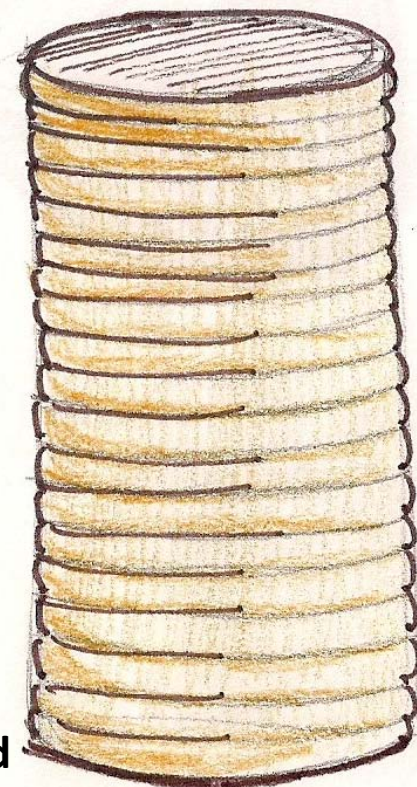
**Boxes with basic shapes with
hindi/ kanadda graphics**



**Bamboo boxes with
handmade paper cover**



Clay pot



**Packs with
Jute rope coiled**



Coconut shell



Bamboo container



Window Box Liner

Hanging Basket Liner

Hayrack Liner

Bamboo boxes

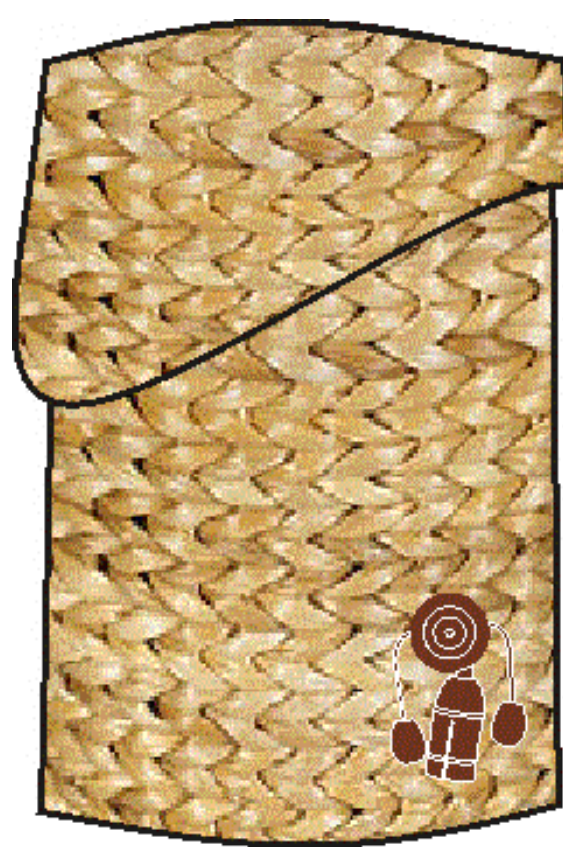


Bamboo



Banana leaf folding

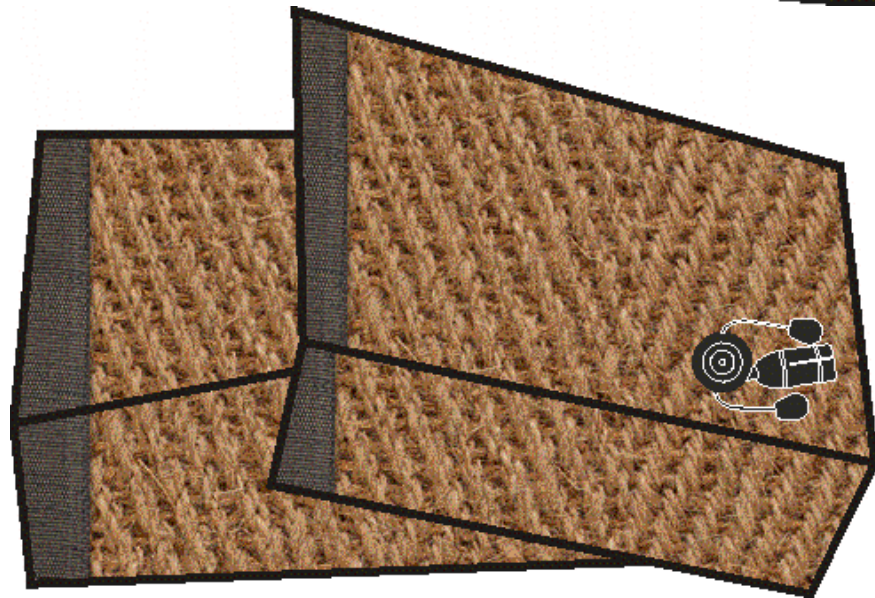




Bamboo boxes



Container with jute rope coiled

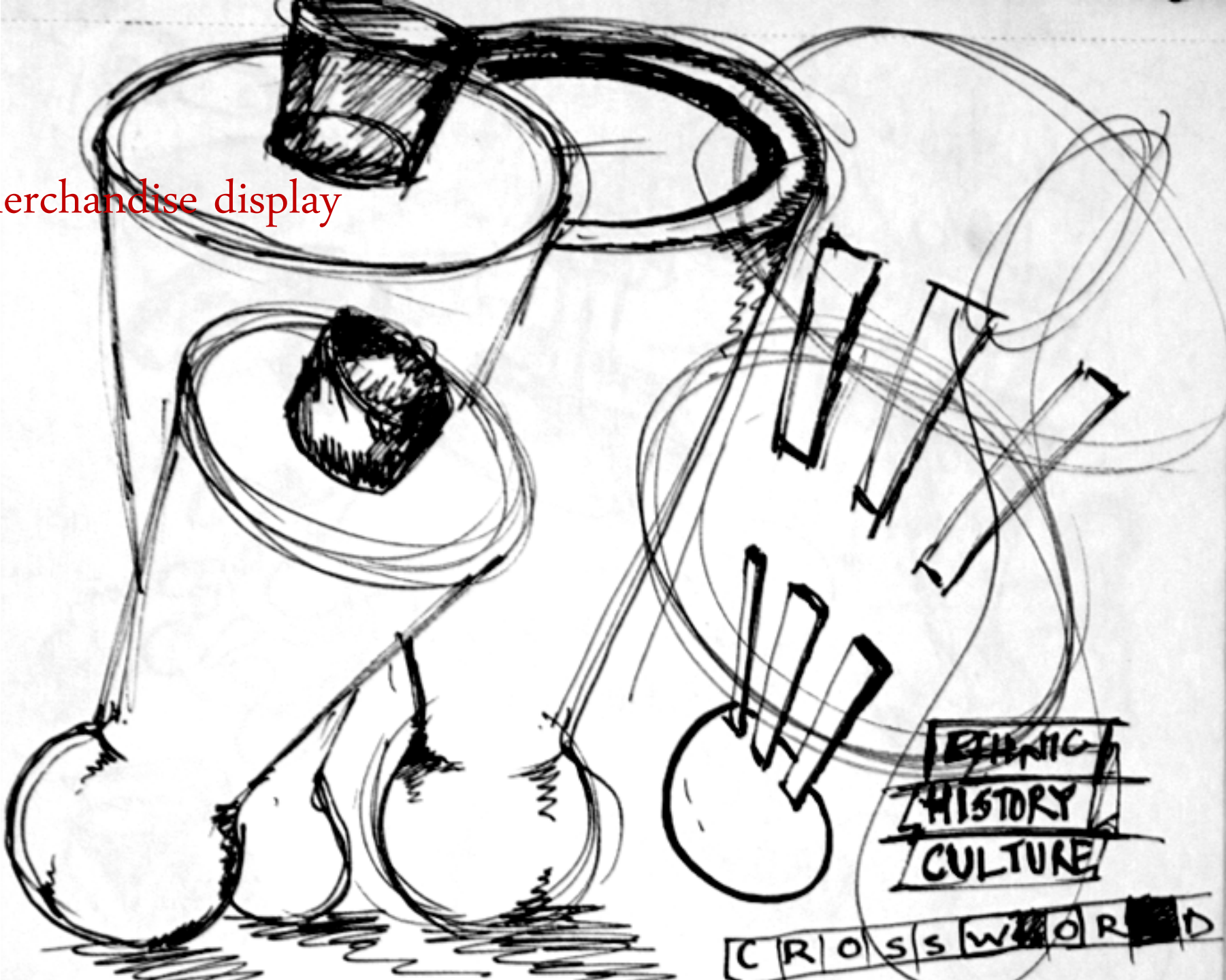


CHANNAPATNA

carving a better
livelihood



merchandise display



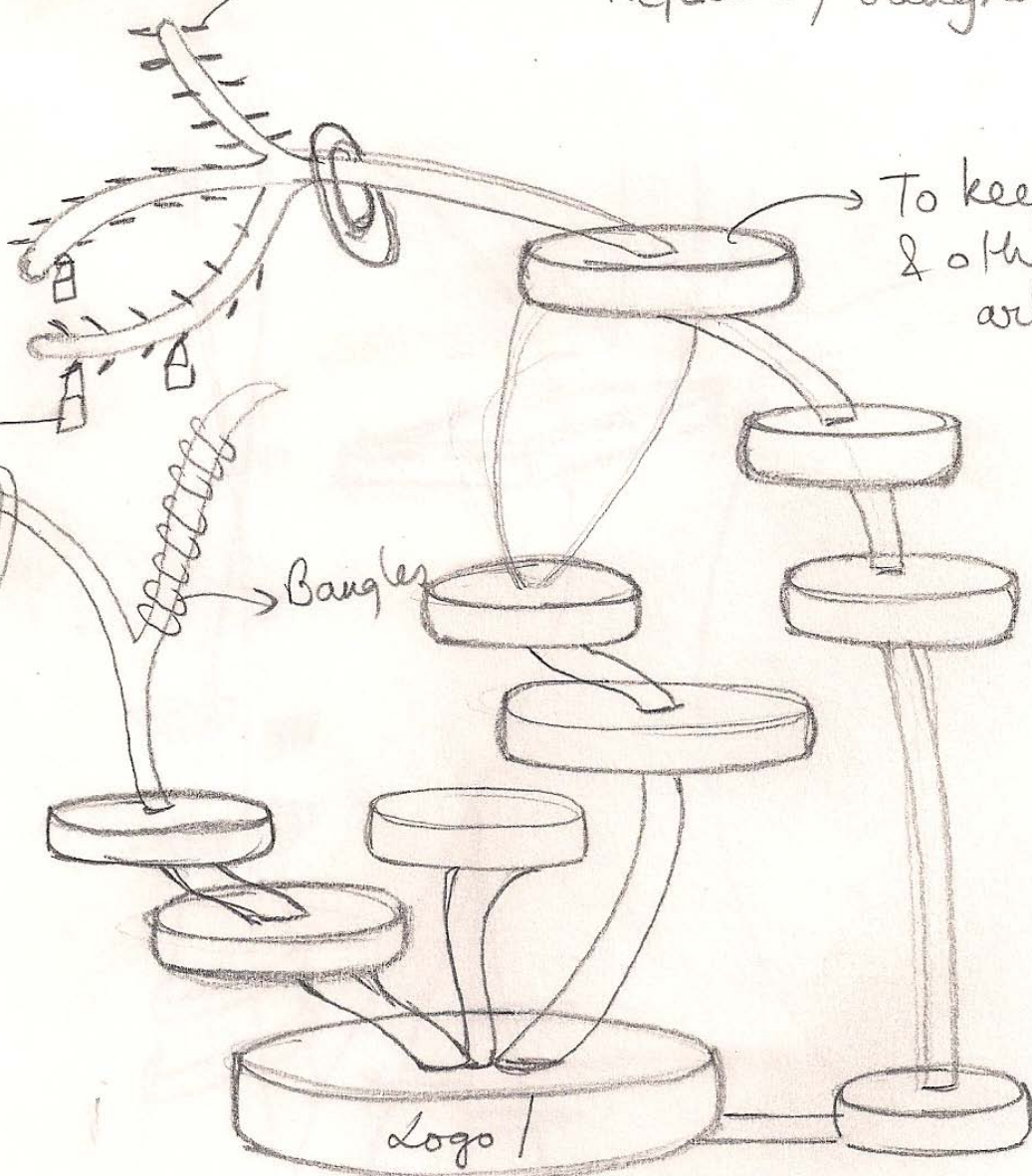
Hangings
with
infos

Space to hang
keychains / bangles/etc.

To keep toys
& other
artifacts

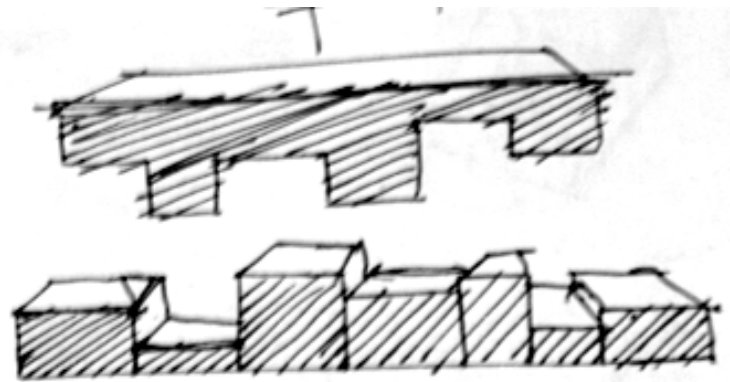
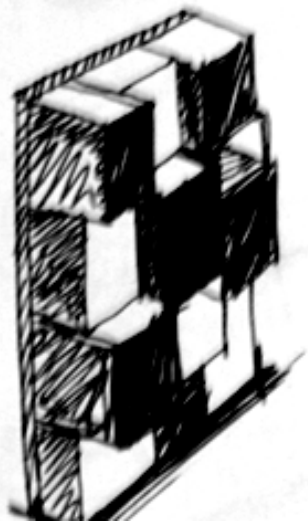
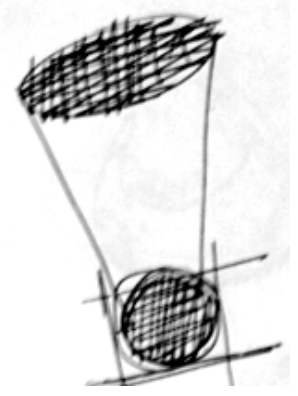
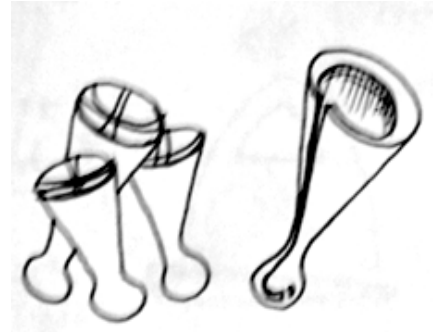
Bangles

Logo /





5 wks.



Basic Shapes

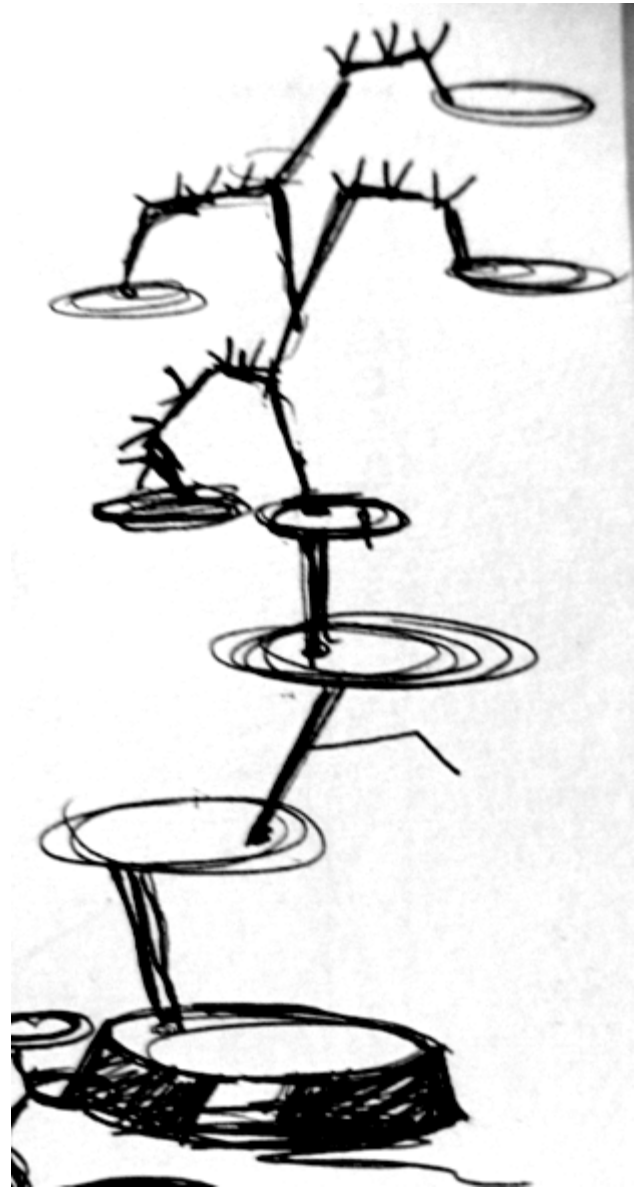
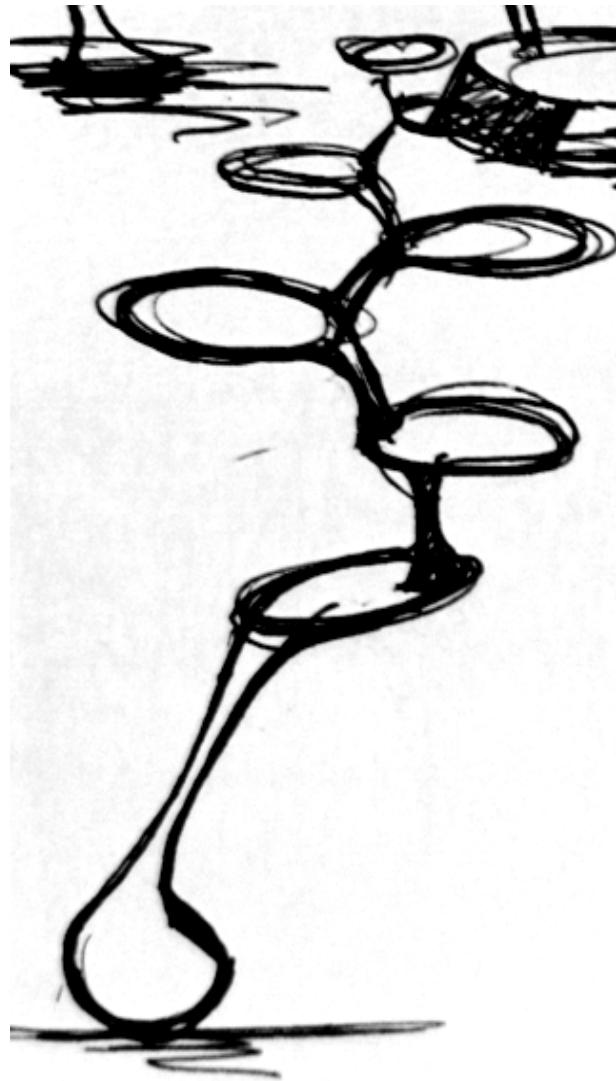
Amalgamation

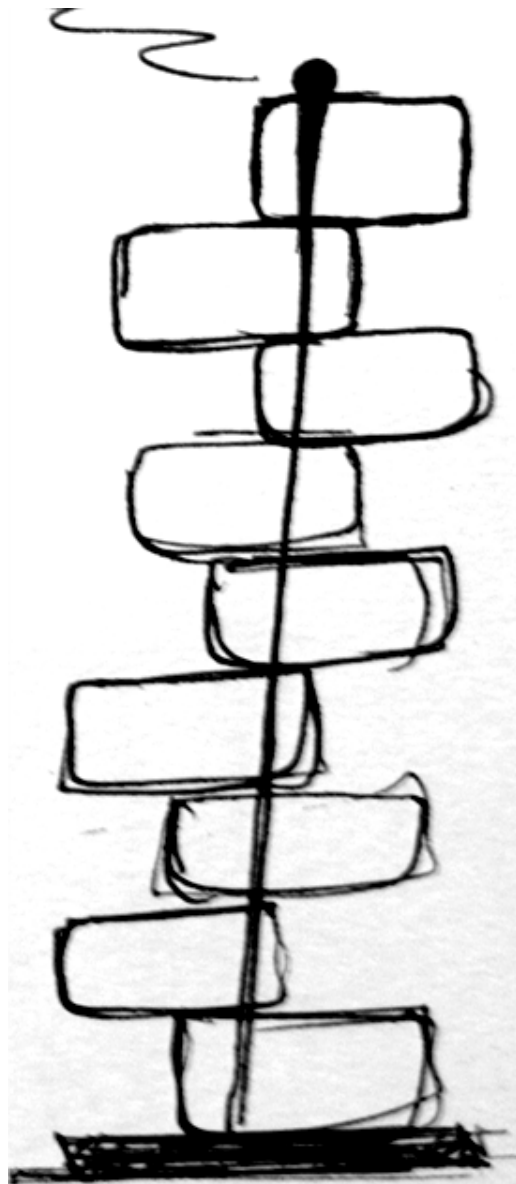
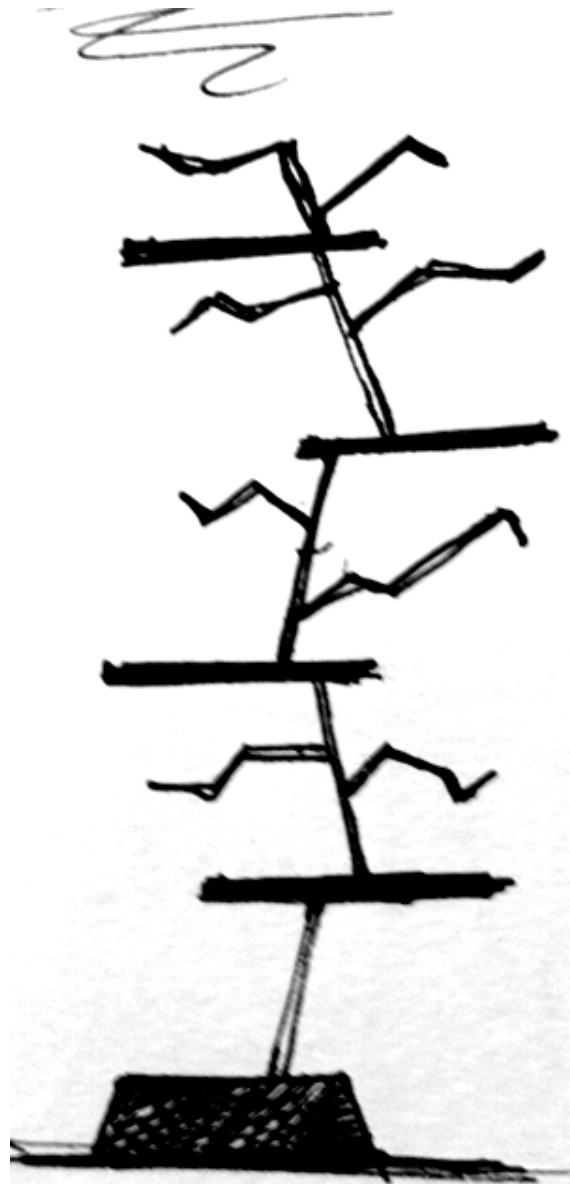
Organic

Green

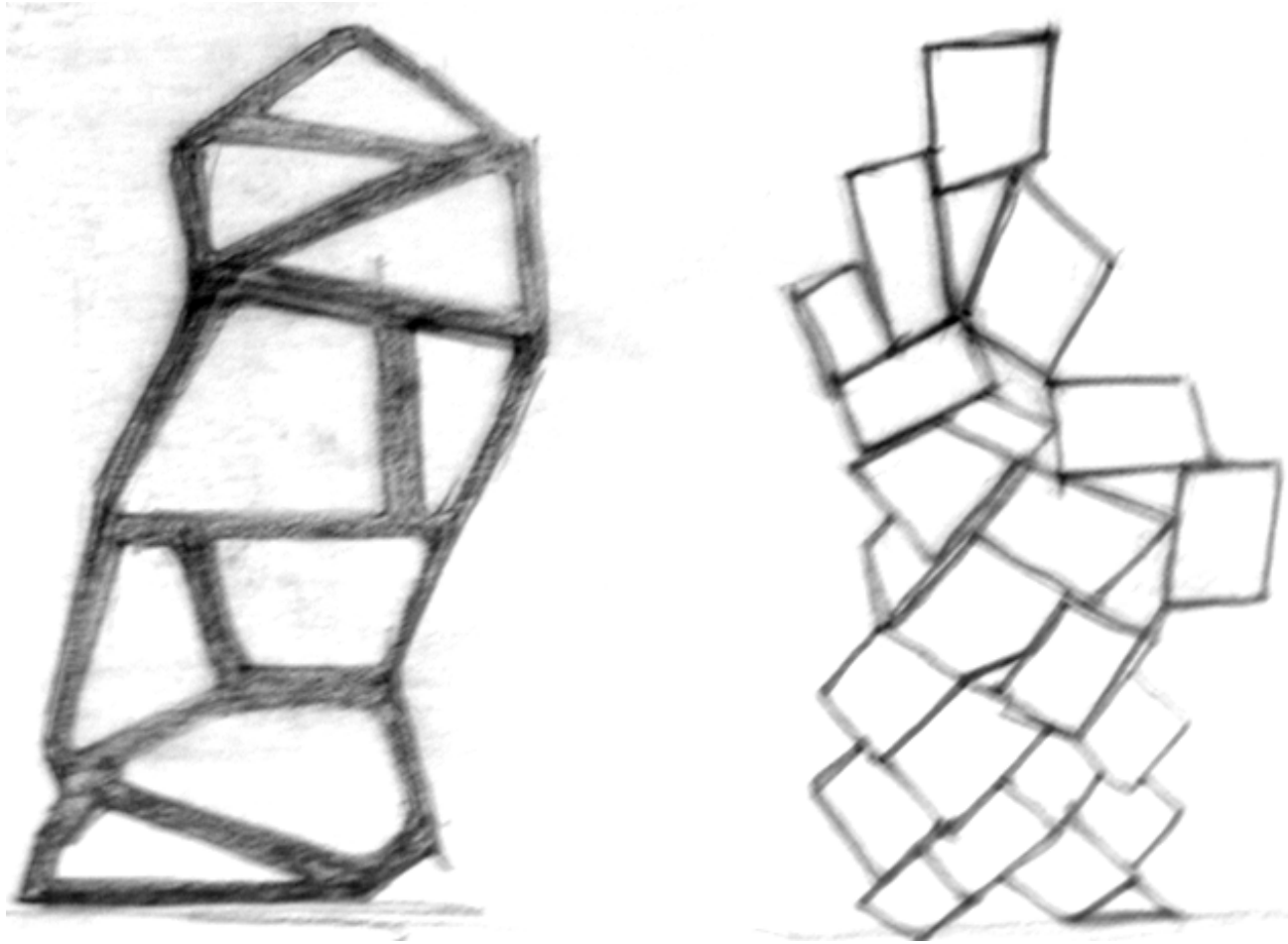


Growth . Assembling. Wood. Repetition



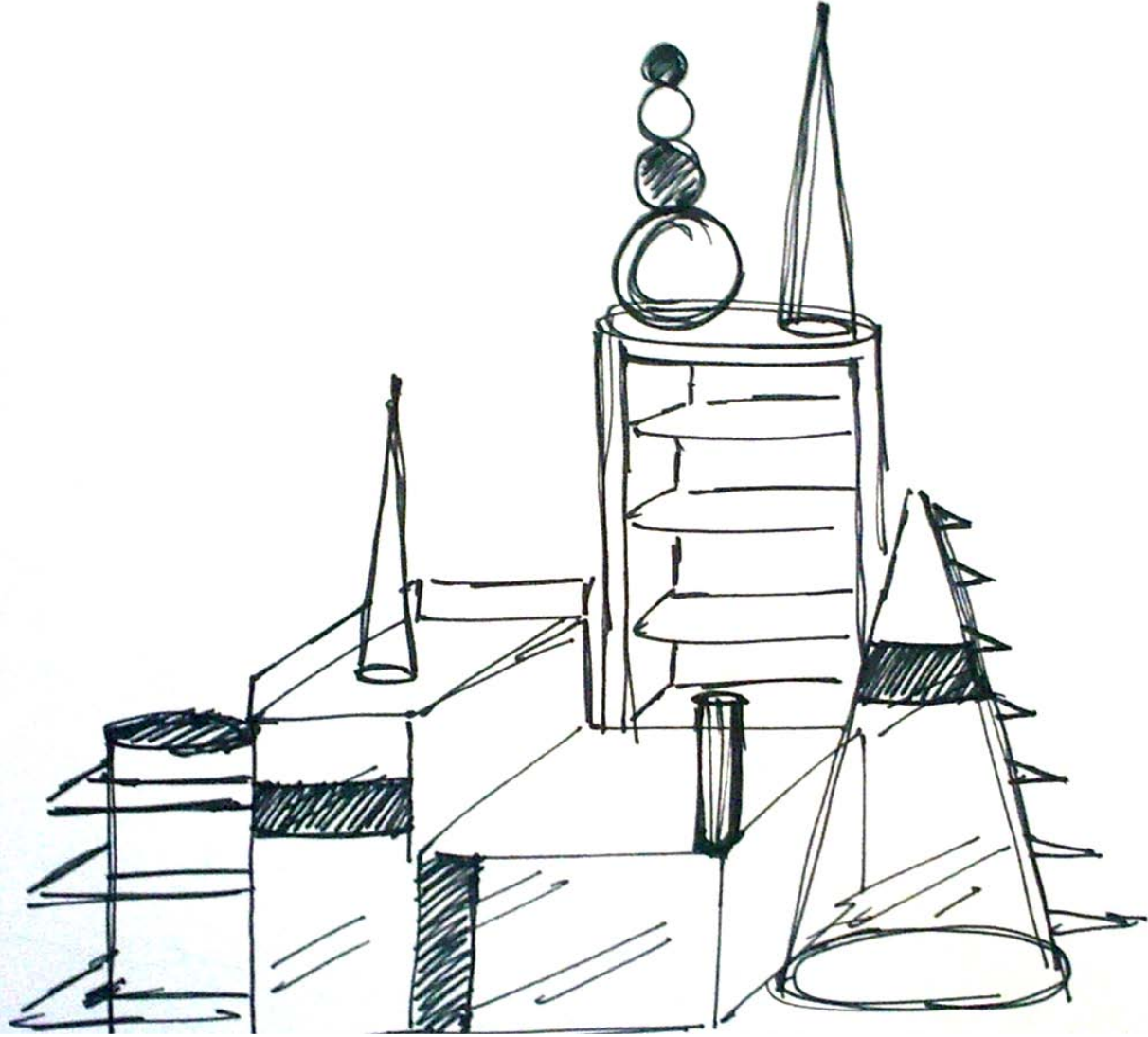


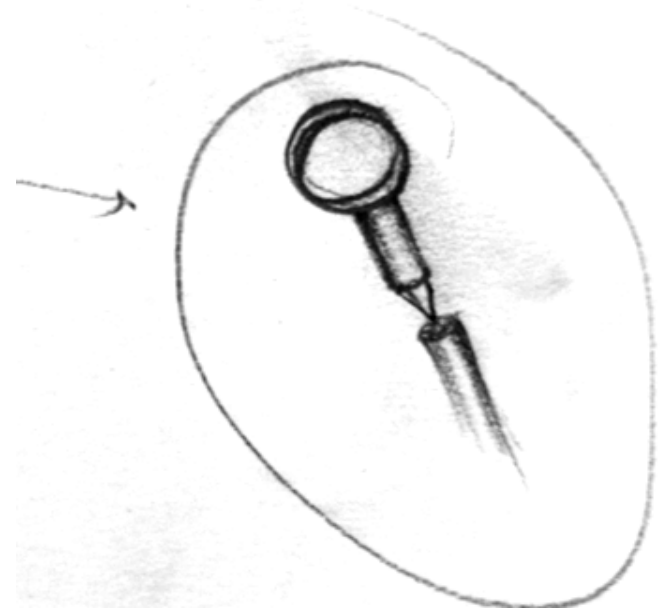
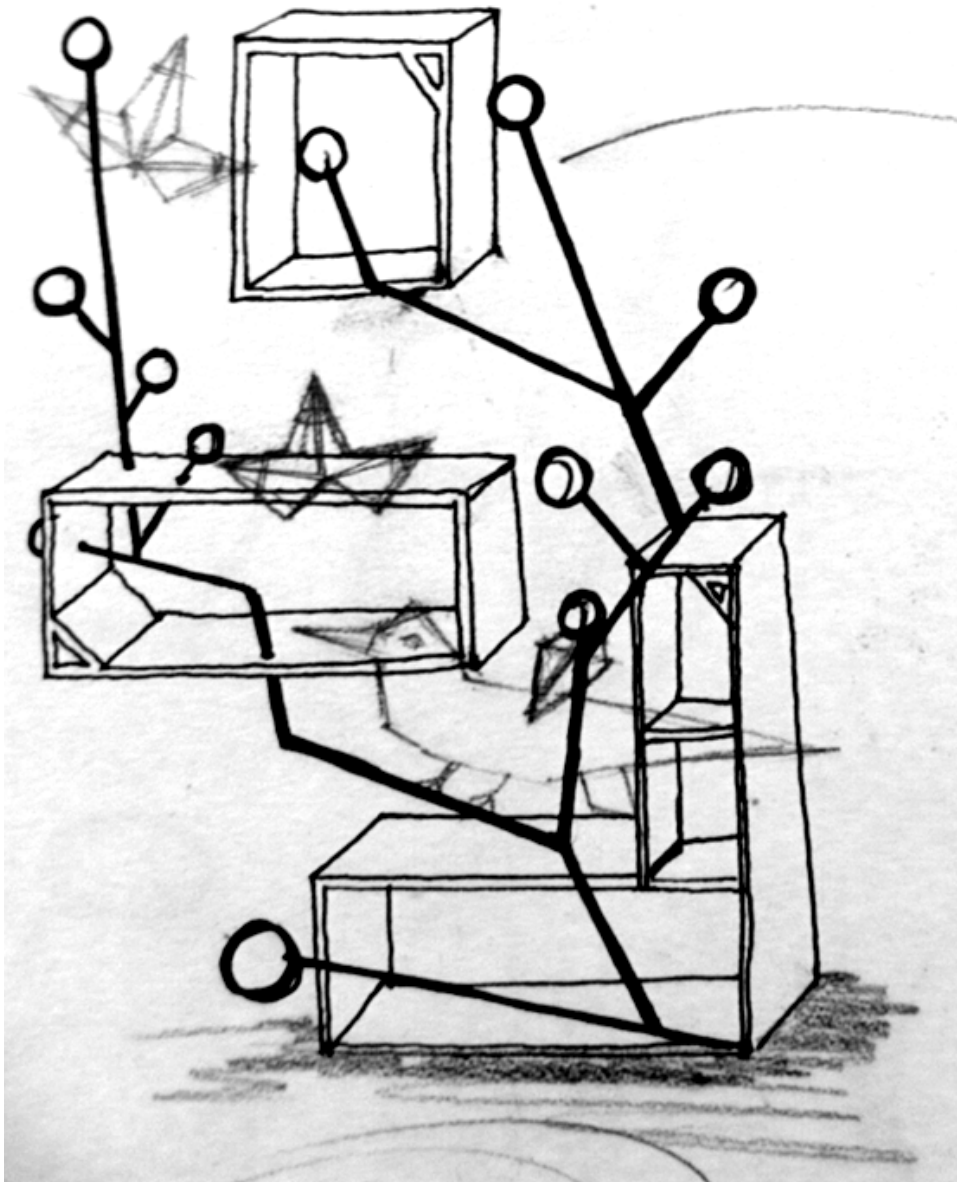




Form juxtaposition. Niches. Differentiation

Basic forms. Playful. Recall Value



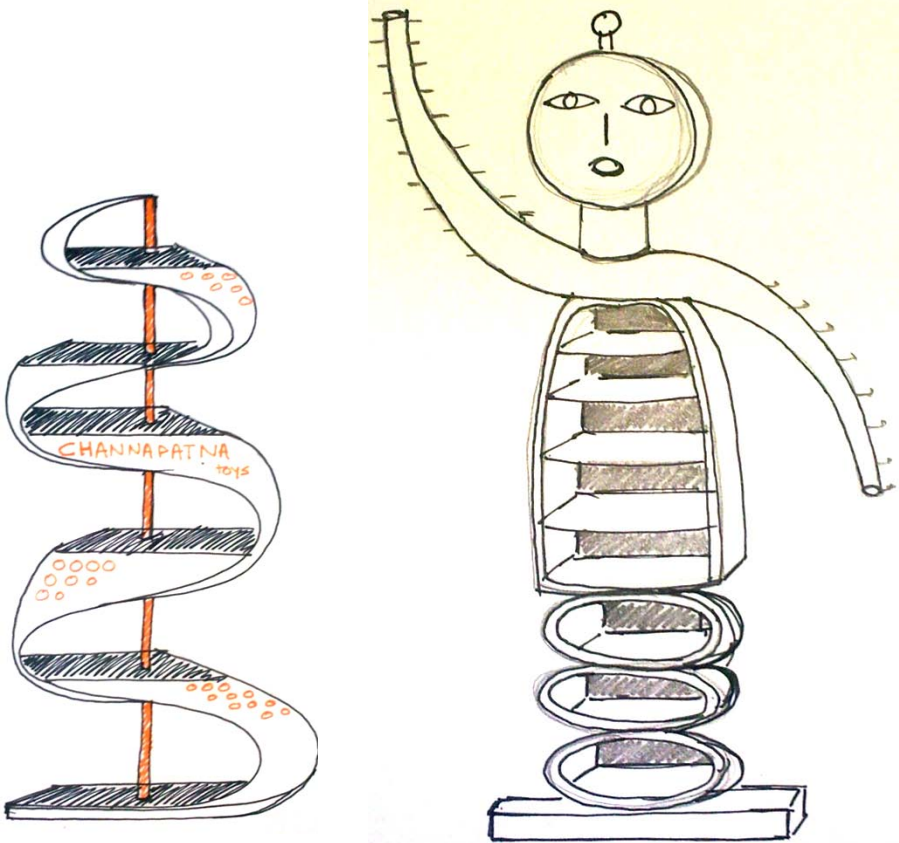
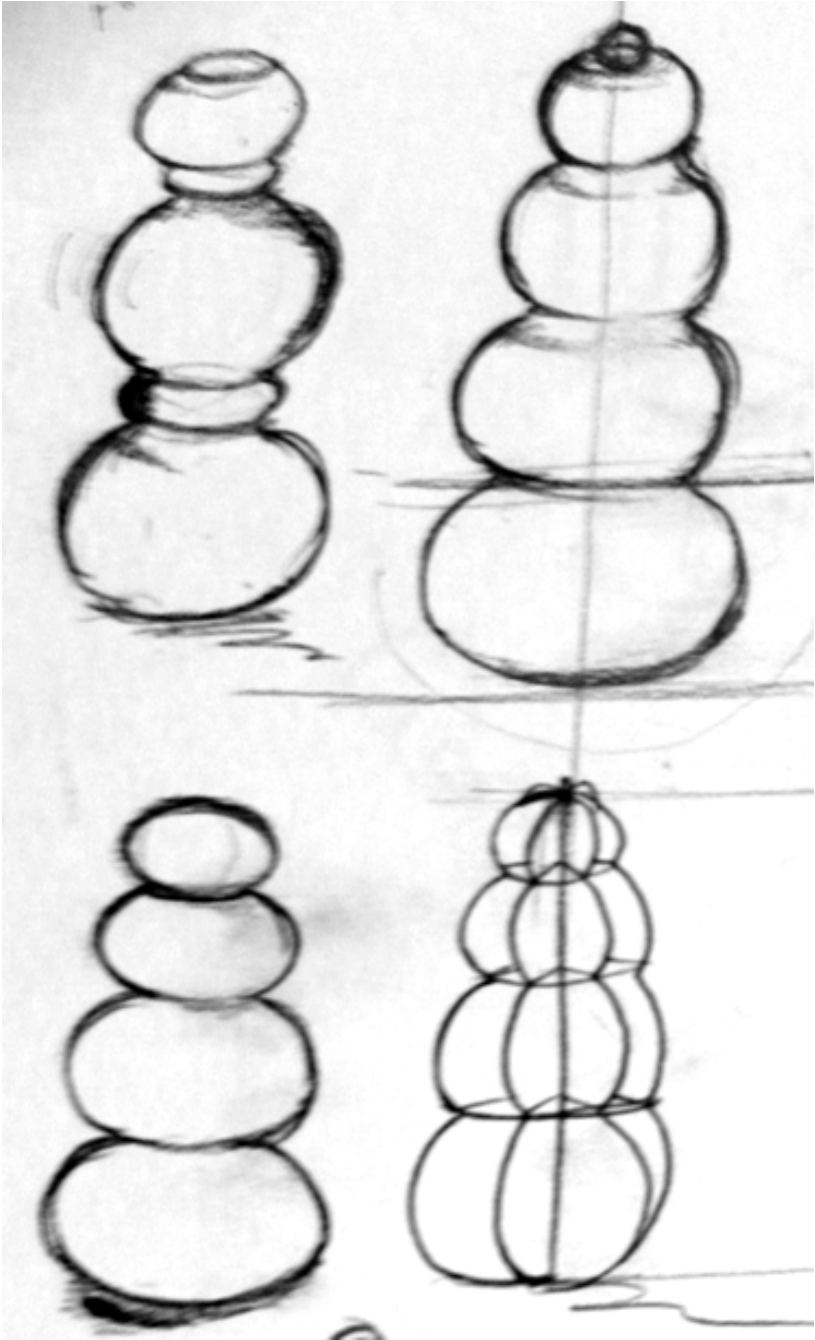


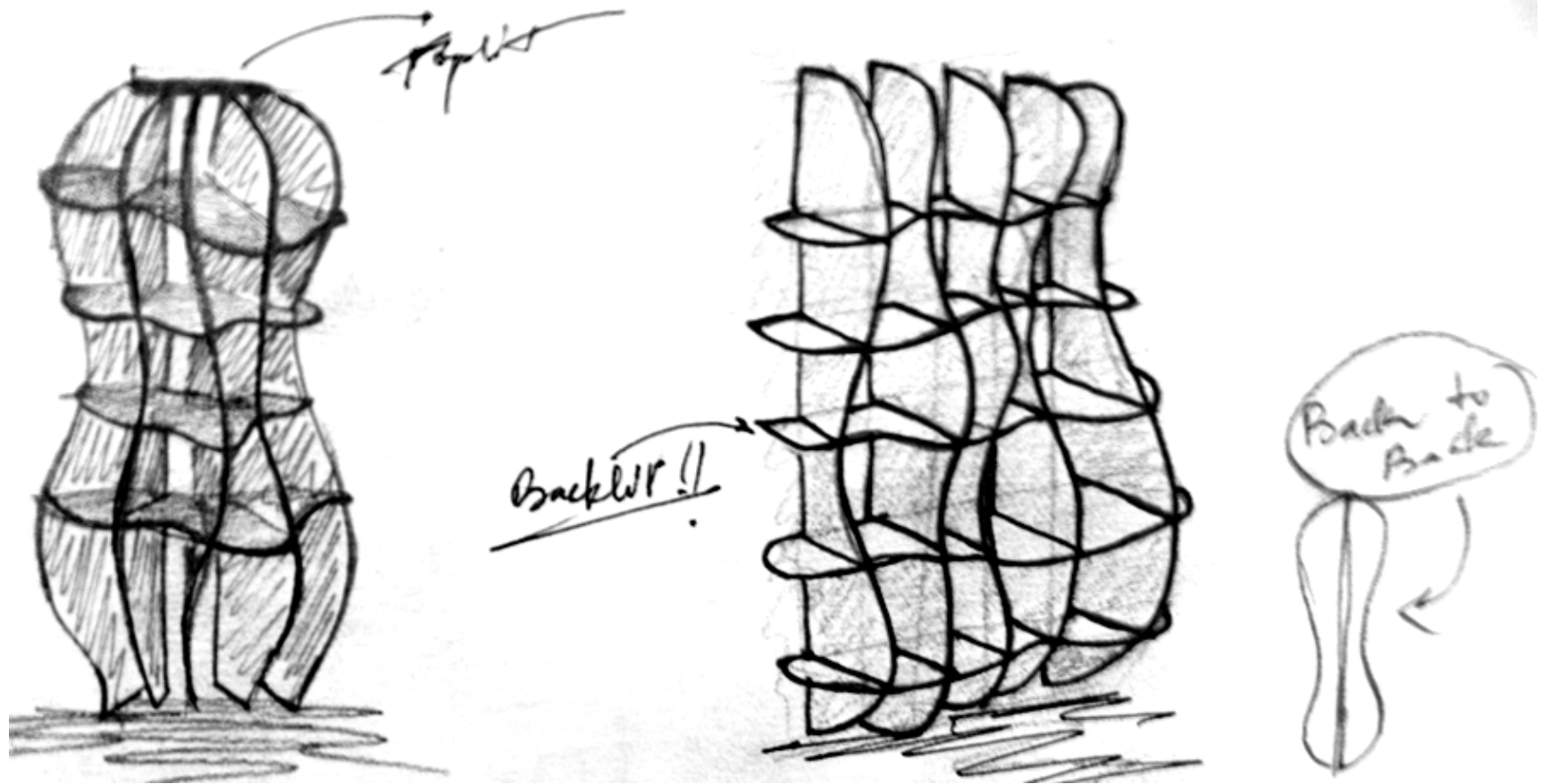
South indian motifs

Props as motifs

Bamboo
Newspaper

Light hearted. Playful. Symbolic. Arresting

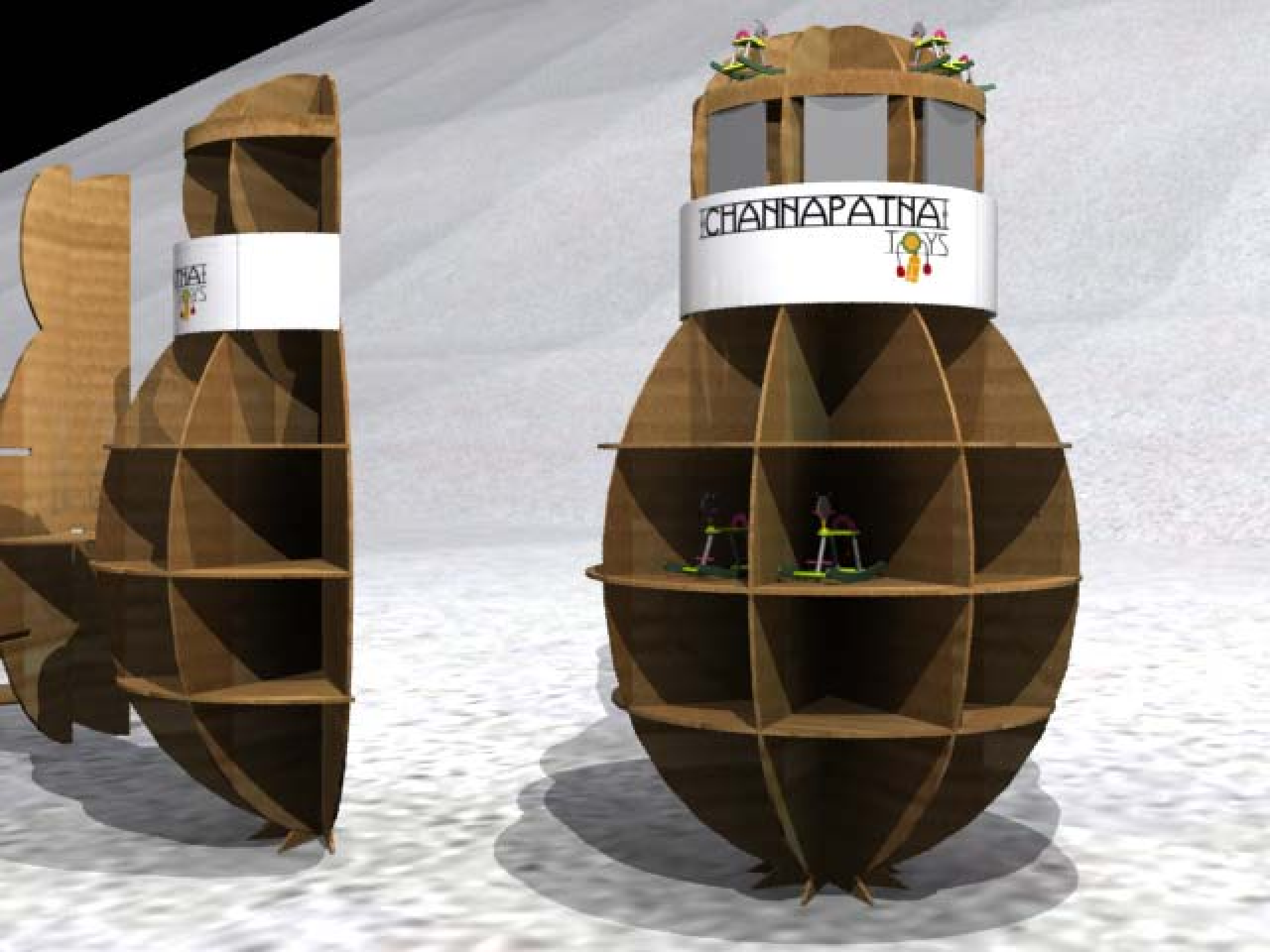




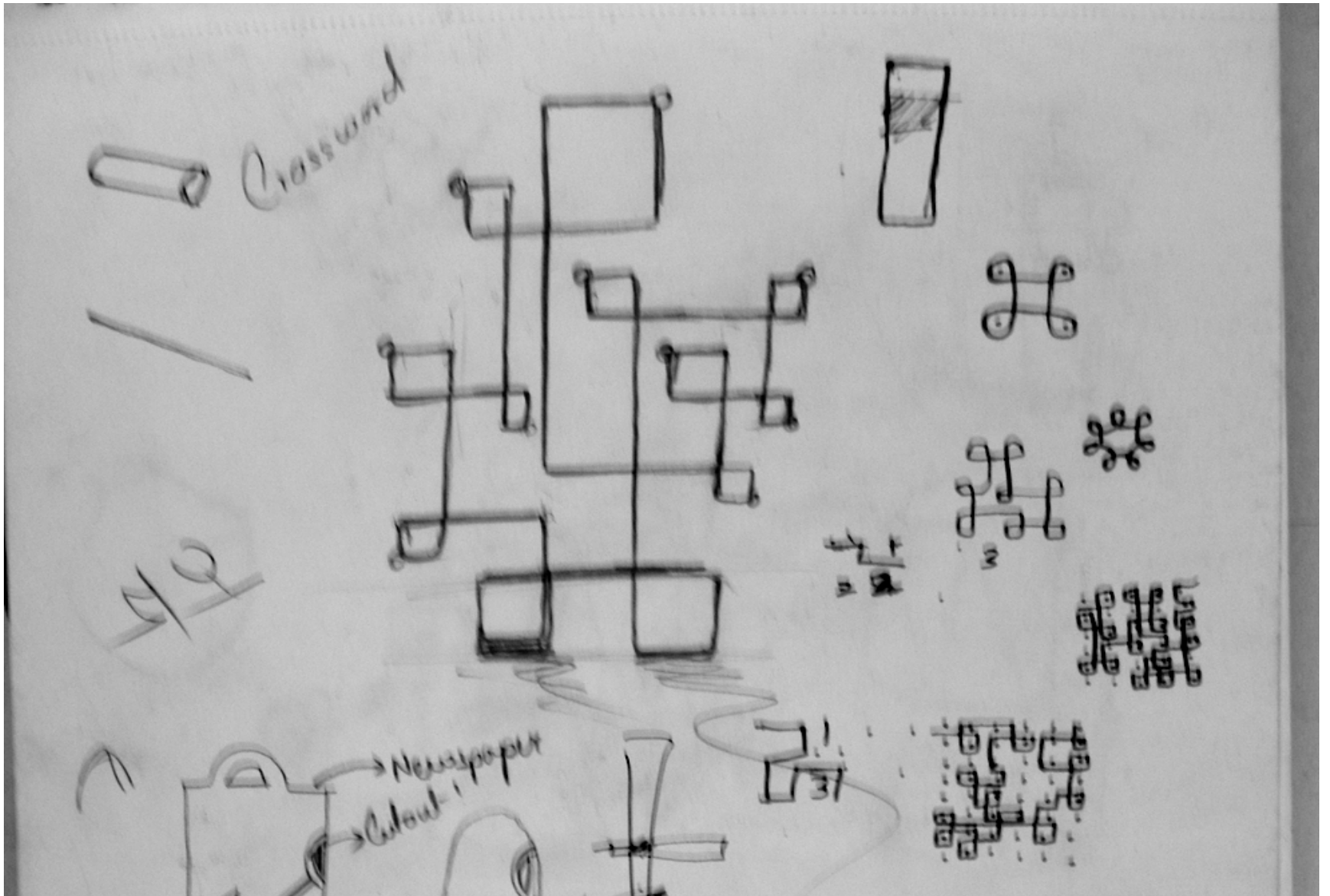
Modularity. Shelving. Form. Corrugated Paperboard



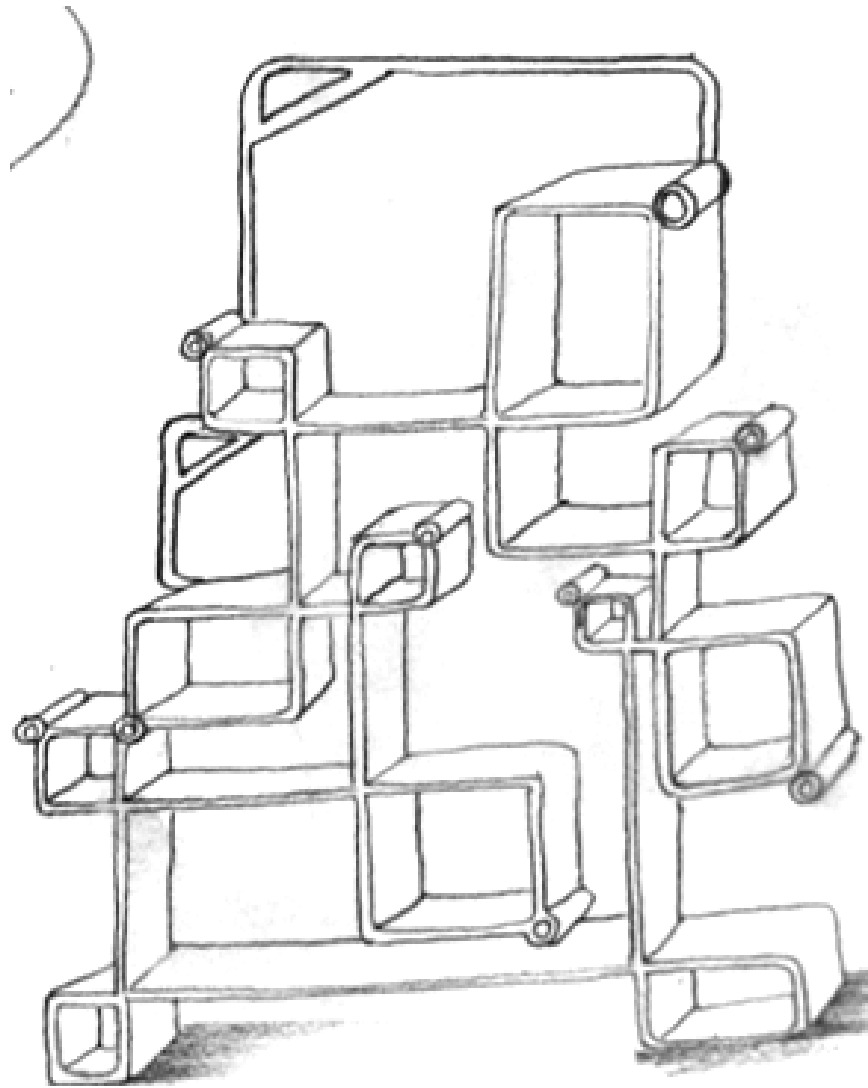




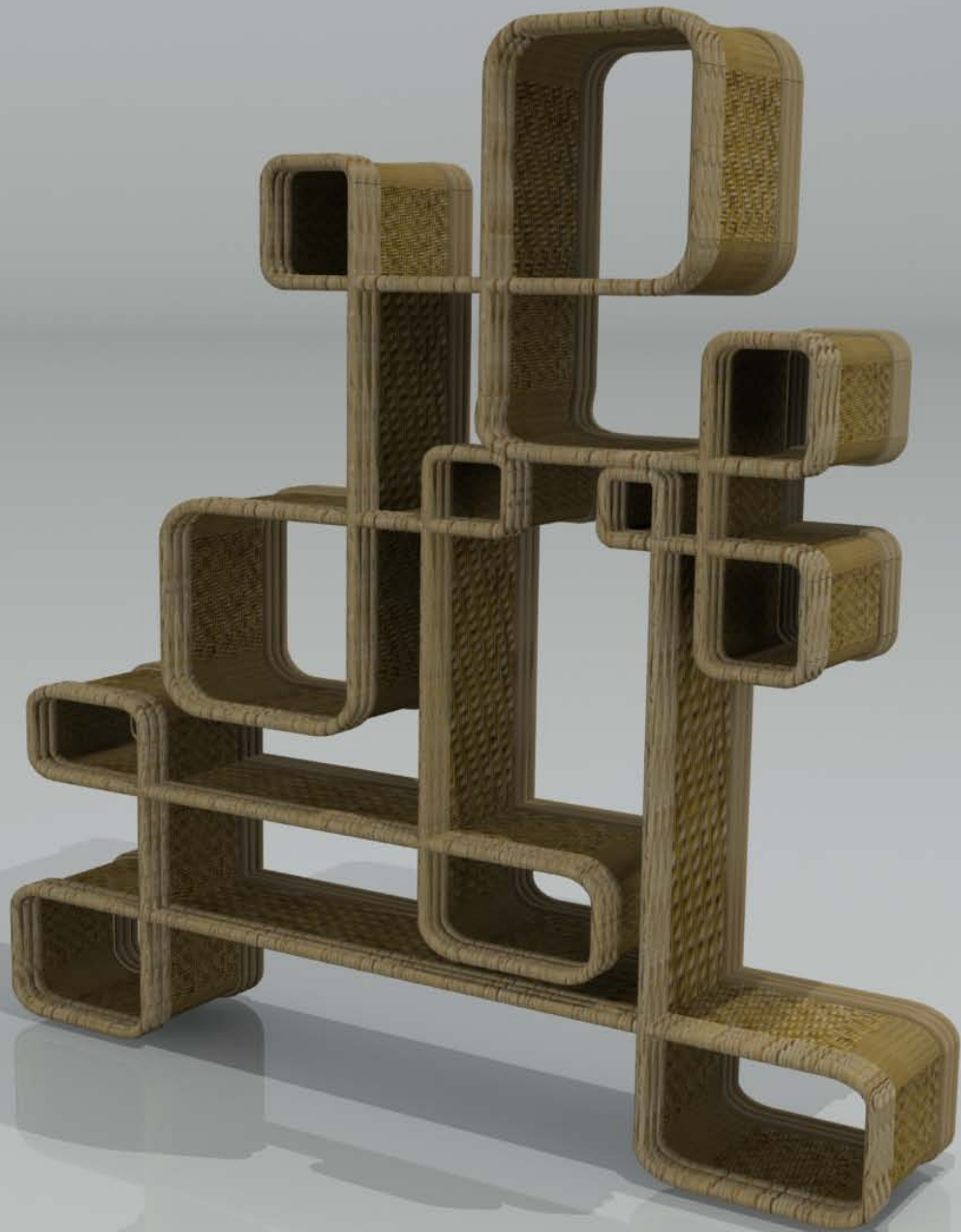
CHANNAPATHAI
TOYS

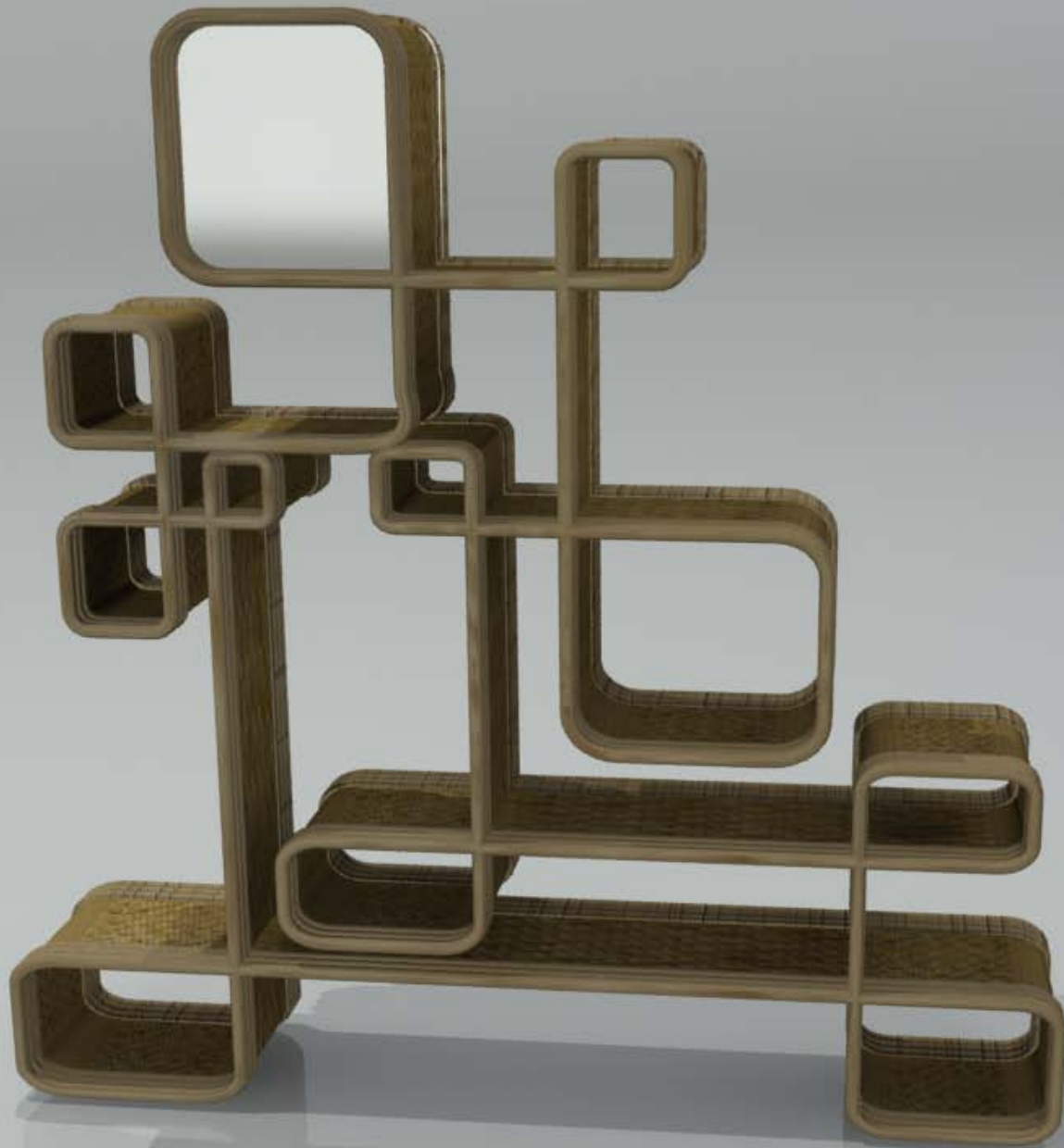


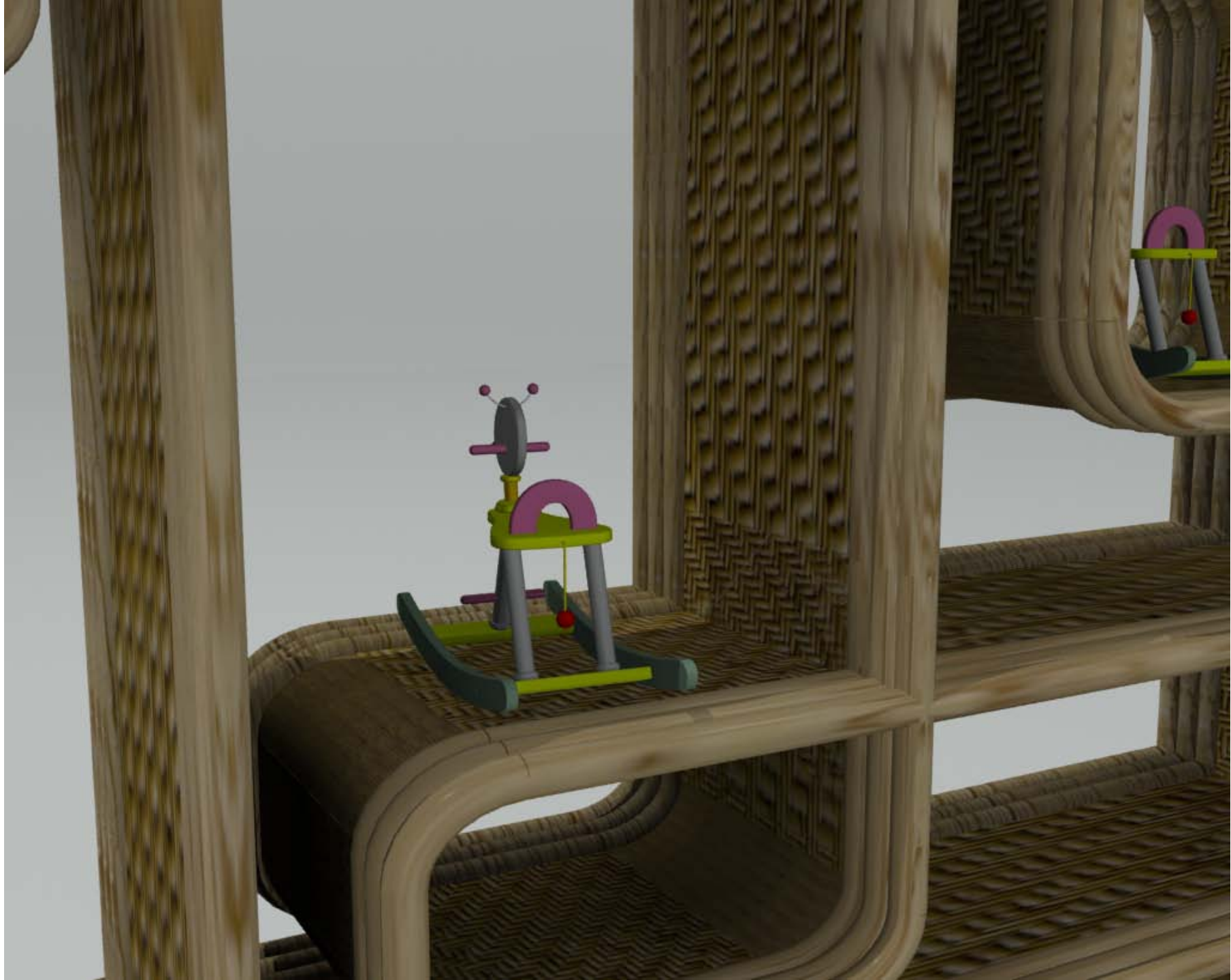
South Indian motifs. Geometry. Pattern.



Cane. Bamboo Mat









thank you

Created & Compiled by: Anuj & Romi. Faculty Guide: Ravishankar