



Indian

Designing a Bistro Set for Indian Motorcycles

I wanted the design to reflect the physical parts that are on the motorcycle itself. The palette was influenced by the colors of the riders' clothing; a lot of dark colors contrasting with reds, yellows, and blues. The material was chosen in order to juxtapose modern design with a rugged culture.

Background

Indian has a strong heritage and classic look that runs through the design of their bikes. By studying the brand building a design brief based off the company, I was able to pinpoint what their values were as a company and how I could implement their style and customer into my designs.