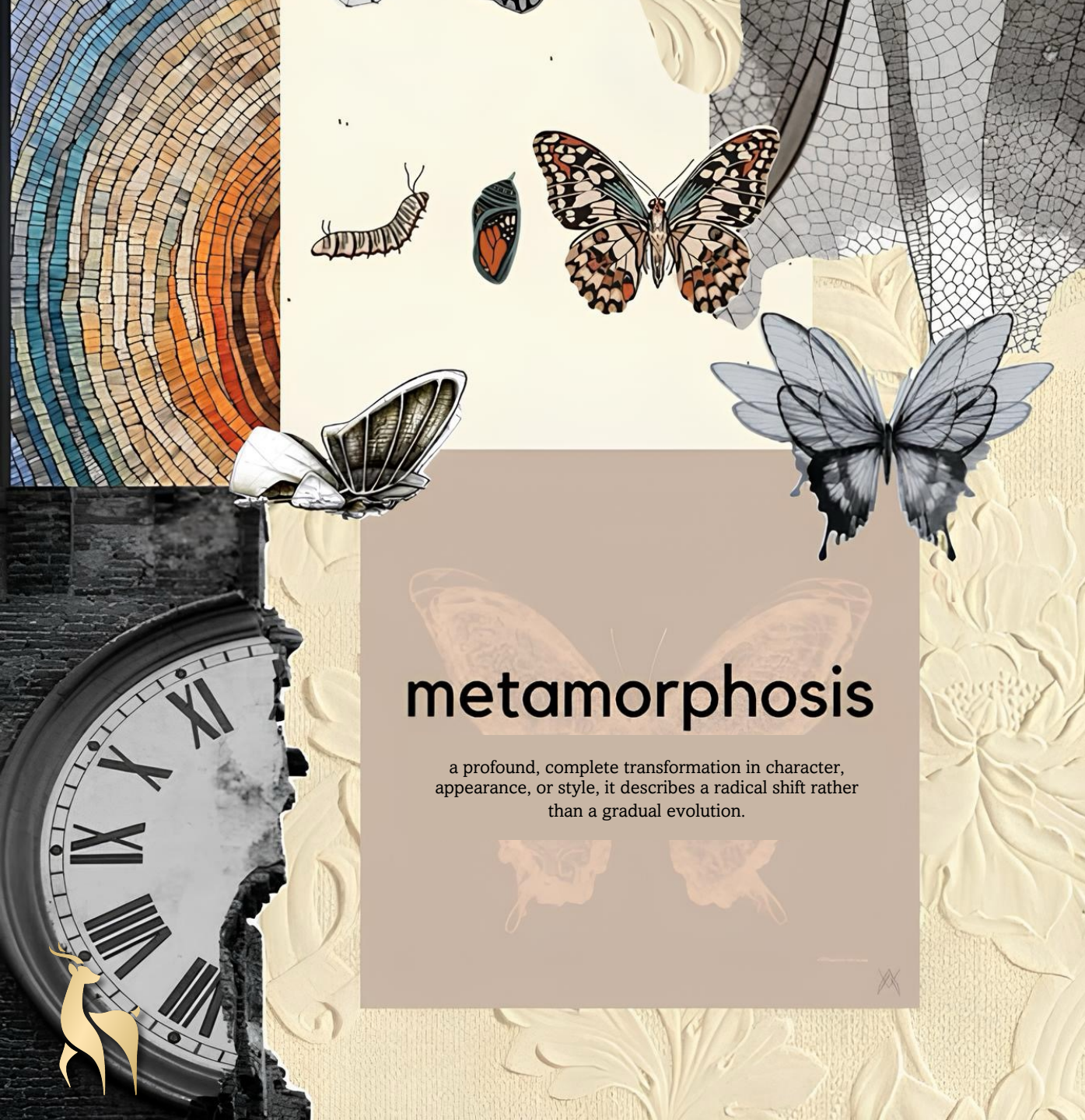


INDRIYA

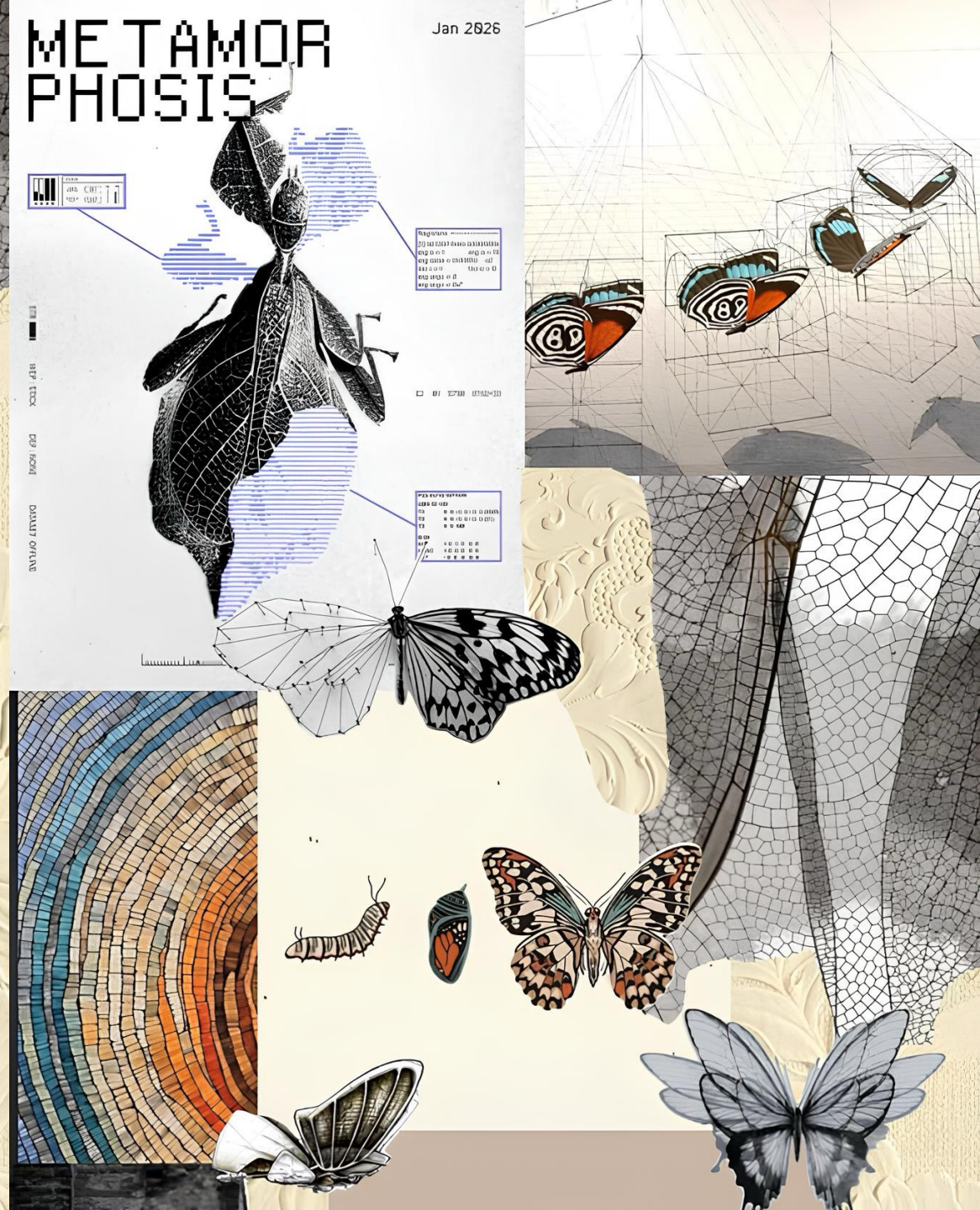
Metamorphosis





metamorphosis

a profound, complete transformation in character, appearance, or style, it describes a radical shift rather than a gradual evolution.



METAMORPHOSIS

Jan 2026

Jan 2026

Jan 2026

Jan 2026

METAMORPHOSIS

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meta *morphé* *osis*

↓
BEYOND

↓
FORM

↓
PROCESS

TRANS — FOR — MATION

THE ART OF RADICAL BECOMING

An open-ended design brief challenging you to look beyond static adornment. How can a singular jewel hold multiple identities, transform in spirit, or evolve in conversation with the wearer? This is your invitation to explore the untamed landscape of shape-shifting design.



Paths of Reinvention

Material Evolution-

Imagine materials that interact with the physical environment. How can temperature, light, shadow, or natural textures guide an organic evolution of color, shape, or density?

Geometric Shift

Reimagine physical volume and scales. Explore how a singular silhouette can redefine its space and relationship with the body, altering how it is perceived across different dimensions

Narrative Layering

Represent a radical transition. Let the piece morph alongside a personal threshold, changing states to tell a layered story of lineage, growth, or identity.





EMBRACE THE UNORDINARY

Explore Without Boundaries

We invite you to go as wild as your imagination permits. There is no single formula or prescribed mechanism to represent metamorphosis. Reject safe, static choices.

Untamed Creativity

Whether your transformation is tactical, environmental, narrative, structural, or emotional, challenge the very definition of adornment. Think of jewelry not as an object, but as crafting a silhouette that refuses to stand still in a single moment



Ideation Process

1. **Research**: Dive deep into stories, natural transition patterns, or states of physical and biological evolution to find elements that inspire you.
2. **Brainstorming**: Capture your visual thought process and map out how these transitional elements will shape your physical designs.
3. **Inspiration**: Use mood boards to show how patterns, transitions, textures, or forms of transformation inspire your designs.
4. **Elaborate**: how transition is reimagined into one dynamic statement piece, rich with meaning and fluid grace.
5. **Form Translation Sketches**: Provide transition sketches that bring your ideas to life, clearly illustrating their physical or conceptual evolution.
6. **Final Product Render**: Submit high-quality renders of your finished jewellery piece/collection, showcasing your design in different states alongside craftsmanship details.



Evaluation Criteria

1. **Originality & Authenticity**: How well the concept reflects the metamorphic details, philosophy, and values while remaining deeply relevant to today's ever-changing environment.
2. **Conceptual Development**: Quality of the visual design process, including idea generation, exploration of transition states, and interpretation of the theme.
3. **Technical Precision & Final Designs**: Final sketches, renderings, technical drawings, and 3D images must include detailed measurements, weight range, material specifications, mechanisms of change, and finishes. High-quality presentation showing clarity and craftsmanship.
4. **Originality of Designs**: All sketches, forms, states, and final designs must be completely original, with no copies or imitations of existing designs or brands.



Thank You

ADITYA BIRLA



NOVEL JEWELS



INDRIYA

ADITYA BIRLA JEWELLERY

