

EDIDA WINNERS HOT NEW DESIGNERS OF THE COUNTRY

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FEBRUARY - MARCH 2014, 1150

MEET THE LEGENDS  
AT INDIA DESIGN ID2014

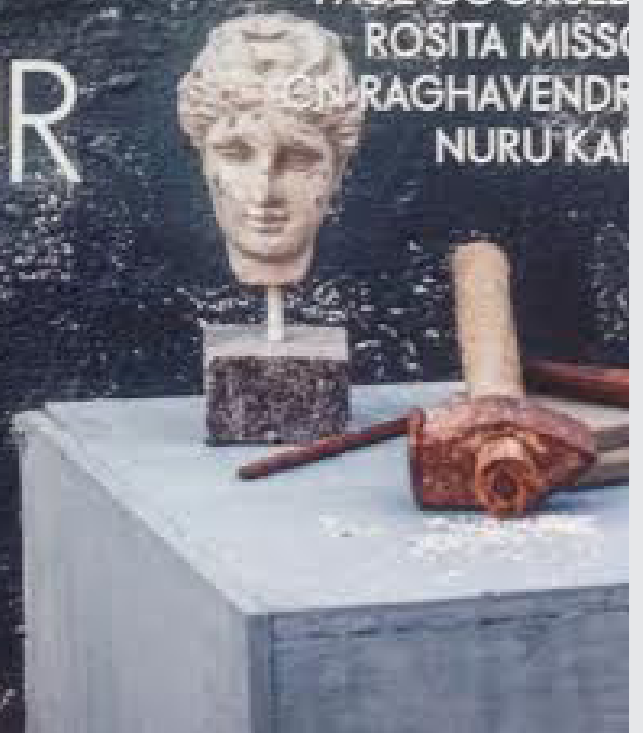
IN CONVERSATION  
PAUL GOCKSE  
ROSITA MISSO  
ON RAGHAVENDR  
NURU KAR

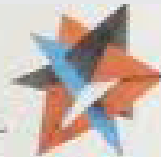
90 PAGES OF USEFUL IDEAS

## KNOW YOUR LEGACY

TRADITIONAL INFLUENCES,  
ANCESTRAL FINDS, MODERN  
INTERPRETATIONS

what's now Folklore Fest,  
Rose Blush, Stone, Handmade  
and lots more...





# IT'S TIME TO RAISE A TOAST AND THE WINNER IS...

*Our annual round up of the inspirational and the innovative; the simple and the superlative – the movers and shapers of tomorrow. Presenting the winners of the twelfth ELLE DECOR International Design Awards (EDIDA) India, 2013.*

TEXT BY ADITI GAITONDE



## EDIDA designer of the year

### AYUSH KASLIWAL

Visions are translated to tangible objects with skill and precision, taking traditional elements to lend them a contemporary lease. He takes on combining varied materials like brass with marble or glass with timber is intriguing. Internationally, his work has been seen at Maison et Objet, 2009 and Salone del Mobile, 2011



## EDIDA furniture

### VALERIE BARKOWSKI & RUBEL DHUNA FOR NO-MAD 97% INDIA

A perch that's pretty. The reinterpreted traditional Muddah or cane stool is made with mild steel, PU coating and 100 per cent cotton strings, while still keeping true to its original form. Comfortable to use and light in weight, this seater is a technical achievement.

WINS AN EXCLUSIVE INVITATION TO SHOWCASE AT AMBIENTE, FRANKFURT IN FEBRUARY 2014

## EDIDA *young talent*

### FARZIN ADENWALLA

She makes an exemplary case for India inspired, modern and handmade furniture aiming for a global status. The 28 year old experiments with mild steel, lacquered glass and even cane. Recently represented by Architonic in Europe, she makes the most of her exposure to desi culture like the Winnow stool inspired by cane baskets used in Parsi ceremonies



## EDIDA *table top*

### MUDITA MULL

The Monsoon Collection. Handmade cornerers are die stamped and hand formed stainless steel sheets, transformed into shapes of fluffy rainbus clouds, ensuring no two are alike. Her pieces were showcased at NY Now and America'sMart Atlanta.

## EDIDA *wall finishes and coverings*

### ROOSHAD SHROFF

Handcrafted, these embroidered recycled Burma Teak wall tiles are colour coordinated with gradient patterns. Carved in convex and concave shapes, it was first conceived on a larger scale for the Christian Louboutin Boutique, Mumbai.

