

# Good Homes

Live inspired

INDIA

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**PROUD TO BE  
INDIAN**

OUR EXCLUSIVE TAKE  
ON GLOBAL DECOR  
ELEMENTS AND STYLE

**FRESH ALERT!**

DECOR LOOKS THAT WILL KEEP  
THE SUN SHINING INDOORS

**75<sup>th</sup>  
issue**



**MEET THE PEOPLE**

ARZAN KHAMBATTA  
MONICA KAMAL  
PUNAM KALRA  
ROOSHAD SHROFF  
SUNITA NAIR

**SECOND HOMES**

THAT MAKE US WANT TO STAY RELAXED!

**+ EARTHENWARE + EASY ARMCHAIRS + INDIAN PATTERNS & PRINTS**



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# INDIE, AND LOVING IT!

In an industry where a big brand name can do so much to uplift your business, there is an emergence of a new breed of independent designers, who believe in their work to bring in that distinction

FEATURE **AMIT GAIKWAD**



"OUR FURNITURE, AIMS AT BREATHING NEW LIFE INTO ANY SPACE. WE BELIEVE GOOD DESIGN IS FOR EVERYONE."

## **GOPIKA PAREKH & POOJA MALHOTRA, FOUNDERS AND CO-OWNERS, THE FUCHSIA LANE**

The Fuchsia Lane was born out of a desire to create stylish furniture pieces that were an extension to art, while retaining also their functionality. Interior design duo Gojika and Pooja custom-design distinctive products encompassing diverse time periods and style.

### **SIGNATURE STYLE**

You can see the timeless appeal. The duo believe that predefined structures cannot rule design; the possibilities have got to be endless. They're both fascinated with the fusion of traditional techniques and contemporary design and seek to introduce this dichotomy in their work.







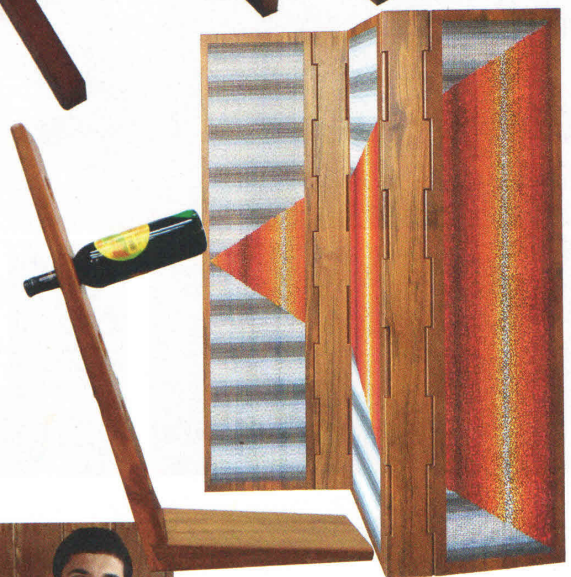
**PUNAM KALRA, CREATIVE DIRECTOR, I'M CENTRE FOR APPLIED ARTS**

It started out as a design firm, quite unlike its contemporaries. Designer Punam Kalra's sole endeavour was to use materials in their purest form and combine them to arrive at interesting outcomes. The greatest USP of her design is perhaps the 'Limited edition' approach. The style is modern, but there's plenty of detailing and dressiness in her furniture designs.

**SIGNATURE STYLE**

Her designs move from modern to fusion and are thoroughly experimental in approach. But it's not without functionality. Today there is a vast assortment of materials available and accessible. But, as Punam puts it, "The challenge is to achieve a unique look with such an immense wealth of possibilities, yet knowing where to draw the line."

"DESIGN DOES NOT STOP — IT IS HAPPENING EVERY MOMENT, IN FACT, IT IS THE WAY OF LIFE."



**ROOSHAD SHROFF, DIRECTOR, ROOSHAD SHROFF ARCHITECTURE + DESIGN**

His love affair with furniture and architecture goes a long way back. He belongs to a family of architects and following a formal education in architecture and numerous illustrious work stints abroad, Rooshad set up his studio in Mumbai. His multi-disciplinary studio is largely dedicated to the realisation of interiors and buildings, but it also operates in the realm of furniture, product, fashion, graphic design, etc.

**SIGNATURE STYLE**

With limitless possibilities in design, it's too early to predict a signature style for his work. For Rooshad the focus remains on materials, technique and the interpretation of design. **GH**

"DESIGN & ARCHITECTURE ARE AN ART. IT HAS RESTRICTIONS AND RULES YOU HAVE TO ABIDE BY. IT'S AN ART YOU DON'T LIVE WITH, BUT LIVE IN."