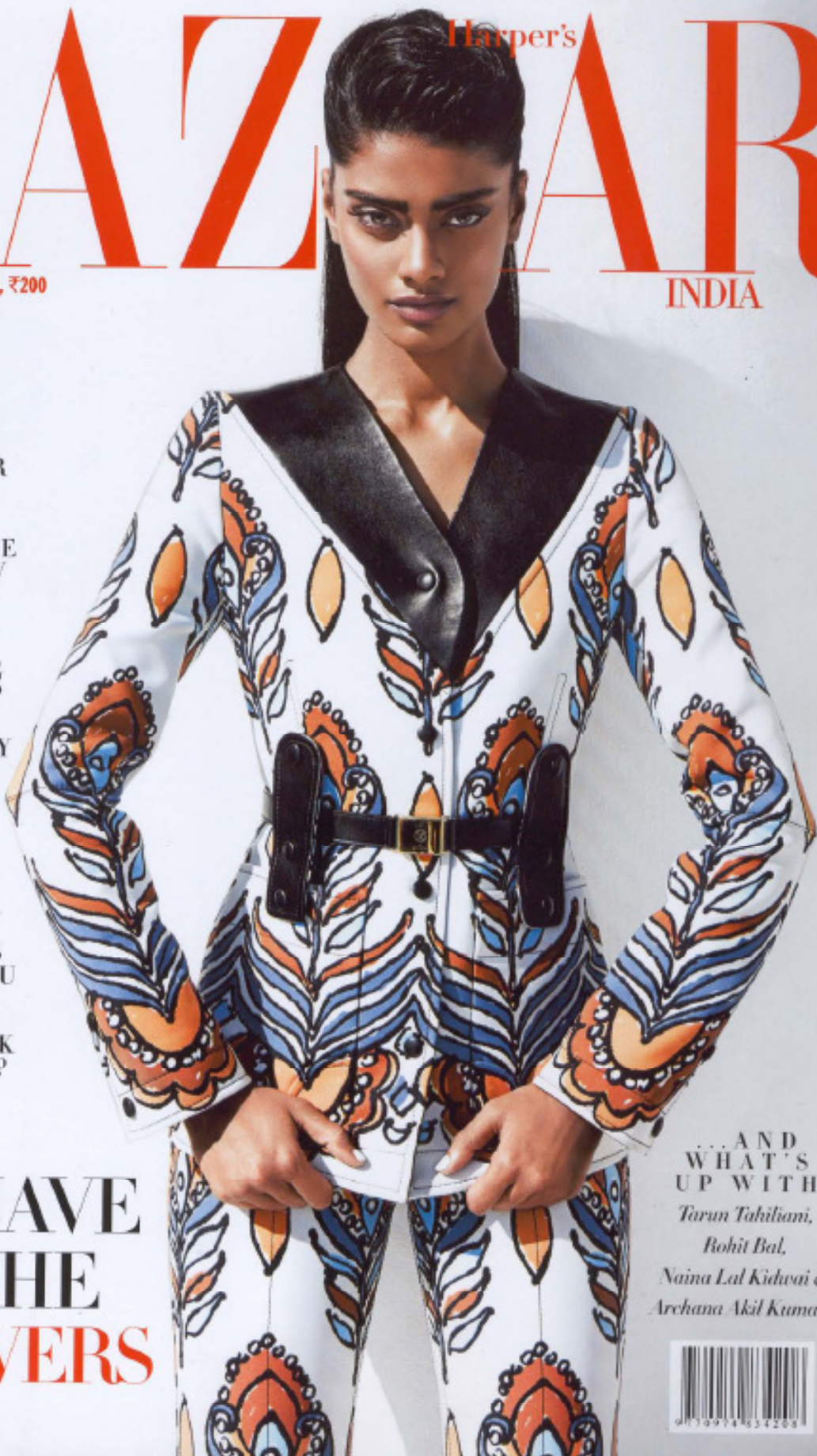


# Harper's BAZAAR

JANUARY-FEBRUARY 2015, ₹200

INDIA



WHAT'S  
NEW FOR  
2015?

IS CRUISE  
THE NEW  
BLACK?

ONE  
EARRING  
OR TWO?

MILITARY  
OR '70S?

WHAT  
TO EAT  
NOW?

WHAT  
HAPPENS  
WHEN YOU  
HALVE  
YOUR  
FACEBOOK  
FRIENDS?

WE HAVE  
ALL THE  
ANSWERS

... AND  
WHAT'S  
UP WITH

*Tarun Tahiliani,*

*Rohit Bal,*

*Naina Lal Kidwai &*

*Archana Akil Kumar?*





INTERIOR DESIGN

# THE INSIDERS

*Meet the eight interior designers who are at the helm of a new design direction in the country. By Mridula Sharma*

**I**ndian homes are witnessing a new phase of design, thanks to interior designers and architects across the country who are creating a fresh, modern Indian genre rooted in the local but also evoking an international appeal. Celebrating indigenous iconography and themes that revolve around local motifs are the new design buzzwords.

Flag-bearers of this new aesthetic, these designers have more in common than just a sharp eye for functionality and a focus on ease of use: Thinking out of the box, challenging themselves to create new processes, never settling for the ordinary, and embracing traditional skills. *Bazaar* locates eight new minds that are reworking the contemporary Indian design ethos.

## ROOSHAD SHROFF

### ROOSHAD SHROFF ARCHITECTURE + DESIGN

Hailing from a family of architects, Shroff had seen enough drawings and blueprints while he was growing up. His formal architectural training at Cornell (where he was awarded the Edward Palmer York Memorial Prize for Outstanding Performance in Design) and Harvard, and then a stint at Zaha Hadid's office in London fast-forwarded his journey to arrive at his own design philosophy: To celebrate the skills of the Indian artisan.

Shroff's recent work for the Christian Louboutin boutique in Mumbai had him dabbling with embroidery on wooden tiles for the store interiors (Louboutin loved it so much that Shroff ended up designing the brand's new store in Bangkok as well). He got artisans to drill holes in a pattern on wooden tiles and then engaged embroiderers to run threads of wool and silk through them. Prior to that, his design for the boutique Jaipur Modern saw the local tradition of marble-work transferred onto a bold graphic flooring by alternating the black and white marble in a pattern that he had specially developed.

Shroff has, in the recent years, made it a point to spend time with artisans to develop new ways of putting their skills to use, which he then executes in the spaces designed by him. What makes his works even more special is that he interacts with artisans to upgrade their talent by introducing them to newer applications, thereby enabling them to innovate.

"In the highly digitised and technology-driven world of the West, there seemed to be a sense of loss of authorship," says Shroff, who works out of Mumbai. "Authorship not in terms of the 'designer' but because mass production happens at the click of a button, the individual piece loses a sense of authorship, that of the craftsmen. It is this loss of authorship, of the craftsmen and of the place, that prompted me to focus on the handmade."

Shroff's design for a row of beach houses in Goa



The Jaipur Modern boutique by Shroff



The Kitchen at Jaipur Modern boutique



Jaipuria designed Titan Incubation Lab



A penthouse design by Jaipuria

## SHRUTI JAIPURIA

### Maia Design

This design studio may still be in its infancy, but its design sensibility is not. In its three years of existence, Bengaluru-based Jaipuria's Maia Design has been delivering interiors that new-age Indians identify with, projects that speak of an international aesthetic even as they stay rooted in tradition. Adept at juxtaposing and creating design through simplicity, her works span a variety of projects, including fitting out a retail space for designer Namrata Joshipura, a design lab for Titan, a penthouse, restaurants, Bengaluru's Mahua Art Gallery, and even talk show sets.

Jaipuria's work stands out for her use of tribal crafts such as the Bastar metal work in door handles, marble inlays, and adapting the Indian *jaali* work on bedroom walls. "The availability of such craft pieces is the most exciting part of being in India today. We have a treasure of design in our own yard, and it's all about putting it to work in our environment," says Jaipuria, who received an MBA from Michigan University and an interior design degree from Parsons, before she moved base to Bengaluru after working with renowned architects Tony Chi & Associates in New York.

Maia Design focuses on bringing in an element of freshness—according to Jaipuria, the current trend of the neo-Indi identity, supported by skilled labour, has opened a world of fresh opportunities in design in the country. ■

