

TOP LAUNCHES AND THE SONIC HOLY GRAIL

INDIA  
TODAY

JUNE 2015

# HOME

9TH ANNIVERSARY ISSUE

**GOOD  
as  
GOLD**

Nine design  
families share  
their incredible  
journey

**NINE GLOBAL TRENDS** +  
**TOP DESIGNERS**  
**STYLE FOUR LOOKS**

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# THE POWER OF 9

**T**he reigning dynasties of the world of architecture, design and drama have one thing in common: they break rules, convention and tradition. Working with a family member, whether a brother, sister, husband, wife, father, mother, uncle or nephew, leads to unique partnerships and dynamic working styles. For the ninth anniversary of *Home*, we decided to take a closer look at nine unique firms where members of a family influence, debate, mentor and inspire one another. These individuals have come together to create spectacular spaces and innovative projects that have changed the design landscape. Here's our list of top design families.

- » Pinakin Patel and Mohak Mehta  
Pinakin Designs LLP, Mumbai
- » Sunita and Kohelika Kohli  
K2 India, Delhi
- » Hasmukh and Camna Patel  
HCPIA, Ahmedabad
- » Manit and Sonali Rastogi  
Morphogenesis, Delhi
- » Romy, Kayzad and Rooshad Shroff  
Independent practices from the same office, Mumbai
- » Aamir and Hameeda Sharma  
AANDH, Hyderabad
- » Lijo Jos and Reny Lijo  
LIJO.RENY.architects, Kerala
- » Rajeeta and Rolly Gupta  
House of Raro, Delhi
- » K Rajiv and Ritu Rajiv  
Ritu.Rajiv Architects, Chennai

# Beauty in Simplicity

Rumy Shroff, 70 | Kayzad Shroff, 35 | Rooshad Shroff, 33

INDEPENDANT PRACTICES | ARCHITECTURE AND PRODUCT DESIGN | MUMBAI

By RIDHI KALE

Design is in their blood. It all started when Rumy Shroff returned to India after completing his education at the University of Michigan and started his practice, Rumy Shroff & Associates in Mumbai in 1971. The firm has gone on to design and supervise several projects for the public sector, large corporates, big industrialists and select private residences. So, it was only a matter of time his sons, Kayzad and Rooshad Shroff also dabbled in design. What sets this trio apart is that each one has their own practice—Kayzad started SHROFFLEÓN, a design firm with his wife Maria Isabel Jimenez Leon, and Rooshad founded Rooshad Shroff Architecture + Design, a design studio for custom made spaces and furniture pieces. Kayzad and Rooshad have individually teamed up with Rumy on a few projects and have

## Design Digest

**TOP QUOTE** "Working from the same office space creates a large think tank," says Rooshad Shroff.

**THEIR USP** Designing contemporary spaces, underplaying ornamentation.

**FORTHCOMING COLLABORATIONS** Multiple residential developments, private residences, institutional project and residential and commercial interiors

**BEST THING ABOUT SHARING AN OFFICE** It creates a charged environment

**ADDRESS** Dalamal Chambers, Vitthal-das Thackersey Marg, New Marine Lines, Marine Lines, Mumbai

Rooshad, Rumy and Kayzad Shroff in their shared office





Rooshad turned to his father for guidance for this Christian Louboutin boutique in Mumbai, when he was asked to be the local architect for the store

also collaborated with each other. The three of them have never worked on a project, together. However, since they share an office, they meet for lunch everyday and discuss, inspire and debate everything, from projects they are designing to global architecture trends.

#### **RULE OF THREE**

The first project that Kayzad did with his father was in 2011 on a small balcony of a residential unit overlooking the Arabian Sea. Since their first collaboration they have worked on numerous projects from residential and commercial interiors to large scaled residential planning projects. As for Rooshad, less than a year after his return from America in July, 2012, his classmate from Harvard recommended him as the local architect for the Christian Louboutin boutique in Mumbai. "Having no prior experience in high end retail, I approached my dad and asked if he would guide on this project," says Rooshad. Since the Louboutin project, they have worked on a residential interior, a building restoration and at present they are working on a private residence's extension.

#### **WORK AND PLAY**

"Working from the same office space creates a great environment, a large think tank for all of us," says Rooshad. As for Kayzad, he works with his wife, father and brother, and while it can create heated debates and arguments, he absolutely loves it. He believes that working with family not only allows for an ease of open and honest communication, but also provides a platform of mutual interest, bringing them closer.

#### **DIFFERENT STROKES**

There are many things that are unique to the trio's working style. "A two hour lunch on Wednesday for *dhansak* at the Rippon Club is an absolute must," says Kayzad. They also have a dog, named Adobe, after the makers of their favourite programme, who religiously attends office, even when we are out of town. "We also have happy hours, at least once in two weeks, which is something we picked up from our experience abroad," adds Rooshad. Clearly, this unique partnership is an ideal breeding ground for creativity, which is evident from their fabulous work.