

# AD

OCTOBER 2015  
INDIA  
₹150

ARCHITECTURAL DIGEST THE MOST BEAUTIFUL HOMES IN THE WORLD

## LIVING IT UP

FASHION DESIGNER NAEEM KHAN'S MIAMI PENTHOUSE



**BIG & BEAUTIFUL HOMES**

GAURI & NAINIKA'S NEW DELHI FARMHOUSE

**A BEACH HOUSE BY VIKRAM GOYAL**

ROOSHAD SHROFF'S MUMBAI APARTMENT

**THE CELEBRATION ISSUE**

50+ STYLISH GIFTING IDEAS FOR THE FESTIVE SEASON

**PARTY PLANNING WITH THE EXPERTS**

FLOWER POWER WITH ROHIT BAL

## AD

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October 2015



## ON THE COVER

On **Naeem Khan**: Shirt and jeans by **Costume National** ([costumenational.com](http://costumenational.com))

On **Ranjana Khan**: Silk coat and shorts by **Naeem Khan** ([naeemkhan.com](http://naeemkhan.com))

Photo: **Bjorn Wallander**  
 Production: **Howard Christian**  
 Hair and make-up: **Tryll Atkins/Artists by Timothy Priano** ([abtp.com](http://abtp.com))

## CORRIGENDUM

In the September 2015 issue of *AD*, in the story titled 'Space Man' (pg 172), we incorrectly stated the location of architect David Adjaye's World Bank headquarters project as Dhaka, Bangladesh. The World Bank project is in Dakar, Senegal.

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# CURATED

*AD50 architect Rooshad Shroff's Mumbai home is all about cutting-edge design and avant-garde art, brought together with a razor-sharp instinct for space and form*

WRITER GREG FOSTER • PHOTOGRAPHER PHILIP SINDEN

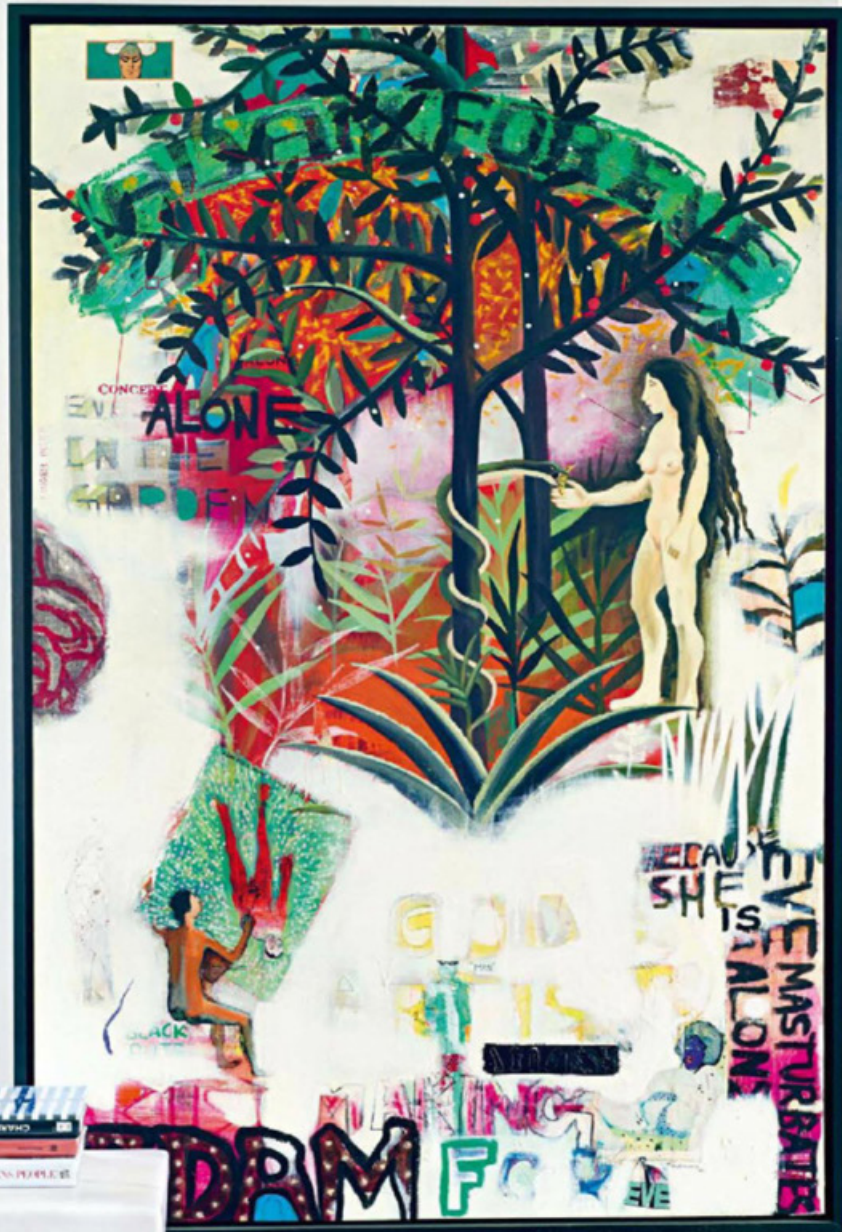


## EVERYTHING IS BEAUTIFUL

The artwork on the far column, *Inshallah*, by artist Cristiana de Marchi, comprises a series of embroidered fly swatters; below that is a sculpture by Shine Shivan, from his 2013 'Glimpse of Thirst' series; the framed etching on the adjacent column is by artist T Venkanna. The C-Series wooden chairs, 'Colour Contour' dining table, and the marble bowl on top of it are all by homeowner Rooshad Shroff. On top of the Campana Brothers 'Mirror' table is a series of Tom Dixon copper bowls. 'Ghost' chairs by Philippe Starck are on either side of the dining table.

**A PORTRAIT OF EDEN**

The painting on the wall is by T Venkanna; next to it is an Industrial Playground lamp by Ajay Shah. The 'Pasolini' screen with text inlay in Braille, the white 'Heart' table and the wooden carpet are all by Shroff.



**DEER FRIEND**

A 2011 artwork titled *Sex Fumes*, by artist Shine Shivan, is made of deer faeces, golden sand, dried branches, adhesive and resin; the turquoise bench beneath it is by Ajay Shah, from his brand, Industrial Playground; the orange tray on the bench is from Hermès. Opposite the C-Series wooden chair is the 'Embroidered' sofa by Shroff; on its armrest is an antique Ardhanarishvara statue, purchased from an antique market in Puducherry.







Having once worked for Zaha Hadid, it is not surprising that form, not function, is what is important to AD's architect Rooshad Shroff. Nowhere is this more apparent than in his "frankly uncomfortable" (his words) Mumbai apartment. Where we might see uninviting razor-sharp edges, Shroff sees impeccably executed invisible joinery. Where others might complain about the apparent lack of upholstery, Shroff would be quick to show you his sofa that doubles as a sculpture, made of reek, embroidered using a technique he holds a global patent for. He takes the criticism with a pinch of salt. "Quite honestly, I don't care," he laughs, as he mentions friends who bring along foldable deck chairs when they visit. "My furniture is an expression of who I am, of the language of the research I do."

Thrilling design, instead, is Shroff's priority. At his Colaba apartment, the sophisticated aesthetics hit you the moment you walk through the front door, where the clean white walls hung with drawings create a gallery-like atmosphere. In the vast open-plan living space, three large windows fill the room with light, gently drawing your attention to the mirrored Campana Brothers table, a turquoise Ajay Shah bench, and the Marcel Wanders 'Crochet' table. "These are pieces of design that I really love living with," he says of this curation of works by the designers he most admires. "I wouldn't want to live in a space with just my designs." >



(From above)

**ORDER, ORDER**

On the granite counter in the kitchen is a Tom Dixon cheeseboard and a series of Adelaide platters by Xie Dong; on the wooden counter is a Tom Dixon tea set. In the bedroom above the bed is an artwork by T Venkanna; on the C-Series marble side table by Shroff are a Zaha Hadid vase, a Tom Dixon candle and a 'Lumio Book Lamp' from the MoMA store; the pillows on the bed are from lifestyle store Jaipur Modern, the coffee cup is from Droog and the wooden platter under it is by Shroff.



*(Clockwise from above)*

**A STUDY IN STYLE**

The bookshelf, marble samples and bench are all by Shroff; the framed etchings on the shelf and the wall behind are by T Venkanna; on the floor next to the bench is a traditional Bhadak clay pot made by artisans in Kutch. On the terrace, the 'Woven' metal chair by Shroff has a cushion from Hermès. In the study, beneath a painting by T Venkanna is an Industrial Playground 'Flash' table by Ajay Shah, paired with a C-Series black chair by Shroff.



< When Shroff moved to this apartment after a nine-month search and ten years of living abroad, he was at a crossroads. A graduate in architecture from both Harvard and Cornell, his CV included one year at OMA in New York, and two years at Zaha Hadid Architects in London. But since he hadn't yet established his own architectural practice, and had a new apartment to decorate as well, he began designing furniture.

In the living-room exhibition of international design, Shroff's signature pieces hold their own. Arranged into a deceptively cosy corner are two of his cantilevered C-Series chairs in Burma teak ("They push the boundaries of joinery with no nails or screws," he says) and the aforementioned sofa, beyond which is a perfectly framed view of the iconic dome of the Taj Mahal Palace Hotel. "The embroidered sofa is about craftsmanship not comfort," says Shroff in its defence, as he takes a seat.

Shroff is at his most animated when talking about craftsmanship. He is on first-name terms with the artisan who made the sculptural shelf in the bedroom, and you can feel his sense of achievement when he talks about the marble side table—its impossible curves carved out of a single block. Craftsmanship was also one of the reasons he returned to India. "We have more craftsmanship here than France or Italy," he says of the opportunity he saw. "My old classmates can only dream of what I'm able to experiment with."

#### EXPERIMENTS IN ART

Throughout this apartment, avant-garde art stands proud. Having grown up in a house filled with art, Shroff has a natural eye for it, and since 2011, has worked with the art advisor Maximiliano Modesti to hone in on contemporary Indian art. The collection throughout this apartment is varied: paintings, drawings, photographs and sculptures—sometimes intense, sometimes muted.

"I've been introduced to the next generation of young Indian artists whose work resonates with the energy of my design," Shroff says as he takes in a vibrant painting by T Venkanna. "I like artists who look beyond the traditional. Unusual materials always speak to me," he quips, smiling as he looks at what is essentially a mounted collection of deer droppings, by artist Shine Shivan.

Speaking volumes of both Shroff's taste in cutting-edge art, and his highly selective approach, is the scene in the open kitchen. Across one countertop, alongside a Tom Dixon teapot and Lee Broom glassware, is a small pile of garbage. Could it be another avant-garde artwork, à la Tracey Emin's *My Bed*? No, this is simply what happens in the conspicuous absence of a bin. "I've been looking for one for years, but I haven't found anything I like," he says of his quest for the perfect dustbin. Shroff is, well, exacting.

In his study, an Ajay Shah desk, a black version of his own C-Series chair, and another potent artwork by T Venkanna make for a darker, more intimate ambience. Shroff's all-encompassing interest in design is revealed in his library, where, as well as the expected books on art, design and architecture, there are shelves of tomes dedicated to fashion. Inside a volume on the work of Azzedine Alaïa is a handwritten note from the couturier himself.

Indeed, fashion was Shroff's first love; before deciding on a career in architecture, he interned at Issey Miyake in New York.

#### MATERIAL WORLD

In general, Shroff's interior projects are characterized by a pioneering approach to material. Starting with the embroidered wall installation he made for the Christian Louboutin boutique in Mumbai (featured in *AD*'s May-June 2013 issue), over the years he has amassed a library of specially developed materials. "I think real luxury is to have everything made-to-measure and customized," he says of these bespoke creations. So bullish is Shroff about the materials he has developed that he has partnered with Modesti to form a new company, Roommor, through which other designers can commission pieces like the leather wall-covering he recently made for a show flat in Mumbai.

Three years after moving in, Shroff says his apartment remains unfinished. There are still no curtains, and a guest bedroom—unexpectedly dominated by a traditional four-poster bed—is filled with unopened boxes. Picking up a Zaha Hadid vase, he talks of her influence on his home. "Zaha's personal house is a stark white box, filled with her own designs. It's an important reference for me," he says enthusiastically.

He considers his own way of living. "This apartment might not have a traditional homey feel. But it's a space in which every object gives me pleasure. There's a certain cosiness in being surrounded by great art and design." ♦

#### SENSE OF PLACE

Shroff on a C-Series black chair of his own design.

