

**SpotLight**

# Ideally Aesthetical Designs

Rooshad Shroff's latest collection for Cocoon Fine Rugs weaves contemporary and traditional styles into a statement of refined luxury. BY REHANA HUSSAIN

A collaboration between a young, brilliant architect and a premier carpet manufacturing brand can have a unique outcome. For one, when it's Rooshad Shroff, Principal Designer, Rooshad Shroff Architecture & Design behind the design, there is an intrinsic quality of artistry, refinement and craftsmanship that is certain; while Cocoon Fine Rugs brings its expertise with hand-woven, ultra-luxurious rugs to the table.

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Rooshad's observation is that people nowadays are more inclined to incorporate heavily patterned floorings within their homes rather than opting for a subtle look. This formed the crux behind the design of his collection for Cocoon Fine Rugs.

Providing a contemporary twist to it, Rooshad morphed these traditional patterns from one shape to another and infused the designs with a burst of bright, energetic colours which transforms the rugs into objets d'art.

This collection of rugs can add colour to even a dull, boring space, making them an ideal choice for traditional as well as modern homes.

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Dr. Jignesh Rooshad Shroff

colours that elicit the rich, elaborate work done on the rugs.

He takes inspiration from traditional Indian flooring patterns of heritage bungalows for the collection named 'Tessellations'. His intense affinity with traditional craftsmanship is seen throughout his works in architecture, product and furniture design and it is something that has always intrigued the young architect.



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