

ADinside

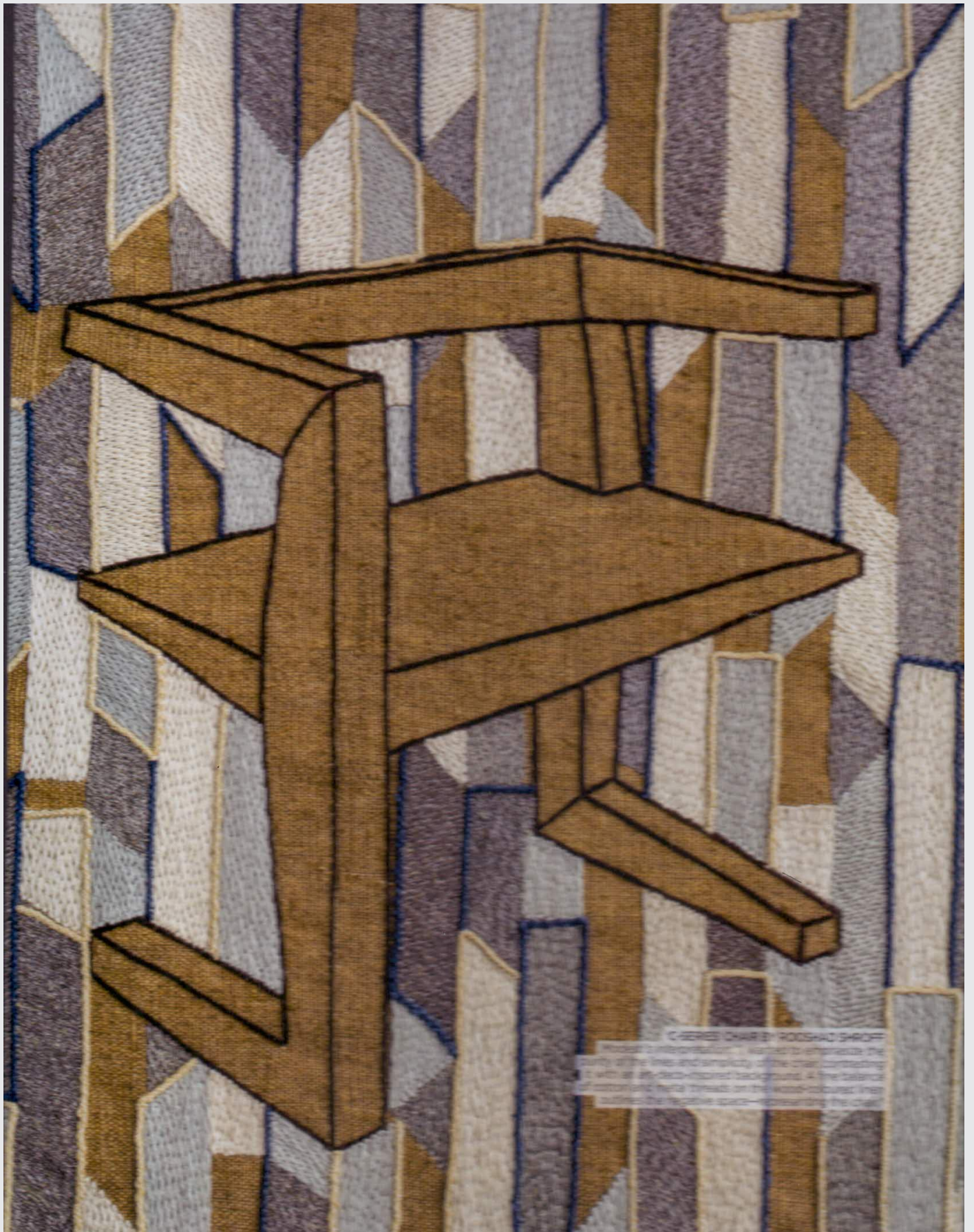
EXPERT ADVICE, DECOR TIPS,
AND STYLE ESSENTIALS FOR THE
CONTEMPORARY INDIAN HOME

CHAIN REACTION

Textile designer Maximiliano Modesti created the "ADinside" text in red silk thread using the zardozi technique. The headline was made using a mix of light- and dark-grey silk in a chain stitch.

The Fabric Project

This two-part project is AD's way of broadening the horizons of traditional material usage. The first recreates some of our favourite pieces of contemporary furniture; the second reimagines the interiors of Mumbai's iconic black-and-yellows



CARRIE CHAIR | ROOSHAD SHROFF

Rooshad's interpretation of Carrie aims to emphasize the purity of the lines and simplicity of the chair, contrasting with an all-itch-inspired background. A fine balance between the heavy threads on the chair's structure lines and the delicate threads in the background creates the chair.