



Young Design

Multi-disciplinary design studio in Mumbai, Rooshad Shroff Architecture + Design, straddles the world of art, design and architecture

The tools of the trade have changed for the Gen-Next in the design world. **BlackBook** profiles six designers who are breaking barriers with their cutting-edge vision

By Nolan Lewis

Design studios have morphed into hi-tech digital chambers. CAD software has replaced pencil sketches. Instagram and Snapchat are the new visual mood boards. Welcome to India's altered design universe — version 2.0.

The old guard has made way for the new. According to the *True Luxury Global Consumer Insight*, brought out by the Altgamma Foundation with the Boston Consulting Group and EXANE BNP Paribas, the future of luxury is in the hands of the millennials, aged 18-34. And tapping into the psyche of this young generation, is an equally youthful breed of designers, who have a finger on the pulse of pop culture, a hawk eye on global market trends, and a firm grasp on technology. **BlackBook** explores what makes them tick.

Rooshad Shroff, Principal Architect, Rooshad Shroff Architecture + Design

Before launching his eponymous consultancy, Rooshad Shroff worked in the offices of several global architectural elites, including Metropolitan Architecture in New York (founded by Dutch architect Rem Koolhaas) and Zaha Hadid Architects. If you look carefully, you can see their subtle design influences on his work — clean and contemporary. He, however, has gone a step further, as neither Koolhaas' urbanist designs nor Hadid's futurism always reflected a country's architectural landscape. "My practice involves a lot of research and development. Upon returning to India, I travelled across the country and met Indian artisans and *karigaars*. I learnt traditional skills and design techniques, which have existed in India since centuries, and then applied them to suit a contemporary context," he explains.

Shroff's career graph is enviable. As a student, Cornell University awarded him the Edward Palmer York Memorial Prize for Outstanding Performance in Design in 2003, and he went on to equip himself with a Master's in Architecture at Harvard University. In 2006, he won the Michael Rapuano Memorial Distinction in Design Award, and he was awarded around half a

dozen awards in the fields of architecture and design in 2016 alone. Closer home, Shroff has designed the Jaipur Modern Store, the Christian Louboutin boutiques in Mumbai and Bangkok, the La Folie Patisserie in Bandra and at

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