

# THE LEELA

MAGAZINE



These bulbs have been carved out of marble by Rooshad Shroff



into designing boutique hotels someday, let's see... I like the idea of designing an experience or a lifestyle, not just a product," says Jain.

## ROOSHAD SHROFF

Rooshad Shroff is the poster boy for millennial Indian architecture, and also an interior and furniture designer. Shroff has designed the Jaipur Modern Store in Jaipur, the Christian Louboutin boutique in Bangkok, and the La Folie Patisserie at the Palladium Mall in Mumbai. Right now he is using design to rebrand the Middle Eastern luxury men's footwear brand Private Collection, upholstering

their boutiques in Abu Dhabi, Doha and Dubai in white marble and embroidered wood. He has also designed a collection of designer rug for Coccoon Carpets, inspired by the flooring patterns of heritage bungalows, and a signature trunk for Trunks Company Jaipur.

Recently, he exhibited a series of his products in a show called 25,526, at Mumbai's Pundle gallery, in keeping with his philosophy of treating design as art. "I have consciously not gone online or through the retail space. I am showcasing my merchandise through an art gallery because of the lack of design galleries in India. I am not interested in mass production. Even considering the price points of my designs, I don't think retail is my space."

Before coming into his own, Shroff worked in the offices of ace architects such as OMA in New York City and the late Zaha Hadid. Their influence is visible in the minimal contemporary design that Shroff specialises in. "My practice involves a lot of research and development. On returning back to India, I travelled extensively and met Indian artisans and karigars, understanding traditional skills and techniques that have existed for centuries and then employing them in a more contemporary context. I draw a lot from India's design language in terms of techniques but not so much from its patterns and motifs. India is very lucky to have such a rich design legacy, a luxury most countries don't possess."

Shroff inherited a set infrastructure from his architect father, Romy Shroff, so he didn't have to worry about investing in setting up or growing a business. "I've always wanted to do my own thing. Design really is an individualistic profession. There are no rights or wrongs. I always knew I wanted to get into design, but not necessarily architecture. The holistic nature of design is something I love. I live for it," he says.

Like most millennials, the young designer admits that he logs on to Instagram for inspiration. "I am designing three stores in the



Shroff's global projects span Bangkok and the Middle East