

# ARCHITECT and INTERIORS INDIA

Inspiration and insight for architects and interior designers

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**Jaquar**  
GROUP

PRESENTS



BECAUSE 100 IS NOT JUST A NUMBER... IT IS A MILESTONE

# Rooshad Shroff

ROOSHAD SHROFF ARCHITECTURE + DESIGN

## THE ROOTS

With the lineage of an architect father and interior designer mother, it is no wonder that Rooshad Shroff decided to do what he does today. "Accompanying my father Rummy Shroff to his office, and the exposure to art, design and culture got me interested in architecture. There was no compulsion to do architecture given our background. Indeed, my parents hoped that one of us – his brother Kayraad also runs a very successful architectural practice – "would do something else," smiles Shroff.

## THE NURTURING

Rooshad received his undergraduate degree in Architecture at Cornell University, and pursued his Master's in Architecture at the Graduate School of Design at Harvard University. At the former, he was awarded the Edward Palmer York Memorial Prize for Outstanding Performance in Design, as well as the Michael Rapuano Memorial Distinction in Design award, with his graduating thesis being exhibited as part of the Emerging Talents, Emerging Technologies Exhibit at the Beijing Architecture Biennial in 2006. At Harvard, the young achiever served as a teaching assistant to renowned Spanish architect Inaki Abalos. His work produced at the GSD has been exhibited at the 2011 Venice Architecture Biennial as well as the 2011 Shanghai Expo within the Spanish Pavilion. While he has always been an admirer of Zaha Hadid – and he did work with Zaha Hadid Architects in London, as part of the design team working on projects such as the Dubai Opera House and the Zoenker Tower in Vienna, Austria – his go-to person has always been his father, for his ethics, his troubleshooting and his professional approach.

## THE FRUITS

On his return to India in June 2011, Shroff set up a practice in Mumbai which now handles projects across India and in Dubai, Abu Dhabi, Japan and Bangkok. While it remains dedicated to the realisation of interiors and buildings, the studio also operates in areas beyond the traditional boundaries of architecture, including furniture, product, fashion, publishing and graphic design. "I have always been interested in different fields of design. For me, architectural education trains you to think differently and equips you to tackle design at every scale," says the multi-faceted architect who has custom-made installations for international names such as Hermes and Christian Louboutin. The practice prides itself on its tailored R&D for each assignment, a customisation in both materiality and technique. In fact, the creation of materials tailored specifically for every project has helped create a special niche for the practice.

## THE TURNING POINTS

Christian Louboutin is a milestone, as it marked Shroff's foray into luxury retail. He has designed their Hermian Circle, Mumbai, store as well as the one in Bangkok – where he embroidered yantra tattoos (very unique to Thailand) on leather, a reference to Louboutin's unique service which allows customers to get their tattoos embroidered on their shoes. The holistic nature of his design is best manifested in Jaipur Modern, a store that 'celebrates the modern Indian craftsman' and another milestone. "We had a complete design role in this one: architecture, interiors, packaging..." says the architect.

## THE DESTINATION

The plan is to shift focus slightly away from interiors, and grow more into architecture... and also, because design transcends scale, get increasingly involved in furniture design. ■

• International practice with operations in India, Dubai, Abu Dhabi, Japan and Bangkok  
 • Worked with Zaha Hadid Architects in London  
 • Created a niche for the practice through custom-made installations for international names such as Hermes and Christian Louboutin  
 • Worked on projects such as the Dubai Opera House and the Zoenker Tower in Vienna, Austria

