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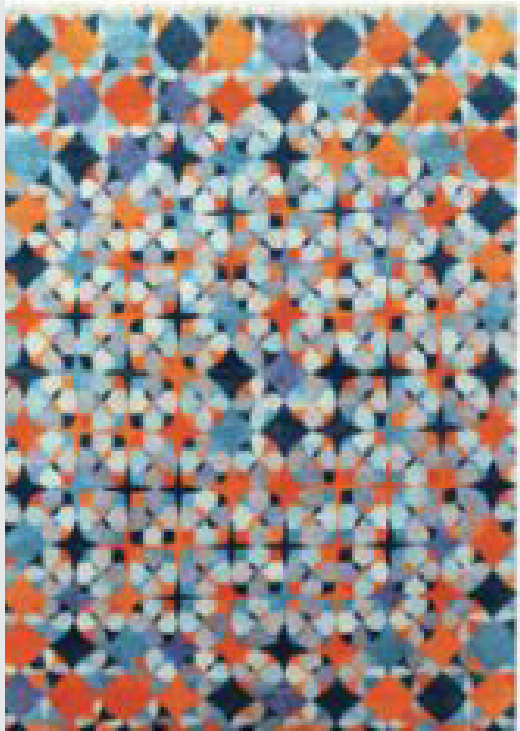
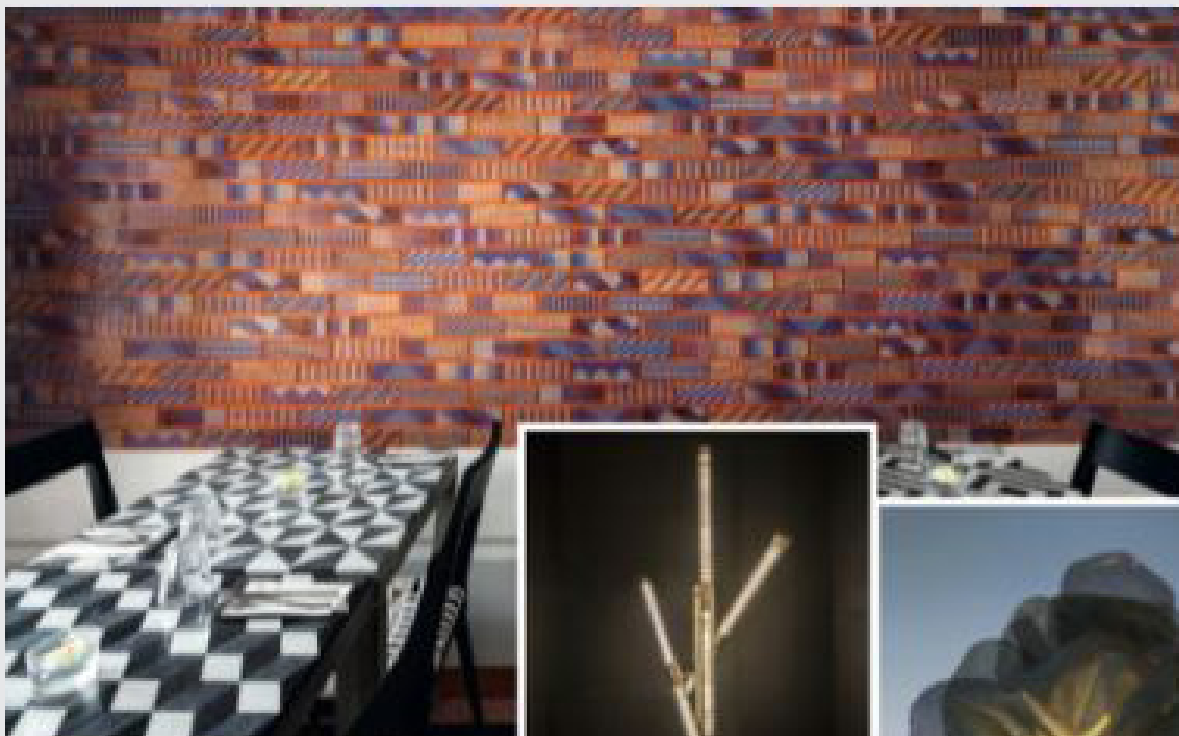
ID Symposium 2018

MEET THE SPEAKERS! FULL SCHEDULE INSIDE

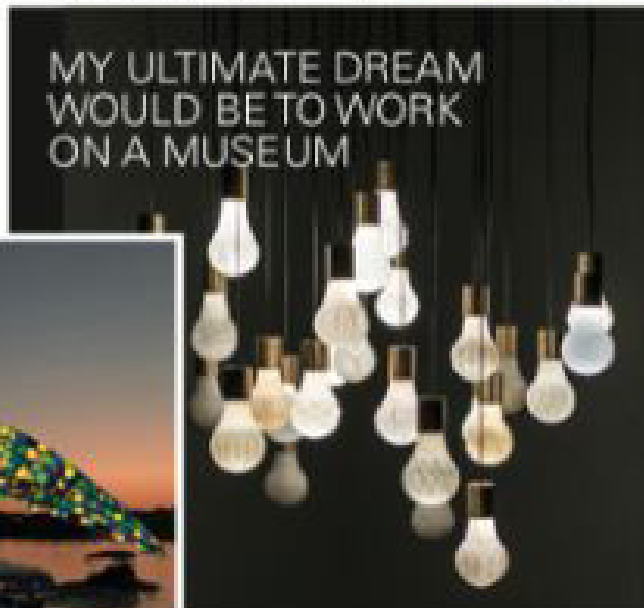
**Dinner with
friends**

13 EXQUISITE
TABLES FROM
A NIGHT TO
REMEMBER

Insightful interviews WITH RON ARAD, NEIL HARBISSEON, KENGO KUMA,
ANAVILA MISRA, ROOSHAD SHROFF **Imaginative homes** BY ANJALI MODY,
MANUU MANSHEET, KOHELIKA KOHLI, SONIA DUTT, VALERIE BARKOWSKI



Clockwise, from Top left: Jaipur Modern, one of Beuschel's favorite commercial projects; The metal rose installation was created for a pre-wedding event at The Leela, Udaipur; An EDIDA Lighting 2015 winner, the light bulbs were carved out of a single block of marble; The super-sized glass mosaic animals were also designed for the Udaipur wedding; Inspired for Cozon Fine Rugs, Tessellations won the EDIDA Flooring 2016; The Limited Edition light range was envisioned for Atmosphere. Photographs courtesy from Petit



DECOR PEOPLE



GETTING TO KNOW **ROOSHAD SHROFF**

The EDIDA Designer of the Year 2017 is a force to reckon with, as his eclectic furniture, detailed techniques and respect for diverse materials ticks all the right boxes

TEXT BY **AYMAN CONTRACTOR**

Born into a family of architects and designers, Rooshad Shroff spent his holidays either visiting buildings and museums, or his parents' office as both his father Rummy and mother Shernaz are creatives. This coupled with his formal education at Cornell and a Masters in Architecture from Harvard led to his love for design. After having worked with renowned international firms, he eventually set up his own practice in Mumbai. In his career spanning only six years, this multi-faceted creative has already done it all – from designing stores for major lifestyle brands and show apartments, to his first solo show 15,556 that showcased eclectic embroidered furniture. We sit down to have a chat with the newly crowned EDIDA Designer of the Year 2017.

I'm process oriented and also quite tactile, which requires material investigation and handmade techniques. Sometimes I face limitations, but there are ways in which you can push the material's potential. My collections reflect the method used, be it embroidery on wood, marble carving or colour sanding.

My ultimate dream would be to work on a museum. There's a larger architectural expression that one can carry forward.

I'm ecstatic to have won the EDIDA Designer of the Year. People often question furniture in terms of functionality and practicality or its comfort. There isn't that kind of appreciation for design as you have in Paris, New York or London because we don't have galleries in India where people investigate a piece of furniture beyond the utilitarian way. ♦

Website: www.rooshadshroff.com. Hear him speak at ID Symposium, India Design ID 2018 from February 22 to 24 at NSIC Grounds, New Delhi



Clockwise, from Top Left Rooshad, the reigning EDIDA India Designer of the Year; The embroidered mirror is one of the creations that landed him the coveted title; The interiors of the new Good Earth store in Jodhpur; The Embroidered collection is Rooshad's newest line; The heart table, one of his first experiments with marble; Marble carving gives the Inlay series a trippy effect