

THE ASIAN AGE

MUMBAI SUNDAY 11 MARCH 2012



Max: 33°C Min: 15°C
RH: 50% Rainfall: Nil



Creative carpentry

● ROOSHAD SHROFF,
ARCHITECT AND DESIGNER

Architecture was subconsciously engraved into my DNA. I come from a family of architects, starting with my great grandfather down to my father. My childhood was a continuous initiation into the design world, be it on family holidays that involved visits to museums and galleries, or going to my father's office and sketching over blueprints as a kid. Architecture is more than just constructing buildings. It's an art, a passion for creativity. It gives one the ability to think creatively and create a design sensitive environment.

Though trained as an architect, I have always been drawn towards other fields of design. I have experimented with products, furniture and fashion. The absolute freedom in design, not being restricted by codes has made my interest in furniture and product design grow.

My first collection of furniture, the *C-Series* attempts to highlight the amazing carpentry work that is done by craftsmen in Rajasthan. The series is a range of pieces that are hand crafted without any power tools and devoid of metal screws and fasteners. The defining feature of the series is the use of the traditional joinery techniques like dove tail joints that allows for all pieces to be dismantled easily.

Be it architecture or a piece of furniture, I tackle most of my design projects keeping in mind the end user and the interaction with the human body — so the process of creating is similar, though at different scales. Both are equally demanding and challenging.

Travelling is the greatest form of gaining inspiration and widening one's horizon. Such influences mould my thinking, which is then reflected in my work. But my dream is to work on a contemporary arts museum in India.

As told to Ayesha Tabassum



ANGLES AND ATTITUDES: (clockwise) The C-Chair series, a Dionysos platter and a wine rack

