

The



*Colour Special!*

Rs 100

# Ideal Home

*The Ideal Home and Garden, March 2012* Vol 6 Issue 5

and Garden

**REAL HOMES  
THAT REFLECT  
INTERESTING  
ANGLES  
&  
RETRO  
DESIGNS!**

*Make A  
Splash...*

With Vibrant Colours  
at Home this Season!  
Add Pops of Colour  
to Your Furniture  
and Accessories

*Texture  
Talk With  
Faux Paints*

*Go  
Eco-holi-c!*  
Play Holi the  
Eco-Friendly Way

**The  
Cushion  
Factor** EMBROIDERED,  
EMBELLISHED,  
PATTERNED OR PLAIN,  
CHOOSE YOUR FAVE!



*Go Big on Brunch*

**CRISPY MUNCHIES FOR  
THAT PERFECT DAY OUTDOORS!**

## ARTIST PROFILE

Architect and designer Rooshad Shroff attempts to revive traditional Indian handicraft techniques with his upcoming furniture line

IMPRESSIONS  
NEEHAR MISHRA  
IMAGES LE MILL

# ROOT Cause



architecture and the design field was pretty much inevitable. My childhood was a continuous initiation into the design world, be it on family holidays with visits to museums and galleries or going to my father's office and sketching over blue prints as a kid," he says.

A graduate from Cornell University, New York, with a Masters degree in architecture from Harvard University, Rooshad is a firm believer of absolute freedom in designing and this is reflected in everything he does. His very own design and research studio in Mumbai, founded in June 2011, transcends the traditional boundaries of architecture to encompass everything from furniture and other décor products to fashion, publishing and even graphic designing.

**F**or Rooshad Shroff, architecture was something engraved into his DNA. "I come from a family of architects, starting with my great-grandfather down to my father. And my mother is an interior designer, so exposure to

The latest offering from Rooshad's studio is the 'C-series' range of furniture, which blends contemporary designs with Indian handicraft techniques. Currently retailing at Le Mill in Mumbai, the 'C-series' highlights the amazing carpentry by the craftsmen in Rajasthan. A product of rigorous research and experiments with several local handicrafts that push the boundaries of the craftsmen, the collection borders between furniture and Art, taking both together to another level. "With mass production happening with the click of a button, to me, there seemed to be a sense of loss of 'authorship'. Every piece

tends to mimic a prescribed aesthetic, thereby losing its identity and the craftsmanship that goes behind it. It is this loss of authorship that prompted me to move in a direction quite against the flavour of the month and focus on 'the handmade,'" explains Rooshad.

All pieces of the C-series are hand crafted without any power tools and are devoid of metal fasteners/screws. Only traditional joinery techniques

are used, like the dove tail joint which allows the furniture to be dismantled with ease, thus facilitating easy transportation and re-assembly. This range not only tries to highlight the craft but also pushes the boundaries of the material itself - by taking on a cantilevered form which is not typically associated with wood.

The collection integrates a structurally intriguing form combining innovation, craftsmanship and good quality wood into clean-cut, purified designs. "It is important to note that all the pieces are made only from recycled old Burma teak wood that has been salvaged from construction sites and old bungalows being broken down. The designs are thus, completely environment friendly," Rooshad highlights.



### C-Bench

In the C-Bench, the cantilever is taken up to six feet in length and yet, is strong enough for a person to sit at the edge

Rooshad Shroff's 'C-series' furniture collection is available at Le Mill, Mumbai.

For details, refer to Store Map