

INDIA'S  
BEST-SELLING  
MODERN HOMES  
MAGAZINE

# Livingetc

FOR FASHIONABLE AND STYLISH HOMES

INDIA EDITION  
FEBRUARY 2012 ₹100

*Decorating Styles*

**EXIT**  
*Stereotypes*

- *Botanicals*
- **TREND**  
*Tangerine Tango*

Cook up  
a storm with  
our special

**LOVE**  
*Potion*

**BARS**  
That make  
an impact

Valentine  
Special

making room for togetherness



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## BEHIND THE DESIGN



### ROOSHAD SHROFF

As an undergraduate student of Architecture at Cornell University Rooshad was awarded the Edward Palmer York Memorial Prize for 'Outstanding performance in Design', as well as the Michael Rapuano Memorial 'Distinction in Design Award'. His graduating thesis was later exhibited as part of the Emerging Talents, Emerging Technologies Exhibit at the Beijing Architecture Biennial in 2006. In-between time spent in academia, Rooshad has also worked at the offices of architects such as Zaha Hadid Architects in London where he was part of the design team working on the Dubai Opera House among others; and at the office of OMA/REX in NYC working on the prestigious 'Dee and Charles Wily Performing Arts Center in Dallas, Texas.

#### MY INSPIRATION

I come from a family of architects, starting with my great-grandfather down to my father. My mother is an interior designer, so exposure to architecture and the design field was pretty much inevitable. 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.

Though my primary interest was architecture- I have always been drawn towards design- experimenting with products/ furniture as well as fashion- and it was the absolute freedom in design (no building codes/ restrictions) as well as the short time span for the design to be realized made my interest in furniture and product design grow.

On returning to Mumbai after 10 years, I have started a multi-disciplinary design and research studio founded in June 2011. While the practice 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.

Within the design world, there are a number of people who I look up to but I admire and am strongly influenced by Rem Koolhaas and Zaha Hadid for defining a new method and approach towards architecture/design/structure and technology.

More than the finished building, I am more driven by the design process - from concept to its realisation. For example- the highly rational methodology and analytical design process of OMA/Rem Koolhaas, for the Seattle Public Library that re-looks at program.

#### MY WORK

In an increasing technological and digital world, there was a great exposure to new fabrication techniques- and the easy access to use the laser cutter and CNC mill - it



1. Inlaid Screen
2. Sofa
3. Coffee Table
4. Platter
5. Wine Holder

introduced a new vocabulary within design that enables complex geometric forms to be manufactured with ease. While this was extremely seductive at first, there seemed to be a sense of loss of authorship- one of the craftsmen. Every piece then also begins to mimic a prescribed aesthetic. It is this loss of authorship- of the craftsmen and of place that prompted me to move in a direction quite against the flavour of the month and focus on 'the handmade'.

Hence the first collection 'C-Series' attempts to highlight the amazing carpentry work that is still possible by the craftsmen in Rajasthan. The 'C-Series' range of pieces are all handcrafted without any power tools and are devoid of metal fasteners or screws - only to use traditional joinery techniques like the dove tail joint which allows for all the pieces 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. Especially in the C-Bench where the cantilever is taken up to 6 feet in length- yet being strong enough for a person to sit at the edge. 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/ old bungalows being broken down- thereby each piece being environmentally conscious as well.

So there is an attempt to integrate a structurally intriguing form combining innovation, craftsmanship and good quality wood into a clean-cut, purified design.

#### NEXT IN LINE

I am currently working on a villa in Panvel, a store facade at Horniman Circle, a temporary art gallery space in Taj Lands end for a 4 day event at the end of March and a new furniture line.

During the last few months, I have been researching and experimenting with several local handicrafts that push the boundaries of the craftsmen.

