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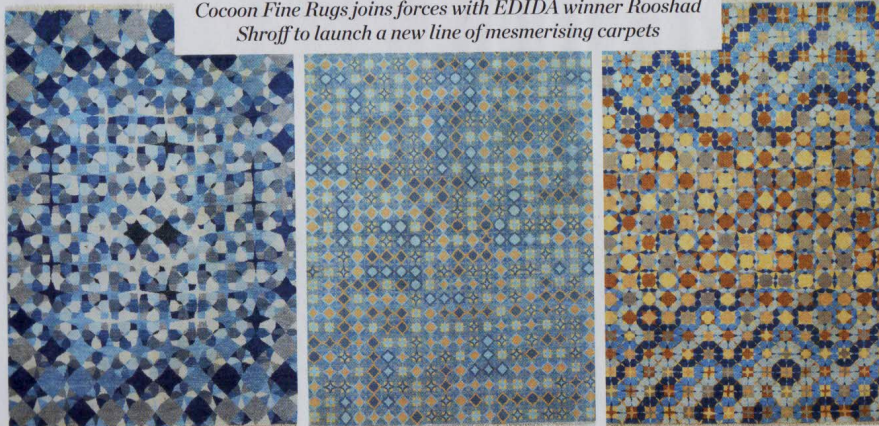
## ADVERTORIAL



Clockwise Hound's Tooth carpet in orange and blue; Frieze with tones of beige, brown and azure; Argyle that incorporates star patterns; Croquis in blue and grey tones

### GROUND REALITY MAKING WAVES

*Cocoon Fine Rugs joins forces with EDIDA winner Rooshad Shroff to launch a new line of mesmerising carpets*



India's premier carpet house Cocoon Fine Rugs, in its second collaboration, tied up with multi-disciplinary designer and architect Rooshad Shroff. Their partnership resulted in a hypnotic collection of limited edition rugs called Tessallations, inspired by heritage flooring patterns from around the world and the legendary MC Escher's practice. Talking about the association, Ayush Choudhary, MD, Cocoon Fine Rugs, explained, "With our collaboration with Rooshad, we hope to bring a refreshing new range of carpets that boast of bright colours, traditional designs and modern techniques. It has taken us over a year to get these ready and it has been an enriching and insightful journey for us." Each of the seven pieces reflects the Mumbai based creative's impeccable sense of design and Cocoon Fine Rugs' flawless techniques and know-how with the finest blend of wool.

Visit the showrooms at Dr Annie Besant Road, Worli, Mumbai 18. Tel: (022) 24928647; 100 Feet Road, Indiranagar, Bengaluru 38. Tel: (080) 25201120; Pretoria Street, Kolkata 71. Tel: (033) 22907390. Website: [www.cocooncarpets.com](http://www.cocooncarpets.com)



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Foulard is one of the seven carpets from the Tessellations range, designed by Rooshad Shroff for Cocoon Fine Rugs

## FLYING COLOURS HYPNOTIC MIX

*EDIDA winner Rooshad Shroff's first line of animated floor carpets*

Renowned Dutch graphic artist MC Escher would be proud. Architect and multi-disciplinary designer Rooshad Shroff took a method popularised by him and adopted it as his own. For his first collaboration with leading carpet label Cocoon Fine Rugs, the creative envisioned a series of seven handmade floor carpets in vivid hues that instantly mesmerise. Talking about the inspiration behind his work, Mumbai based Rooshad explained, "There were a couple of influences that went into this, including heritage flooring from around the world with geometric as well as Moorish and Islamic patterns. I took simple shapes like an octagon or a star and morphed and merged these into each other using different transformations. It was a very graphic exercise." Serendipitously, he had begun working on his series a few months before even meeting Cocoon Fine Rugs' Managing Director, Ayush Choudhary. ♦ **Aditi Gokhonde**

**Website:** [www.rooshadshroff.com/rooshadshroff](http://www.rooshadshroff.com/rooshadshroff)