

Livingetc

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DESIGN / PROFILE

A Life In Design

ROOSHAD SHROFF

A rising star on the horizon of Indian design, Rooshad Shroff, after initial years with Zaha Hadid moved a 180-degrees from computer-aided high precision designs to the hand-crafting skills of artisans.



Words/Mridula Sharma



CLOCKWISE FROM LEFT: Rooshad Shroff; mirror from the 'Crack Me Up' LE series wherein a mirror is cut into different crack profiles and then are filled with zardosi embroidery on wood; marble bulb lamps and paint-marbled table.



Though an architect, Rooshad found his calling in working with craftspersons and imbuing the traditional skills with an ultra-modern vibe. In addition to his years of learning and experience (first three years in Mumbai and the next five years at none other than the prestigious Cornell and Harvard Universities) Rooshad has worked and moved from New York to London and now Mumbai. We at LIVINGETC love the international edge he lends to all that he delves in—be it the embroidered wood panels, the marble lights or the marbling effect with layers of paint. He seems to enjoy the experience of working with artisans, and we love the fact that there is an organic skill upgradation that is taking place simultaneously. Rooshad talks about his journey so far:

As a young architect, just out of college, how did the Zaha Hadid sensibility impact you? Are your current convictions anything the result of an antithesis?

For a long period of time prior to me working with Zaha, I was obsessed with the work of her practice and her approach towards design. The language of Zaha was revolutionary, breaking boundaries within the design world to create forms