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TRADEFAIR SPECIAL:
MUMBAI



"Of course, great hotels have always been social ideas,
flawless mirrors to the particular societies they service."

Joan Didion



INSIDE:

FOCUS : HOTELS PROJECTS : LIGHTING, SUSTAINABILITY COMMUNITY

WANDERLUST SPOTLIGHT : INDIAN DESIGN FURNITURE

Whether a design, an art object, a building, a piece of furniture or even an idea at the firm is conceived and is centered around the taste and desire of their clients. "With every assignment, we try to do something different. We combine our assets in terms of cultural talent and handicraft techniques, with the modernity of new-age raw materials and technology," he adds.

Delving into the art of creative alchemy, Riya Kapoor, Creative Director, Quba Homes began curating luxury furniture in 2019 after observing an increasing demand in the industry. The design firm curates thoughtful designs to make each space a pleasure to live in. "We prioritize a thorough understanding of the materials, and focus on quality manufacturing to provide the best design solutions. Luxurious living is all about investing in furniture made with high-quality materials, timeless designs and exemplary finishing. Once we perfect our techniques, we experiment with exciting color and material combinations that set Quba Homes a cut above the rest. Quality design then becomes a prerequisite for everything we do," says Kapoor who worked under architect Sonali Bhagwati for seven years before establishing her firm in New Delhi.



Riya Kapoor

While elaborating on her latest bespoke collection 'Quasi by Quba Homes', Kapoor points out that the contemporary range has a material play attuned to Neo-classicism and Modernism. Inspired by the Western Cultural Movement, the furniture pieces manifest a clean, sleek, bold look and are defined by symmetrical geometric shapes and minimal design. The intricate marriage of avant-garde materials, including leather and metals like brass, has amplified the attainment of these two design styles. "There are many aspects to consider when designing any piece of furniture. But, without it being functional, the design is a fail, however aesthetically pleasing it might be. So, a practical design is a priority, followed by its visual appeal and other features," she adds.



quba homes | gurgaon



Trends That Shape Indian Furniture Industry

As the boundaries are being pushed in the realm of the creative synergy between fashion and product design has proven to be an irresistible force. Over the years, this fusion of disciplines has inspired many fashion designers to create a furniture collection that is as inspiring as they are functional. With a degree in Fashion and Business from the Academy of Art University and FIDM, Sharon Sethi returned to India to join her now partner and cofounder Daera Life, Jannat Madhok, an alumna of the University of Southern California who started as an Architecture Major but transitioned into the Fine Arts, specializing in Graphic Design. The young designers constantly strive to reduce the carbon footprint, optimize waste and contribute to the circular economy in an energy-efficient, sustainable and eco-friendly manner.



Sharon Sethi



Jannat Gill

"We only work with legit or licensed vendors who supply ethically sourced wood", says Jannat, co-founder of Daera Life. Their furniture is usually made of recycled or reclaimed wood used for furniture, buildings and structures in the past. "We season the wood suitably to prevent it from cracking or breaking and thus make it more durable", adds Sharon. In addition, we prioritize using water-based polish and lead-free paint," she adds.



daera life | new delhi



agam design studio | bharu kappara



Indicative of the name, the moon's phases inspire the 'Daera Lunar' collection. Crescent and circular forms are seen throughout the collection in perfectly rounded teak wood members, cane accents and hand-polished marble. On the other hand, the 'Daera X Canceled Plans' collection focuses on sustainability with the use of fabrics woven from pharmaceutical waste and the use of lead-free paint. "The Bauhaus era inspires the futuristic forms of our Daera X Canceled Plans collection. Metal has been used to draw attention to the waste set in resin and sustainable fabrics that mimic topographical maps to symbolize paths taken," elaborates Sharon.

The designer duo emphasizes the functionality aspect while designing furniture. "Functionality goes hand in hand with ergonomics while designing furniture. A piece can look aesthetically pleasing, but if it's uncomfortable or not useful, it is not serving the purpose," she says.

Agrees Sajal Lamba, co-founder and director of Wivver, a luxury furniture brand that synergizes rare craftsmanship and material innovation. "Functionality and design are two pillars of furniture making; one cannot happen without the other. While design determines the aesthetic appeal of a piece, functionality ensures that it is usable and serves its intended purpose. Without functionality, a piece of furniture may look good but be impractical or uncomfortable to use, while without design, it may lack visual appeal and fail to capture consumers' attention."



Agrees Sajal Lamba

Innovative Materials, Technology and Manufacturing process

Architect and furniture designer Nandha Ravichandran of Agam Design Studio thrives through the creative cultivation of new ideas. An alumnus of NID Ahmedabad, Ravichandran finds inspiration in the beauty of nature and its endless diversity of shapes, colors, and textures. "We draw inspiration from natural elements and patterns, such as the Likayo theme, which incorporates cane weaves and wooden boxes to emulate the natural habitat of birds. We are also inspired by traditional furniture and crafts from different cultures, such as Japanese, Indian, and Scandinavian designs. Their elegant simplicity and attention to detail inform our own design philosophy, and we strive to create furniture that is both functional and aesthetically pleasing. By combining these influences with our own unique perspective, we aim to create furniture that is timeless and evocative, yet practical and accessible."



Nandha Ravichandran

agam design studio | bharu kappara



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Agam Design Studio, Kuttakappam



Genia life | new delhi



yashika luthra | new delhi



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roshni street | mumbai



in centre for applied arts | new delhi

agam design studio | kuttakappam



The brand's USP lies in the unique combination of design and materials that they use to craft furniture. While each of their themes has a story to tell, it's the material they use that helps them convey their true essence. "We have identified four primary materials - teak, cane, cord, and brass - that serve as the building blocks of our design philosophy. Using these materials we create evocative furniture that strikes a deep emotional chord with our customers."

Their Ukijo theme inspired by the transient nature of life, features cantilevered wooden boxes enclosed by cane weaves and is supported by wooden legs. Brass inlays emulate rays of the morning sun passing through a bird's nest resting on a treetop, giving the product a unique look and feel.

Furniture designer Yashika Luthra who designs furniture with her innovative and avant-garde approach continues to push the boundaries of material and process. With a degree in product design from Singapore's prestigious LASALLE College of the Arts, Luthra established a concept-based design firm focusing on Neo classical fusion concept. "The use of columns, gold, classical reliefs, restrained decoration, and satin upholstery are characteristics of neoclassical furniture. Our handcrafted designs are made from teak wood which adds a royal look besides adding a longer shelf life to our range," she says.



Yashika Luthra

Exciting Times Ahead

With designers celebrating the free flow of design, today furniture is seen as more than an ergonomic solid - as a piece of a larger narrative that takes us along the space. People have come to discover that trends like minimalism do not point to repetitive pieces - but point to an exclusive approach to the style in itself. This has also given a great leap for the designers to come and explore the possibilities in design and connect different styles for giving that exact meaning a piece of furniture seeks. "It is high time that we look beyond the neutrality of organic styles and bring

out the daring hints of color and texture where a color as bold as the color of the year viva magenta can find its own place. The expressive persona of such colors takes over the textures to bring in more gradients, grains and freestyle strokes that are handcrafted and ready to adapt to the form and styling of any furniture," says furniture designer Punam Kalra.



Punam Kalra

Equipped with an engineering background, Kalra was influenced and inspired by the graceful fluidity of Zaha Hadid's works. The futuristic stance of Hadid's products like the Z-scape line of furniture not only celebrates the free flow of design but also gives us a whiff of excitement that the contemporary palettes bring in. "I look for that same excitement with imaginative silhouettes and mixed-media palettes that stand proud with a native make. The authentic touch of Indian artistry and the nostalgia of the forgotten crafts in creating such one-of-a-kind pieces makes my work rather experimental," she adds.

The boom in the Indian interior designer market is attributed to the booming real estate, rising income levels and urbanization which are soaring presently. This has led to a surge in demand for ID services and other related commodities like hard and soft finishes. "Luxury furniture is now viewed as an investment rather than a frivolous indulgence. As a result, consumers are placing greater emphasis on quality, durability, and most importantly, craftsmanship," says Sajjal Lamba.

The overall furniture market in India is at \$16 billion (Rs 1.3 lakh crore), and is poised to double by 2027. On the product front, eco-friendly, customer friendly, easy to handle, and multifunctional furniture has a promising future. "As newer segments of consumers emerge, the ability to target these niche segments in a sustainable, profitable manner will become increasingly important. Having said that, I believe that good designs that are long lasting, durable, and aesthetically pleasing will never go out of style," he concludes. ■



quda horizon | punagam

product watch



faucet: american standard

Part of the Kavellio collection, the faucet combines ergonomic lines and incorporates eco-friendly features like ComfortMove and EcoStart. The ComfortMove function utilizes a ceramic cartridge to ensure a smooth and consistent water flow while accurately regulating consumption. The EcoStart function is designed to save energy by discharging cold water first, thereby preventing the boiler from heating up unnecessarily. This single-lever faucet is capable of saving up to 30 per cent of energy, making it an excellent choice for environmentally conscious individuals.

www.americanstandard.in



faucets: hafele

Part of the Blanco collection, these faucets are available in a sleek chrome plated finish. They come in several colors that match the look and texture of the Blanco SILGRANIT sinks. The Blanco CARBINA faucets have extendable spouts, which promote easy cleaning even in hard-to-reach areas.

www.hafeleindia.com



lamps: orange tree

The Killa collection offers contemporary designs that are inspired by different cultural heritage. Inspired by perforated screens, these lamps feature intricate geometric patterns on dark brown finished iron. The Jodha collection, reminiscent of Mughal and Rajput architecture, is defined by its gold, black, and copper finishes against warm walnut wood.

www.orangetree.in

ravelled coffee table: quba homes

The Quasi collection features the Ravelled Coffee Table defined by its symmetrical geometric shapes, minimal design, and fine lines. It's made of wood and metal which makes the coffee table sturdy and reliable.

www.qubahomes.com



furniture: furnitech luxe

Part of the Iris collection, the furniture is designed using premium Italian faux leather. It is pet-friendly, scratch-resistant and is available in different colours and aesthetics. It is produced through recyclable materials, ensuring zero wastage during the process.

www.furnitech.in

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