



A CLASS ACT

Architect-cum-interior designer Rooshad Shroff is merging traditional Indian craftsmanship with contemporary designs

ROOSHAD SHROFF is the new-kid-on-the-block in the world of interior design and architecture. At 33, he's charting a design sensibility that's driven by his love for ages-old Indian crafts. So, his lines of furniture as well as the homes outfitted by him always feature traditional handwork in stone and wood.

BY SUSHMITA BISWAS

His signature style makes a strong case for traditional carpentry methods that have been neglected in recent times. He's relying heavily on joinery that uses only wooden elements to build furniture, rejecting modern joining techniques which use adhesives and

screws in woodwork. So, a Rooshad Shroff piece of furniture will be constructed minus any screws or bolts. He's also mastered the art of using embroidery on wood!

"I wanted to test the Indian market with my range of furniture that's designed using techniques that are different," he says.

Shroff's company, Rooshad Shroff Architecture + Design, was set up in Mumbai in 2011. Right away, he went full-steam

PROFILE
PLATINUM

DESIGN DEN

(FACING PAGE) The interiors of a show-flat designed by Shroff for Oberoi Realty in Mumbai; **(LEFT)** Rooshad, at home, sitting on his award-winning, origami-inspired stainless steel chair; **(BOTTOM)** Shroff's chair is made from recycled Burma teak that has been handcrafted naturally and does not use any screws

ahead with custom-made interiors of private residences, restaurants and lifestyle stores while designing his line of furniture on the side. Taking his designs to yet another level, he also began custom-building furniture exclusively for clients.

Though his label is young, his client-list is already brimming with heavyweights — industrialists, restaurateurs and real-estate biggies.

What his clients love about his work are his out-of-the-box ideas. For instance, his signature style of doing embroidery on wood has been a runaway success. He explains the process, “We drill holes close together and then the thickness of the wood is embroidered using threads.” His collection also includes chairs, dining tables, and screens. Prices, of course, are on request.

He honed his embroidery skills with much help from his close friend and craft and textile entrepreneur, Maximiliano Modesti, the creative mind behind Les Ateliers 2M, a design studio based in both Paris and Mumbai. He says, “At his embroidery workshop in Mumbai, I learnt embroidery techniques and how they could be implemented in furniture.”

He's partial to natural materials like wood, stone and marble for his collections. His 'C-series' line, which he introduced in 2012, is all about heavily recycled Burma teak chairs that have been handcrafted, naturally, and without the use of any screws.

