Exploring Design

Focusing on the handmade

In a world where progress is defined by technology, architect Rooshad Shroff declares the importance of craftsmanship in the legacy and evolution of design. In his debut show titled 15,556 held recently in New Delhi, Shroff displayed his latest collection of handcrafted design. The title of the show represents the number of man hours that were put into creating his line of handmade furniture, made using legacy techniques like embroidery, joinery and carving.

Architecture+Design features some of the designs from his new collection —





Embroidered C-Chair

Made using 5,600m of cotton thread using zardosi embroidery – French knot technique. All wooden pieces are made using traditional joinery techniques which helps dismantle and flatten all pieces for ease of shipping.



Cantilevered Coffee Table

This coffee table with a glass top is made using coloured sanding technique. The glass is painted with PU paint and layers of lacquer for gloss



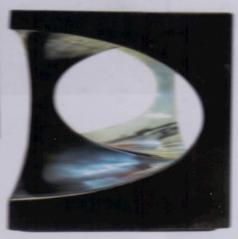


Rooshad Shroff Architecture + Design (RS A+D) is a multi-disciplinary design and research studio. Founded in June 2011 in Mumbal by Rooshad Shroff, the architectural gradition predominantly dedicated to the realisation of spaces soon developed its own design department, operating at nano-scales crafting bespoke furniture, products and materials. Using traditional Indian techniques and making it a point of honour to re-actualise the handmade, it became a reference within the design world for highly sophisticated. pieces. Rooshad Shroff received his undergraduate degree in Architecture at Cornell University where he was awarded the Edward Palmer York Memorial Prize for Outstanding performance in Design, as well as the Michael Repuano 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.



Heart Tables

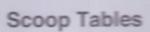
Like the totam stocks, these are also monolythic blocks of white Makrana and black Bheslana marble carved into side tables.



Pring This circ made us

Pringle Table

This circular dining table has also been made using coloured sanding technique



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