ARCHITECT and INTERIORS INDIA

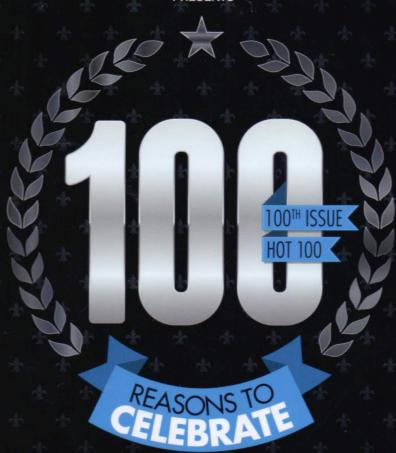
Inspiration and insight for architects and interior designers

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PRESENTS



BECAUSE 100 IS NOT JUST A NUMBER ... IT IS A MILESTONE

Rooshad Shroff

ROOSHAD SHROFF ARCHITECTURE + DESIGN

THE RIDORS

With the lineage of an architect lather and interior designer mather, it is no wander that Rosshad Street decided to do what he does today. "Accompanying my lather Rumy Street to his office, and the exposure to art, design and culture get me interested in architecture. There was no compulsion to do architecture given our background, indeed, my parents haped that one of us"—his brother Ruyand also turns a very somewhall architectural practice—"would do something else," smales Street.

THE NURTURING

Rooshad received his undergraduate degree in Architecture at Carnell University, and pursued his Master's in Architecture at the Graduate School of Design at Flarward University. At the immer, he was awarded the Edward Palmer York Memorial Prize for Outstanding Performance in Design, as well as the Michael Rapuano Memorial Distinction in Design award, with his graduating thesis being exhibited as part of the Emerging Talents, Emerging Technologies Exhibit at the Beijing Architecture Biennial in 2006. At Flarward, the young achiever served as a teaching assistant to recovered Spanish architect Inski Abalos. Fis work produced at the GSD has been exhibited at the 2001 Venice. Architecture Biennial as well as the 2001 Shanghai Expo within the Spanish Parallan. While he has always been an adminer of Zaha Fladid — and he did work with Zaha Fladid Architects in Lundon, as part of the design team working on projects such as the Dubai Opera Florace and the Zoenkier Tower in Vienna, Austria— his go-to person has always been his father, for his ethics, his troubleshooting and his professional approach.

THE FRUITS

On his setum to India in June 2011, Shruff set up a practice in Munition which now handles p across India and in Dubai, Abu Dhabi, Japan and Bangkok. While it remains dedicated to the realisation of interiors and buildings, the studio also operates in areas beyond the traditional boundaries of architecture, including furniture, product, fashion, publishing and graphic design. "I have always been interested in different fields of design. For me, architectural education trains you to think differently and equips you to tackle design at every scale," says the multi-faceted architect who has custom-made installations for international names such as Hermes and Christian Louboutin. The practice prides itself on its tailored R&D for each assignment, a customisation in both materiality and technique. In fact, the creation of materials tailored specifically for every project has believed create a special tricke for the practice.

THE TURNING POINTS

Christian Louboutin is a milestone, as it marked Shruff's inny into luxury retail. He has designed their Homiman Circle. Mumbus, store as well as the one in Bangkok - where he embraidered yearins tations (very unique to Thailand) on leather, a reference to Louboutin's unique service which allows customers to get their nations embraidered on their shoes. The holistic nature of his design is best manifested in Jaipur Modern, a store that 'orielecture for modern ladian craftsman' and another milestone. "We had a complete design rule in this one architecture, interiors, packaging..." says the architecture.

THE DESTINATION

The plan is to shift focus slightly away from interiors, and growmore into architecture—and also, because design transcends soil get increasingly involved in furniture design.

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