

# THE NEW POWER GRADS

SOME OF THEIR JOURNEYS MAY NOT SPAN EVEN A DECADE BUT THEY HAVE ARRIVED IN TERMS OF HAVING A SHARE OF VOICE, A MUCH-COVETED PLACE IN THE HEARTS OF MILLIONS AND A TRAJECTORY FILLED WITH INDIVIDUALISM AND VISION. HELLO! PRESENTS THE NEW POWERPACK ACROSS VARIED INDUSTRIES



## ROOSHAD SHROFF

**Who:** Architect and product designer

**Education:** Graduate from Harvard University's Graduate School of Design and has a Bachelor's degree from Cornell University

**Disruptive Ideas:** While his Hermès window displays are much-awaited every season, two months ago, when the design maverick launched *The Gyaan Project*, it made news and how! From the Ambanis to the Kapoors, everyone came in to put their best bids on a collection of marble plates. Rooshad translated the designs of 12 creative minds – from Christian Louboutin to Bijoy Jain – on to inlay marble plates hand-crafted in Agra in a celebration of Indian craftsmanship. Not only did the project raise money to fund the construction of a girls' education centre in Jaisalmer, Rajasthan, it also engaged in contemporising traditional Indian crafts and offered employment to a team of craftsmen, for over a year-and-a-half.

**Milestone Moves:** Awarded the Edward Palmer York Memorial Prize for Outstanding performance in Design as well as the Michael Rapuano Memorial Distinction in Design Award. India's oldest and most reputed gallery, Pundoles represented Shroff's colourful, playful and innovative furniture by hosting a solo show for him, only five years into his career.

**View on Leadership:** "Leadership should embody certain fundamental values like integrity, moral compass, responsibility as well as exude confidence and influence. For me, it would be more of the values one embodies."

**Looking Ahead:** The girls' education centre in Jaisalmer is scheduled to open on 21 March. He's completing work on Sonam Kapoor Ahuja's home in Delhi and Isha Ambani's office in Mumbai.