

## ARTIST PROFILE

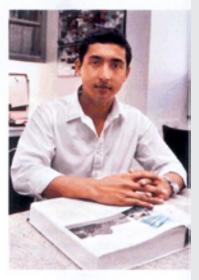
Architect and designer Rooshad Shroff attempts to revive traditional Indian handicraft techniques with his upcoming furniture line

> IMPRESSIONS NEEHAR MISHRA IMAGES LE MILL





or Rooshad Shroff,
architecture was
something engraved intohis DNA. "I come from a family
of architects, starting with my
great-grandfather down to my
father. And my mother is an
interior designer, so exposure to



architecture and the design field was pretty much inevitable. My childhood was a continuous initiation into the design world, be it on family holidays with visits to museums and galleries or going to my father's office and sketching over blue prints as a kid," he says.

A graduate from Cornell University, New York, with a Masters degree in architecture from Harvard University, Rooshad is a firm believer of absolute freedom in designing and this is reflected in everything he does. His very own design and research studio in Mumbai, founded in June 2011, transcends the traditional boundaries of architecture to encompass everything from furniture and other décor products to fashion, publishing and even graphic designing.

The latest offering from Rooshad's studio is the 'C-series' range of furniture, which blends contemporary designs with Indian handicraft techniques. Currently retailing at Le Mill in Mumbai, the 'C-series' highlights the amazing carpentry by the craftsmen in Rajasthan. A product of rigorous research and experiments with several local handicrafts that push the boundaries of the craftsmen, the collection borders between furniture and Art, taking both together to another level. "With mass production happening with the click of a button, to me, there seemed to be a sense of loss of 'authorship'. Every piece tends to mimic a prescribed aesthetic, thereby losing its identity and the craftsmanship that goes behind it. It is this loss of authorship that prompted me to move in a direction quite against the flavour of the month and focus on 'the handmade'," explains Rooshad.

All pieces of the C-series are hand crafted without any power tools and are devoid of metal fasteners/screws. Only traditional joinery techniques are used, like the dove tail joint which allows the furniture to be dismantled with ease, thus facilitating easy transportation and re-assembly. This range not only tries to highlight the craft but also pushes the boundaries of the material itself - by taking on a cantilevered form which is not typically associated with wood.

The collection integrates intriguing structurally Ŕ form combining innovation, craftsmanship and good quality wood into clean-cut, purified designs. "It is important to note that all the pieces are made only from recycled old Burma teak wood that has been salvaged from construction sites and old bungalows being broken down. The designs are thus, completely environment friendly," Rooshad highlights.

