

## CULTURE

# A look at the India showcase at Salone del Mobile 2023 in Milan

Here's what India had to offer at Salone del Mobile 2023 in Milan, the world's biggest platform to showcase brands.

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*Phantom Hands*

The prestigious Salone del Mobile, Milano is in its 61st edition this year, and has seen one of the highest number of visitors ever. With industry insiders, students, design experts and enthusiasts making their way to the fair, it is certainly one of the best platforms to showcase your collection to a global audience. Here's what India brought to Milan Design Week in 2023.

## Jaipur Rugs





A brand known for its ancient weaving traditions and generational craftsmanship, Jaipur Rugs collaborated with AD100 designer Pavitra Rajaram to launch their new selection under ‘The Majnun Collection’. The first showcase took place at this year’s Salone del Mobile fair where Rajaram along with Yogesh Chaudhary, director of Jaipur Rugs, unveiled the collection. “Design is always in a continuum. Motifs that have stood the test of time must be revisited and reinterpreted in unique ways. That’s how design travels and design legacies are kept alive. With Majnun, I wanted to create a collection that is as old as it is new, with its roots steeped in the iconic carpet traditions of India, Persia and China, but interpreted in a modern idiom,” she says. From the traditional shikargah motif to an English *sipahi* and a fiery sakya design, the collection is varied in style yet weaves in the designer and brand’s philosophy to celebrate art as a historic, cultural legacy.

## Orvi





A brand synonymous with creating beautiful surfaces using technology and traditional craftsmanship, Orvi launched a series of bespoke furniture collections at this year's Milan Design Week. Using the same materiality such as stone inlays, brass wires, woodwork and more, these new pieces showcase the brand's innovativeness in going beyond the surface and utilising handcrafted techniques akin to India. The 'Spolium Collection' features pieces created by inlaying stone in stone with the texture resembling crocodile's skin. 'Rastro Collection', on the other hand, emulates the natural process occurring in wood with an aesthetic pattern on the surface resembling trails left behind by wood ants. The 'Macrame Collection' is inspired by vintage and Renaissance architecture using marble, stone, brass and wood. Furniture inspired by the Memphis Movement of the 1980s, the 'Quadro Collection' has classic check patterns in colourful compositions making a bold, stylish statement.

## Arisaa

*Arisaa*

One of the two Indian brands shortlisted for SaloneSatellite that sheds a spotlight on young designers under 35, Arisaa is founded by Aashka Shah and showcased its 'Objects of Culture' collection. Inspired by Indian weaves and traditional embroidery from four

corners of the country, it transforms them into contemporary products such as hand-painted totems, intricately woven rugs, and sculptural wall decor pieces. Motifs and patterns of Nagaland's Loin Loom weaving technique are converted into hand-knotted rug and wall hanging. Similarly, the intricate weaving method of Patola from Patan is also displayed in a simplified version in the collection. Phulkari-inspired designs bring a touch of Punjab's rich cultural heritage with a modern twist with a woven pit-loom rug and totem. And lastly, Kasuti, a traditional embroidery technique from Karnataka finds its way into the collection through hand-painted wooden totems and an intricately woven rug.

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## Art Attaichi

Art Attaichi

Another Indian brand under SaloneSatellite this year, Art Attaichi is helmed by architect and art connoisseur Fainy Thakor, and displayed Idika and Ira series from its 'Aarambh Collection'. A limited edition collection of sculptural pieces, it represents something that is primitive but in a contemporary way. "It's an attempt to create a

sentimental longing for the past and connect us with traditional style in a way that it doesn't lose its originality," she says. Each piece is designed and handcrafted blending the old with the new. The Idika series features traditional materials like wood and brass presented in a modern way. Ira, on the other hand, is a luxe black and gold combo created using black stone with accents of brass. Art Attaichi also made its way to another exhibition called 1000 Vases taking place at Corso Como where 50 global artists were invited to interpret the colour blue with their one-of-a-kind vases.

## Phantom Hands

*Phantom Hands*

Salone del Mobile turns Milan into a complete design district with several exhibitions and events taking place at various venues in the city. Phantom Hands, which makes handcrafted, design-driven furniture rooted in Indian Modernism, also showcased at

one such exhibition. Showcasing at the INODA+SVEJE Gallery, the brand launched a series of new collections by designers Klemens Grund, BIG-GAME, x+l and Nityan Unnikrishnan, along with a display of their INODA+SVEJE, Derek Welsh and Project Chandigarh collections. While the 'Niwar Collection' is designed by Swiss design studio BIG-GAME for Phantom Hands, x+l Designs are an Amsterdam-based design duo, and the 'Nandi Collection' is by Switzerland-based designer Klemens Grund; the 'Palakkad Chair' is designed by Goa-based artist and furniture designer Nityan Unnikrishnan. A selection of curated pieces from their catalogue were also exhibited including floor lamps, armchairs, book shelves, benches, and more.

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## Vikram Goyal

*Vikram Goyal*

AD100 designer Vikram Goyal of his eponymous studio, made his debut at Milan Design Week with his select works being showcased at the prestigious Nilufar Depot founded by design icon Nina Yashar. Part of the 'The Bright Side of Design' exhibit, Goyal displayed a series of limited edition pieces reflecting his studio's innovative craftsmanship while composing a new contemporary design vocabulary from India. Featuring brass objects that balance beauty and functionality, the display included the

'Archimedes' Twist' console, 'Braque's Geometry' wall sconce, 'Thar' bar cabinet and 'Geodesic' table among others. Nilufar Depot is in a former silverware factory building that is inspired by La Scala Opera House in Milan. Goyal's works found a natural home in this inventive space and led to an exciting association with Yashar's singular vision, a reference point for artistry and collectible contemporary design.

## The Design Village Foundation

*The Design Village Foundation*

The only Indian institute selected to exhibit at SaloneSatellite this year, The Design Village Foundation is a Noida-based school that aims to inspire designers of the future and connect design with impact. They presented a collection from their annual exhibition 'Dreamdoing' that showcases their unique pedagogical model and a few projects which are examples of this shift in design philosophy. These projects by students as well as the institute's collaborative efforts ranged from outlining the impact on women through fashion and textile design to handling the food crisis of the refugee communities in New Delhi. Sustainable approaches to design, healthy living choices and techniques of speculative and critical design that are reflective of the future made it to their showcase.

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DECORATING

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DECORATING

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