

# BLACKBOOK

INDIA'S LUXURY INSIDER

“International design firms will dilute India's architectural identity”

## SANJAY PURI

PRINCIPAL ARCHITECT,  
SANJAY PURI ARCHITECTS

### The Last Impression

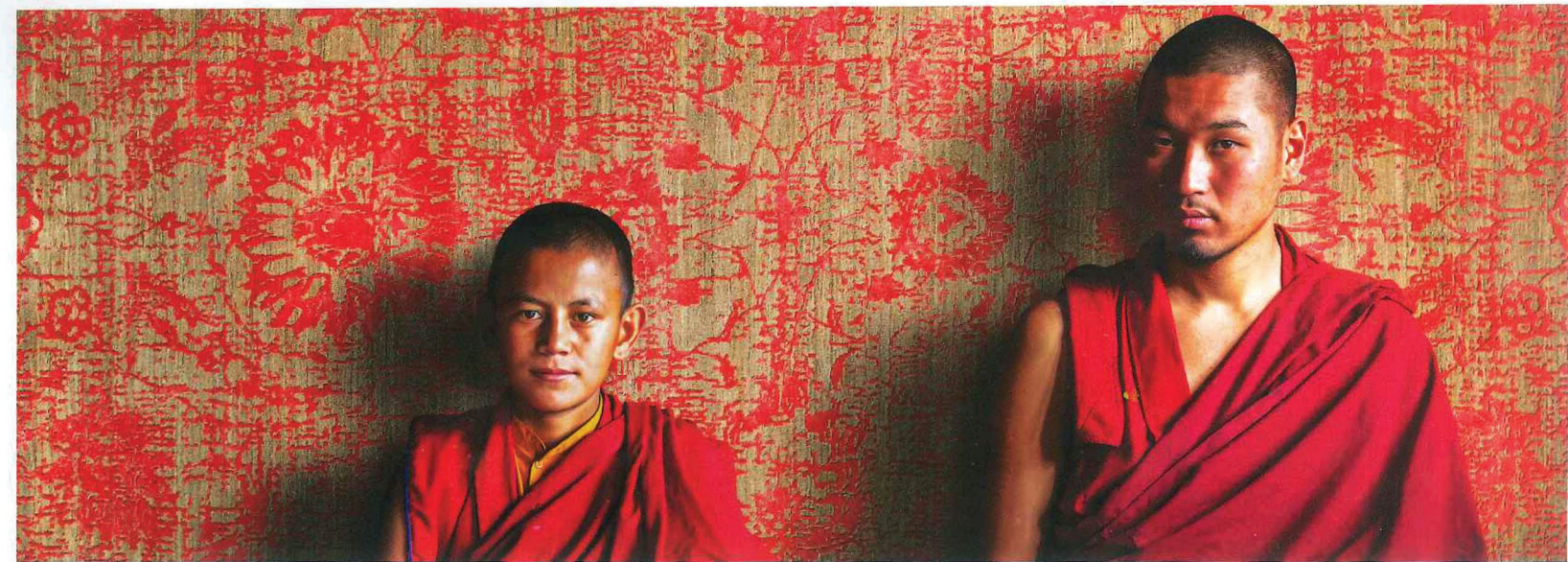
The next generation is taking forward the family name on its own terms

### In Conversation

Qatar Airway's H.E. Akbar Al Baker on what is holding back the Indian aviation sector

### Point of View

Are the steep price tags of luxury residential developments justified?



Chaos Theory by Kavi is a contemporary rug line inspired by the spontaneity and organic beauty of nature

I went to the US to study interior design and I realised that it was not for me. I took a summer class in fashion design at Parsons The New School of Design in NY and I really enjoyed the textile portion of the course. I then decided to enroll in an undergraduate program in textile design. I created my first Sumac collection, an Oriental style rug, with the help of my sister Asha and uncle Mahesh. It was an exciting process and we won America's magnificent rug award for it.

Ironically, as a child I had never been remotely interested in rugs, because the dark and dirty colours created by the heavy antique wash never appealed to me. I could not see the art and beauty in it. But gradually, working in our design studio and interning at textile studios in Chicago and New York, I saw the incredible opportunity that lay in front of me. As silly as it sounds, it was only when I travelled the world that I realised that my family is involved in a business I love!

I have been mentored by my parents and elder sisters, Asha and Archana. As a student I was extremely shy and lacked confidence. But my parents pushed me to explore and experience different dimensions of business and life. My father is my friend and he inspires me. To him, business is not a fragment of life but it is life itself. He taught me to accept the good and the bad and at the same time, gave me the space to learn and grow at my own pace. We constantly bounce ideas off each other and also share feedback — positive and negative. He is very progressive and we share many common interests and enjoy a similar working style which is spontaneous, intuitive and chaotic!

Chaos Theory by Kavi was created as a result of my travels to Europe. The collection is inspired by the spontaneity and organic beauty of nature. I worked on contemporary rug designs that allowed our natural expressions to emerge, rather than create something new which we did not understand well. Working on classical designs as a young designer was a challenging experience, because it is an art that is mastered over time.

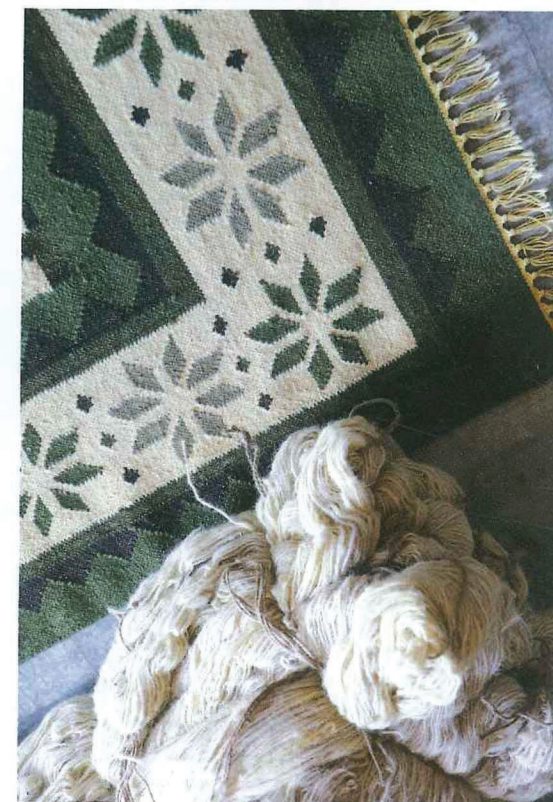
I am reviving the long lost connection between the maker, seller and buyer. We have started exploring this on a larger scale. When a customer meets the weavers, it creates a fresh, joyful connection that no marketing or branding effort can replicate. In many situations, more than bringing in fresh ideas, I have revived old ideas which have worked but were forgotten as the business grew larger. I am building a team which is forward-looking and are driven by passion to learn and grow. I have initiated projects that allow our artisans to

create their own unique expressions in rugs as artists. And we are taking this further. These measures will allow for the democratisation of design at Jaipur Rugs, by focusing on the unlimited potential in an ordinary human being, even if they are uneducated and have limited exposure to the outside world.

We are working on introducing new systems for hiring and establishing a code of conduct, as we develop a new culture that's based on a new management thinking developed by Bain & Company, called Founder's Mentality. This revolutionary thinking allows for continuous learning by listening to the front line. It recognises habits, patterns and specifically, the mindset of the company's founder in the initial days of the formation of the company, which has led to the success of the company. Through this system, Jaipur Rugs can stay true to its core even as it expands.

Going ahead, I want to revive the art of hand weaving and create a community experience for our artisans, employees and customers through beautiful design. This will enable artisans to earn a much higher income sustainably and keep the dying art of weaving alive in the uncertain future of handmade crafts. •

Jaipur Rugs has a 40,000 strong artisan base across 600 villages in rural India



The daughter of NK Chaudhary, Founder Chairman and Managing Director, Jaipur Rugs, Kavita Chaudhary is a designer in her own right. A graduate from The School of the Art Institute of Chicago (SAIC), Chaudhary was the recipient of the 23rd America's Magnificent Carpet Award for re-inventing the humble Sumac, one of many she has received since.

She has focused on diversifying Jaipur's Rugs repertoire through research, working with the company's 40,000 strong artisan base across 600 villages in rural India. One of her key projects is Chaos Theory by Kavi, wherein each rug features nearly 100,000 asymmetrical knots of the finest hand-spun wool and bamboo silk in every square metre, following nature's chaotic patterns. “It was never a part of my plan to join my father's business,” says Chaudhary. Yet, she has delved deep into it. [jaipur rugsco.com](http://jaipur rugsco.com)



**Kavita Chaudhary**  
Design Director,  
Jaipur Rugs

*She has focused on diversifying Jaipur's Rugs repertoire through research*