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ELLE DECOR

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Karim Rashid
FOR THE 100TH ISSUE



THE CROWDSOURCED SPECIAL
100 CONTRIBUTORS, 1 MILESTONE EDITION

ACKNOWLEDGMENTS

ELLE DECOR brings you more in-depth articles and insights into design, decor and culture. Introducing our special contributors



SAHIL BAGGA & SARTHAK SENGUPTA
DESIGNERS, MUMBAI

They are specialists in making bespoke furniture, lights and products that are Indian in spirit yet global in appeal

In this issue Curate their selection of the coolest new products in "On The Design Trail," Pg 150



SAIF FAISAL
DESIGNER, BENGALURU

The three time EDIDA award winner's designs draw heavily from his appreciation of technology and processes

In this issue Talks about drawing a fine line between fantasy and function in "Lessons You Won't Learn In School," Pg 88



SHRUTI JAIPURIA
ARCHITECT, BENGALURU

She runs MAIA Design, an interior architecture practice that creates spaces that tell a story

In this issue Takes us inside a light and airy Bengaluru apartment devised by her in "Crafted For Comfort," Pg 236



SNARKITECTURE
ARCHITECTS, NEW YORK

Founding partners Alex Mustonen, Ben Porto and Daniel Arsham investigate boundaries between various disciplines

In this issue Describe how they created the exhibit Altered States in "Frozen Island," Pg 152



SONAL SANCHETI & RAHUL GORE
ARCHITECTS, MUMBAI

The architect duo founded Opolis in 2001, bringing their individual aesthetic strengths, and artistic vision to the forefront

In this issue Walk us through the planning of Bihar Museum in "Outside The Box," Pg 126



SONKE HOOF
ARCHITECT, AHMEDABAD

Sonke became a partner at VSC Sangath in 2008 and continues to work on varied scales of projects in India

In this issue Tells us about realising the importance of anticipation in "Lessons You Won't Learn In School," Pg 88



SRIKANTH SK
ARCHITECT & GENERAL MANAGER – INNOVATION, DESIGN & CUSTOMER EXPERIENCE, ASIAN PAINTS, MUMBAI

He is an architect by training and design evangelist by profession

In this issue Discusses the power of curiosity and questions in "Lessons You Won't Learn In School," Pg 88



SRILA CHATTERJEE
CURATOR, MUMBAI

She co-founded BARO that brings together all the things that have added a ray of sunshine to her life

In this issue Profiles Ritu and Surya Singh and highlights their creations moulded from scrap in "Wolf Jaipur," Pg 156



STUDIO SWINE
ARCHITECTS, LONDON

EDIDA Young Talent 2018 winners Azusa Murakami and Alexander Groves use art, design and cinema as their primary means of expression

In this issue Talk about their new immersive installation in "The Merit List," Pg 94



TANUJ AHUJA
PHOTOGRAPHER, NEW DELHI

His journey as a photographer started eighteen years ago and he continues to find magic through his lens

In this issue Sheds light on his professional evolution as a decor photographer in "Lessons You Won't Learn In School," Pg 88



YABU PUSHELBERG
DESIGNERS & ARCHITECTS, CANADA

George Yabu and Glenn Pushelberg started their studio 30 years ago and are known to experiment with materials

In this issue Give us a glimpse of the The Five Palm Jumeirah Dubai in "Exotic Escape," Pg 168

Shot by Jignesh, this award-winning photograph was created for Paradise Biryani, Hyderabad. The brief was to show the preparation of food as the client wanted to use this as wall decor for a new restaurant. Jignesh tried to combine the actual act of making the dish, while choosing the most visually pleasing action



JIGNESH JHAVERI

Photographer, Mumbai

One thing I never learned in school but am reminded of constantly is that there are no rules in a creative field. Sure, you have to master them, but then you have to forget them to be imaginative, find solutions and hopefully provide a new one to your clients. Innovation and improvisation are key.

SÖNKE HOOF

Architect, Ahmedabad

In university, while the design process and its documentation were certainly key, what emerged was considered a final product, an end of this process, and serving a particular purpose, giving a solution to one or several problems. Later change was not anticipated. I have now realised that this anticipation is most important.

THE PROS PREACH LESSONS YOU WON'T LEARN IN SCHOOL

From "failing better" to picking up skills far removed from their profession – 21 champions of design, of all ages and experiences, reveal the most important education they received for free

PRODUCED BY MRUDUL PATHAK KUNDU and SNEHA ULLAL GOEL

GAURI DEVIDAYAL

Restaurateur, Mumbai

Your life partner is probably the most trusted person in your life. While they make for a great work associate, it's important to leave business at the office and your private life at home.



This photograph was taken at Gauri and her husband Jay Yousuf's first dinner at Magazine St Kitchen, a space "where we took a huge risk which paid off." She adds, "To be able to share it with each other, was the best feeling in the world"



A group of boys exploring the ruins of Hampi, Karnataka shot by Srikanth SK. It represents his life lesson of always staying curious even in times of creative uncertainty

SRIKANTH SK Architect & General Manager – Innovation, Design & Customer Experience, Asian Paints

The power of curiosity and questions. Asking the right questions and finding the answers yourself is immensely satisfying and is the only way to stay relevant in these creatively chaotic times.

GURJIT SINGH MATHAROO

Architect, Ahmedabad

We often joked that we specialise in "non-building" as most of our initial projects won through competitions were abandoned or shelved. After years of participation, Ashwinikumar Crematorium in Surat was the first to be built, and we learnt to take failure as a norm and success as an exception. While the building went on to win to major global awards, it was only four years later that somebody who attended a funeral there got so immersed in the space, he commissioned his home to us! We have not looked back since, and friends call it "Mat haroo" – Hindi for "never lose" – spirit of our endeavours.



House with the Warped Court, commissioned to Matharoo Associates after the clients visited the Ashwinikumar Crematorium

NISHITA KAMDAR

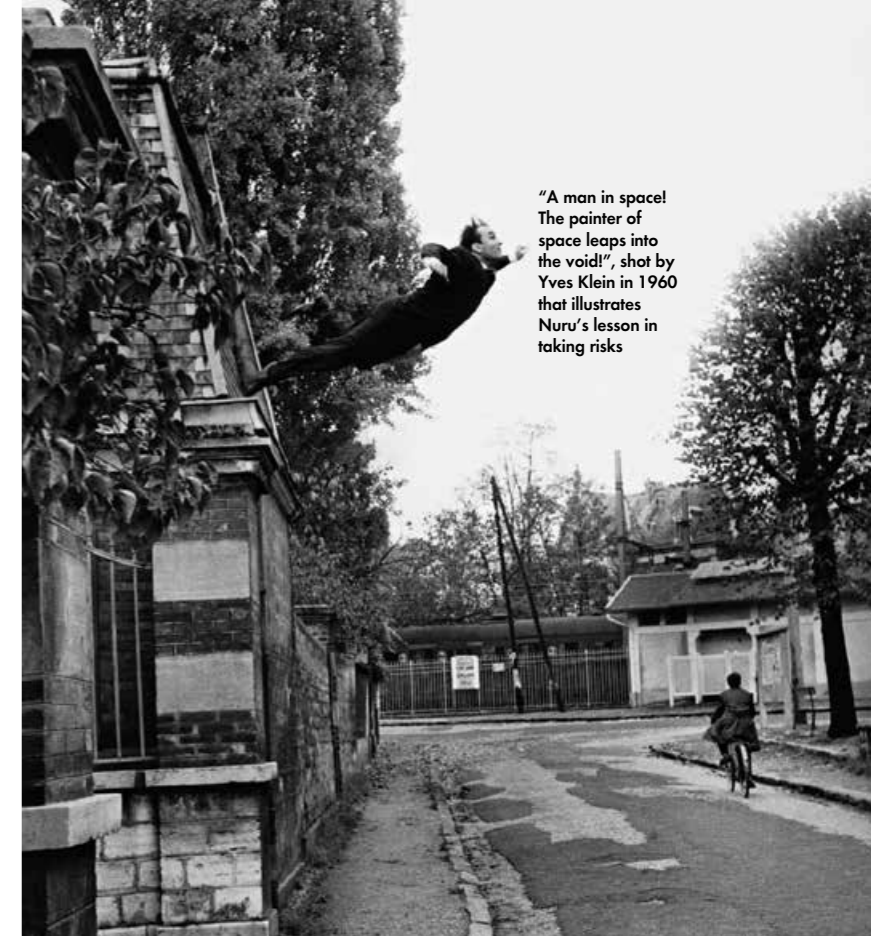
Architect & designer, Mumbai

Running two businesses (Studio Nishita Kamdar) and a bakery (Jar Designs) teaches me to ensure I deliver top notch products. Rigour is the absolute key in any field, to keep pushing yourself in spite of the obstacles hurled your way.

POOJA SINGHAL

Art revivalist & curator, New Delhi

What business did not teach me was getting the best out of people...understanding their temperament, their skill set, working style and using their strengths to ensure they deliver to my levels of perfection.



"A man in space! The painter of space leaps into the void!", shot by Yves Klein in 1960 that illustrates Nuru's lesson in taking risks

NURU KARIM

Architect, Mumbai

Architectural education should be geared more towards risk taking and funding failure. The professional necessity of taking creative risks to survive. The proverbial leap into the void, into the unknown, into uncharted, unexplored territories, that of anti-gravity, levitation and black holes.

Photograph courtesy J Paul Getty Trust. The Getty Research Institute, Los Angeles (2014.R.20) © Succession Yves Klein c/o ADAGP, Paris

AMAN KHANNA

Artist, New Delhi

I graduated in 2004 from The London College of Communication with a degree in graphic and information design. Thought it taught me the rules, it also gave enough freedom to play with or break the same rules. Free thinking, for me, was the most important lesson. What they can't teach is how to sustain or re-invent yourself – that's a personal journey.



Two creations by Aman: Observers sculptures for Claymen and an illustration designed for a magazine feature on five industries that HGI funds invest in



DECOR INSIGHT

ANUJ KOTHARI

Founder, No-Mad 97 % India, Mumbai

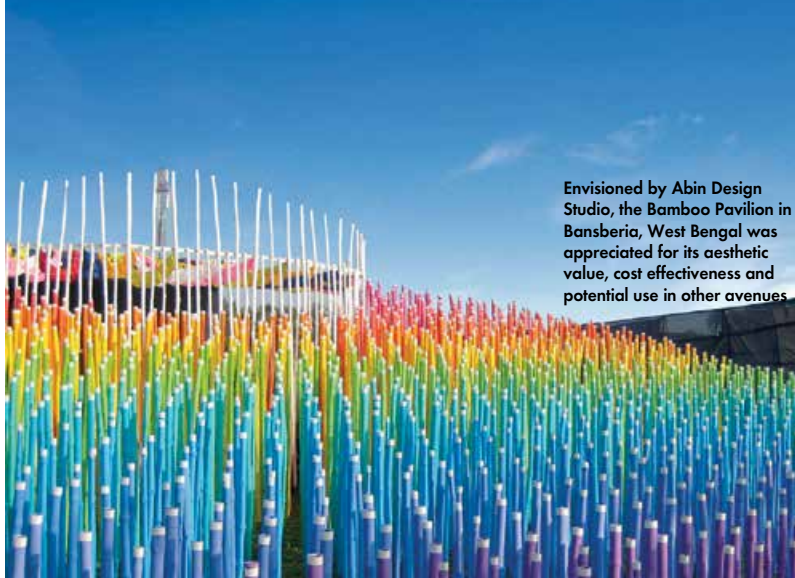
There's a misconception that failure means you've lost the game of life.

Not enough skills and programs are implemented in schools to teach us about failure being a given, how to react when it comes, and how to build on it and have breakthroughs.

RICHA BAHL

Interior designer, Mumbai

People skills are so crucial to our job. Not only do we deal with clients, we liaise with a lot of suppliers, vendors and labour. It's important to know how to manage people and treat the onsite team with respect. There are often disagreements between different work teams which usually get resolved over a sit down discussion.



Envisioned by Abin Design Studio, the Bamboo Pavilion in Bansberia, West Bengal was appreciated for its aesthetic value, cost effectiveness and potential use in other avenues

ABIN CHAUDHURI

Architect, Kolkata

Architecture courses generally tend to be utopian about their teaching. In the profession, one needs to take a more rational approach, especially in terms of intelligence in design, efficiency in production and value engineering. The responsibility of the architect does not end after the design is implemented; the product should contribute responsibly to the society and introduce innovation in functionality.



TANUJ AHUJA

Photographer, New Delhi

A fine arts graduate, I worked at Lintas where I also did in-house shoots. Then came an offer to shoot for Sarita Handa. Ever since my first assignment with the textile house in 1996, I continue to work with them. Having worked closely with Mrs Sarita Handa, who is also the Creative Director of the brand, I have evolved a lot in terms of my knowledge and aesthetics in the field of decor photography.

From his very first assignment till now, Tanuj shoots catalogues for Sarita Handa, among many other textile and fashion powerhouses

ENDA NOONE

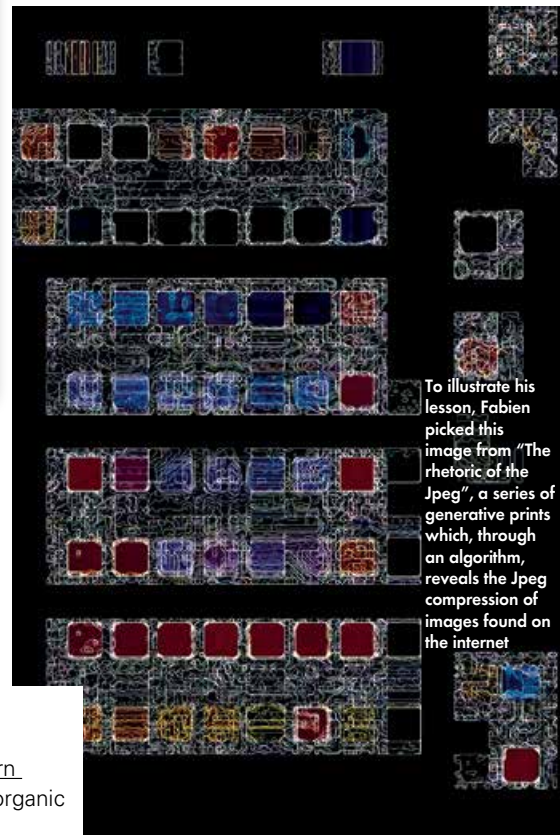
Co-founder, Ikka Dukka, New Delhi

The one important lesson I didn't learn in college is how to manage the emotional roller-coaster of starting your own business. Not getting carried away with the highs or despairing with the lows is something that can only be learned while earning your stripes in the deep-end. There are certain lessons college just can't teach.

FABIEN CHARJAU

Photographer, Mumbai

I picked up coding on the job! For my art production, I had to learn it much later, thanks to YouTube. No wonder my codes are very organic and I don't have much control over the final results.



To illustrate his lesson, Fabien picked this image from "The rhetoric of the Jpeg", a series of generative prints which, through an algorithm, reveals the Jpeg compression of images found on the internet

DECOR INSIGHT

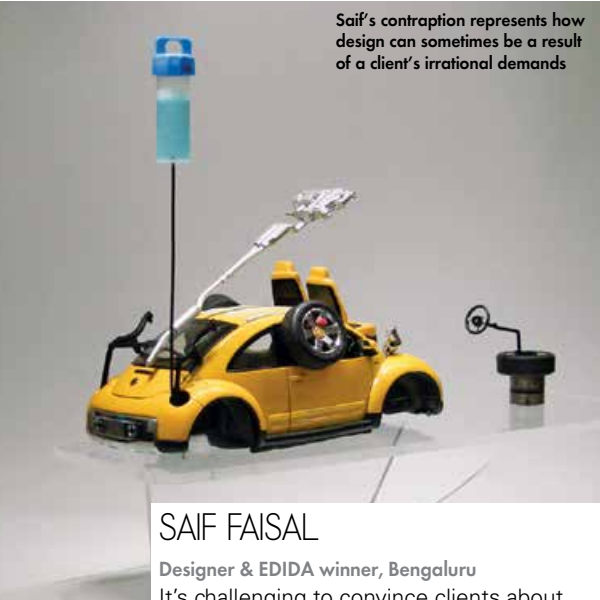
JASON WADHWANI

Architect and interior designer, Mumbai

I wish I learnt early on about the actual co-habitation of various forms of design like interiors, fashion, graphic, architecture and food. The lines between each are blurring. The interiors of a house can be designed like a fashion vignette or a dish can be architectural in its vision and conception.



Photographed by Jason in Porto, Portugal, this pop-up interspersed with mannequins brings out the space's eccentric side along with an element of fashion and style



Saif's contraption represents how design can sometimes be a result of a client's irrational demands

SAIF FAISAL

Designer & EDIDA winner, Bengaluru

It's challenging to convince clients about the pitfalls of engaging their whims beyond their needs on the functional aspects of design. I created this piece after college; where I took apart one of my AutoArt collectible 1:18 scale models (expensive, but totally worth it) and made this. This was my way of explaining to them that design needs to be handled with a certain skill and understanding, showing what becomes of their superstitious and frivolous desires.



From Left Martino shot this at a Korean restaurant in Berlin, showing "ideas of botany and balance in design culminated together"; A collage from a series Jagvir worked on, with an aesthetic defining his niche

AAKIF HABIB Interior designer, Mumbai/Dubai/London

While school showed me how to build structures, my practice taught me how to build relationships – how to read a person and listen to their story so the spaces I design reflect their values. Collaborating with brilliant people across the globe inspires me to learn about their passions and cultures.



Residential project parkHAUS by Kunaal's firm studioHAUS, which represents his lesson learnt

KUNAAAL KYHAAN SEOLEKAR

Designer & EDIDA Young Talent 2017, Pune

The most important thing I learnt on the job is that a project is never fully designed or planned on paper. Most of it happens during construction, a collaborative effort with the builders, artisans and consultants that transform the project into a reality. The challenge is then staying true to the initial concept.

JAGVIR MATHAROO

Fashion designer, Mumbai/Goa

It's important to know how essential individualistic style is. In the real world, this is the only thing that sets you apart. After a few years in the industry, I was finally able to find my niche and handwriting in terms of design – a mix of curiosities, nostalgia, morbidity and beauty is what defines it currently.

MARTINO CARAMIA

Fashion designer, Mumbai/Goa

The principles of design can be applied to various fields, be it fashion, food or home. The academics make us limited to one specification. But only confidence can help us truly experience design and creativity at its most. This has been my most important lesson. ◆