



Intuitive design

Avni Sejal's Studio Avni offers bespoke 3D textiles, furniture, lights and conceptual products. It explores design innovations through research and manipulation of materials.

Artist and designer Avni Sejal believes in working intuitively, with a variety of materials in different mediums, discovering how they influence each other. Trained at London's Chelsea College of Art & Design, with a Master's in Environmental Design, she launched Studio Avni in Mumbai nearly three years ago. The multidisciplinary design studio reconsiders traditional and unconventional materials and often couples 2D textiles, furniture, light and conceptual products. Colours and visual use of colour, patterns and unusual imagery is a constant feature in her work, involving moods and memories to complement tactile qualities. She also explores the idea of role reversal of materials, wherein soft textures have structures and form and hard materials have a fluid-like ephemeral quality. This is achieved by exploring and combining local

arts skill with modern manufacturing processes.

Her faceted lights are a fine example of hand-welded lamps and chowkis from India's heritage of exquisite handicrafts. A tactile and sensory experience, it uses traditional methods such as brass, copper, bronze, German silver and stainless steel. Metal sheets are cut and linked together piece by piece to form a mosaic or repetitive cellular structure that results in a geometrical form.

Light permeates tools where they have been linked and have stretched due to tensions, revealing geometrical lines of construction. Over a period of time the metal develops a natural patina that adds to the natural look and glow of the ambient light. Her 'In Cloud' series is a sculptural take on biomorphism, where the concept explores and arrays the modules around the central spine of the structure.



Designer Avni Sejal (above) enjoys creating playful lights that inspire curiosity through texture, using local craft and modern processes.