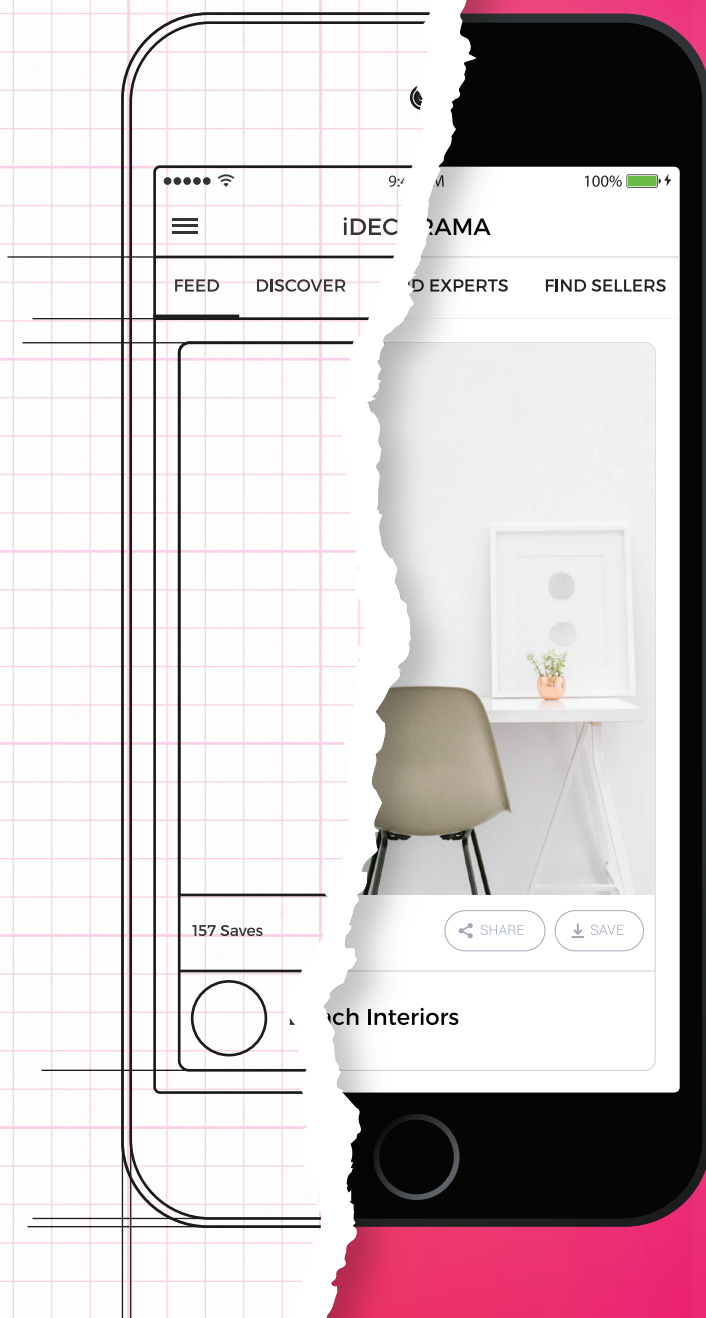


iDECORAMA

magazine.idecorama.com

AUG-SEP 2016 ₹200



SPECIAL FOCUS
**Innovation &
Product Design**

PREVIEW
**Decorama
Design Show**

LEAD STORY
**Women in
Architecture**

LAUNCHING
iDECORAMA





Faceted Tactile
Lighting Series

Mumbai based Studio Avni, founded by Avni Sejpal, is a multi-disciplinary studio that focuses on the design and production of bespoke lighting, textiles, statement furniture, installation environments and objets d'art. The studio explores design innovations through experimental research and deep investigation of traditional and unconventional materials. Her designs include many handmade, one-of-a-kind pieces which employs a range of local crafts with modern manufacturing processes. Prior to founding her studio in 2011, Avni worked with renowned architects and designers such as Rajiv Saini (Mumbai), Paul Loebach (New York) among others, where she discovered her love for spaces, furniture and products.

Which were the first products you ever designed?

My first collection was the faceted tactile lighting series.



Fin Cloud light collection



Samsara Cosmic Series

The Experimentalist

Avni Sejpal, Studio Avni

What is the role of design in daily life?

Design for me is about communicating an idea or an emotion which has an impact in all aspects of our lives. Good design is something which is interactive and communicative and can positively influence our lives to the extent of moulding our behavioural patterns. Design gives me an opportunity to narrate stories, make objects with soul that gives you a glimpse of another culture. I love the mix of dynamic complexity and sociological associations that a design can bring to a product. I enjoy applying a variety of disciplines to each project and strive to create experiences that captivate and connect with the end users.

Design to you is...

Sustainable, Functional, Intuitive, Simplified and Playful

New materials to experiment with:

Lately I have been experimenting with cork, rubber, silicon and concrete

Your most critically acclaimed designs

Faceted tactile series, Samsara Cosmic series and Upcycled textile pieces

Role of innovation in product design...

The need of the hour is designing smart objects in sustainable ways – products that harness fully ones cultural references, artisanal heritage and weave it together into a high quality product, considering the impact of the same products on the environment vis-a-vis their shelf life and longevity. For me that is innovation.



Marigold seating collection



Bindi dot seating collection