



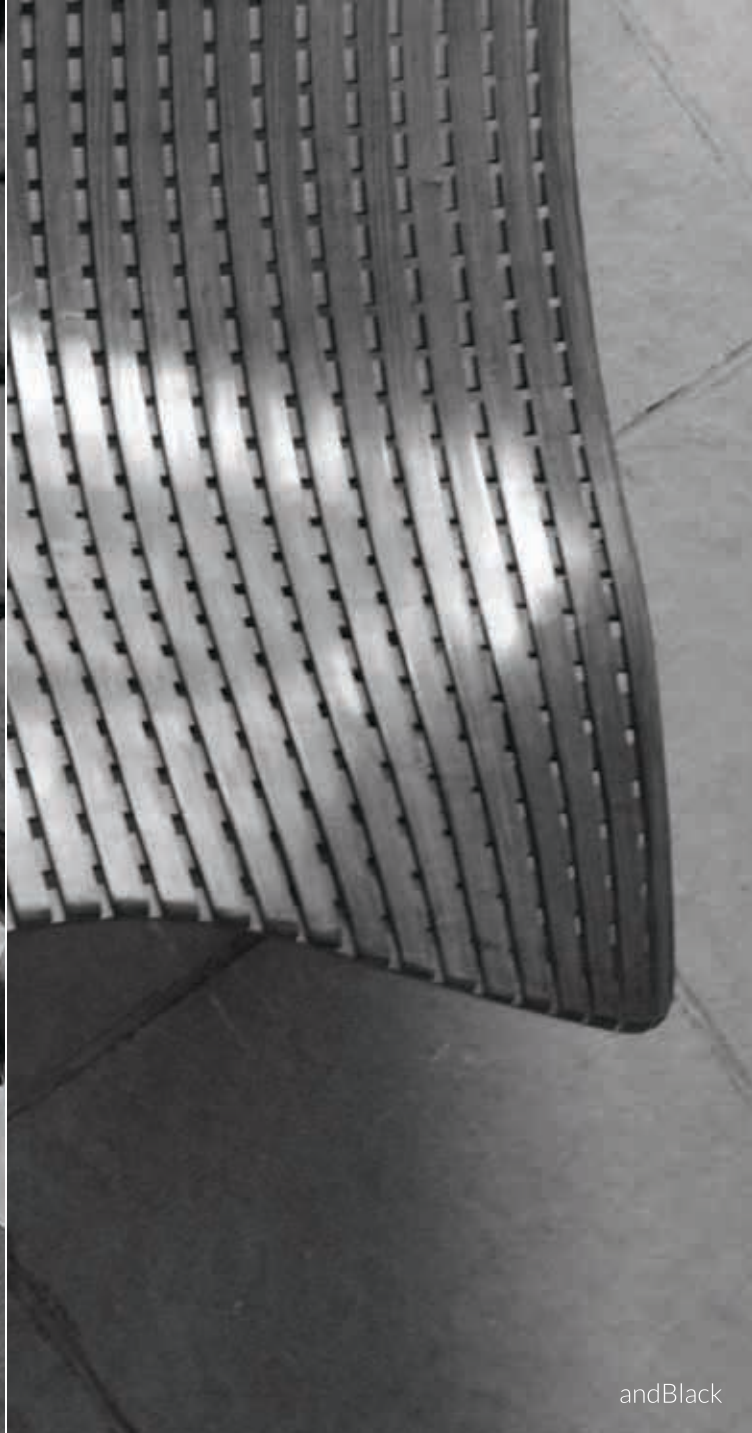
raw
collaborative



Forma



Arjun Rathi



andBlack

‘Our purpose is to highlight the timelessness of **Thought, Design and Talent** within the country.’

Over the past two years, Raw Collaborative has endeavored to bring together some of the finest well-known as well as budding design talents from across the country and present their works to the connoisseurs of art, design and aesthetics.

Our intent continues to be initiation and sustenance of a dialogue around contemporary design and the inherent talent that our country must nurture.

Collaborative Design is the key to preserving and maintaining the relevance of fundamental Indian design capabilities as we see the indelible influences of world design everywhere.

We believe that now is the time to extend this dialogue and to invite Indian Designers with varied design sensibilities to collaborate with each other, with artisans and with indigenous people who are losing their craft in the swamp of modern day retailing of furniture, art and lifestyle products.



Raw Collaborative

2019

28TH NOV **TO** 1ST DEC

Mill Owners' Association Building,
Ashram Road, Ahmedabad

One Show, Many Perspectives

DESIGN
GALLERY

DESIGN
SOCIAL

RAW
TALK SERIES

RAW
DISCOVERIES





Collaborative Approach **EDITION 3**

Design has no boundary or border much like a powerful idea. While the world realizes the power and joy of good design, collaboration in design will be the key to keeping the old as relevant as the new. Design of furniture, modern art, product and lifestyle products is changing to meet the needs of the informed modern day customers.

The 3rd edition of the design show will see a meticulous curation of collaborative design approaches. The works of talented designers and inventive concepts from all over India and designers from across the world applying Indian crafts and design in their work will be presented in a synergistic format.



2017

The 15,556 Collection by Rooshad Shroff at Raw Collaborative Design Gallery in 2017

2 days

25 revered designers

500+ unique bespoke interior décor products

10,000 connoisseurs of exclusive designs, talk, debates & design social

“At Raw Collaborative you will look at design in its various opportunities and that shall be a thrilling experience for any designer. The intellectual stimulus that you get out of design is something that only such initiative can bring about.”

Ayush Kasliwal Founder | AKFD



2018

Banduksmith Studio, andBlack, Rooshad Shroff & Ambrita Sahani, Yashesh Virkar, Scarlet Splendour, Thukral & Tagra, Claymen

3 days

70 revered designers

1000+ unique bespoke interior décor products

15,000 connoisseurs of exclusive designs, talk, debates & design social

“Le Corbusier drew from the view of textiles drying in the sun to create textile like surfaces for MOA Building. In French, it’s called the palais des filateurs, referring to the process of spinning. It’s no exaggeration to say that it’s the same attention to material and process that Raw Collaborative is intent on following.”

Benita Fernando | Mint Lounge, Hindustan Times, Dec 2018

DESIGN GALLERY

“The Design Gallery brings works of 40 designers, Indian or working in the Indian context, displaying in a Gallery format where Design is viewed and appreciated through its process; the narratives are woven through its production process including the craft and the craftsmanship involved to finally see The End Product As A ‘Collectable’ Rather Than A Mere Functional Object.”

Guest Curator , Rooshad Shroff



RAW DISCOVERIES

As part of both the editions Raw Collaborative through 'Raw Discoveries' provided a platform and paved way for newer talents, design entrepreneurs and budding designers to come to the forefront and find an audience, customer and an opportunity to collaborate.

RAW TALK SERIES

The Raw Talk Series is an opportunity to bring designers and the audience together to create interesting combinations in the energized environment of the design show facilitated through shared dialogue. Each conversation is short and informal exploration of a single idea, guided by the works and experiences of the panel.



Guest Speaker From the Left: Niharika shah | Kanoria Gallery, Riyaz Tayyibji | Anthill, Mrinalini Ghadiok | STIR, Purva Damani | 079 Stories, Kavin Mehta | DOMUS

WORKS IN THE DESIGN GALLERY

Rooshad Shroff
Acubeinc
Ajay Shah
AKFD Studio and Black Studio
Anu Tondon Viera
Arjun Rathi Design
Arpan Patel
Ashiesh Shah
Aziz Kachwala
Banduksmith Studio
Bijoy Jain
Case Design
Claymen
Cocoon Fine Rugs x Ashiesh Shah
Collective Project
Design ni Dukaan
Divya Thakur
Gunjan Gupta
Hardik Gandhi - FORMA
Harshita Jhamtani - FORMA
JOSMO Studio
Kallol Dutta X Paul Matter
Klove
Koy by Kunaal Kyhaan Seolekar

Lekha Washington
Maximiliano Modesti
Mozez Singh
Paul Matheiu
Pravinsinh Solanki
Ravi Vazirani
Rooshad Shroff X Ambrita
Shahani
Sahil and Sarthak
Sangaru Design Objects
Scarlet Splendour
Shift by Nimish Shah
Sonke Hoof
Studio Bordoloi
Studio Wood
Tectona Grandis
The Charcoal Project
The Indi Store
Thierry Betancourt
Thukral and Tagra
Trunks Company Jaipur
Yasanche Studio



Design ni Dukaan



Case Design

RAW DISCOVERIES

Compartment S4
Karan Nawab
Prelab Design Studio
Digital Dreams



Bijoy Jain



PARTICIPATING DESIGN STUDIOS AND BRANDS AT RAW COLLABORATIVE

While the Gallery on the upper floor demonstrated design beyond its commercial aspect, a series of exhibiting ateliers set up shop on the ground floor and across the front lawns to showcase their work to visiting designers, specifiers, buyers and aficionados. These included a range of interior products, home décor and lifestyle artifacts, and practices crafting design sensitive objects of nuanced scales and applications.

Magari
Lavishline
Material Immaterial Studio
Floored
Rasa Jaipur
Kalakarihaath + MGM Studio
FINEMETTLE by IDO Design
Savana Living
Chisel
Portside Cafe Furniture Studio
FORMA
Tectona Grandis Furniture
Studio Borderline

TUNI Tales
Studio Works
Oorjaa
COEVAL SEED
Differniture
Abstrac
Studio Metallurgy + IDAM
ConiFur
Pocho Living
ERP Design Studio
Fusion Access
Arjun Rathi Design
Pallavi Goenka Homes

15,556 Collection
A Cube Inc.
AKFD
AnanTaya Decor
WAYLIN
Cassa Group
N Square Studio
Rhizome
and Black Design Studio
GOMAADS
NEHAL DESAI
POCHO Living
Wood Inc.

Workhorse Furniture Pvt. Ltd.
Knock On Wood
Baakas Design
Pomegranate Fabrics LLP
ERP Design Studio
Design Clinic India
de Kara
Shed
Artemis Cast Stone



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TO 1ST DEC 2019

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collaborative

Conceptualized by
TANVI KARIA

Show Curated and Presented by
PRIYADARSHINI & VISHWA
RATHORE BHATT