

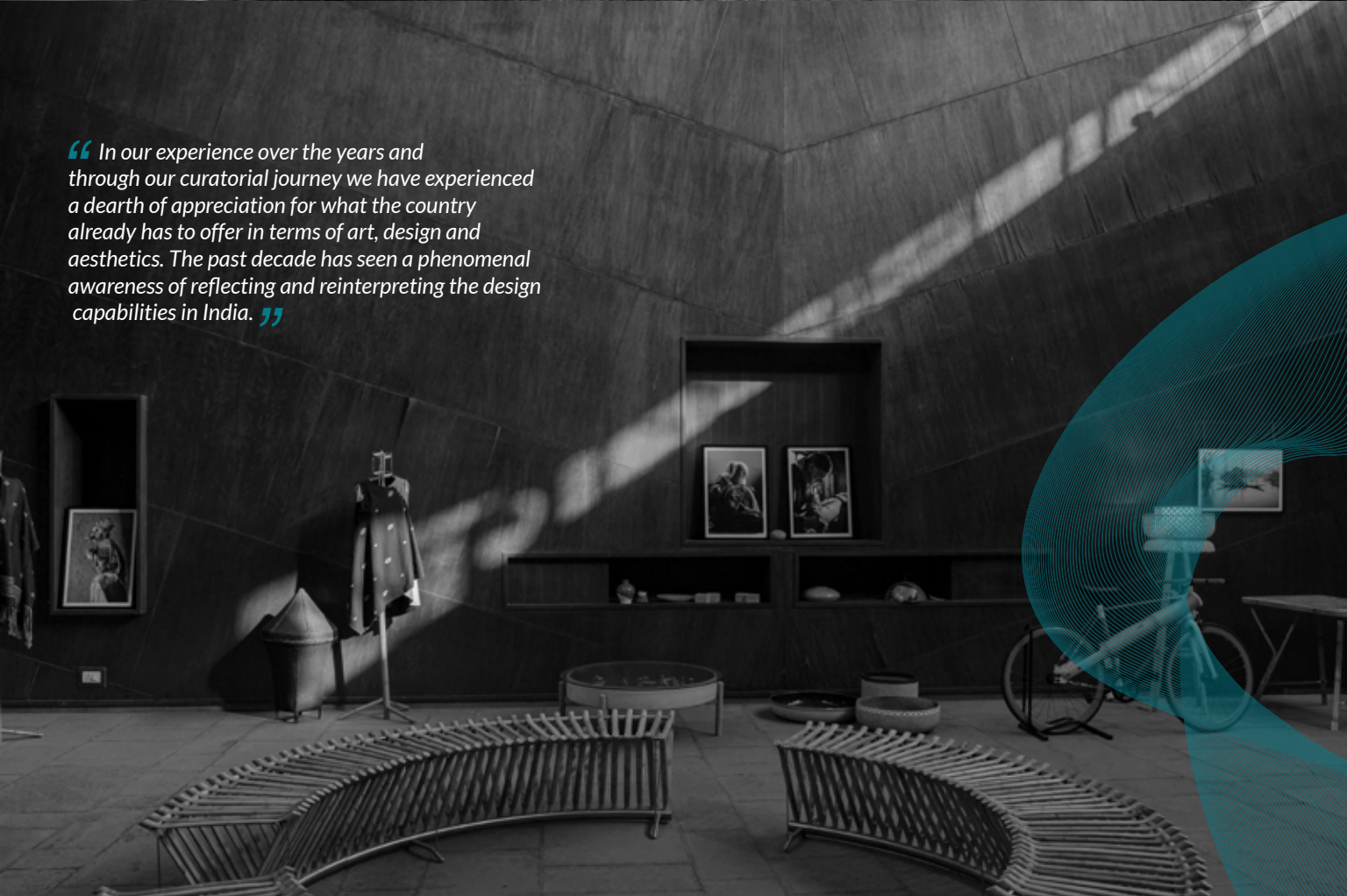


**raw**4  
collaborative

5|6|7  
February 2021

Mill Owners' Association Building  
Ahmedabad

*“ In our experience over the years and through our curatorial journey we have experienced a dearth of appreciation for what the country already has to offer in terms of art, design and aesthetics. The past decade has seen a phenomenal awareness of reflecting and reinterpreting the design capabilities in India. ”*



## The Journey

Raw Collaborative has endeavored to bring together some of the finest design talent from across the country and present their works to the connoisseurs of art, design and aesthetics. We believe that we owe the success of Raw Collaborative largely to the likeminded designers, makers, artists and artisans we have met over the past four years and their immense efforts in elevating Indian design.

“

“ *Design evolves with changing times; we are committed to exploring the impact of design and its reach to bring about positive change through collaboration and consciousness.* ”



2017 to 2019

3 Successful Editions  
Over 200 designers works displayed

2021

4 Days  
100+ Designers  
6 Design Galleries 30 Ateliers  
Craft Collective Installations

*“ I saw something that was completely fresh and different and the way it is growing incrementally. I see that in 5 years’ time you will be able to address key and core questions that actually impact craft in this country. ”*

Samira Rathod, SRDA



## Our Perspective

Design in all forms – good, bad and ugly – is accessible to everyone and it has a vast canvas of type, form and consumer base. Raw Collaborative Edition 4 explores the thought and reality of whether design can become a much more conscious choice for masses.

This year, we explore the theme of Design Consciousness through Collaboration- an exploratory journey of the possible outcomes of design as a culmination of impressions, education, experiences, and exchanges between makers, artisans and consumers.





**One Show,  
Many Perspectives**

Collaborative Design  
Gallery  
Design Ateliers  
Visual Arts  
Craft Collective  
Raw Talk Series  
Raw Discoveries



## Collaborative Design Galleries

The curatorial journey began with presenting design in its element in the first edition and moved to a much larger canvas through the second edition of Raw Collaborative. In 2019, the concept of Design Gallery developed further with multiple galleries curated on theme envisioned by guest curators for Raw Collaborative.

*“ The idea is that people get to see this work with artisans, Craftsmen and designers together and get inspired that this is possible. ”*

Sandeep Sangaru,  
Sangaru Design Objects

## Design Ateliers

A series of exhibiting ateliers will showcase their collaborative work to visiting designers, specifiers, buyers and aficionados. These will include practices, studios, individual designers, retailers creating design sensitive objects of nuanced scale and application.





A woman wearing glasses and a striped sari is looking at a large, textured artwork. The artwork features a central figure with large, dark eyes and a white beard, set against a background of intricate, layered patterns. The scene is set in what appears to be an art gallery or exhibition space.

## Visual Arts

Our explorations of the reach of design prompted the introduction of the first Visual Arts Gallery in 2019 through artists experimenting and exploring their creativity through varied mediums and forms. Raw Collaborative explores the influence of art on individual spaces, experiences and its ability to alter daily social fabric.

*“ I do not think there was a better platform for us to choose to showcase this collection for the first time. The whole experience has been fantastic. Kudos for bringing the design community together. ”*

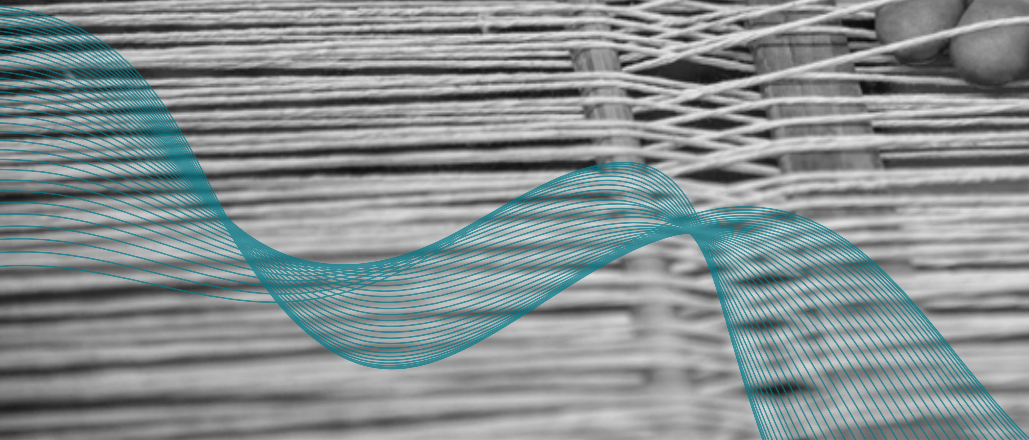
Vritima Wadhwa, Project 810

## Craft Collective

It is a tangible platform and a medium of relevance in the contemporary space to encourage meaningful dialogues towards carrying forward and expanding the legacy of craft. The Craft Collective 2019 witnessed artisans coming together from various fields of craft - Kutchi textiles, Panjadhari weaving, Saghwan wood carving, and Kutchi Pottery with a wider audience, better opportunities to collaborate with designers and therefore a larger canvas for the artisans. In the fourth edition, we take a leap forward in this direction.

*“ The vibe is great. The right kind of people are coming, right kind of questions being asked, there is a lot of visibility. There are amazing people in the design fraternity that we have met here - a structural engineer turned lamp designer, there are artisans we are looking at from across the country. ”*

Huzefa Rangwala, MuseLab



*“ The biggest challenge for a designer to work with craftsmen is accessibility. I think you are amazingly talented to have put this together. ”*

Abhay Mangaldas, House of Mangaldas

## Raw Talk Series

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.





## Raw Discoveries

Raw Discoveries is a platform that paves way for newer talents, design entrepreneurs and budding designers to come to the forefront and find an audience, customer and an opportunity to collaborate.



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