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Korra

Founded in 2014, Korra is a brand that was invented to custom-fit denim. Today the brand has two stores in Delhi-NCR. Interestingly, the stores have stayed away from using anything which is not bio-degradable including the signage of the store. The 1000 s

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Reduce & Recycle

The stores put strong emphasis on environment and its sustainability thus choosing only natural or recycled raw materials that are mostly sourced locally. The main elements came from organic or better cotton, 100% brass metal ware, raw selvedge denim and re-made paper from denim scraps.

Melody, Geometry and Design

The objective of the design team was to create an amalgam between the art of ancient Indian music and the ideology of Korra whilst creating a weave between the two ancient and modern ideas of dhrupad gayaki and bandish (melodic composition in Hindustani vocal or instrumental music), in its present form. "This is homogenous with the ideology of korra where a combination of organic cotton and jeans are made," Shyam Sukhramani of Korra said.

The design of the furniture in the store is done with respect to the Bandish used in deriving the layout of the store. A graph

Shyam Sukhramani, Mia Morikawa, Himanshu Shani, Rajesh Jaju, The team behind Korra, said, "The brand stems from our desire to build consciousness in the purchase decision and even after making that purchase. We give minute attention to detail that brings the user closer to the maker and we wanted that philosophy to reflect in our store designs."

Created in relation with the taal (beats) and the swar (notes) of the Bandish helped derive a form like that of sound waves. A section of these waves is made into a tangible form by using stainless steel pipes.

The Raaga Saga

The zoning of the spaces in the store is done in accordance with



These steel pipes are incorporated into the design of the furniture, thereby narrating the uninterrupted story of the bandish

Vastushashtra, ancient science of spatial organisation. The self-leveling grey epoxy floor was retained and the walls were only retouched as it was pertinent to reuse as much as possible. The

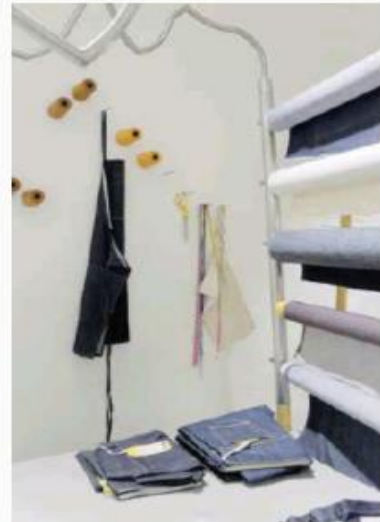
lighting used in the store is adjustable like the furniture, with track lights and spot lights to highlight the required displays.



Terrarium pots are hung by cotton threads or placed on platforms purifies air, nurtures earth and promotes the idea sustainability



The signage is made using cotton cloth as base, with the brand name hand sewn with black denim which is the significant material in the making of the products depicting the ideology of korra.



creates the need for craftsmanship to evolve it. Hence, the choice of materials for the furniture is stainless steel and circular rods of fused chipboard sheets. The shelves were made of light weight lava rock cement sheets.

Design

Sfurna Design

Furniture

Kalapi and Maitri Buch, Sfurna Design We have designed a original, inspirational and timeless environ with the art of music as an integral part of each design element. The materials used in the furniture



promote the idea of three R's: Reuse, Recycle and Reduce. It also focuses on the idea of using minimal resources but in-