



AAYUTHA ...

MAGARI FURNITURE



HOME > ARCHITECTURE & DESIGN

This new collection by Magari is inspired by geometric forms of the Tamil script

'Timeless Tradition, Meaningful Living,' reads the manifesto of the brand's latest furniture range Aayutha.



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1/6



Aayutha's guiding design philosophy can be traced all the way back to 400 BCE. The blend of culture and tradition witnessed in ancient India's Sangam age is the core inspiration for the collection's handcrafted offerings the likes of low-seating seating designs, minimalist expressions, and eclectic compositions. While its handmade processes and techniques are rooted in historic arts and crafts (Mamallapuram's signature stone-carving, for instance), its clean lines and geometric specificities borrow from the brand's emphasis on modern ergonomic functionality.





the Tamil script holds a steady and strong influence across Aayutha's graceful pieces from the etching on the surface of its dining tables, to the brass inlays on the side tables. "As the triple dotted letter accentuates the script, so does it accentuate the aesthetic of this collection," thereby ensuring a singular theme uniting every exquisite element and infusing harmony into the space it occupies. The three-legged Thunai side tables, for one, can be seen sporting a table surface that echoes the triple-dotted Aayutha letter.



Aaram armchair, Mannai centre-table, and Thunai side tables

Material Palette

The low-seated Aayutha monolithic dining table is born of solid granite, referencing ancestral values of simplicity and togetherness. The fluid Aaram armchair is fashioned from solid wood, complete with brass detailing; its backrest set with a metal frame while a delicately mastered leather cord lends comfort. Of particular note, is the strikingly clean Madhusala bar unit, adding depth to its surrounding space thanks to its perfectly circular presence, three-legged frame, and contrast-inducing dark finish.



The four-legged Paai seating based off of its traditional charpai counterpart

Elegance at every turn

Local artisans, age-old artisantry, and thoughtful innovation were brought together under Magari's seasoned eye to create a collection so vast in its possibilities yet so precise in its reality. The dozen or so intricately composed 'inventions' under its latest refined collection matches upto its maxim of "timeless tradition" in every conceivable manner. Whether it's the simplest accessory such as an ottoman or the grandest furniture unit like the bold but smoothed Mannai centre-table; every creation in Aayutha by Magari is marked by sophistication.

Find out more about the collection [here](#)

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