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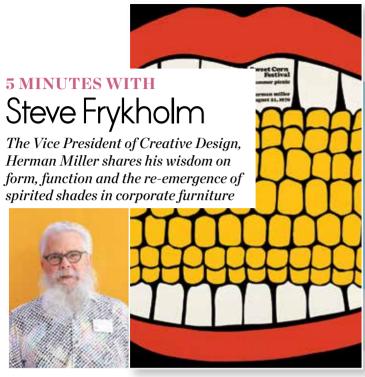
# E L L E DECOR BUZZ

Offering the finest and trendiest picks from India, design and architecture musings from across the globe, art updates, seasonal shopping options, eco alerts, the latest gizmos, exploring the great outdoors, indulging in spa wellness and inspiring books to browse. Plus our curated edit of new releases by an array of brands

PRODUCED BY MRUDUL PATHAK KUNDU and NUPUR ASHOK SARVAIYA



# DECOR BUZZ



Since the last 45 years, Steve the "poster child" of the company has been quietly adding a refreshing pop to the world of graphic design His iconic picnic artworks for the American office furniture brand have won him several accolades, including a permanent place at the MoMA New York store. Here, he tells us about his approach towards keeping things fresh.

Aesthetic vs function "For me it's the latter. Designers must ask themselves what are they trying to accomplish and what's the best way to go about it? It's all in

the idea; some can be expressed more artfully than others."

Cyclical practices "I like colours. Prior to my visit to India, I was told I will see a lot of them but sadly. I haven't seen many; there have been more beige, brown, white and tan. I remember while starting out at Herman Miller, fabric was produced in 21 different schemes of shades. Then in the '80s there were mostly neutrals. But now strong tints and textures are making a comeback."

Website www.hermanmiller.com Input by Tasneem Merchant

### NEWSFLASH

### Little West Street in India The New York City based retailer of resplendent bedding and accessories for little ones is now available in India through their online portal.

Website www.littleweststreet.com



# **BOWLED OVER**

Get your gourmet on with Indie decor brand PoppadumArt's Farmer's Market Salad Bowl. Deep and so inviting with strappy leather serving handles, use it to serve healthy greens or as a unique storage for stationery. Website www.poppadumart.com

the company's annual picnic was a part of his first projects and later made its way into countless museum collections; T2 desk solution by Herman Miller

Below, from Left Steve Frykholm; The poster designed by him to promote



WORK



# **Connecting The Dots**

Simple modern lines or lucid traditionalism, whatever your style, No-Mad 97% India has your "back" covered. Their new Gunjan cushions pay testament to this. Every pillow bears a different motif that borrows from conventional floral patterns seen on cashmere shawls. With embroidery on the front and back, the pieces are finished with handmade string closures.

Website www.no-mad.in



# FASHION VICTIM

Succumb to Parisian magnetism sans a faux pas. Jump into bed with European fashion house Nina Ricci's home line. Nina Ricci Maison. Unveiling its first exclusive outlet in India at Surprise Home Linen, Mumbai, the brand's bedsheets, cushion covers, duvets and soft towels woven in Egyptian cotton are available in classic palettes for a warm, comforting snooze.

Available at Surprise Home Linen, Kohinoor, 29 Hughes Road, Mumbai 07 Tel: (022) 26493123

# Snuggle Up

An unadorned sofa is like a salad without its dressing, bland and unsatisfying. This is where pillows come handy. We suggest you consider statement pieces from Idam's new enterprise, Idamknits. The new Summer Murmur collection introduces covers in knitted jersey fabrics used for t-shirts in every colour of the rainbow.

Website www.idamstore.com





Corner Space range. Made of polypropylene and iron, this exquisite collection of chairs and stools aim to amp up your favourite spot



# Hidden Gem

The fastest way to bring a fresh aesthetic in your interiors is with a little improvement. Magari, a new furniture and furnishings store in Bengaluru is a good way to start the hunt to revamp your space. The brainchild of entrepreneur Vishal Wadhwa and architect Amitha Madan, the label is a retail hotspot of myriad products spread over

Available at 872/D, Trinity Woods, 80 Feet Road, Indiranagar, Bengaluru 38. Tel: (080) 42127334

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# DECOR BUZZ



## Flatter with Platters

You can never go wrong with traditional gifts to bring in the merriment. Bring together luxe, lustre and laughter with these cherry finds



### IN THE LIMELIGHT

Illuminators, like jewellery, pull a look together to make a bold statement. Ignite a revolution with chandeliers and lamps from Beyond Designs that are stimulated by Indian as well as contemporary identities. Crafted in light, neutral hues boasting simple, charming silhouettes, we adore the showstopping suspenders to resuscitate a bleached corner.

Available at D18 Lower Ground Floor, Defence Colony, New Delhi 24. Tel: (0) 9717744283



FROM LEFT STEEL "FRUIT PLATTER" SILVER from CellarDoor STAINLESS STEEL "CRISS CROSS" from Arttd'inox Silver Plated "ARGENT SALVER" from Good Earth Silver Plated "PAAN" from Episode ALMUNIMIUM "MONK" from MoonRiver For details, see Address Book



### **3 REASONS TO VISIT**

# Sarita Handa

We recommend freshening staid spaces with the brand's latest festive collection

- Assorted assets: The label presents an all new table linen collection, bedding and pillow sham series, latest arrivals in drapery and seasonal upholstery and decorative accessories.
- Furnishings' facelift: On offer is also a novel twist given to existing soft linen lines like Botanical Spring, Weed Fabric Chair, etc.
- Wall accents: The marque also presents a curated range of ravishing wallpapers. Bold colours, vivid patterns and intricate embroidery come together to provide design inspiration.

Where 356/357, 2nd Floor, MG Road, New Delhi 30. Tel: (011) 32317278

# **DECOR BUZZ**





# EASTERN INFLUENCES Chinese Whispers Good Earth weaves tales of the Orient with their Shambala collection and wallpapers by Nilaya for Asian Paints

f you love chinoiserie decor, you're in good company - the trend was adored by European monarchs of the 18th century Rococo period. including the likes of King Louis XIV. The exotic motifs with Eastern inspired flair make uncontested focal points in a space, which is why they have had a steady presence in renovating schemes ever since. Now you can also metamorphose your chambers into a quasi Oriental palace with Good Earth's annual design collection Shambala and their newly imagined wall coverings range, Silk Route by Nilaya for Asian Paints. The former collection is tantamount to the eponymous, mythical kingdom across the Himalayas, reflecting the stories and myths connecting India and China. Stylised with the fantastical imagery of the Far East, Shambala depicts green hills, low mountains, glassy lakes, graceful Yan (wild goose) and ethereal Yun (clouds) as its primary leitmotifs in an enchanting colour palette of imperial jades, classic blue and whites and auspicious cinnabar, accented with rich vintage gold. A modern agglomeration was translated onto fine china, lush fabrics of silk brocade, silk velvet, fine muslin and linen to develop a range of cushions, porcelain, tableware and accessories.

Wallpapers from Silk Route also take us on a visual adventure inspired by ancient trade routes to the East with three evocative themes in its designs – Charbagh, Palmyra and Xanadu and 17 designs – all carefully curated by owner Anita Lal, creative Pavitra Rajaram and design head Asha Madan of Good Earth. With references from Mughal gardens, Mandalay groves, islands of the Indian ocean and chinoiserie scenes, the surfaces come to life with water colours and patterns transposed onto natural feel paper with glimmers of gold and silver. 

Nupur Ashok Sarvaiya



wall covering from Silk Route

showcases sea shells on pink

Jian cannister, Imperial Jade

Shambala collection

desert sand; Lhasa cushion cover,

cushion and Tianjin lantern from