



Design, Furniture, Product

Amitha Madan and Agrim Singhal design a new elegant collection for Indian brand Magari drawing its inspiration from India's Sangam Tamil era circa 400 BCE

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esigned by Amitha Madan and Agrim Singhal for Magari, this new collection has its roots set in 400 BCE in the Sangam Tamil era—a rich amalgamation of culture and tradition at a critical period in ancient India.

From this era stemmed the beautiful and geometric forms of the Tamil script, the central inspiration behind the exclusive Aayutha collection by Magari.

The collection is a blend of primarily stone and wood, along with detailing in brass, leather, and paper.

Aayutha Collection comprises dining tables, a study, a console, side and centre tables, seating, including armchairs, rocking chairs, ottomans and dining chairs, a bar unit, and a charpai.

Each piece has an innate characteristic, like low seating, stone carvings, hidden wheels c

stone stands, that can be traced back to traditional uses and art forms.

The overall collection has an innate simplicity to the series, which is highlighted by comfort and ergonomics.

One of the central pieces in the range is the Aayutha monolithic dining table—a low seated table with hand-carved granite stone.

Its design is reminiscent of old times, when ancient ancestors would sit together on the floor for their meals.

The design t originates from the traditional style of seating on the ground in a showcase of humility and togetherness.



Amitha Madan and Agrim Singhal Aayutha Collection Arivu Study



Amitha Madan and Agrim Singhal Aayutha Collection Madhushala Bar

The polished stone finish contrasts with the rough-cut natural texture of granite to elevate the senses.

The low-seated Kelir chairs, replete with brass studs and discreetly hidden wheels, are the perfect accompaniment to the table.

The hidden wheels tucked away discreetly offer ergonomic comfort and makes maneuvering effortless.

It comes in intricately woven leather or cotton cord back.

The Kalai console features a minimal design with clean lines and a geometric form.

It comes in stone or ribbed wood veneer finishes on the drawer to match a home's aesthetic.

The intricately woven cane shelf accentuates the design while being reminiscent of traditional furniture styles.

The Suvai table has been designed for those who look for the traditional Sangam Tamil aesthetic but with an ergonomic high-seating dining experience, and has brass and monolithic stone options to make the table truly at home in your home.

The Kalvi high dining chair is the perfect companion for the Suvai table, an elevated take on the Aayutha dining set.

Its elegant design is handcrafted from solid wood and inlaid with brass detailing to complete the look.

Aaram Armchair and Ottoman Seat has an exquisite frame handcrafted from solid wood and detailed in brass.

The backrest is structured with a metal frame and formed with an intricately woven leather cord or paper cord for added comfort and style.

Paired with the Aaram Ottoman, this comfortable armchair is versatile enough to blend in perfectly whether it be in a living room or study room.





Amitha Madan and Agrim Singhal- Aayutha Suvai Dining Table

Aattam Rocking Chair Rock features armrests inspired by cane walking sticks of yore, while the frame is handcrafted from solid wood and inlaid with brass.

The amalgamation is a playful take on a design that is steeped in tradition.

Mannai Centre Table is designed to be the focal point of any living room experience.

The Mannai Centre table takes inspiration from the Aayutha dining table in craftsmanship, featuring a monolithic granite design with contrasting stone finishes for a simple yet bold expression.

The smoothed raw stone offers a distinct yet natural character to the table.

Thunai Side Tables are clean, artful look, featuring a three-legged construction that pushes through the table surface to accentuate the design with brass inlays that also represents the triple-dotted Aayutha letter.

This brass work carries through the design with brass boundaries around the circular outer frame to give it a distinguishing character.

The Paai Charpai takes inspiration from its traditional furniture counterpart, offering versatility in seating, be it as a daybed, casual seating, or a handy bench.

The Arivu Study Table (Arivu means “Knowledge” or “Wisdom”) is minimal yet an aesthetically designed study table.

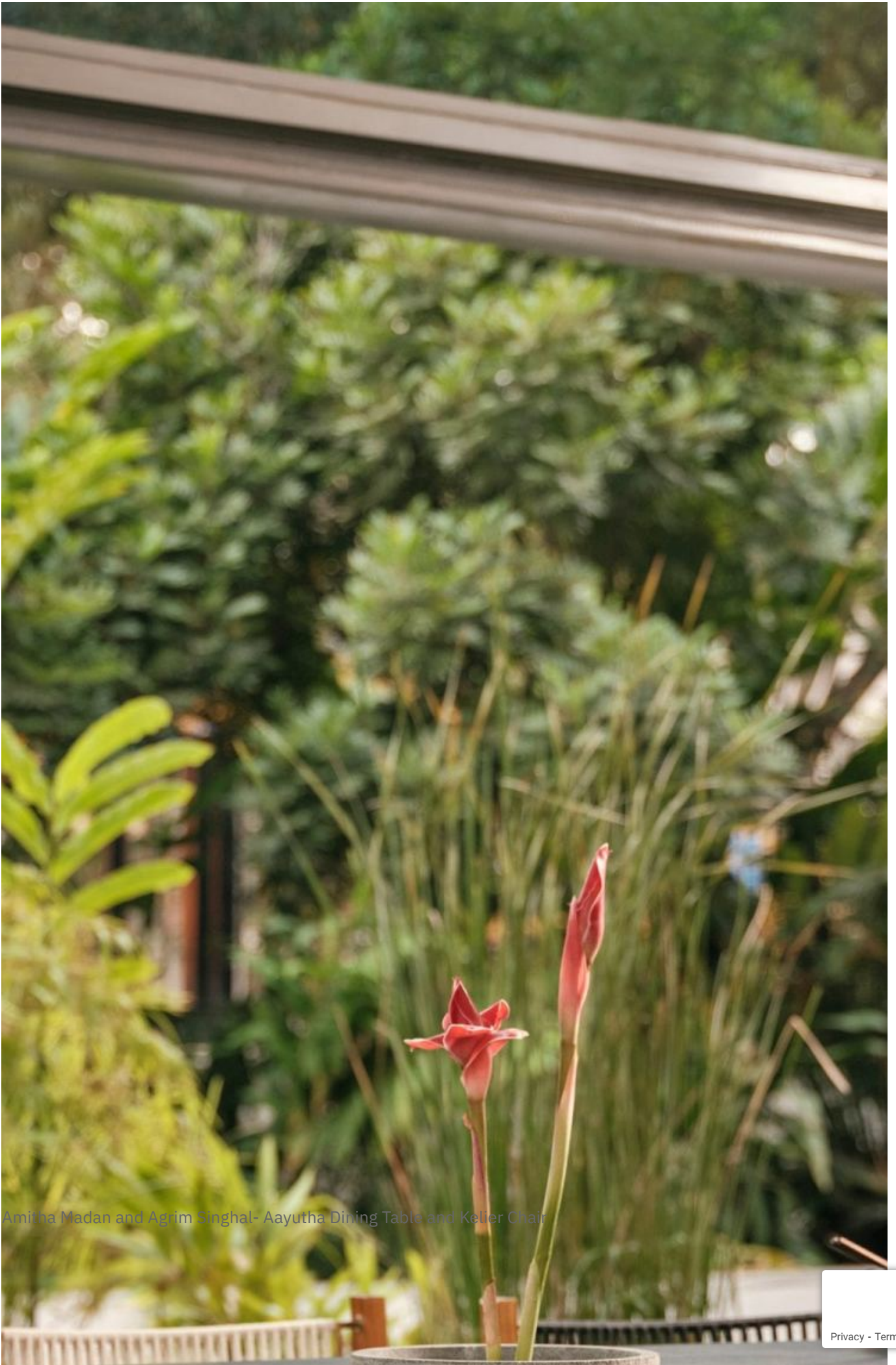
It also features removable storage and wooden trays for organizing your workspace, while the Madhusala Bar Unit is a perfectly circular form with minimal front and clean lines that allow it to blend inconspicuously into its surroundings.

The leather-cladding serving tray and illuminated upper closet ensure this unit is suited for the finest of wines and single malts you would want on display.

Although simple and minimal, the collection is designed to take a central placement in a

The traditional art forms brought to life in this collection have been tempered with new-age material over the ancient stone and wood, to expand their visual aesthetic.

Unifying the pieces is a unique detail – the triple dotted letter that accentuates the Tamil script has been etched onto the surfaces of the furniture pieces, harmonising the interiors in which they are placed.



Amitha Madan and Agrim Singhal- Aayutha Dining Table and Keller Chair

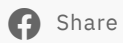


Amitha Madan and Agrim Singhal- Aayutha Kelier Chair

Project: The Aayutha Collection

Designers: Amitha Madan and Agrim Singhal

Manufacturer: Magari



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