

THE HOMES MAGAZINE FOR MODERN LIVING

# Living etc

May 2021 ₹150

INDIA EDITION

**HOMES**

**DOMINIC DUBE** IN HYDERABAD  
**STUDIO OSMOSIS** IN MUMBAI  
**IAAD** IN GOA

Meet the  
Queen of  
Quirk

**BETHAN LAURA  
WOOD AND HER  
DESIGNS FOR  
TOP ITALIAN  
BRANDS**



**MAKE YOUR HOME**

# AN OASIS OF CALM

**GLAMOROUS BATHROOMS NEW TRENDS & INNOVATIONS**



At Home With  
**ARCHANA DESHPANDE**

Self-driven ceramicist who took to studio-pottery for a lark and turned it into a flourishing business

**MY JOURNEY**

I BORN AND BROUGHT UP in a small town called Palghar. After completing my post graduate studies from Mumbai University, I got married and moved to Chicago. Then followed a long stint working for American Mortgage.

WHEN WE DECIDED TO COME BACK to India, I knew that I wanted to do something on my own. I was ready to embark on something new as the family was settling back to life in India. I am an avid lover of hand made products as they are imperfectly perfect. Earlier in Chicago my family and friends admired my crockery selection. This opportunity to try my hand at pottery and ceramics just came my way and I grabbed it. I was sure about my design capabilities and everything else just progressed from there.



TOP TO BOTTOM Rustic handmade collection, Archana Deshpande, Santorini white with blue speckles coffee mugs and cup with square saucer

**DESIGN PHILOSOPHY**

I BELIEVE THAT ART needs to be trendy and functional to be part of your daily life. At PotteryDen, we believe in the simplicity of design.

Our collection is produced from different clays and further decorated in different ways. For example, you might use various glazes to create the effects you want or you might hand paint the items.

USP OF POTTERYDEN is to bridge the gap between tradition and style so you can have the best of both. Handmade products like a bowl, utensil, vessel, in different colours and inspired by nature are abundantly in demand, and we customise for the corporates and do bulk orders too.

ALL DESIGNS ARE INFLUENCED BY NATURE like seasonal colours, nature, festivities and earthy tones. We try to be as close to nature as possible. We launch limited edition collections every quarter, and every collection has a story to tell.



**CHALLENGES**

INITIALLY WE FACED CHALLENGES to set up the ecosystem. We needed to find out good packaging solutions since our product is fragile. Now there are multiple packaging, warehousing, delivery solutions available.

**CURRENTLY WORKING ON**

We are working on a Traditional and Festive Collection 2021 and our upcoming collection is Rise Collection, we are working on designs and tones which will brighten up a space. After this pandemic everyone needs to bring and spread some cheer around to restart life.

**WHAT'S NEXT?**

WE ARE WORKING FOR LOT OF fine dining restaurants for tableware and with several architects and interior designers in the home decor segment.

**MY LIFE**

WHAT EXCITES YOU THE MOST ABOUT YOUR WORK? Response from people is what excites us. When people wait till we preview and 90% collection gets booked at the preview.

THE LIFE MANTRA I LIVE BY Keep doing your job as best as you can and focus on quality.

FAILURE TO ME IS...nothing. I never fail, either I learn or I win. I believe that the learning process is when you rethink and come back again. MY FIVE YEAR PLAN FOR PotteryDen is to open at least five fulfillment centers in USA, UK, Singapore, Australia and Canada. The basic infrastructure is ready and pretty much about to launch once the pandemic settles.






WEBSITE  
potteryden.com

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