

studiopka



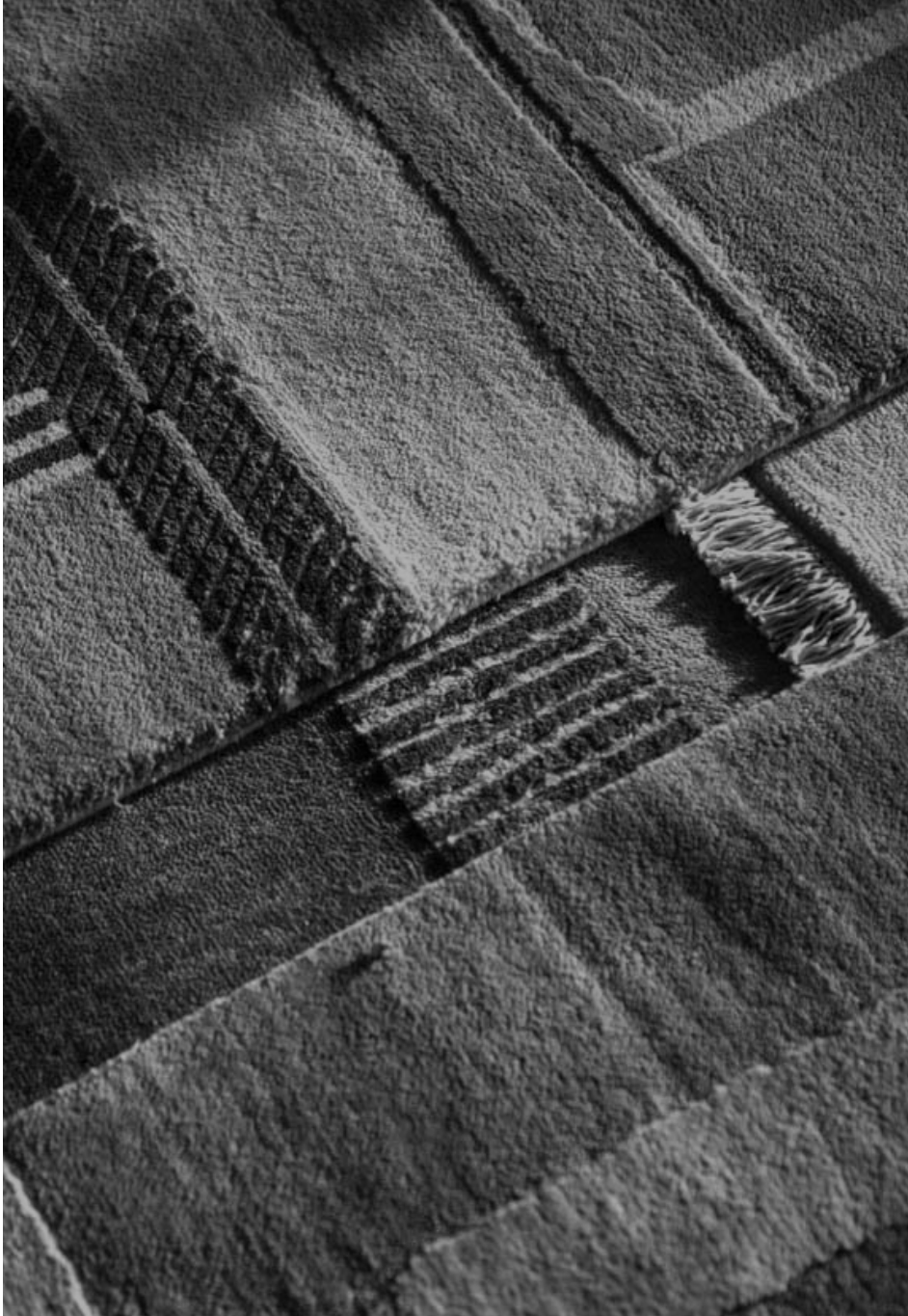
COCOON  
FINE RUGS

elemental



“the realisation of an idea through the percolation of design sensibilities from spatial programs to finished products”







# introduction

## e|emental

Inspired by the intangible and tangible aspects of the studio, the Elemental Collection is a confluence of art, architecture and culture - infusing the ethos and philosophy of the design house and depicting it through its works as well as taking inspiration from its physical location within the Art District in South Bombay, respectively.

With Elemental, we seek to share an intimate story of our journey as architects and designers, in the city we call home.

The design reflects the abstractions of elements, materials, color and texture. Moreover, they are inspired by history of art and architecture, the existence of spaces and beyond.

Allowing a constant play with contrasting forms and color, the designs reflect a strong sense of accents, composition and motif.

# studiopka



A leading, award winning architecture and design studio that continues to redefine the concept of meaningful, functional and sustainable design.

Since its inception, the studio has flourished as a professional architecture and design house. Our projects have continued to embody a strong sense of place and the identity - attributes which the studio relates with and which we strive to achieve.

We believe in telling stories. Of weaving narratives that make the design process immersive, vivid and intimate.

From collaborating to experimenting, and constantly questioning the status quo - the studio seeks conviction in its processes with an added dimension of empathy. With projects spread out across the country, we have garnered an extensive yet diverse portfolio of work that has catered to a distinguished clientele.



**Puran Kumar**  
Principal, Studio PKA

Puran Kumar - Principal at Studio PKA - believes in creating spaces that exude a strong sense of place and identity. Now more than 25 years into the practice, Puran continues to explore and adopt fresh, innovative and exciting new ways of breathing life into the wide gamut of projects that come his way.

From Corporate Interiors to Residential Spaces and explorations in Adaptive – Re-Use, Puran's repertoire of architecture and interior projects is as wide as it is simple.

Studio PKA, located within the Art District in Fort, Mumbai, is breaking new ground as it expands, evolves its design language and ventures out in search of new typologies in the field of architecture and design.



# COCOON

## FINE RUGS



A leading award-winning rug brand in India, that tells a different story through each design. Cocoon is the largest one-stop point for modern, transitional and traditional handmade rugs in India.

Each piece has been designed and woven in-house using the finest raw materials and is a reflection of finely honed skills of the craftsmen – all the while celebrating and respecting Indian tradition, art and culture.

These masterpieces are a true reflection of the finely honed skills of our master craftsmen and of the delicate intricacy of the designs.



**Ayush Choudhary**  
Founder, Cocoon Fine Rugs

With fresh perspective on carpet designs and textures, Ayush is creating a completely new generation of carpet users through his concept rug gallery – Cocoon!

Guided by a bold approach in his work, Ayush has developed an unmistakable signature style that combines the ornamental elements from classical carpets with contemporary abstract designs.

Ayush explains that his signature collections are heavily inspired from his extended stays in vibrant world cities – Chicago, San Francisco, Barcelona and London. He cites everyday things around him – nature, architecture and people as his creative influences behind signature collections such as Colors of Life and

Vintage Revival!





e|emental

terra firma

Terra Firma deconstructs and juxtaposes elements, materials and textures of existing projects designed by the studio - an abstraction of not only its works but its ideology as well. Firmly rooted in both thought and expression, Terra Firma explores the 4 major landforms - Mountains, Hills, Plateaus & Plains - through abstracted forms and a muted palette.





## **TERRA FIRMA | PLATEAU**

Size: 5ft x 7ft

*\*Custom Sizes Available*

Material: Wool and silk

Price : Rs. 1,20,000

*The overlapping nature of the elements, jagged around the edges, rise sharply and give way to an even surface.*





## **TERRA FIRMA | GRADIENT**

*Size: 9ft x 6ft*

*\*Custom Sizes Available*

*Material: Wool and silk*

*Price : Rs. 1,78,000*

*An inclination depicting natural  
extrusions - interconnected yet unique  
unto themselves.*







## **TERRA FIRMA | STRATA**

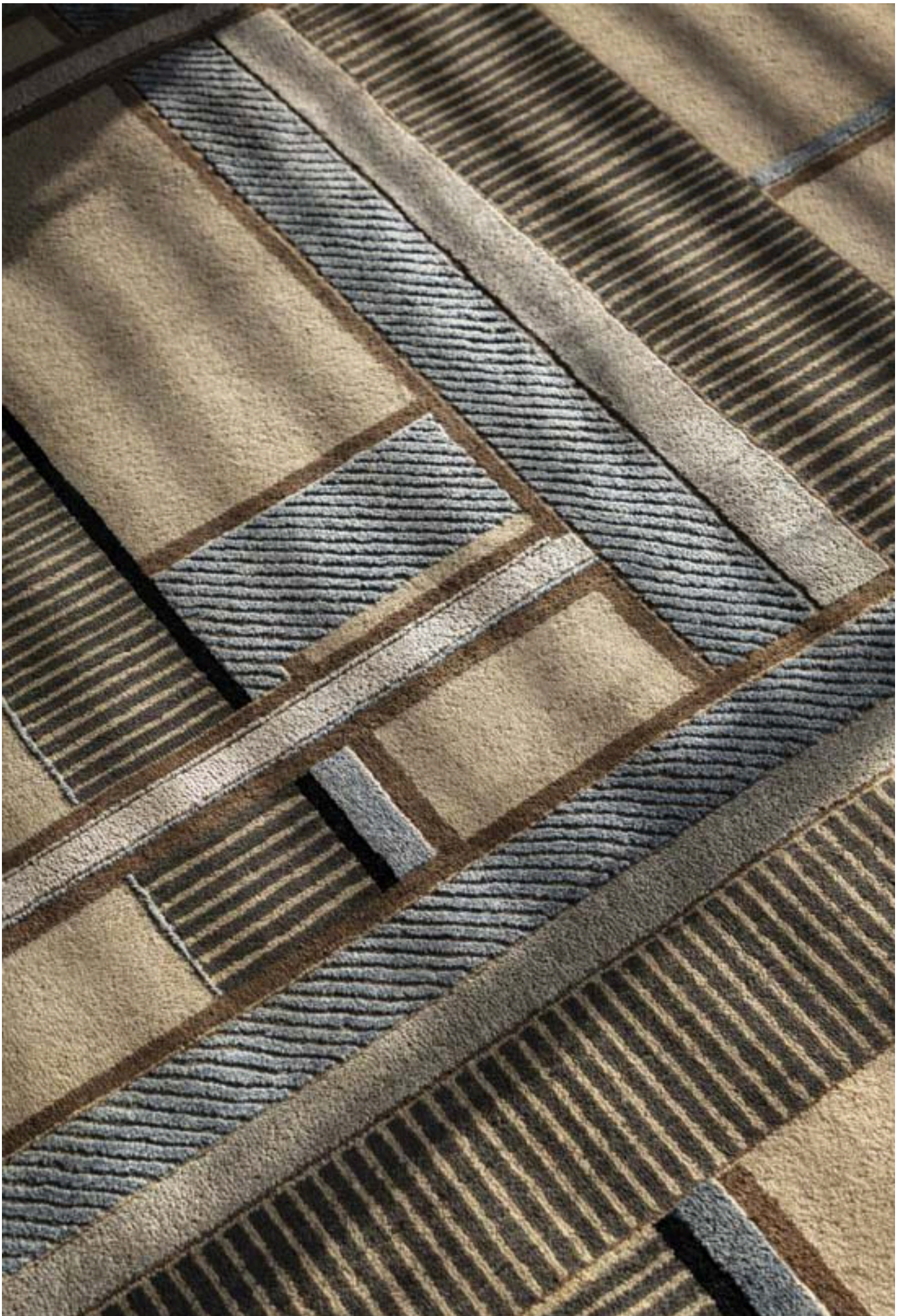
*Size: 9ft x 6ft*

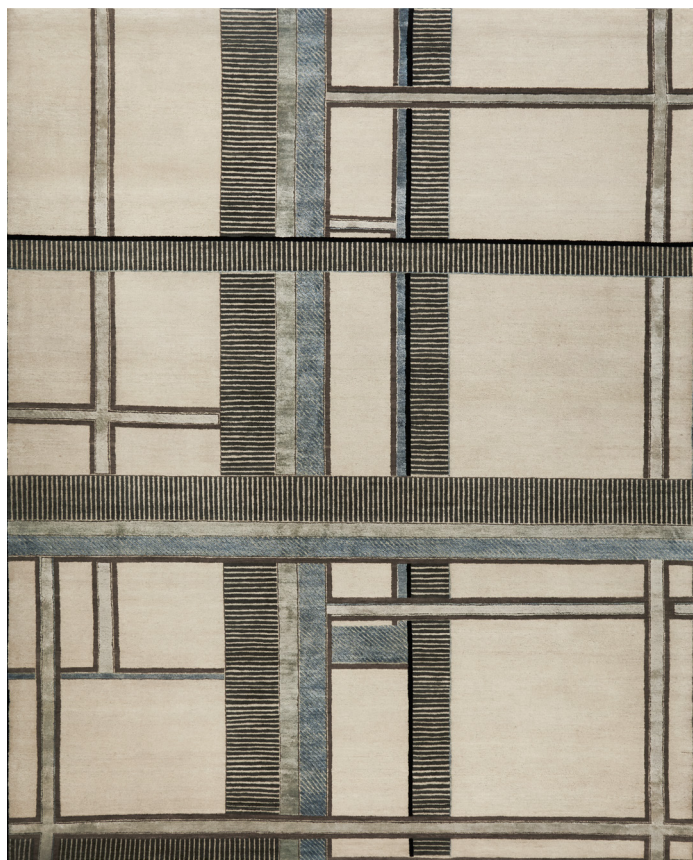
*\*Custom Sizes Available*

*Material: Wool and silk*

*Price : Rs. 1,78,000*

The plains are depicted with minimal variations in form, slight shifts in tone & hue, and represent the nature of the flat habitable surface.





## **TERRA FIRMA | TECTONIC**

Size: 8ft x 10ft  
*\*Custom Sizes Available*

Material: *Wool and silk*

Price : *Rs. 2,60,000*

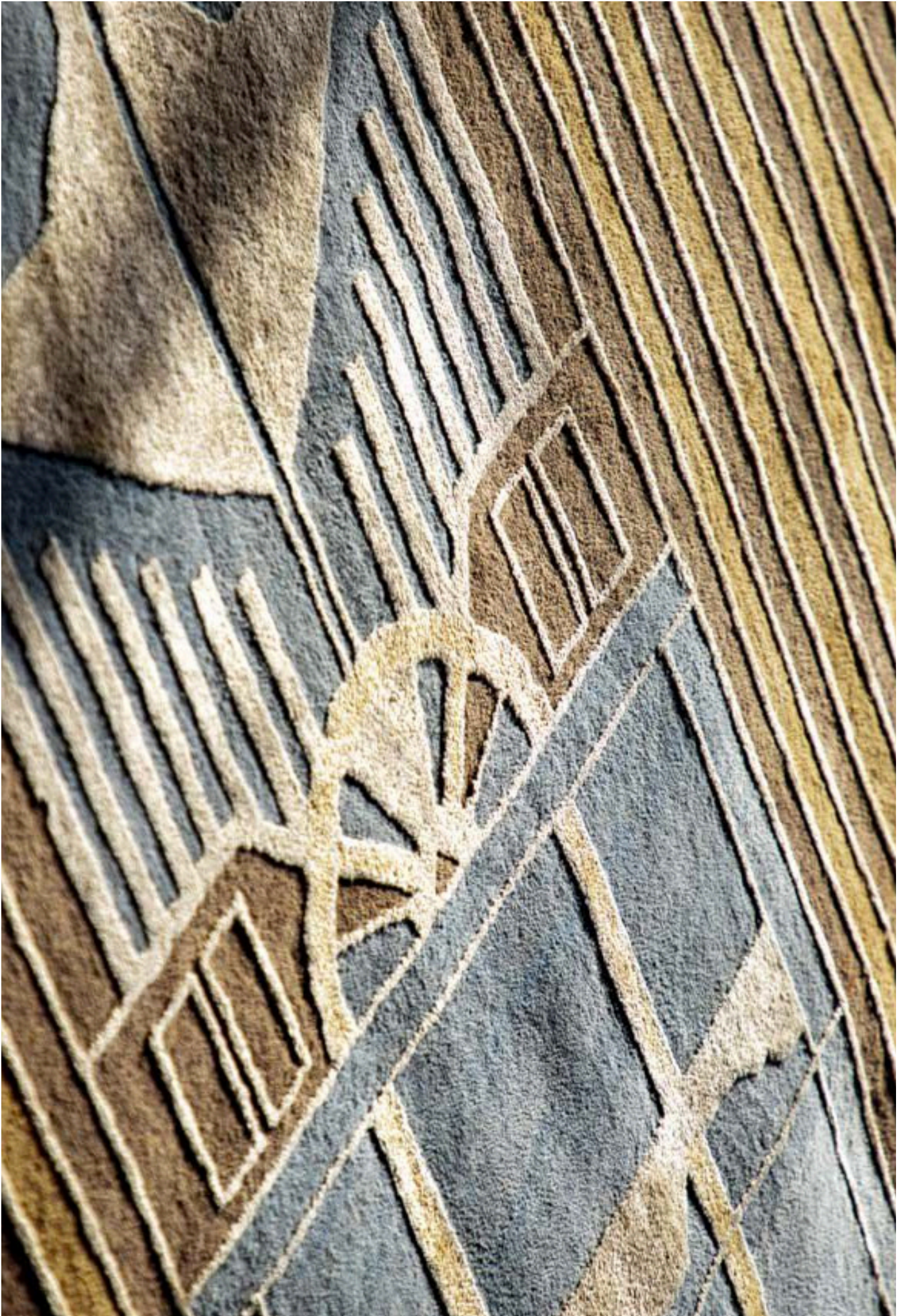
The intersecting striations - symbolising motion and vigour - allude to the process of the formation of some of the tallest landforms on the surface of the Earth



e|emental

## bombay deco

The Bombay Deco line is influenced and inspired by the history and architecture of the city - a celebration of the built environment that needs to be respected, preserved and adapted for the needs of today. With Bombay Deco, the final expression is an ode to the City of Dreams - through renowned Cinema lines and the architecture of the Cinema Houses of the era. Ultimately, highlighting an architectural style with pops of colour & a play of form, coupled with a dash of nostalgia.





## **BOMBAY DECO | METRO**

*Size: 6ft x 9ft*

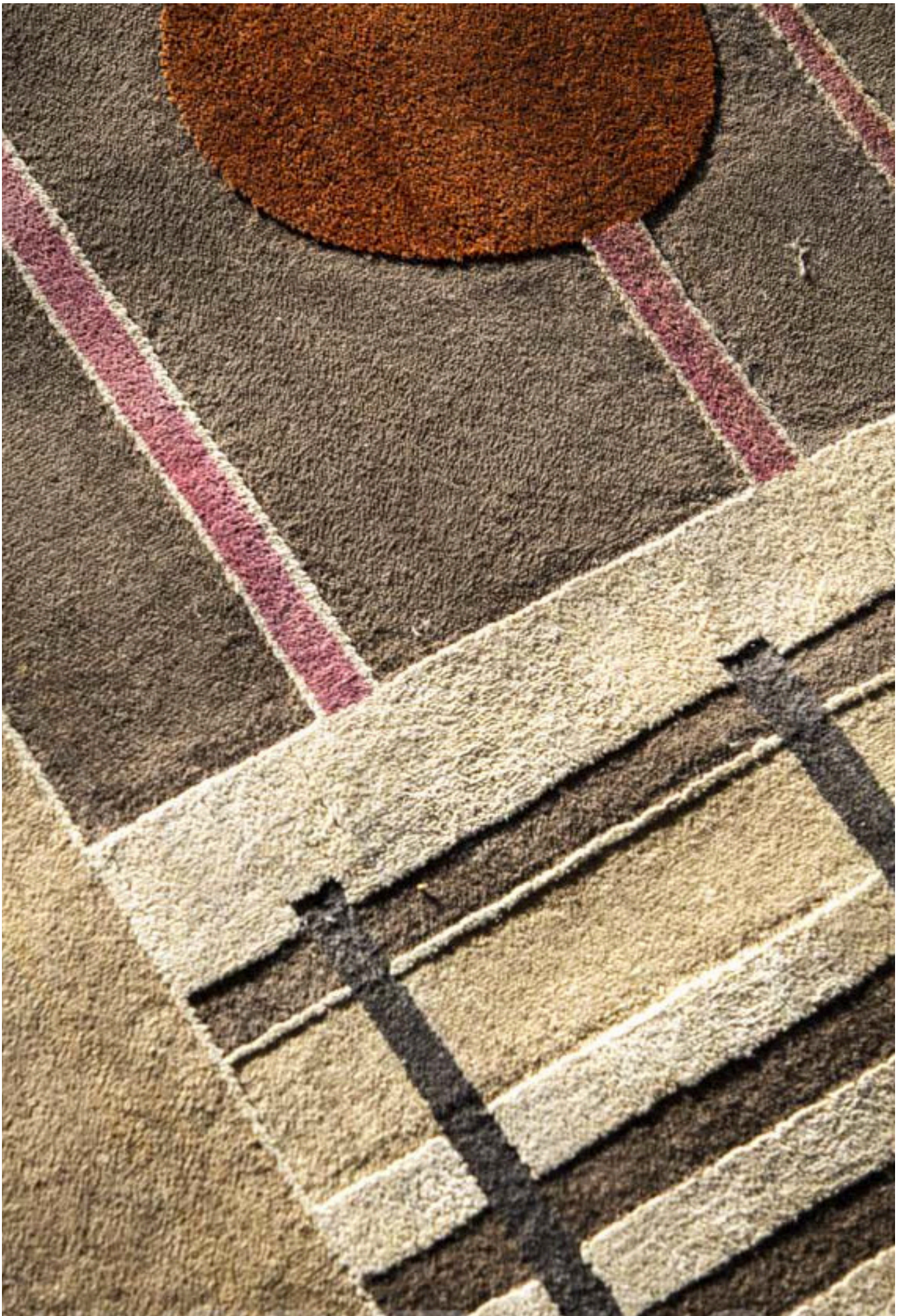
*\*Custom Sizes Available*

*Material: Wool and silk*

*Price : Rs. 1,78,000*

Enhancing the intricacies of the new and old, through bold geometry, that accompanies contrasting forms, symbols and color.







## **BOMBAY DECO | EROS**

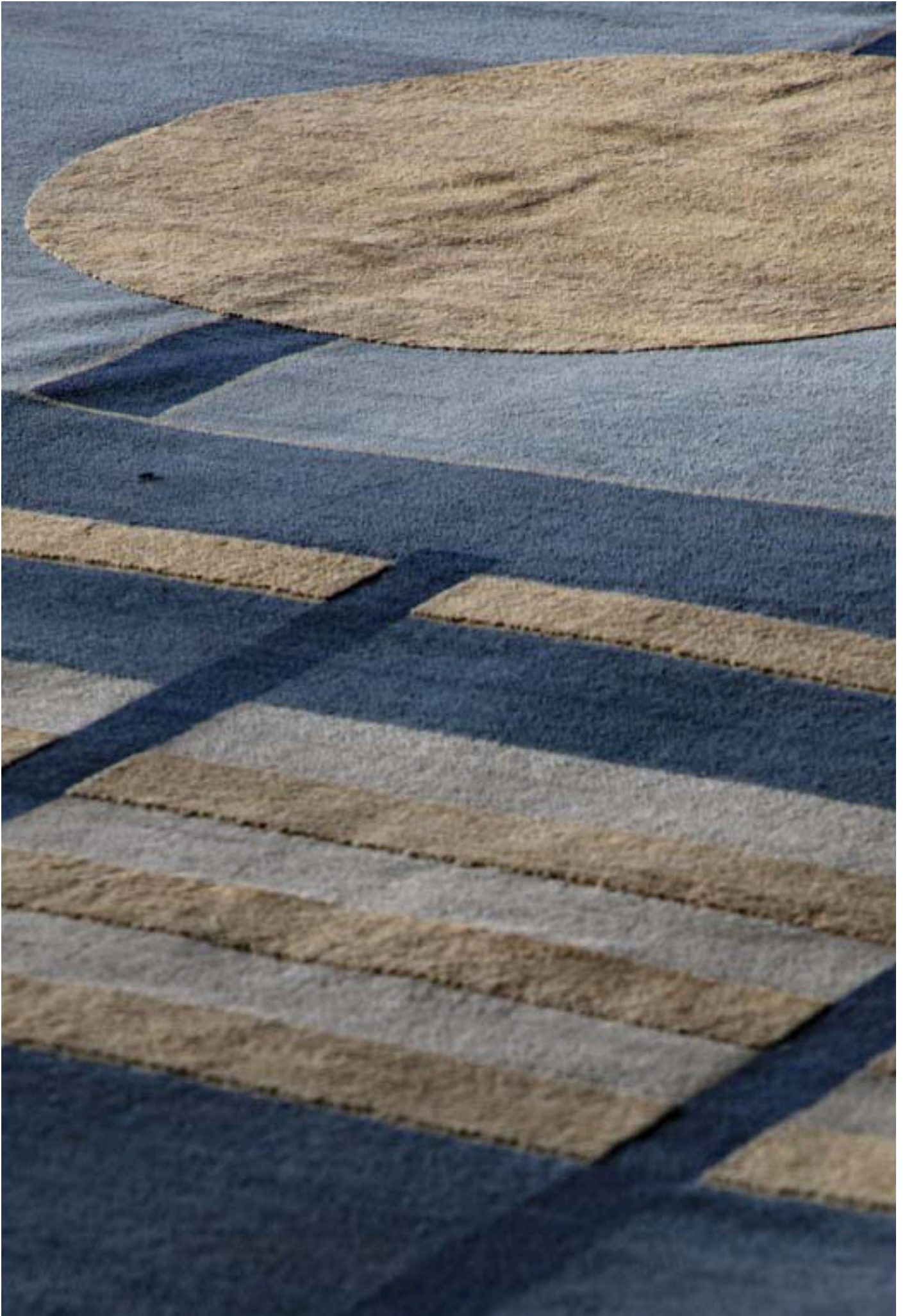
*Size: 6ft x 9ft*

*\*Custom Sizes Available*

*Material: Wool and silk*

*Price : Rs. 1,78,000*

A juxtaposition of elements with hints of the cinema house's signature tones, figures and silhouettes, forming the detailed frame work of the facade.





## **BOMBAY DECO | STRAND**

*Size: 8ft x 10ft*

*\*Custom Sizes Available*

*Material: Wool and silk*

*Price : Rs. 2,60,000*

Where contrasting elements meet, where the linearity coexists with the circle, the sun meets the sea and the yellow meets the blue and the structure exists.





## **BOMBAY DECO | LIBERTY**

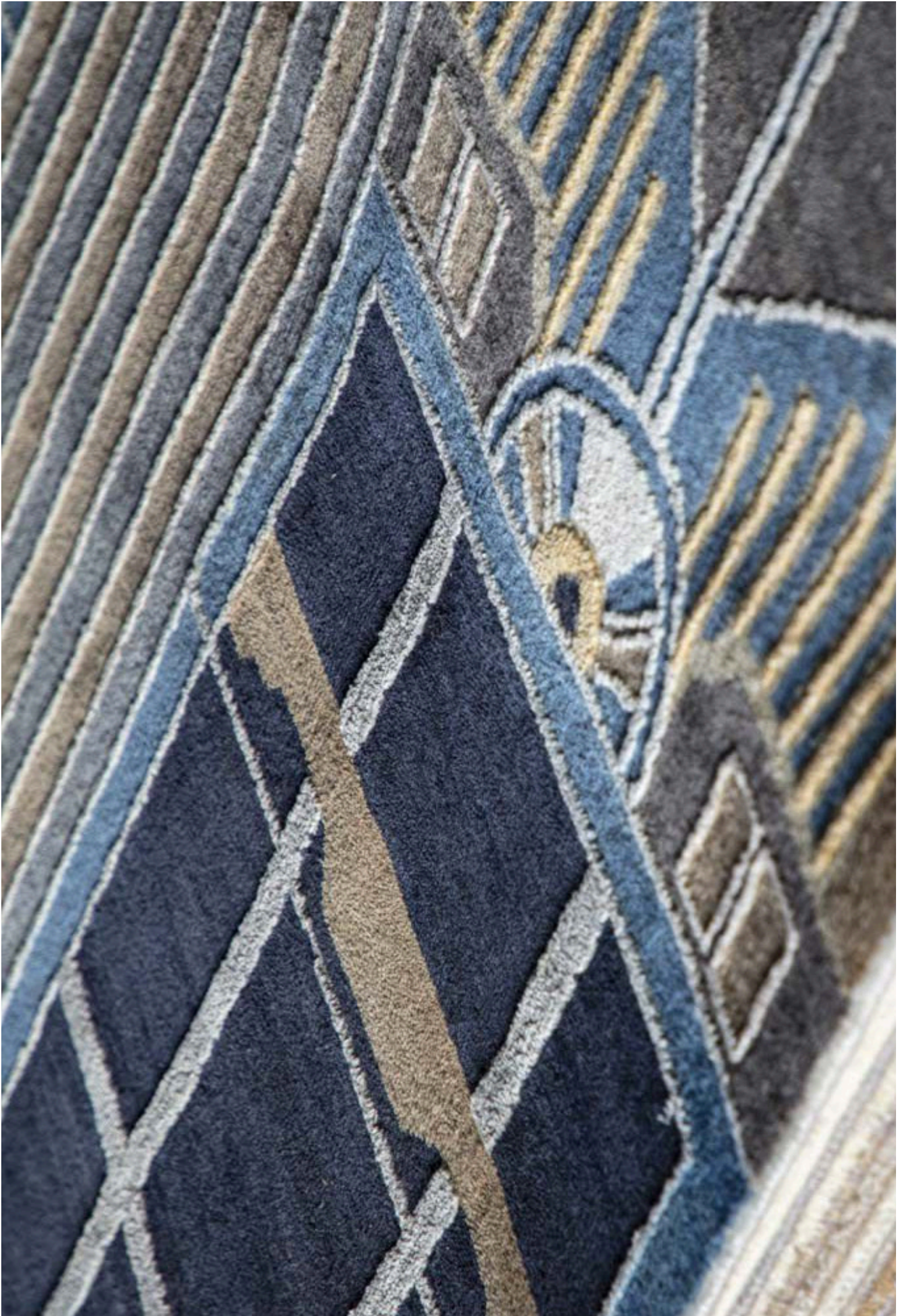
*Size: 5ft x 7ft*

*\*Custom Sizes Available*

*Material: Wool and silk*

*Price : Rs. 1,20,000*

A facade of neutral hues and repeating geometries that serve as a nostalgic whiff of the past.





## **BOMBAY DECO | REGAL**

*Size: 8ft x 10ft*

*\*Custom Sizes Available*

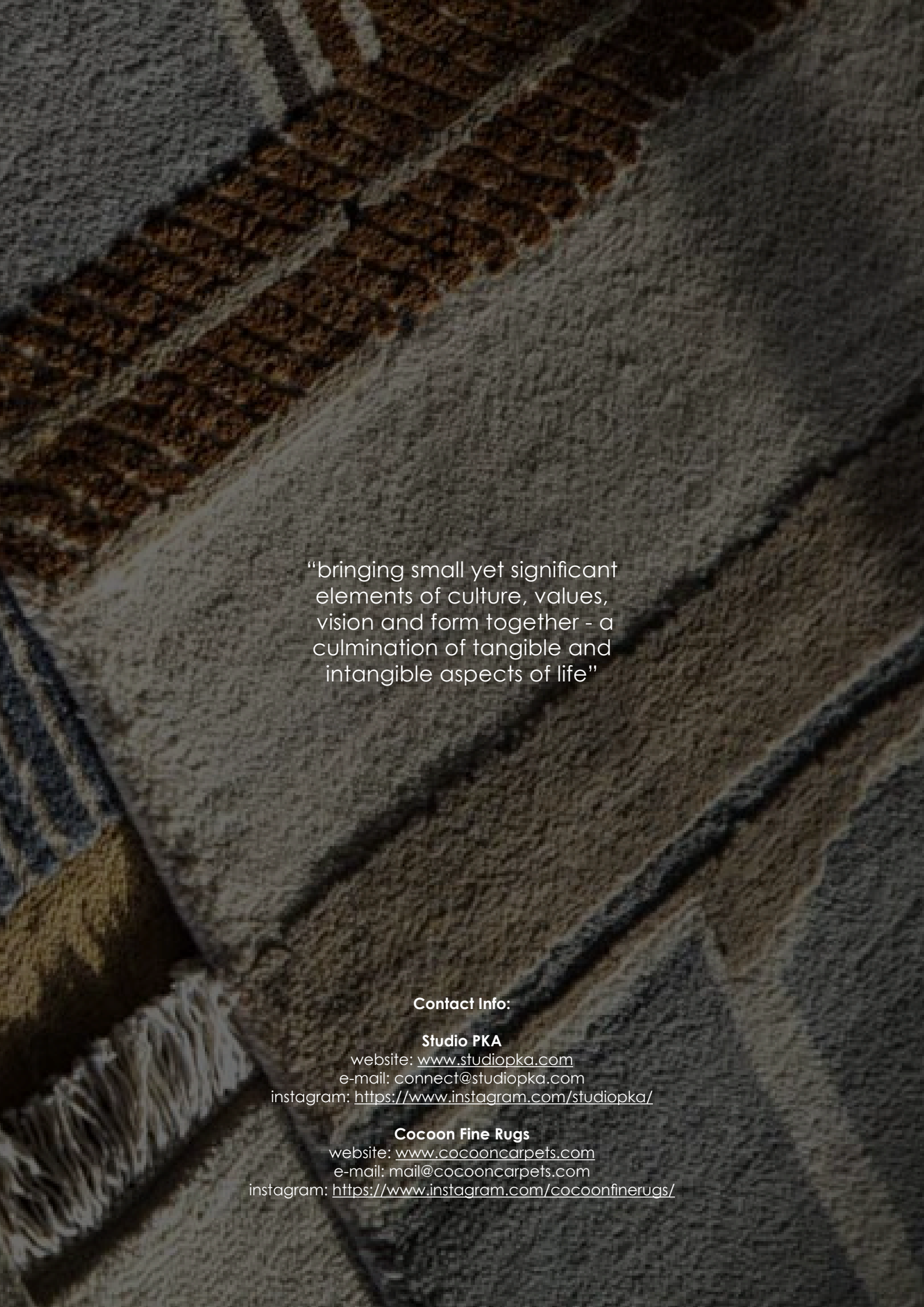
*Material: Wool and silk*

*Price : Rs 2,60,000*

Bold, resolute and alluring the formal arrangement seeks to depict the elements of the Art Deco style in all their glory.







“bringing small yet significant  
elements of culture, values,  
vision and form together - a  
culmination of tangible and  
intangible aspects of life”

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