



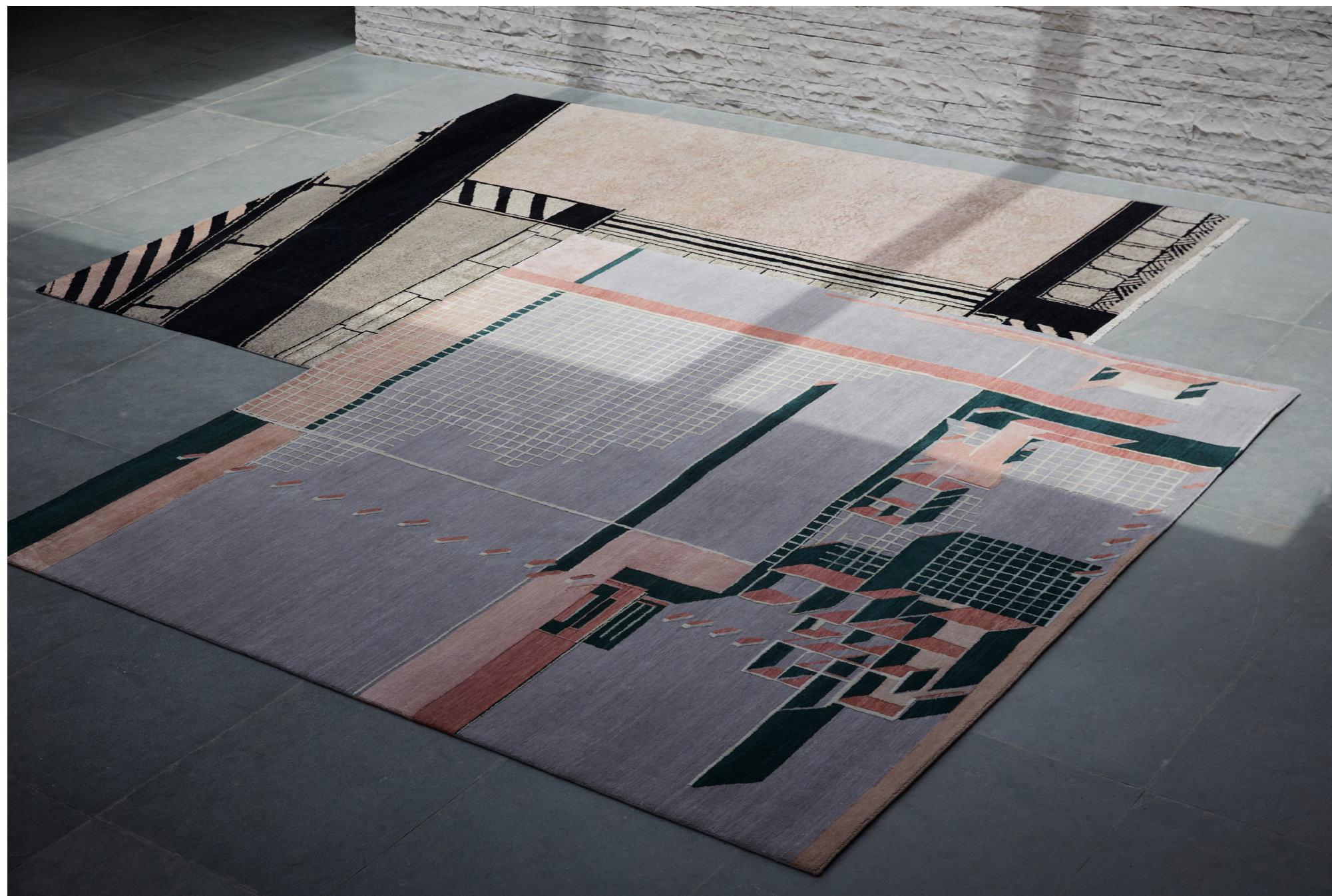
COCOON
FINE PLUGS

X

red

presents

.DWG *dossier*



.DWG *dossier*

Our collection, as the name suggests, is true to who we are and what we do! The germ of anything new and creative starts from the ability to express an idea into a drawing at first and then something its physical manifestation.

The inspiration for these rugs is just that – *a tribute to the beauty of a drawing and its power and capacity to transform imagination into reality!*

Using that germ of an idea and adapting it into a final product – something that will adorn the space that it was drawn for. The completion of the rhetoric!

reD has always been a practice about collaboration.
Collaboration between different design verticals
Collaboration of varied scales
Collaboration of diverse disciplines
When Cocoon rugs asked us to design a collection for them, being uncharted territory, we jumped at the opportunity!



Ekta Puri
Founding partner

She has worked in varied environments of small design studios to large scale corporate offices, both in Mumbai and New York, bringing to the practice a blend of team spirit enriched with a curiosity to question the norm and empathy to give wings to ones dreams!

Her experience ranges from architectural and interior design projects in the Residential, Commercial, Hospitality, Healthcare and Institutional sector.

Ekta an undergraduate degree from KRVIA in Mumbai and has a Master's Degree from UPENN, Philadelphia, with Theory and Technology as a Major. She has been Juror and Studio mentor at KRVIA and BSSA in Mumbai.



reD Architects
Prabhadevi, Mumbai

reD as the name suggests is a studio with emphasis on research and enquiry resulting in design.

We strive to achieve the client's goals through the process of research. Our team ensures that the design solution provided generates an environment that surpasses trends and fads by offering a more enriching spatial experience.

While the 4 principles are architects, we prefer to refer to our practice as a confluence of multi disciplinary individuals, be it architects, interior designers, graphic designers, product designers, urban planners or even stylists. Creativity is a result of the collaboration of these many disciplines.



Cocoon Fine Rugs
Worli, Mumbai

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.

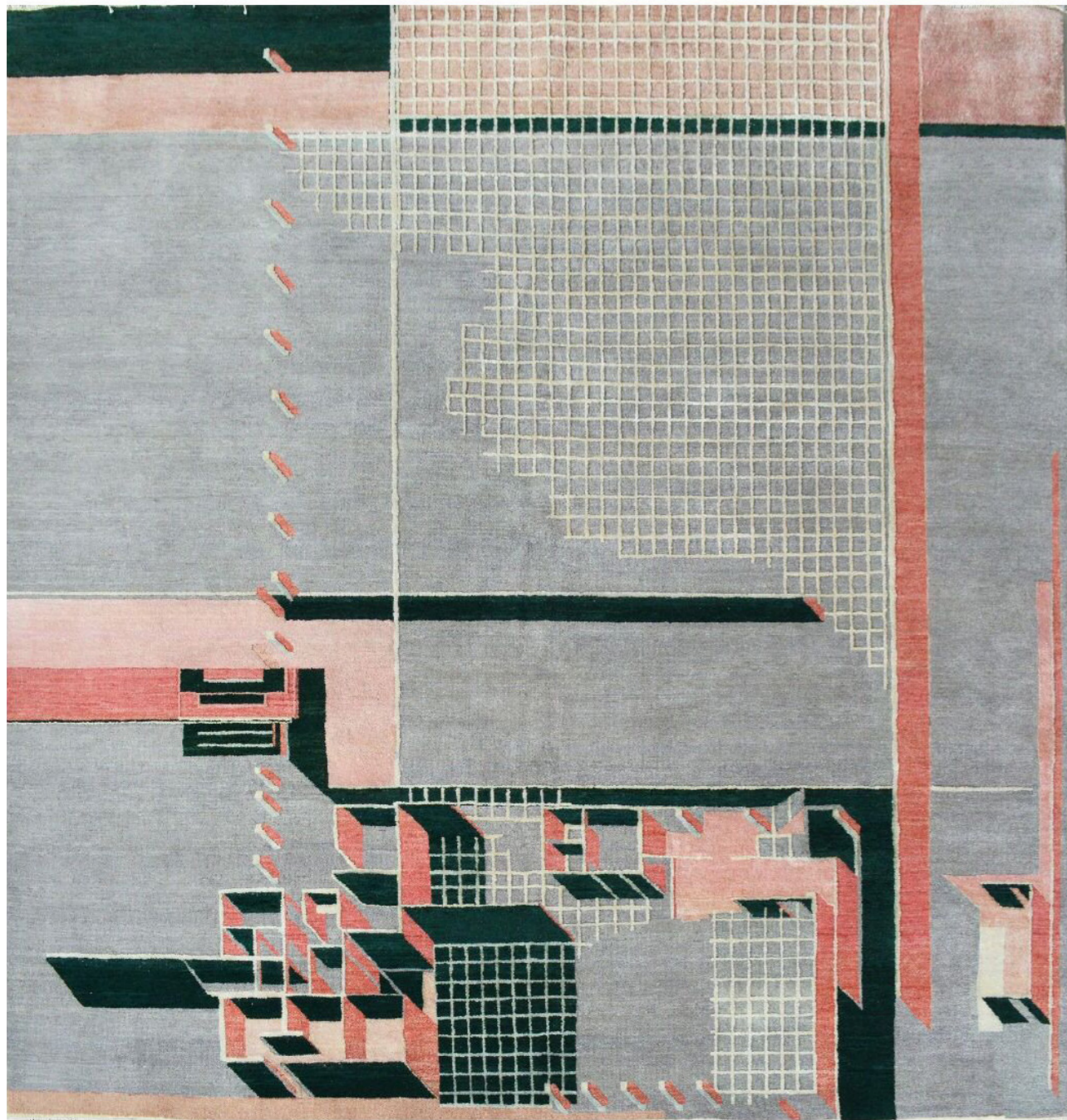
These masterpieces are a true reflection of the finely honed skills of our master craftsmen and of the delicate intricacy of the designs. and traditional handmade rugs in India. Each piece has been designed and woven in-house using the finest raw materials and is a reflection of finely honed skills of the craftsmen – all the while celebrating and respecting Indian tradition, art and culture.



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!



reD Architects

Design : **CE9281**
Appx. size : **2.44m x 2.44m**
8ft x 8ft



(Customization for colour and size is available.)

BLUEPRINT

The conversion of an idea into its physical manifestation – something tangible

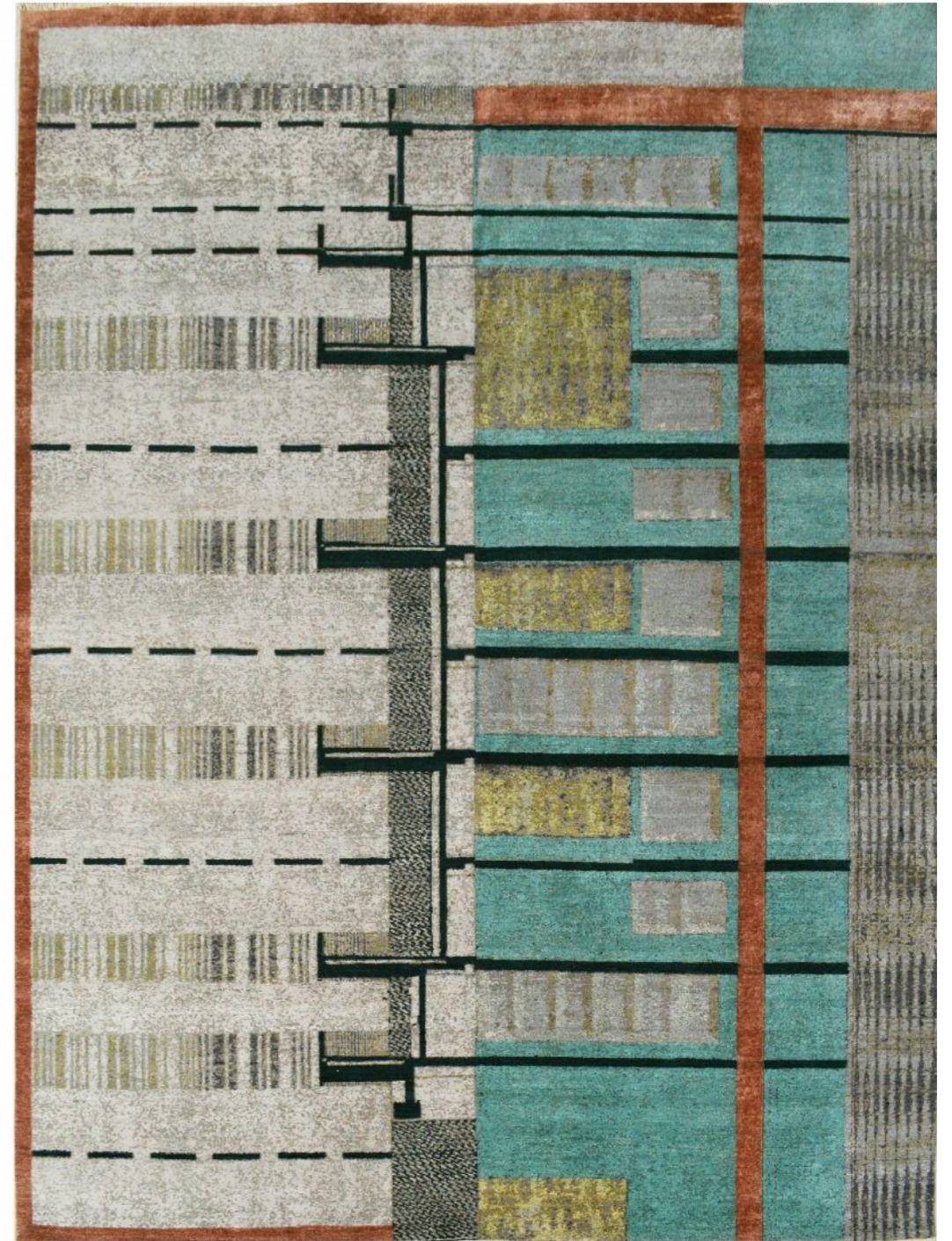


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STOREY

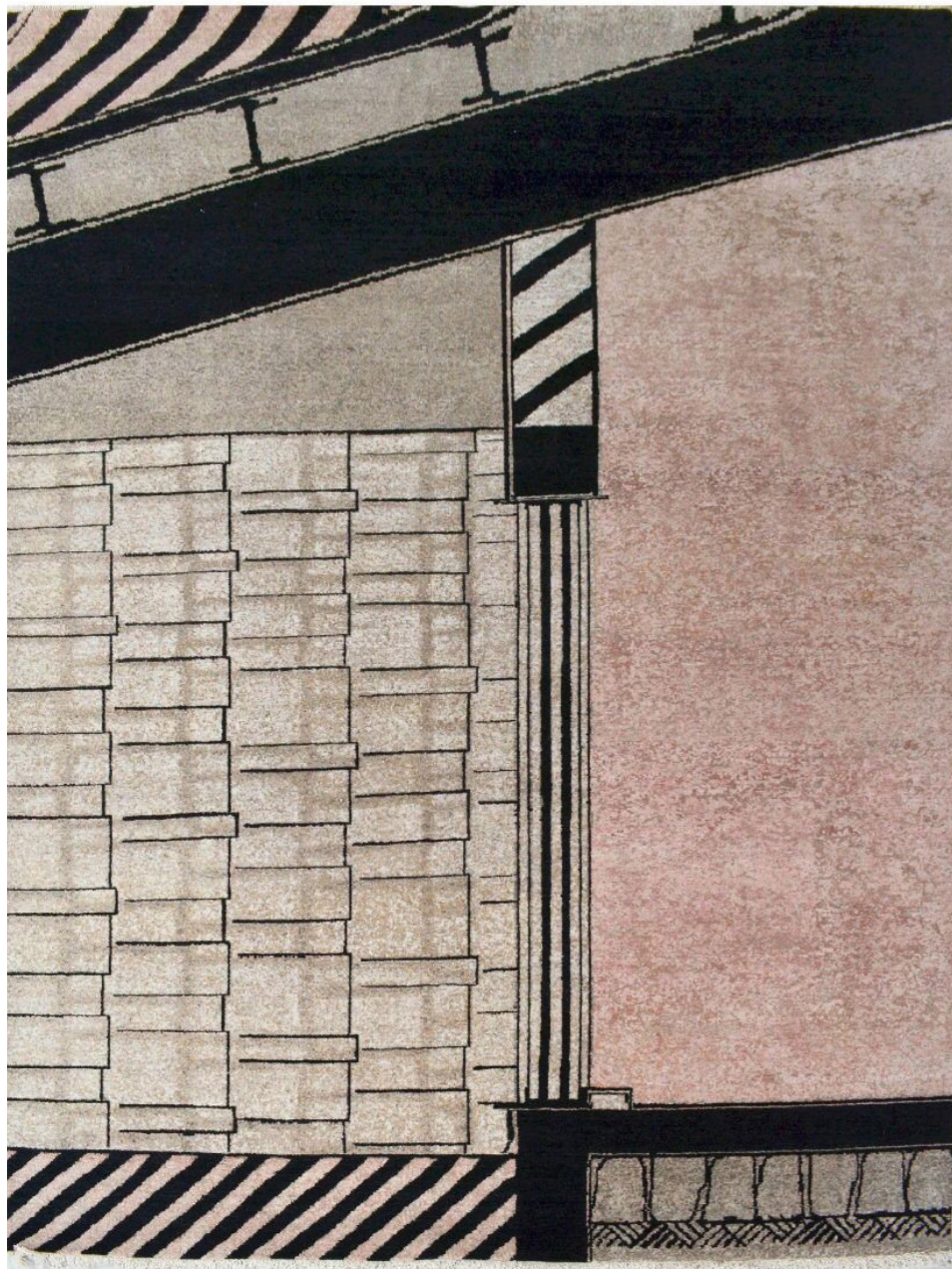
The simple act of stacking can have so much more meaning - as the volumes created by extrusion and scooping can be infinite!



reD Architects

Design : **CE9280**
Appx. Size : **2.44m x 3.05m**
8ft x 10ft 3in

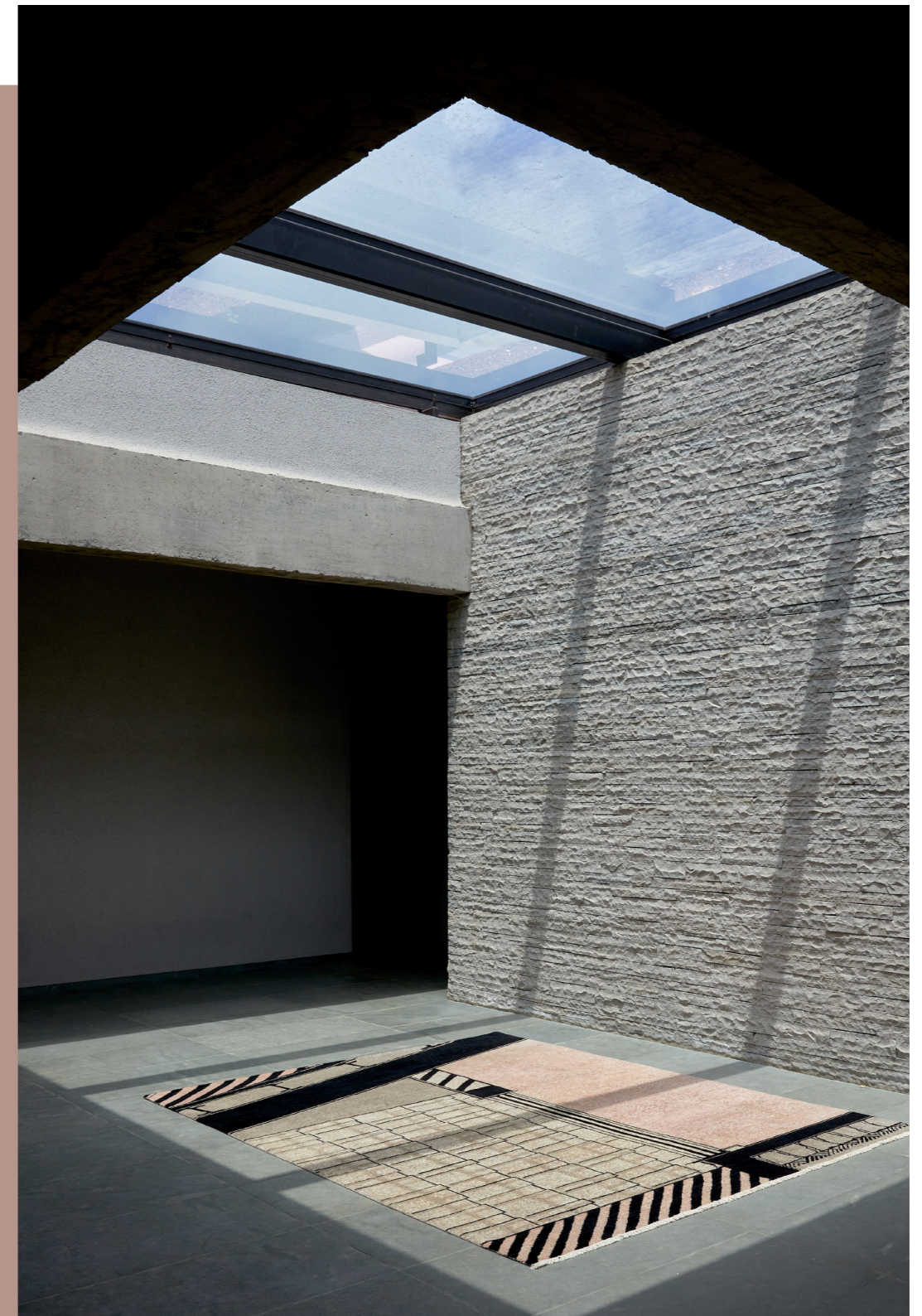
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reD Architects

Design : **CE9276**

Appx. Size : **2.44m x 3.05m**
8ft x 10ft 3in



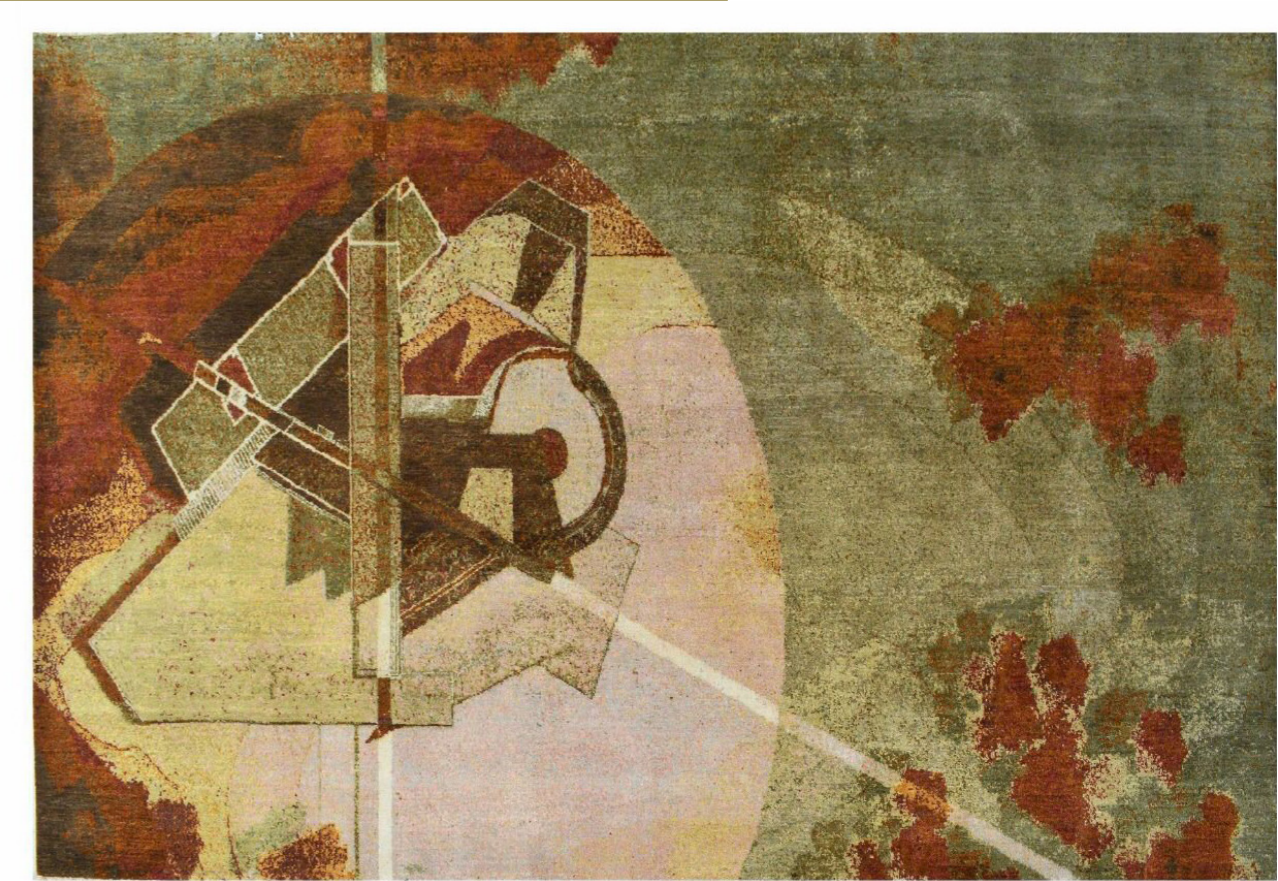
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THRESHOLD

The fine line between the inside and the outside - the cusp of possibilities on either side.



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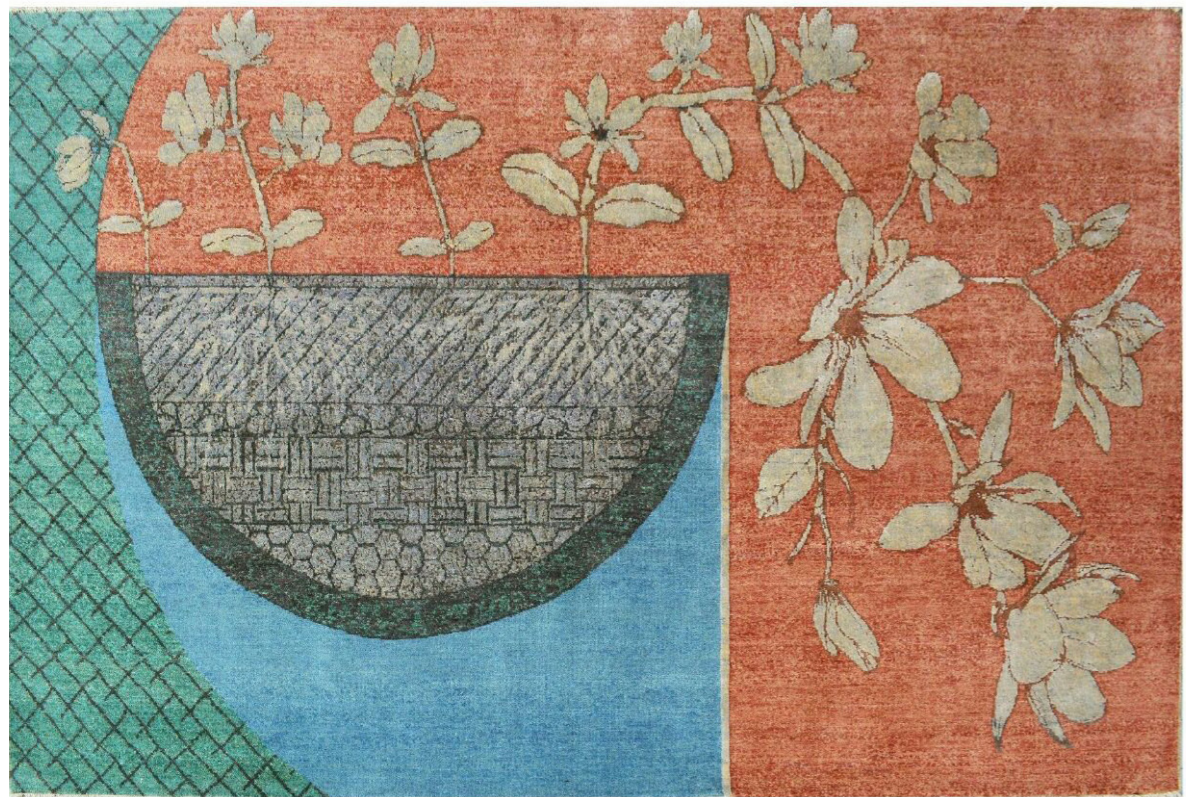


GENESIS

Every new idea needs a physical start – a place to plot down a thought and see it unfold into reality.

reD Architects

Design : **CE9277**
Appx. Size : **3.05m x 1.83m**
10ft 3in x 6ft



reD Architects

Design : **CE9279**

Appx. Size : **2.74m x 1.68m**

8ft 11in x 5ft 6in



(Customization for colour and size is available.)

MAGNIFY

No element of design is complete without fine-tuning the delicate nuances – from macro to micro!



(Customization for colour and size is available.)



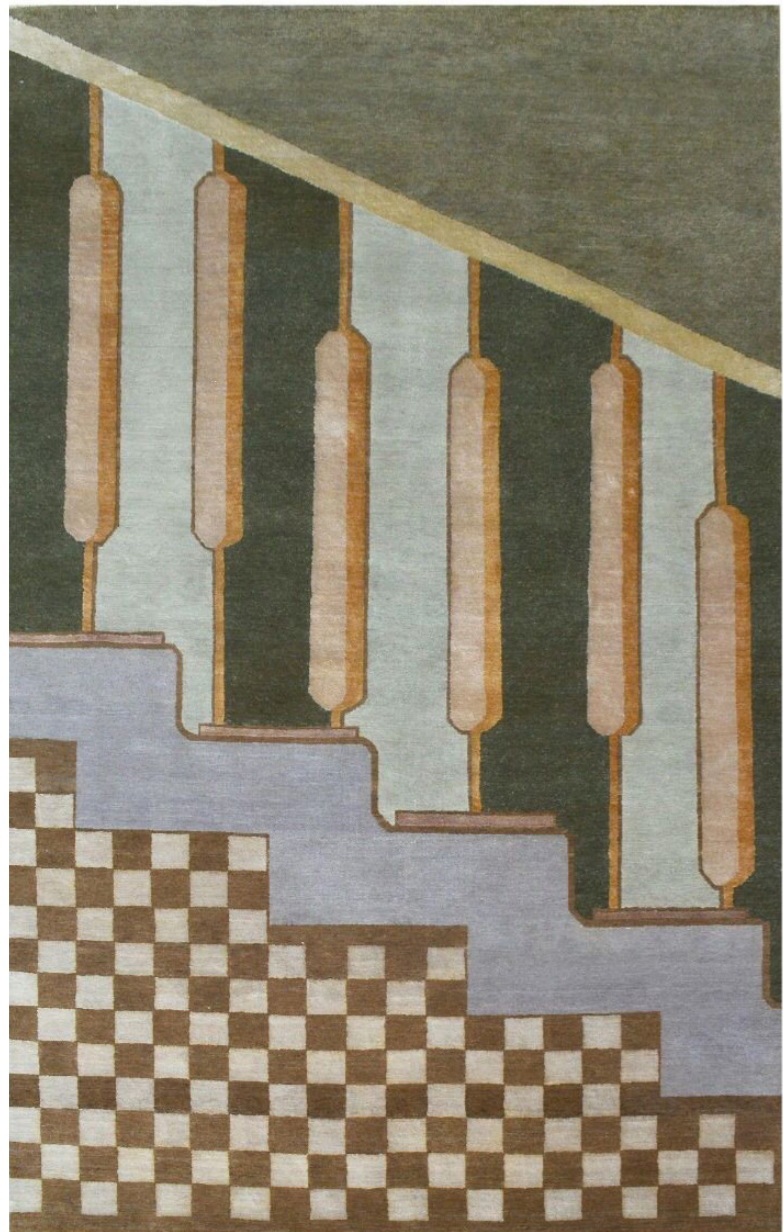
FRAME

Taking a step back and adjusting the perspective can help you discover so much – an unfolding of the frame!



reD Architects

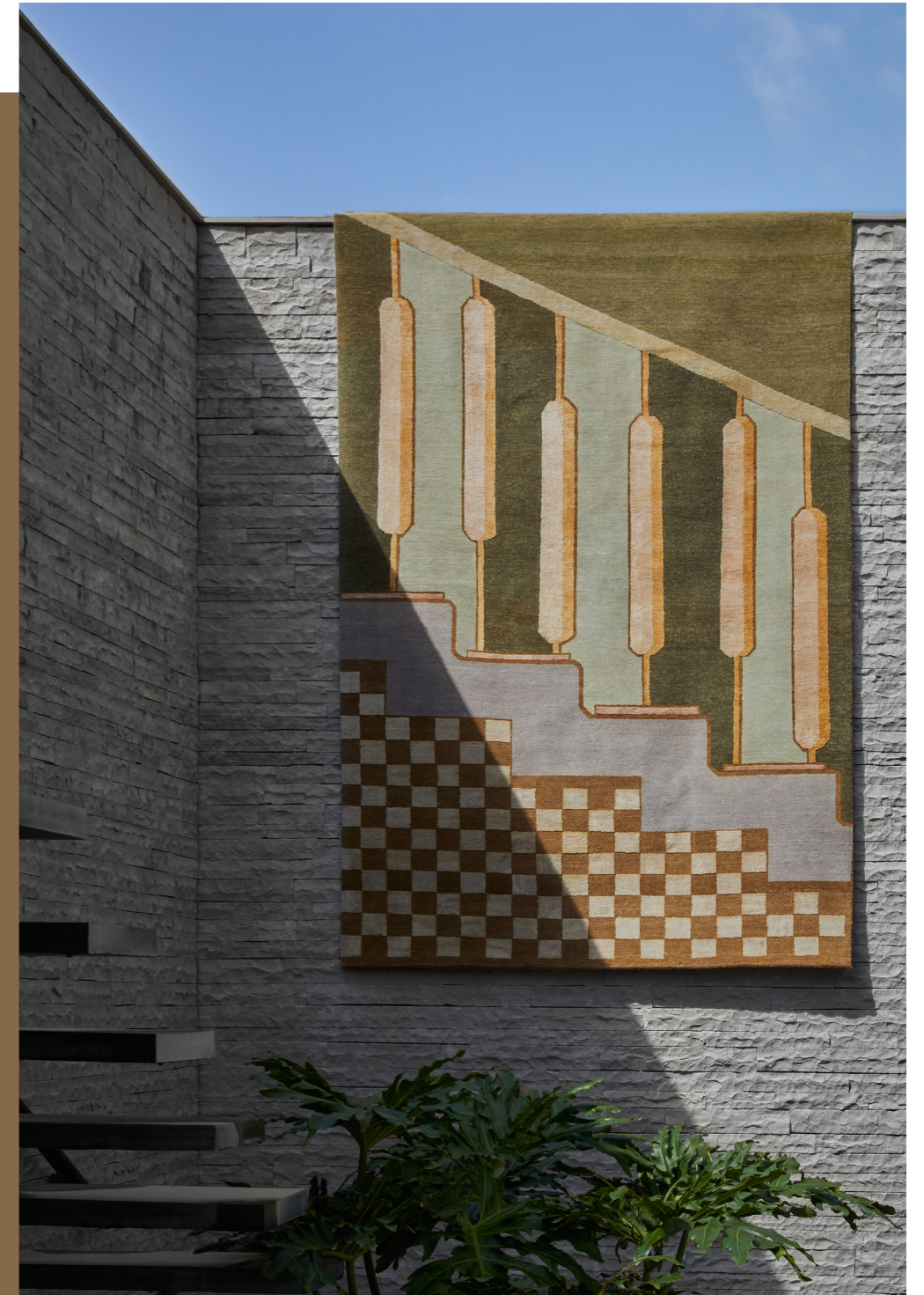
Design : **CE9278**
Appx. Size : **2.44m x 2.44m**
8ft x 8ft



reD Architects

Design : **CE9275**

Appx. Size : **1.83m x 2.74m**
6ft x 8ft 1 1/2 in

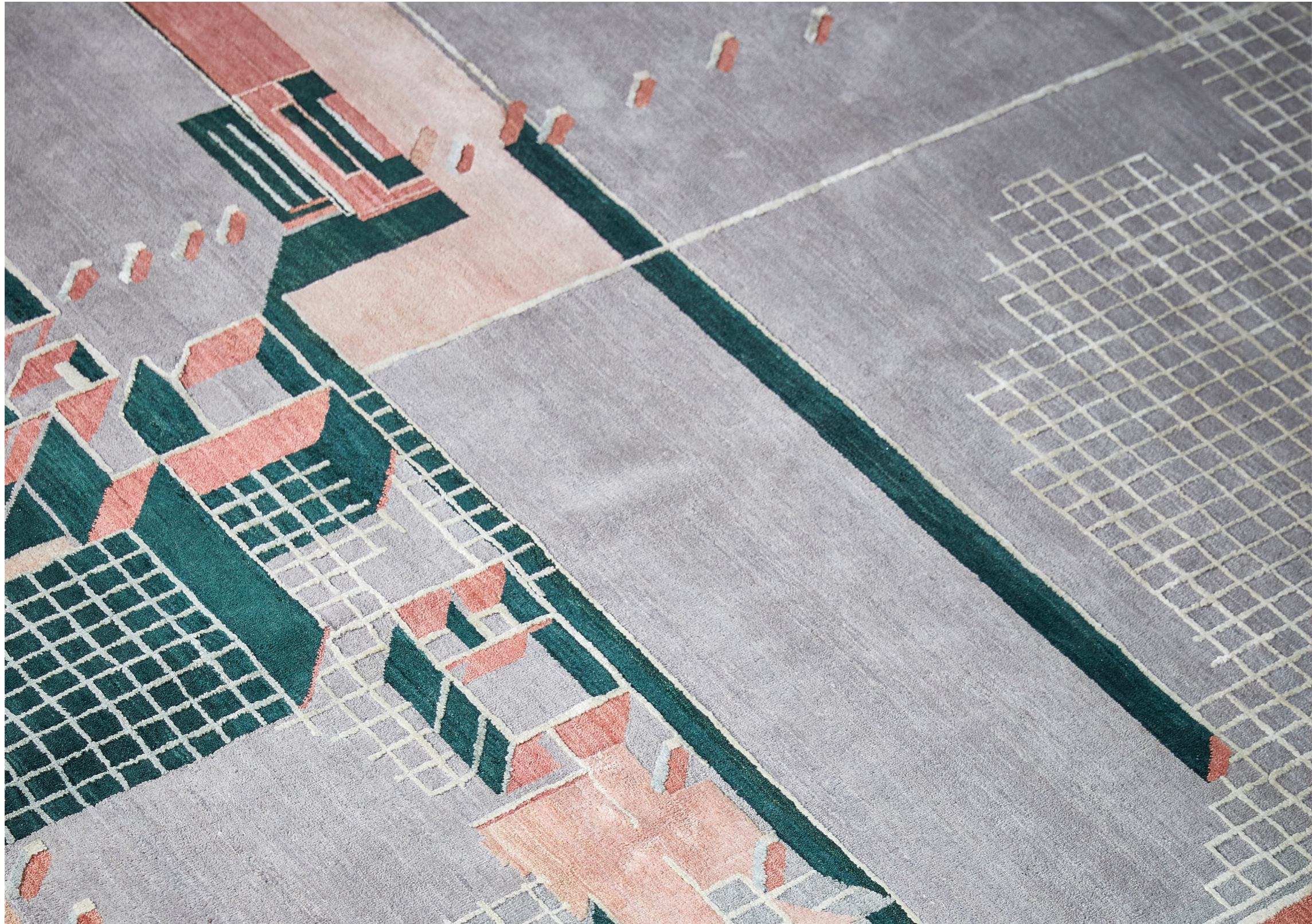


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TRAVERSE

Sometimes its up, sometime its down – but its all about movement, preferably in a direction you want!



reD Architects

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e-mail: info@redarchitects.in
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Cocoon Fine Rugs

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Research & Enquiry into Design