

# Theseus





# Contents 01

theses catalogue 2023



- 01** Contents
- 02 About Theseus
- 03 The Collaboration
- 04 Our Process
- 05 The Collection
- 06 Gallery archive

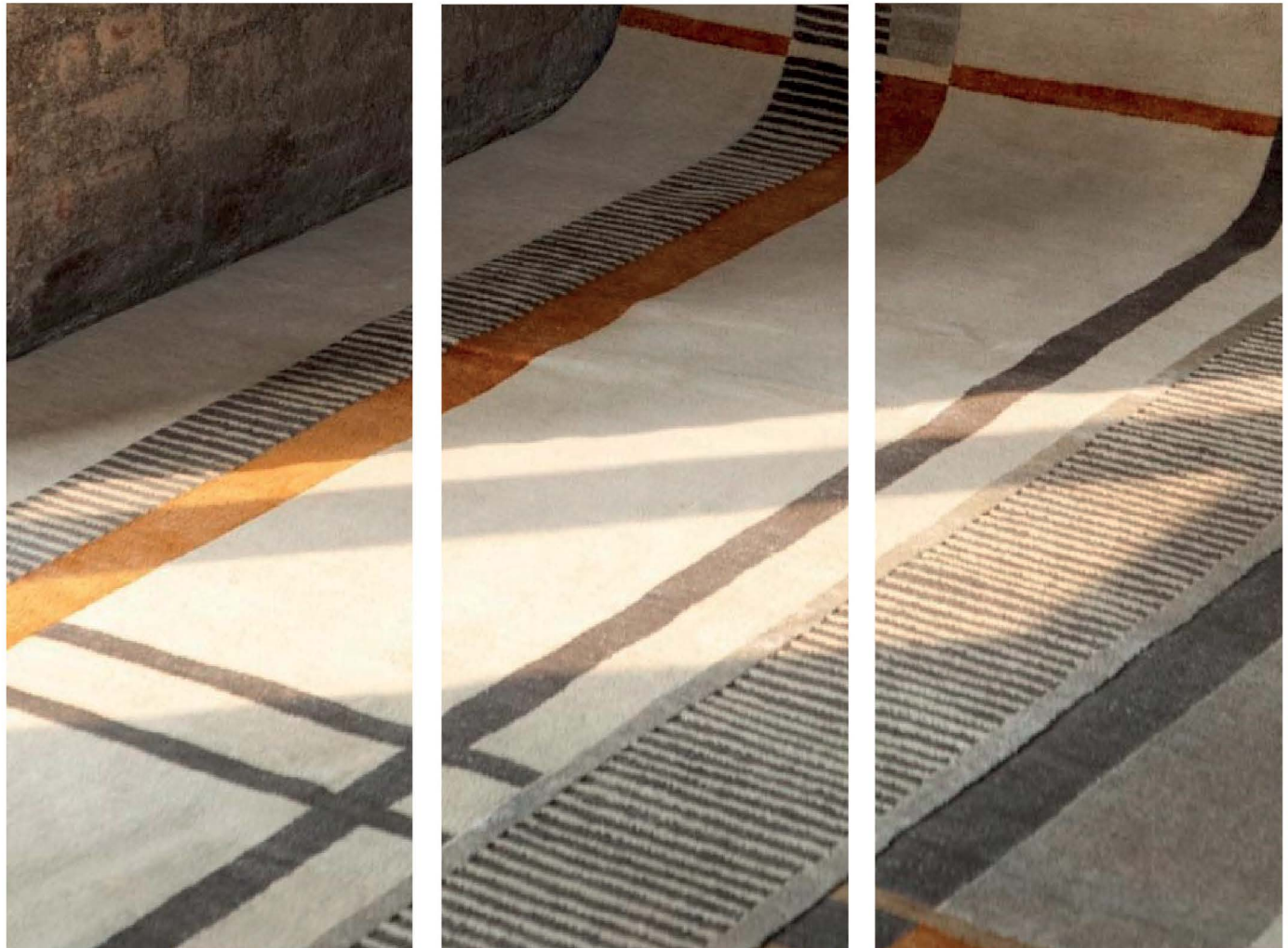


## About Theseus 02

“A paradox regarding identity over time - positing a scenario in which all the parts of a ship are replaced gradually and one at a time. Ultimately posing this question: Is the vessel that exists after the replacements the same ship as the vessel that existed before the replacements?”

Inspired by this provocative thought experiment, Theseus is a physical manifestation of the same - evoking the sentiment of being different yet familiar.

The collection draws parallels with the processes involved in dismantling, re-purposing & re-using elements - taking cues from Studio PKA's endeavour to recreate its workplace with the same materials however in a different space.





# The Collaboration 03



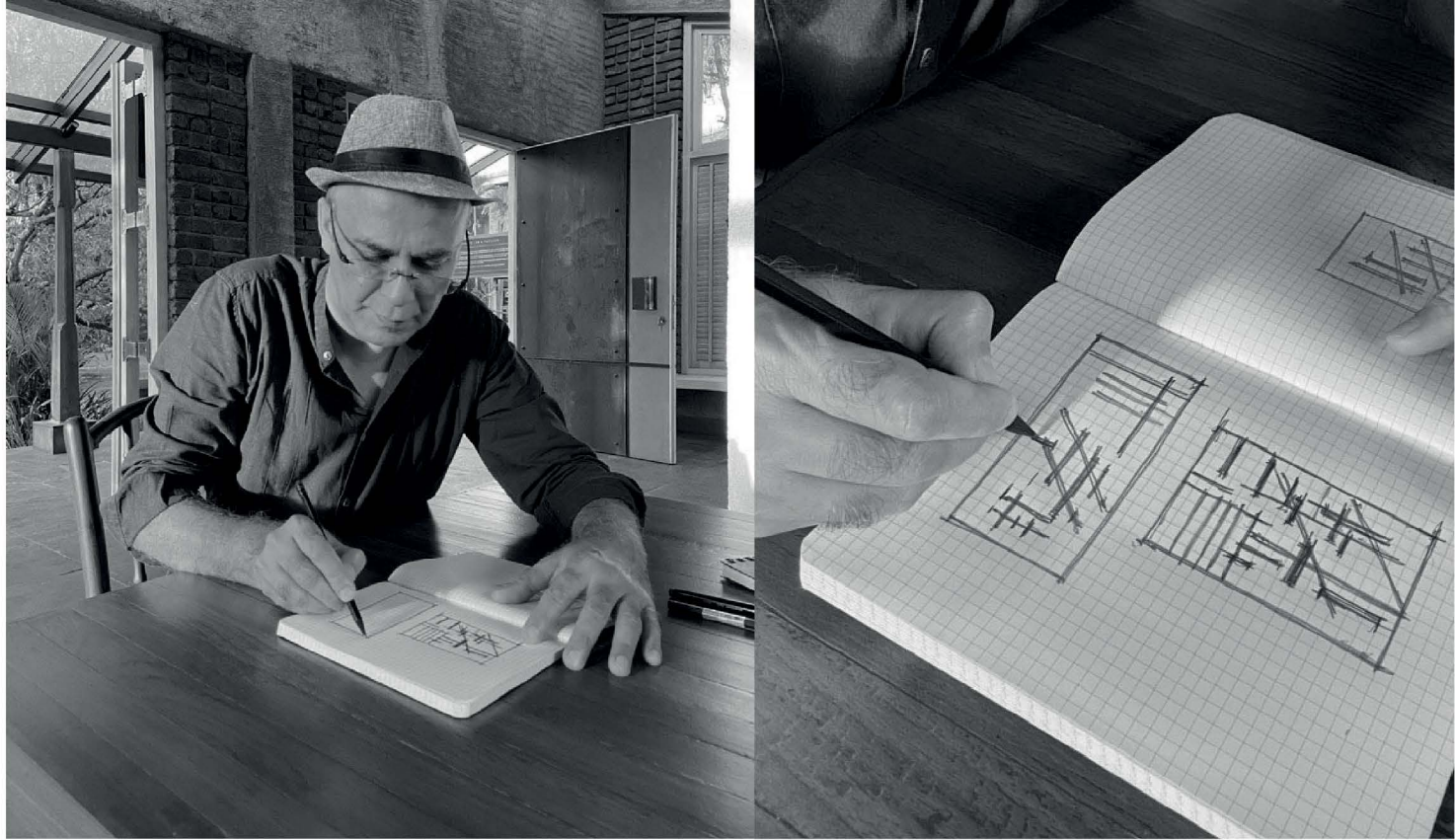
## Studio PKA

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 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.



# The collaboration 03



## Puran Kumar

Puran believes in creating spaces that exude a strong sense of place and identity. With a keen eye for detail, a deep understanding of processes involved, and a commitment to sustainability, Puran has created spaces that are not only functional and practical but also full of character – reflecting a sense of identity.

His passion for creativity breathes energy and life not only into the spaces he creates but also infuses and channels the same into the studio. Puran understands that every client is unique, and their design needs are different. With a keen accent on context and human interaction, he believes that it is essential to get to know his clients well to create spaces that reflect their personality and style.

With typologies spanning Architecture, Adaptive Re-Use & Urban Regeneration, Corporate Interiors & Residential spaces, Puran's repertoire of projects is as wide as it is simple.

Now, three decades into the practice, Puran continues to explore and adopt fresh, innovative, and exciting design interventions across the wide gamut of projects that come his way.



# The collaboration 03



## 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.



# The collaboration 03



## Ayush Choudhary

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

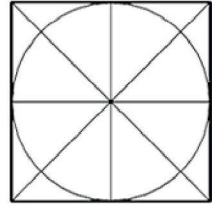
Guided by a bold approach in his work, Ayush has developed an unmistakable signature style that combines the ornamental elements from classical carpets with contemporary abstract designs.

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!

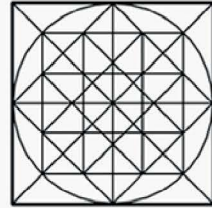


# Our Process 04

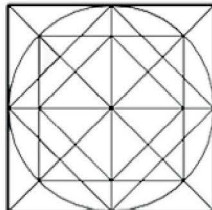
studiopka



ideate

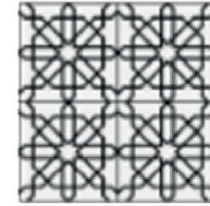


detail

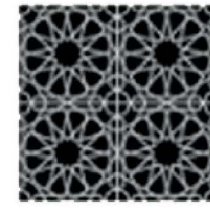


realise

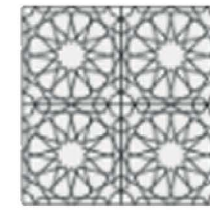
Cocoon  
FINE RUGS



perceive



translate



craft

The collaboration between the two award winning design houses in Studio PKA and Cocoon, brings together the design acumen and philosophy of the studio as well as the finesse, craft and expertise of a legacy retail brand. This celebrates the intricacy of art, architecture and culture.





theseus  
**In Process**



# The Collection **05** theses



Theseus signifies a journey over time of capturing the many stages of completion, an abstraction of a constant state of flux, and the ever-evolving nature of the narratives that propel us onward.



theseus  
01

# Hull



theseus  
01

# Hull

Seen as the body of the ship, the contrasting nature of the vertical and horizontal forms highlight a grid like system that seek to depict continuity, consistency & integrity.

**Size:**  
8ft x 10ft

**Material:**  
Fine handcarded  
wool with pure  
handspun silk  
accents

**Price :**  
Rs. 2,90,000

\*customizations  
available

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02

# Shroud



theseus  
02

# Shroud

Signifying the wires & rods that prop up the Mast of a ship, the perpendicular forms come together in a subtle & muted assemblage

**Size:**  
9ft x 6ft

**Material:**  
Fine handcarded  
wool with pure  
handspun silk  
accents

**Price:**  
Rs. 1,98,000

\*customizations  
available

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03

# Sail



theseus  
03

# Sail

The incline breaks free from the grid and highlights movement along with the dynamic nature of the element

**Size:**  
5ft x 7ft

**Material:**  
Fine handcarded  
wool with pure  
handspun silk  
accents

**Price :**  
Rs. 1,30,000

\*customizations  
available



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04

Mast



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04

# Mast

Akin to its nautical equivalent, the Mast exists as a whole of interconnected parts that acts as a central prop and support.

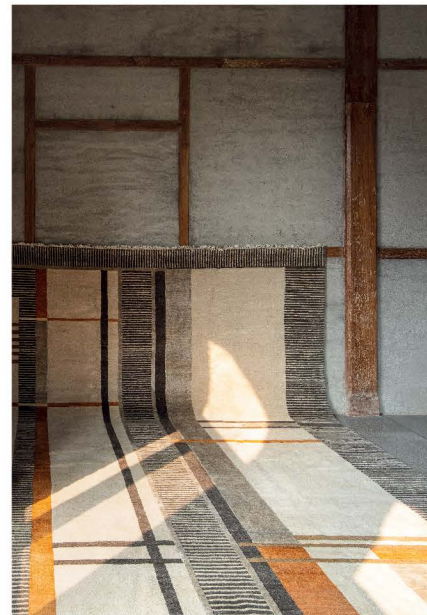
**Size:**  
8ft x 10ft

**Material:**  
Fine handcarded  
wool with pure  
handspun silk  
accents

**Price :**  
Rs. 2,90,000

\*customizations  
available

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05

# Anchor



theseus  
05

# Anchor

Irregular, steadfast and resolute, Anchor revels in its ability to stand out in both form and identity

**Size:**  
9ft x 6ft

**Material:**  
Fine handcarded  
wool with pure  
handspun silk  
accents

**Price :**  
Rs. 1,98,000

\*customizations  
available

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06

# Bow



theseus  
06

# Bow

Depicting the curves, at the head of a ship, the influence the flow of water around the rest of the vessel

**Size:**  
8ft x 8ft

**Material:**  
Fine handcarded  
wool with pure  
handspun silk  
accents

**Price :**  
Rs. 2,35,000

\*customizations  
available

[Tap here to buy](#)





