

PLUS: How to Make Companion Planting Work For You

Better Homes & Gardens ^{INDIA}

AUGUST 2017

₹125



Bright Spark
.dia mirza

THE ACTOR OPENS UP
HER SUN-LIT HOME

**pinterest-
worthy**

A Chennai
Apartment Goes
Scandinavian

**THE POWER
OF PINK**

GET PEONY HUES
TO MAKE A STRONG
DÉCOR STATEMENT

**SEE, LEARN
& GO PRO**
The Fine Art of
**HAND
LETTERING**

100%

16 PAGES
PULL OUT
&
SAVE

**REAL BEAUTY
FOR YOU, BY YOU**

EXCLUSIVE

Salad Days

5 Top Chefs
Share Their
Detox Recipes



Better Homes & Gardens INDIA



The Raw Collaborative, is to showcase the work of Indian designers bound by the philosophy of creating exclusive and authentic designed products that are inherently Indian in their expression, process and outcome. With an aim to facilitate such artists with a progressive platform to stage their creativity and designs, The Raw Collaborative is a distinct furniture and design show in Ahmedabad.

The event will see a curation of the works of talented designers and innovative concepts from all over India. All the products curated at the show originate from a beautiful narrative, fusing fine decor, art and craftsmanship. Raw Collaborative has been conceptualised, curated and will be presented by Tanvi Karia, Priyadarshini Rathore and Dipit Kochar and they will be launching the first edition on September 9th and 10th 2017, at one of the country's most celebrated architectural landmark building designed by Le Corbusier, The Mill Owner's Association Building, Ahmedabad.

Raw Collaborative will serve as a catalyst for the furniture manufacturing ecosystem in India for creating synergies through initiating dialogues between manufacturers, designers

and the extended design fraternity.

Tanvi Karia, Partner at development2020, a building design professional, said, "Working in the design and construction arena on projects ranging from boutique hotels, private residences, institutional campuses and corporate workspaces, I have struggled to do

lineup participants and the products including furniture designers, contemporary design studios, curators of old teak wood, walnut, vintage furniture, experimental and bespoke interior products, young turks, installation artists, graphic designers, sculptors, textiles, soft furnishings and light fixtures.



justice to these torch bearers of our craft and design fraternity mainly due to the lack of exposure and interaction of the buyer, the client, the end user with the artists, their bespoke works, products and their narratives. Hopefully, through Raw Collaborative, we shall be able to initiate a continuous dialogue between these artists and the connoisseurs of art, décor and furniture".

The event will showcase the

Priyadarshini Rathore, founder, W-Trunk, said, "This is an effort to initiate a platform for artists who are constantly trying to bridge the gap between manufacturing demands for mass appeal while also doing justice to the uniqueness of each product. Raw Collaborative thrives to serve as a catalyst to create sensitivity towards Indian Furniture and Product design – first locally, then nationally and internationally". +