

CRAFTS CORNER

Art and design come together
in this Pune-based multi-
disciplinary studio *By SUPRIYA KRISHNAN*



Mooshir and Parul Vahanvati

Located in Pune, Rayden is a multi-disciplinary studio working at the intersection of art, design and technology. Founded in November 2010 by Parul and Mooshir Vahanvati, the studio uses inspiration from material, processes, experiences, context and people to create objects and experiences that lean towards minimal aesthetics. "The products use precisely engineered construction," says Parul.

And how did the company derive its name, we ask? "Let's just say... Mooshir still believes that one day teleportation will be a norm and not fiction," laughs Parul.

Besides Mooshir and Parul, the studio comprises a team of four to six floating members. "We have a developer, a web designer and two product designers," says Parul. Still pretty young in the game, she says while the studio hasn't yet been able to articulate a design philosophy of its own, they have borrowed one from Dieter Rams, which resonates with their understanding of design. "We keep ourselves in focus with his words," says Parul. "Good design means as little design as possible; simple is better than complicated; quiet is better than loud; unobtrusive is better than exciting; small is better than large; light is better than heavy; plain is better than coloured; harmony is better than divergen-

cy; being well balanced is better than being exalted; continuity is better than change; sparse is better than profuse; neutral is better than aggressive; the obvious is better than that which must be sought; few elements are better than many; a system is better than single elements—Dieter Rams," rattles off Parul.

Having worked under Ron Gilad, Parul says he has been a huge influence. "Other than that, we get goose bumps when we see works of Oki Sato, Tom Dixon, Ingo Maurer, Alver Alto, Michael



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Graves, Ross Lovegrove... and many many more," she says.

Today, the duo has a great variety of lifestyle and luxe products. We ask her to throw some light on them. "We like to primarily design everyday objects.

We recently finished designing some balcony products, which make urban balconies more usable. This includes planters, folding tray and a wall hook that are integrated with handrail, so that they create more floor space," explains Parul.

From ideation to having production ready pieces for an in-house project takes about four-six months. "Our inspiration stems from different places at different times. We find ourselves inspired by experiences, materials and curiosity, sometimes it is about looking at things differently. Sometimes it is about solving a problem, where the solution might require a functional solution. For most part, I would say, the people around us and the environment we live in, is our inspiration," says Parul.

Once the initially idea has been established, which is in form of a very simple sketch, the entire process of bringing that line sketch as close to the final product is what it is all about.

"We would ideally like to stay democratic in our pricing, but unfortunately since we are not able to achieve large quantities, our prices may seem on the higher side," says Parul. "Our play series (which is going into store by end of this month) is priced at ₹400-800. The Urban Tweeters are for ₹800 for a set of two glasses. Some of the lighting and furniture pieces are around ₹2,000-5,000.

What next? "Oh, we are doing some varied work currently in starkly different materials, ranging from textiles to steel and ceramic to polymers. **We hope to expand the range of products we offer and hopefully also get a chance to indulge**

in some interactive art installations," says Parul.

The products are retailed from the following stores:

www.daflokk.com;

www.tadpolestore.com;

Filter Store, Mumbai; E-

ither Or, Pune; and White

Brick Wall, Panjim

