

# Designers Forum

This edition of IHGF Delhi Fair housed a thoughtfully spread out Designers Forum, featuring accomplished young and veteran design professionals in the home, lifestyle, fashion and textiles sectors. For most, this was their maiden participation at the forum and they look forward to their learning, networking and market connects through this renowned and magnificent international trade platform.

**Anuradha Sahu**

## Auro Art



A pioneer in the beautiful art of 'pressed dry flower craft', designer Anuradha Sahu today stands at her decades old eventful journey of taking an organic art form to markets of the world. She has participated in several IHGFs. Having won her National Award in 2005, this organic certified

producer holds 4 international handicraft patents from Japan, Germany, USA and Singapore. Based in Raipur, Chhattisgarh, the abode of abundant flora & fauna, Anuradha says, she has taken inspiration and raw material for her craft from her environment and courage from the almighty. She adds, "EPCH has been like a tree in which designers like me take shelter and prosper. I have not taken any specific training to learn this art form. It basically started as a hobby and converted into a full fledged business with due guidance from organisations like EPCH and the Office of the Development Commissioner (Handicrafts). I also learnt from experience. This craft endeavour fosters rural biodiversity as well as evolves one's responsibility and basic duty towards heritage preservation and environmental concern." Her product line includes boxes, lamps, bags, wall hangings, stationery items and also flower art that can be framed. "Most importantly, it has a therapeutic approach and gives employment opportunity to women," she mentioned. Her team includes about a 100 rural women.



Sharing about future plans, Anuradha says, she wishes her legacy to stay on with the world. "This is why I haven't kept this craft with my family but have shared it with my artisans and connoisseurs of organic craft," she emphasised.

**Anshul Malhotra**

## Krishna Wools

This was a second time IHGF participation for textile engineer, designer and painter, Anshul Malhotra who feels thankful to EPCH for such a platform that connects her products to a larger audience. The joy of staying connected to her roots, working with artisans in rural areas, connecting traditional craft skills to an international audience and most importantly, cherishing her father's dream, keeps Anshul inspired and energised. Based in Himachal Pradesh, Krishna Wools works with approx. 120 women artisans. They are given the raw material and briefed about new patterns, following which the work is carried out and completed within the comfort of their homes and without disrupting their daily household chores. Anshul often spends time with her artisans and enjoys her "extended family" amidst her artisan families.



This also gives her ideas to innovate, capturing the craft heritage, throughout. The colours of ochre, orange, maroon, and greys, the colour of brass, and Buddhist iconography, inspire her the most. Primarily into yak and sheep wool shawls, Krishna Wool's product range also includes floor cushions and throws. Most importantly, traditional hand weaving skills and needlework are retained in all lines. Anshul experiments to add variations



to her range that have found patronage amidst Indian as well as international clientele.

### Subi Suman & Poulami Biswas

## Spacetale Designs



Space Tales, Kolkata, is a brain child of Subi Suman who passed out of NID (National

Institute of Design) in 2009. He is a graduate of architecture and following his passion for interiors and space products. Poulami Biswas, a born artist, dancer and a practicing architect joined Space Tale in the year 2012 as a creative partner and she keeps herself busy in enhancing the esthetical value of products.

So what's the Spacetale story? The designers share, "everyone has a story. Sometimes we are the lead of that story, and sometimes we just witness them. Sometimes they're boring, while some are utterly fascinating. These stories have been a part of our childhood, when grandma used to tell them. These stories were a part of our glory when we talked about the good old days. They may be in form of folklore or mythical legends or they may be stories of our daily lives and the little sparks that make our lives interesting and worth living. These stories make us who we all are. Space Tale furniture is about such stories that have been an integral part of us. In Space Tale all the products tell a story. These stories are inspired by the great cultural heritage of India as well as the stories of our lives. These are the stories that we want to read and love every day



and showcase them as an element of our culture." Furniture and products from Space Tale are meant to reflect a personality that is an extension of a quintessential Indian. Over the years, Spacetale Designs has won several awards. Some of them are : Ultratech, India Next-Mumbai - 2017; India Story Design Award-Kolkata - 2016; Trends Excellence Awards -Mumbai- 2015; Pepperfry Design Democracy Award- Mumbai-2015; Prix Emile Hermes-Paris- 2014; India Future of Change-New Delhi - 2012; Traffic Umbrella Design Award-Ahmedabad- 2010.

### Roshan Choudhary

## Roshe-Handmade+Heartfelt Clothing

With Bengal's indigo dye as the chief colourant, designer Roshan Choudhary from Kolkata brought to IHGF, her brand of 'handmade & heartfelt Clothing' - an exquisite collection in sustainable fashion embellished with rural craftsmanship (embroidery) from Bengal. The current collection - 'Nisarga' is chosen from Sanskrit and means 'by the nature and for the nature'.

Roshe products include kaftans, jackets, shawls, sarees, short jackets and dresses. The brand focuses on empowering women clusters and supports them by nurturing their needlecraft knowledge with 'surface design skills'. Roshe is also committed to use the finest quality of hand-woven fabrics made by the best weavers from West Bengal.



Roshan shared, "we are also trying to change the perception towards khadi fabric by giving it a twist of luxury while maintaining its sustainable attributes. In fact, a village named Barasat and its people are already working with us on this project." ■