

PUNDOLE'S presents ROOSHAD**SHROFF**

15,556

BIKANER HOUSE - DELHI.
18TH FEBRUARY - 3RD MARCH, 2017

15,556 // Fifteen Thousand, Five Hundred and Fifty Six Man Hours//

15,556 is Rooshad Shroff's debut showing of award winning hand crafted design- presented by Pundole's Gallery- India. In a world where progress is defined by technology, Shroff declares the importance of craftsmanship in the legacy and evolution of design. With each individual piece custom designed, Shroff created a sophisticated alliance between traditional techniques and design innovation. The promise of this showcase celebrates the crucial role of "handmade" production of the next generation of design.

Shroff questions the notion of authorship in his quest for reimagining digital design process by creating a new vocabulary of complex forms executed by hand precision.

"It is this loss of authorship, of knowledge (traditional knowhow) and traceability that prompted me to move against the main proclivity and focus on the 'handmade'."

Shroff revives the spirits of design for both medium and concept. His use of legacy techniques like embroidery, joinery and carving don't just look back at the past as a point of glory but as a note of reference awaiting further patronage.

About the Designer // Rooshad Shroff

Rooshad Shroff Architecture + Design (RS A+D) is a multi-disciplinary design and research studio.

Founded in June 2011 in Mumbai by Rooshad Shroff, the architectural practice predominantly dedicated to the realization of spaces soon developed its own design department, operating at nano-scales crafting bespoke furniture, products and materials.

Using traditional Indian techniques and making it a point of honour to re-actualize the handmade, it became a reference within the design world for highly sophisticated pieces.

Rooshad Shroff received his undergraduate degree in Architecture at Cornell University where he was awarded the Edward Palmer York Memorial Prize for Outstanding performance in Design, as well as the Michael Rapuano Memorial Distinction in Design Award. His graduating thesis was later exhibited as part of the Emerging Talents, Emerging Technologies Exhibit at the Beijing Architecture Biennial in 2006.

Whilst pursuing his Masters in Architecture at the Graduate School of Design at Harvard University, Rooshad served as a Teaching Assistant to renowned Spanish architect Inaki Abalos. His work produced at the GSD has been exhibited at the 2010 Venice Architecture Biennial as well as the 2010 Shanghai Expo within the Spanish Pavilion.

Prior to founding RSAD, Rooshad Shroff worked at the offices of internationally acclaimed architects such as Zaha Hadid in London and OMA/REX in NYC.

The practice, albeit only 5 years, has garnered acclaim, being the recipient of the EDIDA, NDTV, IIID and GoodHome Awards, as well making the AD 50 list for two consecutive years.

In addition the work of the RSAD has been exhibited at the ID Fair in Delhi, the India Art Fair and most recently at 'Design - the India Story' at the Prince of Wales Museum in Mumbai.

About the Gallery // Pundole's

One of India's leading auction houses, Pundole's is committed to building a wide collecting platform for Indian collectors across the fine and decorative arts categories. In addition, they are committed to encouraging new and emerging talent both in the field of Design and Contemporary Art. Their auction calendar is supplemented with interesting and unusual exhibitions such as the furniture and designs of Rooshad Shroff.

C-CHAIRS

DIMENSIONS: 20" x 24" x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: UNLIMITED



BOOK SHELF

DIMENSIONS: 7'6" LONG. LENGTH CAN BE CUSTOMISED

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: UNLIMITED



C-CHAIRS

DIMENSIONS: 20" x 24" x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: EDITION OF 12 / PRINT



C-CHAIRS

DIMENSIONS: 20" x 24" x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: EDITION OF 12 / PRINT

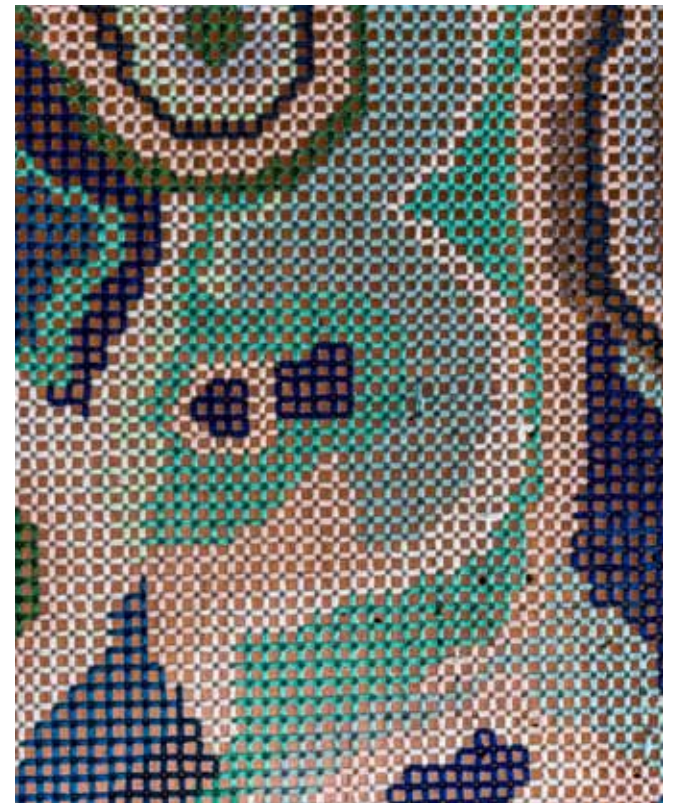


C- BENCH EMBROIDERED

DIMENSIONS: 4'6" x 20" x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: EDITION OF 3 / PRINT



SOFA

DIMENSIONS: 9' LONG x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: 1 OFF (PER EMB PRINT)



SOFA LOUNGER

DIMENSIONS: 2' x 6'6" x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: EDITION OF 3 / PRINT



SCREEN EMBROIDERED

DIMENSIONS: 21" x 5'9" EACH PANEL (3 PANELS)

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ NATURAL PU POLISH. NO ADDED COLOUR

EDITION: 1 OFF (PER EMB PRINT)



SCREEN COLOURED SANDING

DIMENSIONS: 21" x 5'9" EACH PANEL (3 PANELS)

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ PU PAINT + LACQUER

EDITION: 1 OFF



DINING TABLE - COLOURED SANDING

DIMENSIONS: 3' x 6'

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ PU PAINT + LACQUER

EDITION: 1 OFF



CIRCULAR DINING TABLE

DIMENSIONS: 3' x 7'

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ PU PAINT + LACQUER

EDITION: 1 OFF



CCTV COFFEE TABLE GLASS

DIMENSIONS: 2' x 4'

MATERIAL: RECYCLED OLD BURMA TEAK WOOD + GLASS PAINTED WITH PU PAINT + LACQUER

EDITION: 1 OFF



BENCH

DIMENSIONS: 18" x 6' x 18" HT

MATERIAL: RECYCLED OLD BURMA TEAK WOOD W/ PU PAINT + LACQUER

EDITION: 1 OFF

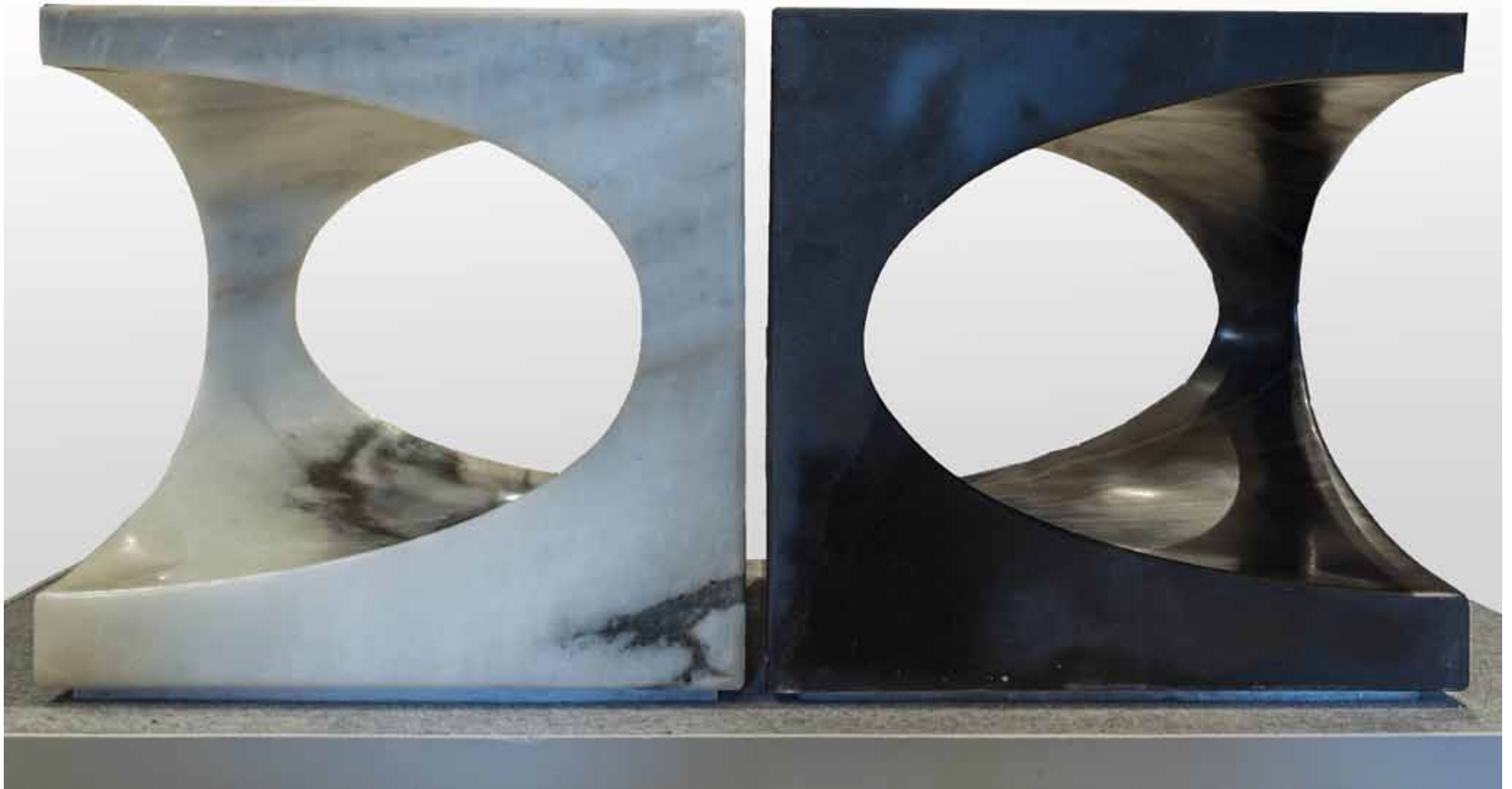


MARBLE CUBES (WHITE + BLACK)

DIMENSIONS: 18" x 18" x 18" HT

MATERIAL: MAKRANA WHITE + BHESLANA BLACK MARBLE

EDITION: UNLIMITED



MARBLE CUBES (WHITE + BLACK)

DIMENSIONS: 18" x 18" x 18" HT

MATERIAL: MAKRANA WHITE + BHESLANA BLACK MARBLE

EDITION: UNLIMITED



MARBLE TOTEM STOOLS

DIMENSIONS: 18" Dia x 18" HT

MATERIAL: MAKRANA WHITE + BHESLANA BLACK MARBLE

EDITION: UNLIMITED



MARBLE BULBS

DIMENSIONS: 6" HT

MATERIAL: MARBLE BULB + BRASS BULB HOLDER

EDITION: UNLIMITED



