

Indian creativity on show

Design Mumbai | The inaugural exhibition opens next week. *Lucy Watson* has a sneak preview

This is the perfect timing for India," says Piyush Suri. Originally from Delhi before studying design in London, he's one of the organisers behind Design Mumbai, whose inaugural exhibition of international and Indian design will be held at Jio World Garden next week.

The organisers – including founders of London's 100% Design and Design Shanghai – spotted a gap. According to a report by IMARC group, the interior design market in India is set to grow from \$31.5bn in 2023 to \$67.4bn by 2032. And when it came to the city in which to host it, Mumbai was a no-brainer: "It was a very very easy choice," says Suri. "It's the financial, fashion and Bollywood capital of India. It's the city

that people look towards for the trends." They initially had in mind a split of 80 per cent international and 20 per cent Indian exhibitors. But the organisers, says Suri, were "so pleasantly surprised" by the maturity of the scene that now 45 per cent are from India. One of the brands that Suri says exemplifies the country's outlook is Industrial Playground, a furniture company whose pop colours are mixed with shapes that "remind me of the old railway platform benches I grew up with".

"What designers are doing is merging the traditional craftsmanship that India is known for with sustainable, modern technologies and practices," says Suri. "This is very special for India."

design-mumbai.com, November 6-9



► **Flux kinetic art by Orikrit**
Rs240,000 (\$2,854)
Hand-folded dual tone silk, inspired by origami. orikrit.com



▲ **Sinuous lamp by Vivaarta**
Rs39,580 (\$471)
Carved from ash, beech and sycamore. vivaarta.design



► **Fold bench by Industrial Playground** £1,100
Designed by Ajay Shah and created in Mumbai with local manufacturers. asdsow.com

► **Moody Curves console by Ek Kalakaar Designs** Rs58,000 (\$690)
Handcrafted from corrugated metal waste. ekkalakaar.com



▲ **Meghvani by Morii Design**
from \$2,000
Hand-embroidered by women artisans. moriidesign.com



▲ **Femme rug by Fazo Project and Design Ni Dukaan** from Rs86,400 (\$1,028)
fazoproject.com

