

CASAMIA  
PRESENTS

**D**/code  
A Times Group Initiative

# DESIGN BIENNALE

JAIPUR  
EDITION

CURATED BY  
**SHANTANU GARG**

COLOUR PARTNER

**ICA** **Pidilite**

Premium Italian Wood Finishes

PARTNERS

**A**  
A-CLASS  
MARBLE

**ORVI**  
INNOVATIVE  
SURFACES

**ATTITUDES**  
— 2020 DRIVING AND SAFE —

JAIPUR RUGS

**LUTRON**

LIGHTING PARTNER  
**EMERY STUDIO**

## **ABOUT WORLDWIDE MEDIA PVT. LTD.**

Worldwide Media Pvt. Ltd. is a part of Times Group, one of India's largest media and entertainment conglomerates. The company has evolved with the changing times, with an understanding of the market dynamics to provide solutions to brands across various genres - from Luxury to Corporate, FMCG to Home and Interiors, Retail, Beauty & much more.

WWM group has 13 brands across genres with most of them being the leading titles in their domains. The focus of WWM has been to give packaged focus and diversified engagements to consumers across all media - print, radio, digital, television, OTT and more.

As of today, WWM organizes 75 events across 10 cities in India, and this number is growing every year. The marquee properties are Filmfare Awards held in various regions across India, Femina Women Awards, Femina Beauty Awards, The Goodhomes Show, LPMI Travel Awards, and now D/code.

All the digital properties of WWM have seen a sharp increase in their reach, which has pushed us to bring about even more innovative ideas with every passing year to keep our audiences and advertisers engaged. The overall reach of our digital properties amounts to more than 100 million!

EVENT ORGANISED BY



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## ABOUT D/CODE DESIGN BIENNALE

The D/code Design Biennale (DDB) is India's first curated virtual art and design festival. This first edition of DDB will be anchored in Jaipur - a hub for design in India, and home to our curator, designer Shantanu Garg. He is one of India's most prolific designers and the city's leading advocate of modern Indian design with a clear native influence.

Taking into consideration the current scenario, the virtual edition of DDB intends to chart a new course in the history of art and design shows in India with its focus on the strength of collaboration. DDB stems from D/code, the annual flagship property presented by Home & Design Trends magazine of Worldwide Media, the Times Group.

We're currently in the midst of a massive trade shift towards India, and the Biennale will shift the focus back on Indian designers, global/indigenous brands and the brilliance that their collaborations will render. The intent is not only to provide a platform to showcase talent, but also to catapult Indian design into global visibility.

## THE THEME THE MODERN MAHARAJA

Indian royals and their passion towards luxury, objects of curiosity, lifestyle, cars, jewellery and bespoke elements is well documented by global brands. Indian Maharajas have always had a flair for design that's idiosyncratic and reflects their very own culture, travel influences and context. This Biennale aims to celebrate the inclination of Indian royals towards luxury by reinterpreting it in the modern context. The adaptive approach of our country gives flexibility to the idea of blending styles along with culture and context to truly define Indian modernism. The Biennale aims to become one of the platforms for the genesis of fresh design content. Let's celebrate the spirit of the royal Indian heritage with the MODERN MAHARAJA.

The Modern Maharaja respects culture, context, traditions, and heritage while being modern. He can be an artist, architect, influencer, fashion designer, author and so much more. DDB will cover various mediums of design expression in the online world, with digital walkthroughs, product displays, art installations, live chats and webinars.

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**ICA** **Pidilite**  
Premium Italian Wood Finishes

**A**  
**A-CLASS**  
MARBLE

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SURFACES

**ATTITUDES**  
— DECO DRESSING AND SAFES —

JAIPUR RUGS

**LUTRON**

EMERY STUDIO

**CONTINENTAL**  
FURNITURES

**CREDO**

**NITCO**

**plüsch**

**Hands**  
fine handmade carpets since 1881





PHOTOGRAPH BINISHA AIMERA LOCATION KITCHEN GARDEN, COLABA

## EDITOR'S NOTE

The idea of D/code Digital Biennale germinated on a hot April afternoon, during a reminiscing conversation between designer Shantanu Garg, project head Sonal Das and I, about our stalled plans for the Jaipur Edition. Today, a little over four months later, I can proudly say that we've successfully developed a platform that stands in testimony to the tumultuous turning point that it will be known as in the history of the Indian design industry. With DDB, the bar has been raised on teamwork, collaboration and innovation. Every project we work on, from this moment on, will be measured against the glory of this baby. I'd like to tip my hat to every single designer we have had the honour and pleasure of working with – this would not have been possible without their enthusiasm or support. I thank our title sponsor Casamia for trusting us implicitly with this uncharted design territory. ICA Pidilite, I'm humbled at your faith in us as well. I'm grateful to every single one of our partners and participating brands for supporting us along the blind turns. 'Exciting' doesn't quite do justice to the journey we've completed. And finally, take a bow, Shantanu Garg, you're the reason we made it! What you're about to experience, my lovely audience, is the coming together of an entire community to give wings to our idea. To me, that's a beautiful sign of our times.

**Ronitaa Italia**

Editor in Chief

Home & Design TRENDS + GoodHomes

CASAMIA

PRESENTS

# Dcode

A Times Group Initiative

INDIA'S FIRST CURATED  
VIRTUAL ART AND  
DESIGN FESTIVAL

## DESIGN BIENNALE

JAIPUR EDITION

SEPT 30 - OCT 06, 2020



CURATED BY  
SHANTANU  
GARG

100+ ARCHITECTURAL  
DESIGNERS

50+ COLLABORATIONS

20+ BRANDS

COMING TOGETHER FOR  
THE FIRST TIME EVER  
ON A DIGITAL PLATFORM

COLOUR PARTNER

ICA Pidilite

Premium Italian Wood Finishes

PARTNERS

A-CLASS  
MARBLE

ORVI  
INNOVATIVE  
SURFACES

ATTITUDES  
— ECO DESIGN AND SAFETY —

JAIPUR RUGS

LUTRON

LIGHTING PARTNER  
EMERY STUDIO

HOME & DESIGN  
TRENDS  
GoodHomes INDIA



## CURATOR'S NOTE

No dream is ever too big. That's my single, most important learning from D/code Design Biennale. I have always thought of myself as a messenger of the Indian design narrative, wherever in the world I may be. With DDB came the opportunity to do what I have always dreamt of – put India on the global design map. It is a turning point in the way we will experience design. This is what I call design for the sake of design, in the absolute purist sense, untainted by the ulterior motives of physics and structural compliance. From the very first impression, you will notice how imagination and storytelling become the fundamental characteristics of the plot, where design is the central protagonist.

From surrealism to magic realism, the design briefs, sketches and concept notes that our collaborating designers have put together left me nothing short of overwhelmed. I am ever so grateful to the DDB team for giving me the opportunity and the grand responsibility of translating our collective vision into this fantastical virtual reality experience. I would like to individually thank every one of my friends from the industry who believed in me enough to share a very special figment of their imagination with us here.

I would also like to applaud our sponsor and partners for supporting this creative cause that enables us to elevate the Indian design community to an unprecedented global standard.

I do hope you all enjoy this new design experience.

**Shantanu Garg**

Curator & Architectural Designer



CASAMIA  
PRESENTS

**D/code**  
A Times Group Initiative

**DESIGN  
BIENNALE**

INDIA'S FIRST CURATED  
VIRTUAL ART AND DESIGN FESTIVAL

JAIPUR  
EDITION

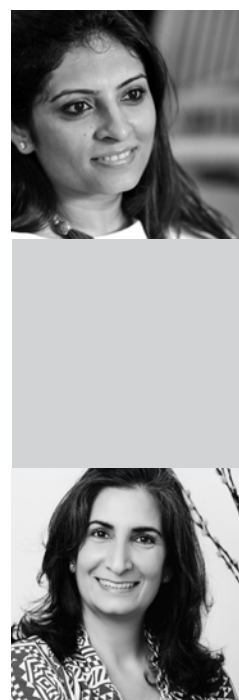
CURATED BY  
SHANTANU GARG

# MEET THE DESIGNERS IN COLLABORATION



Aamir Sharma  
Ahsan Ansari  
Ajay Patil  
Ali Baldiwal  
Amrita Guha  
Anand Menon  
Anjali Mody  
Annkur Khosla  
Anu Chauhan  
Aradhana Nagpal  
Archana Baid  
Ayaz Basrai  
Ayush Kasliwal  
Dhaval Shellugar  
Ekta Parekh  
Farah Ahmed  
Fenny Ganatra

Freddy Birdy  
Hameeda Sharma  
Huzefa Rangwala  
Iram Sultan  
Jannat Vasi  
Jasem Pirani  
Jason Wadhvani  
Joya Nandurdikar  
Kanhai Gandhi  
Kiran Gala  
Khushboo Khandelwal  
Kunal Khandelwal  
Kunal Maniar  
Malvika Vaswani  
Mangesh Lungare  
Muninder Chowdhry  
Neesha Alwani







Introducing the designers in collaboration for Casamia presents D/code Design Biennale, India's first curated virtual art and design festival, curated by Shantanu Garg. These pioneering architects and designers are setting the stage for ground-breaking design, with installations, products and spatial experiences like you've never seen before, in virtual reality.

Nishita Kamdar  
Noor Dasmesh Singh  
Pavitra Rajaram  
Piyush Mehra  
Prashant Chauhan  
Priyanka Khanna  
Priyanka Mehra  
Rajiv Parekh  
Ravi Vazirani  
Rohit Bhoite  
Rooshad Shroff  
Rudraksh Charan  
Rupesh Baid  
Sahil Jain  
Saniya Kantawala  
Sanjyt Singh  
Sarah Sham

Shantanu Garg  
Shernavaz Bharucha  
Shobhan Kothari  
Shonali Mahajan  
Shresht Kashyap  
Shruti Jalan  
Siddhartha Das  
Sonam Gosalia  
Sumessh Menon  
Supraja Rao  
Vaishali Kamdar  
Vivek Gupta  
Vishakha Dholakia  
Vishpala Hundekari  
Vritima Wadhwa  
Zaki Shaikh  
Zubin Master

## PRESENTING SPONSOR CASAMIA

*The luxury lifestyle brand presents the Jaipur edition of the D/code Design Biennale -  
India's first curated virtual art and design show, curated by Shantanu Garg*

Casamia, founded by Abdul Kader Mithani, has a growing presence across the UAE & India. The brand was founded with a vision to not only offer an expansive variety in quality building materials but also to build lasting relations with designers and customers alike, garnering a brand reputation as the ultimate building materials hub. The vision of the brand is to help contribute to the works of architects, designers and builders alike. With its strong commitment and vision for the architecture and design sector, the brand aims to encourage industry dialogues and catapult Indian designers to a global platform through the D/code Design Biennale.

Casamia's unmatched products and collections have been curated with the vision to create a mesmerizing experience, one that thrills visitors and customers, and is every designer's dream. Great attention to detail and selective curation of products has been key at Casamia, building towards an experience that is equal to none.

Casamia has supplied to leading projects, amassing a widening footprint across the globe, with key projects to its name in the region and beyond. Its expansive portfolio spans various sectors including infrastructure projects, hotels, hospitals, high-end residences, commercial, retail and office space development, with a vast product range extending to tiles, bathrooms, wallpapers and wooden flooring.

A force to reckon with in India's vast design landscape, Casamia brings with it an innate affiliation for design that can transform lifestyles and lives. Similar to D/code, the brand is all about advocating good and meaningful design.





## DISCOVER

### Iconic Designs.

Featuring the norr 2.0 collection by Mirage, personifying extraordinary visual, aesthetic and functional continuity. A micro effect for a highly appealing mood, offering some superb ideas to bring a sophisticated, personal touch to every setting.



**MIRAGE**  
Ceramics Design Sustainability

## CASAMIA

### Mumbai

118, Tantia Jogani Industrial Estate,  
NM Joshi Marg, Opp. Lodha Excelus,  
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+91 808 277 0166

### Get in Touch

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### Explore our Brand

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INDIA

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+91 808 277 0166

### Hyderabad

Intersan Sani  
8-2-684/B, Plot No 14, Road No 12,  
Banjara Hills, Hyderabad, 500034,  
INDIA

+91 988 509 5844  
+91 808 277 0166

## THE CASAMIA STORY

*The global brand has gone from being a building materials company to now offering an expansive portfolio of international brands and products for all kinds of spatial needs*

The brainchild of founder Kader Mithani, Casamia had humble beginnings as a company offering building materials in Dubai, UAE, in 2004. In merely 16 years, it has grown exponentially to become an all-encompassing brand offering furniture, furnishings, and fit-outs for all kinds of spatial needs. The company boasts a rich repertoire of international brands, the products of which are housed in Casamia's expansive showrooms in Dubai and India. Through strategic partnerships, an inherent understanding of customer aspirations, a growing range of products, and a balanced design aesthetic, Casamia has crafted an unparalleled living experience for its discerning consumers.

Pioneering the Casamia experience is Founder and CEO Kader Mithani, under whose keen eye, the brand has evolved rapidly and successfully. Touted as an exceptional creative visionary, Mithani brings his passion and grounded approach to his brand and its numerous segments, touching upon the needs of both the designer as well as the homeowner.

Working alongside him since 2015 is the brand's Director in India, Padmini Bajaj. Bajaj's deep business sense, coupled with an aesthetic that matches the luxury minimalism of Casamia, has led to the brand's strong foothold in India. She has been responsible for the launch of the Casamia stores in Mumbai, Bengaluru and Hyderabad, and will soon be launching in Surat and New Delhi.

Over the years, the team has worked with renowned brands across the globe, amassing a vast portfolio of products. From versatile tiles, countertops, wallpapers and wood building materials, find only the best at Casamia India.

CONTACT DETAILS: [info@casamiaindia.in](mailto:info@casamiaindia.in)



## Mesmerizing Wallpapers.

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DISCOVER VERSATILE TILES, LUXURY BATHROOMS, MESMERIZING WALLPAPERS & STRIKING WOODEN FLOORING

## COLOUR PARTNER ICA PIDILITE

*Offering premium Italian wood finishes, ICA Pidilite leverages  
future-forward technology to transform spaces and places*

ICA Group, based in the central Italian city of Civitanova Marche, is one of the leading brands in the world to manufacture and market special wood coatings. For several decades, ICA has endeavoured to serve its clients by producing a range of highly reliable, top-quality coatings by supporting and investing in quality research and development.

Pidilite has been pioneering products for small and large applications, which have forged strong bonds with people from all walks of life. Pidilite's biggest bond is through the Fevicol family of products, India's most trusted brand of adhesives. A robust and growing network backed with innovation makes Pidilite's products accessible across demographics and geographies.

ICA Group formed a 50-50 JV with Pidilite Industries Ltd. in November 2016. ICA's technological expertise combined with Pidilite's sales and marketing offers the best quality wood finishes across the country. ICA Pidilite has set up its state-of-the-art manufacturing facility at Jambusar, Gujarat, leveraging Italian technology while bolstering the 'Make in India' narrative to provide top quality premium Italian wood finishes. This joint venture is the perfect blend of Italian design and the customer-first approach of an Indian MNC, making it possible for customers to – Imagine Wood with ICA.

Innovation at ICA keeps performance and aesthetics at the highest level. They were the first European coating company to launch a water-based product range having a low VOC component. ICA's efficiency in production, coupled with state-of-the-art R&D, allowed them to create coatings made of vegetable/bio waste and that help reduce carbon dioxide emissions.

In line with the deep-rooted concept of safeguarding the health of those who apply and live with its products, the ICA Lab has also designed the Aseptica range of anti-bacterial coatings. These coatings make surfaces microbiologically clean, while protecting the environment.

CONTACT DETAILS: [info@icapidilite.com](mailto:info@icapidilite.com)





ICAPidiliteIndia



icapidilite



ICA Group

# SPECIAL EFFECTS

**The world of ICA group is constantly evolving with an unequivocal focus on the latest innovations and trends flagged by designers and architects**

The Urban Matter range embodies a style, at once contemporary, refined, realistic and 'imperfect' (owing to the deliberate unevenness of the coated surface), which is inspired by everyday life. Using this collection, it is possible to produce surfaces with Steel, Cement and Corten effects—retaining the rugged appearance of the material being simulated, while also offering the warmth that only wood can provide. The Urban Matter series can be employed in a plethora of creative scenarios, giving the imagination free rein and highlighting the potential to explore a diverse variety of unique effects.



## **Antique Satin Effect**

It lends an oxidised metal look perfect for crafting antique touches in modern interiors. Available in gold, silver, bronze, copper and lead colours.



**ICA Pidilite Private limited**, 403 & 404, Satellite Silver, Andheri Kurla Road, Marol, Andheri (E), Mumbai 59.  
Tel: 2261312345 Toll free 18002664444 Email: [info@icapidilite.com](mailto:info@icapidilite.com) Website: [www.icapidilite.com](http://www.icapidilite.com)

## A-CLASS MARBLE INDIA PVT. LTD.

*With 50 years of expertise in the marble industry, A-Class Marble is one of the largest Indian importers of marble and rare stones from every corner of the globe*

Incepted in 2005 with a legacy that dates back to 1971, A-Class Marble is today one of the leading importers of magnificent marble, stones and architectural surfaces to India. Celebrating its 50-year legacy this year, A-Class Marble is testament to reinstating India's glory through excellence in stone.

A-Class Marble offers one of the largest arrays of rare stones and more than 450 varieties of architectural surfaces, handpicked from quarries and brands from geographies across the globe. Today, the company owns state-of-the-art production units and showrooms across Kishangarh, Ahmedabad and New Delhi.

With a long list of distinguished clients, celebrities, designers, and architects globally, A-Class Marble is acclaimed for its diversified and premium product range, unwavering patronage, and accomplishing perfection in marble and stones by amalgamating technologies, innovation, sustainable techniques and avant-garde ideas that find use in a wide spectrum of building typologies like residences, hotels, corporate offices and showrooms.

The infrastructure and technology offered by A-Class Marble is truly a class apart.

The group has successfully established its first-one-of-its-kind smart showroom, A-Class Atelier, in Ahmedabad, Gujarat. Recently, the company also ventured into unprecedented territories to introduce new-age material ranges under A-Class Surfaces International. Unravelling the strength and beauty of natural stone and new-age materials, the brand aims to transform the landscape of luxury interiors and architecture in India by widening the scope of material technology.

CONTACT DETAILS: [info@aclassmarble.co.in](mailto:info@aclassmarble.co.in)



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## ORVI SURFACES

*ORVI's stunning surfaces and global artisanal techniques have the unique ability to transform walls and floors into works of art with a timeless appeal*

ORVI blends creativity with craftsmanship, technology with tradition, western aesthetics with artisanal techniques from Asia and beyond. Their mission is to create innovative and uniquely beautiful surfaces for all parts of the building envelope, interior and exterior, by adopting the best craft traditions from the past and integrating them with hardware and modern design sensibilities. Their technologies and comprehensive product research and development enables designers to also explore the use and integration of a wide range of materials in interiors such as furniture, doors, screens and panelling.

They are enchanted by the qualities of natural stone, wood, metal, ceramics and glass, and inspired by traditional techniques in the way they work and shape these exquisite materials. Above all, they are driven by a vision that infuses the world's finest crafts with the verve and vibrancy of contemporary design.

Combining the skills of the past with the technology of today, this dynamic approach results in high-end surfaces with timeless elegance.

Orvi's portfolio of collections presents a diverse menu of distinctive styles and concepts. Moreover, when the goal is to devise something truly original, they have the experience and expertise to work with clients in exploring and developing their own bespoke designs.

CONTACT DETAILS: [sales@orvi.com](mailto:sales@orvi.com)





Truly original surfaces created with an eclectic mix of traditional techniques  
and materials from around the world and across history.



## ATTITUDES

*Dressing up can become a smooth affair with Attitudes' unique dressers and wardrobes,  
all designed with a meld of Art Deco and Indian aesthetics*

A unique design language reinterpreting Art Deco spirit with a modern ethos - Attitudes brings alive the diversity and dynamism of 1920s forms and patterns, with a dash of Indian aesthetics, blended to create a novel concoction of unique furniture and objects. Attitudes designs experiential dressing rooms exploring every aspect of dressing up. It creates an immersive environment, weaving Art Deco forms and patterns through modern lines, thus creating innovative and distinctive dressers, islands, safes, wardrobes and autonomous units.

With its unique design language, Attitudes brings alive a diversified and dynamic concoction of furniture and objects.

CONTACT DETAILS: [projects@attitudesdeco.com](mailto:projects@attitudesdeco.com)



# ATTITUDES

DECO DRESSING AND SAFES



## DRESSING SUITES

ATTITUDES designs experiential dressing rooms exploring each and every aspect of dressing up and creating immersive environment, weaving art deco forms and patterns through modern lines thus creating distinctive Wardrobes, Dressers, Islands, Autonomous units and Safes.

[www.attitudesdeco.com](http://www.attitudesdeco.com)



## JAIPUR RUGS

*India's most ethical producer of handmade carpets offers the largest stock of ready-to-ship internationally awarded rugs in all shapes, colours and sizes.*

Jaipur Rugs is a family business strengthened by the purpose of protecting ancestral know-how and connecting rural craftsmanship with global consumers.

By placing the human aspect at its core, the company has grown to become the largest network of artisans in India.

It uses the age-old art form of handmade carpets as a tool to bring prosperity into the homes of 40,000 rural artisans of which 80% are women. It works in over 600 villages spread across five states in India, providing families with sustainable livelihood at their door steps.

Jaipur Rugs has a factory-less supply chain, which means the weaver's home becomes a small production unit. It has an end-to-end business model, which means from the sourcing of wool till exporting a finished handmade rug, it is all done in-house.

It retails a curated line-up of contemporary to traditional designs in customizable sizes. Offers the largest stock of ready to ship inventory making it a go to name for designers and architects.

It is the brand that rises from the traditions and crafts of Indian hinterland. Founded in 1978 by Nand Kishore Chaudhary with just two looms, it now has over 7000 looms and sells in over 60 countries. Today, the company creates contemporary works of art by collaborating with creative talents capable of showcasing this ancestral craft with a new vision.

CONTACT DETAILS: [ida@jaipurrugs.com](mailto:ida@jaipurrugs.com)



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Ujjha, Aakar by Kavi



**dezeen  
awards**  
(Shortlisted)



**archiproducts**  
DESIGN AWARDS 2019



**JAIPUR RUGS**

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## LIGHTING PARTNER EMERY STUDIO

*Housing some iconic French lighting, tableware and home decor brands,  
Emery Studio is the one-stop-shop for luxury decoration brands in India*

Emery Studio specializes in bespoke decorative lighting, tableware and home decoration solutions for interior designers and architects and exclusively represents some of the finest international designer lighting, tableware and home decoration brands in India. Brands under the Emery umbrella, like Saint-Louis, Barovier&Toso, Windfall Lighting, Daum, Lalique, Christofle and L'Objet, are the ultimate symbols of French luxury and are handcrafted with the finest materials and age-old techniques.

Saint-Louis traces its roots back to 1586, when Münzthal Glassworks was founded in France. After it was given a royal seal of approval by King Louis XV in 1767, Saint-Louis crystal has become a permanent fixture in elite dining rooms, imperial palaces and presidential banquets around the world. Bringing a legendary luxury lighting tradition into the new world, Barovier&Toso has its roots in Venice. Working with innovators and traditionalists alike, this lighting brand dates back to 1295, and is known for creating some of the most iconic chandeliers the world over.

Makers of elegant crystal chandeliers, Windfall focuses on the contemporary re-invention of these classic lighting creations. Set up in 2004 by interior decorator Clarissa Dorn and chandelier designer Roel Haagmans, Windfall makes handmade, bespoke lighting solutions with an unconventional touch.

Since 1878, legendary glassmaker Daum has kept alive a relationship with the greatest artists of its time. Daum has infused a magical rendezvous of artistic creations and modern savoir-faire, which has renewed the alliance of art with craft.

French glassmaking atelier Lalique was founded in 1888 by glassmaker and jeweller René Lalique. Today, the brand is known for its array of luxury products including jewellery, lighting fixtures, furniture, perfumes and objets d'art.

For nearly two centuries, Paris-based Christofle has manufactured fine silver flatware and home accessories such as silver picture frames, crystal vases and glassware, porcelain dinnerware, and silver jewellery and hollowware.

Blending old-world craftsmanship with modern sensibilities, L'Objet creates objects inspired by the natural world. Incorporating distinctive precious materials, L'Objet combines unexpected elements and textures to create expressive, luxurious tableware and elegant home decor.

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# EMERY STUDIO



WINDFALL



Barovier&Toso  
VENEZIA 1299



LALIQUE



ST LOUIS

For inquiries call

EMERY STUDIO | ☎ +91 98100 81810 / 97180 00961 / 99538 84908

## LUTRON

*An industry pioneer in its segment, Lutron expertly offers lighting control and shades solutions for luxury residences, commercial and hospitality segments*

Founded in 1961, Lutron Electronics is headquartered in Coopersburg, Pennsylvania, USA. Over the past 60 years, Lutron has invented hundreds of lighting control and automated shading systems, and expanded its product offerings from two to over 17,000 products now sold in more than 100 countries around the world. The company has the most advanced lighting control technology, while maintaining the top market position by focusing on exceptional quality, design and services.

Lutron has been serving the Indian market for more than 20 years, from hotels, restaurants and public buildings to luxury residences. Headquartered in Gurgaon, Lutron has a network of hundreds of distributors with over 500 points of sales throughout the country.

Lutron holds over 2,700 worldwide patents and remains the only company to design and produce lighting controls and automated window shades that provide integrated control of electric light and daylight seamlessly.

Globally, Lutron control systems are used in some of the most prestigious buildings and landmarks like the Statue of Liberty in New York, St. Paul's Cathedral in London, Bank of China in Beijing, Oberoi Udai Vilas in Udaipur and the Plaza lounges at IGI Airport Delhi. Today, Lutron is the preferred name in lighting control and is the first choice of architects and designers worldwide.

CONTACT DETAILS: [karora@lutron.com](mailto:karora@lutron.com)



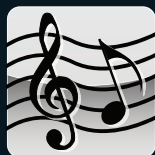
curating elegant experiences for  
luxury lifestyles



## Total home control system for



Lights



Audio  
Visual



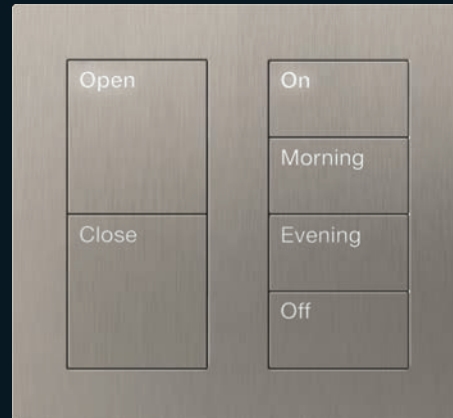
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# PLÜSCH

*Plüsch embodies a new energy in the domain of luxury living encompassing kitchens, wardrobes, upholstered furniture and lifestyle living products*

Studio Poggenpohl, founded by Hamendra & Rati Sharma in 1998 was rebranded to Plüsch in 2015. Plüsch embodies a new energy and a compelling promise in the domain of luxury living encompassing not only kitchens but also wardrobes, upholstered furniture and lifestyle living products.

The brand was a pioneer in bringing the best German luxury brands to India; beginning with Poggenpohl – the first German kitchen to enter India, complimented by Gaggenau for appliances and Interluecke for wardrobes. Over time, it has diversified and expanded its product portfolio to represent many other prestigious and luxurious brands such as Schmalenbach, Draenert, Walter Knoll, Yomei and COR for wardrobes and furniture, Eggersmann and Beckermann for kitchens, along with brands for appliances and accessories.

The driving factor behind the intentional association with all German companies has been the shared sensibility and a professional work ethic that rests on an unrelenting quest for perfection and client satisfaction. The transition from Poggenpohl to Plüsch has been steady and well thought-out.

While the parent company SIS IMPORTS remains the same, Plüsch offers the much-needed strong, iconic brand name to assemble the wide product portfolio under one umbrella. Representing the world's leading brands in exclusive pan-India tie ups, Plüsch has carved out a genuine, unshakeable reputation through an honest approach, dedication, immaculate execution and after sales. German for 'plush, luxurious and refined', as well as warm, soft and enveloping, Plüsch exemplifies a modern, engaging experience. The name Plüsch also draws out the German association succinctly and reflects the promise of luxury and elegance which is characteristically minimalist and sophisticated. Today, Plüsch has the showrooms in Mumbai, Delhi, Bangalore, Hyderabad and Kochi.

CONTACT DETAILS: [info@pluschliving.com](mailto:info@pluschliving.com)





Clear structures, sensible space. +SEGMENTO Y

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**poggen  
pohl**

## NITCO

*India's premium tile, marble & mosaic brand since 1953, Nitco prides itself on state-of-the-art surfaces and nature-inspired tiles for all kinds of spaces*

NITCO is India's premium tile, marble & mosaic brand since 1953, and the preferred choice for architects in the country. Their premium surfaces are meant to make users feel closer to nature. The brand is also one of the largest importers and suppliers of natural and engineered marble. Headquartered in Mumbai, they have a pan-India presence through a wide distribution network.

Nitco's state-of-the-art facility in Silvassa is one of only five such plants in the world and the only one in Asia using the most modern Italian technology (Breton) to process natural marble. With 5,000 retail outlets across the country and a sizeable client base around the world, NITCO deploys world-class manufacturing technology with fully-automated production lines enabling the delivery of globally-benchmarked products. Their entire manufacturing process is non-polluting.

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You have dreams. We have artists.  
The result is magic with mosaic.





## CONTINENTAL FURNITURES

*A three-decade-old furniture brand with a strong identity to match,  
Continental Furnitures creates furniture pieces that make a strong statement*

Continental Furnitures was conceived in 1989 by Mrs. Sneh Gupta, who was driven by the idea of Revivalist furniture pieces adorning and complimenting interior spaces. Today, Continental Furnitures has completed over 14,000 residential, hospitality and office projects with an expertise to comprehend and execute durable and design products.

The idea of machine-precision mixed with skilled craftsmanship is the very vision of Continental Furnitures, with latest technology at hand such as PU finishes, metal finishes amalgamated with art-based and utility-based furniture pieces.

Over a period of time, the name Continental Furnitures has been associated with renowned brands and spaces across the world, garnering goodwill and establishing an identity that is reliable and long lasting. Continental Furnitures is known to create signature pieces inspired by art movements and modernism. For them, luxury is not related to affordability but to aspiration.

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CONTINENTAL<sup>TM</sup>  
FURNITURES

LUXURY

*as Aspiration*

CONTINENTAL FURNITURES

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Rajasthan 302022

[www.continentalfurniture.in](http://www.continentalfurniture.in)  
[brand@continentalfurniture.in](mailto:brand@continentalfurniture.in)

## CREDO

*Credo's eye-catching fibreglass planters are perfect for your plants  
and can transform your home into a vision of loveliness*

Kinny Fibreglass was established approximately 30 years ago in Ajmer, India, as a manufacturer of desert coolers with fibreglass and metal playgrounds. The impeccable quality of products gave the company a trusted name in the market, leading to the formation of two subsidiary companies. Thus, Credo was born, with an aim to turn people's mechanical lives into a vision of loveliness.

Credo has been creating stunning, timeless designs for garden planters, which can now be found in diverse interiors. Their planters are stylish and sumptuous in design to enhance physical and emotional well-being by providing comfort and visual harmony. With an addition of a planter in an office cubicle or in one's home, the dullness of being surrounded by machines is replaced by something beautiful and refreshing, and this is what Credo stands for.

The name is derived from the 'credibility' of the products manufactured. Their planters showcase excellence in craftsmanship, and are sustainable pieces full of character, moulded with high quality fibreglass. They do not corrode, are naturally shockproof, are good insulators, are strong under impact and need low maintenance.

CONTACT DETAILS: [info@credoworld.com](mailto:info@credoworld.com)

Pristine Finishes. Impeccable design.  
An unending quest to achieve perfection.  
An unwavering promise to create excellence.  
Every Credo Planter strives to marry the  
unforgiving boundaries of function with  
the limitless possibilities of imagination.



## HANDS

*One of the finest rug and carpet makers in India since 1881, Hands has a rich back story and an even richer collection of some of the most exquisite products in the world*

In 1881, A. Tellery & Sons pioneered the Indian handmade carpet industry to mark the country's 'carpet city' – Bhadohi in Uttar Pradesh. A hundred years later, the Patodia family took over the reins at A. Tellery & Sons. With his deep fascination and passion for the 'craft of the carpet', Ravi Patodia scaled the company to new heights over the next 45 years.

Today, Hands brings with it hundred years of craftsmanship in a variety of world-class carpets and rugs that adorn the palaces, luxury hotels and residences around the world. Blending art and technology, these sought-after products honour designers, dyers, weavers, and finishers from the villages of India and give them position of pride.

Today, Hands has showrooms in Delhi, Mumbai & Dubai, providing hand-tufted and hand-knotted rugs. It also boasts the tag of having crafted one of the world's finest hand knotted carpets - with an incredible 4900 knots per square inch.

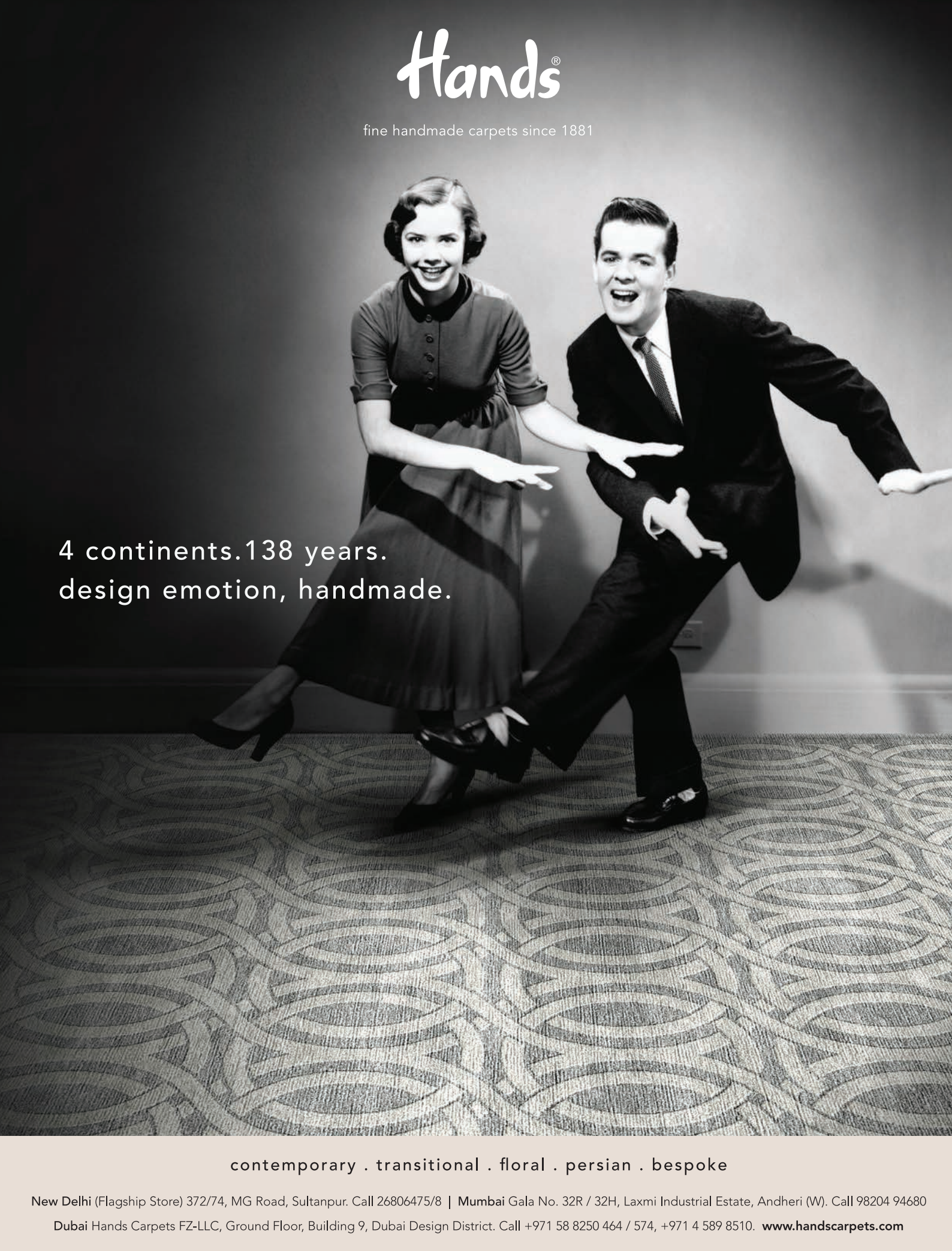
Apart from its showrooms, Hands also ships its products worldwide.

CONTACT DETAILS: [deepankar@hands-carpets.com](mailto:deepankar@hands-carpets.com)



# Hands®

fine handmade carpets since 1881



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design emotion, handmade.

contemporary . transitional . floral . persian . bespoke

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