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G U I D E

A Times Group Initiative

2023

code

M U M B A I



Worldwide Media Pvt. Ltd. is a part of The 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. The 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, focused and diverse engagements to consumers across all media - print, radio, digital, television, OTT and more. As of today, WWM organises 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, Grazia Beauty Awards, Hello! Hall of Fame, 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!

D/code is India's leading luxury lifestyle show from The Times Group. Now in its sixth edition, the two-day design-centric expo aims to redefine the way we experience the luxe life. An initiative of Home & Design TRENDS magazine, D/code is a platform for the best architectural and design talent to be showcased under one roof. It brings all forms of architectural and design initiatives together, provides networking opportunities, and facilitates interactions with industry experts.

D/code 2023 deep dives into what the worlds of architecture, design and art are evolving into, ushering in the future of design shows with this edition. Steering the discourse on what lies ahead, the focus is on innovative creations, fresh narratives and shining the spotlight on the rising stars of design.

Expect

Enthralling D/isplays

Inspiring Design D/ebut

Enlightening D/iscourses

Experiential D/iscoveries

D/code 2023
A Times Group Initiative
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It is my pleasure to bring to you the sixth edition of D/code, quite literally the country's first and (dare I say so myself) finest curated, luxury interiors show. I personally think it of as a curtain raiser to the future of design shows in our country. This time around, we've taken our curatorial bonds to the next level with not one or two, but nine curators. You see, the ultimate goal is to create a show that all of you enjoy spending time and feel at home at. And that can be achieved only when you flip the lid and tell us what works (and what doesn't) for you.

With this note, I'd like to wrap all nine of our curators in a big bear hug of gratitude, for bearing with our constant poking. Annkur, Deepak, Ekta, Rajiv, Maithili, Pooja, Vaishali, Hameeda and Aamir, thank you! For all the insights, inputs and, of course, your precious time!

To all of you, my visitors, I'd like to say: Thank you for always supporting us. It is because of you that we are. I hope you enjoy your time spent with us here at D/code, in Mumbai.

RONITAA R. ITALIA
Editor In Chief

GoodHomes and Home&Design Trends



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Art Installations

*Presenting
Our Curators*

“The soul of design resides in the details, where precision meets passion to create something extraordinary.”



Amir Sharma

“In the world of design,
every curve and line is a
brushstroke, painting the
canvas of functionality with
the colours of creativity.”



Ankur Khosla

A designer's canvas is not limited to space; it extends to time, creating pieces that stand as timeless testaments to the artistry of innovation.



Deepak Gugarii

“Design to me is a journey —
a creative process of
questioning the norm
and giving wings to one’s
dreams!”



Ekta Parekh

“Creativity is the architect,
design is the blueprint, and
innovation is the masterpiece
that emerges from their
collaboration.”



Hameeda Sharma

“Design is problem-solving
in a beautiful way.”



Maithili Raut

“A well-designed object is a conversation between simplicity and sophistication, where elegance speaks louder than complexity.”



Pooja Bihani

“At reD, perception is king
and truth is irrelevant.”



Rajiv Parekh

“Design is the silent storyteller, crafting narratives in the language of mindful aesthetics.”



Vaishali Kamdar

Schedule

Day 1

December 01, 2023

11.30am **Design Debate**

Urban cityscape development...
progressive or regressive?

12.30pm **Power Talk**

Smart Windows:
Shaping the future of design

2.00pm **A Mystery BFF Challenge**

Putting communication
between designers to test

2.15pm **Power Talk**

Innovation of Windows:
The confluence of privacy
and transparency

2.45pm **Presentation by Shobhan Kothari**

Experiential Architecture:
Emotional response to spaces

4pm **Trends Excellence Awards**

(By invitation only)

Day 2

December 02, 2023

11.30am **Design Debate**

High-rise vs low-rise buildings

12.30pm **Power Talk**

Modernising aesthetics vs westernising aesthetics

1.00pm **Grandeur Brunch**

(By invitation only)

2.30pm **Power Talk**

How AI is going to affect the future of design

3.00pm **Power Talk**

Perspective: Is mentorship losing its shine?

3.30pm **The Design Classroom**

4.30pm – 5.15pm

Speed Dating with the Stars of Design

5.30pm **Couples in Design**

Jenga: Crash landing on you

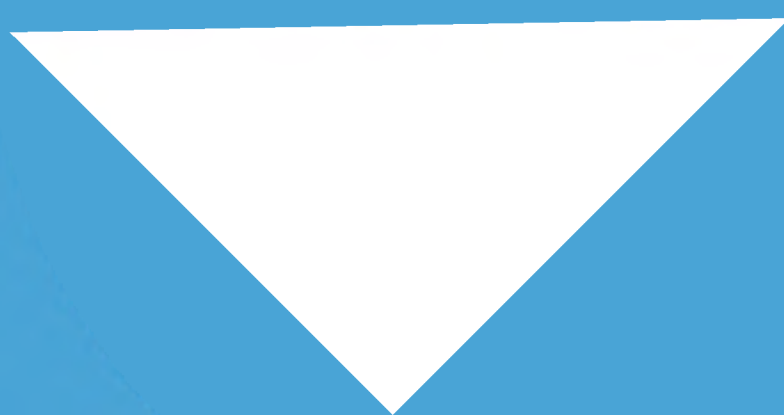
WHAT'S NEW AT D/CODE 2023

Design debates

Speed dating with
the stars of design

BFF mystery
challenge

Installations by
students of design



Couples
in design

The design
classroom

The designers'
corridor

Escape rooms

D A Times Group Initiative **code** 2023
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At TRENDS, we encourage and showcase works of international and Indian architects, interior designers and industry-related professionals.

Now in its ninth year, **TRENDS EXCELLENCE AWARDS FOR ARCHITECTURE & DESIGN**

is undeniably India's most sought-after design award. Presented by Home & Design TRENDS magazine, the awards aim to accolade the utmost level of creativity, innovation, originality and inspiring practices in the field of Indian architecture, interiors and design.

The categories cover the whole spectrum - architecture, interior design, product design and landscape design. Our judges define the TRENDS Awards each year – and each year we bring forth a stellar group of extraordinary individuals who have shaped or are shaping the Indian architecture and design milieu. If it is not just plain, simple, unequivocal excellence of a design practice, then it will be out-of-the-box, new thinking that a TRENDS judge will look for in the entries.

Each year, the awards witness a slew of quality projects from India's top architecture and design firms, and this year has been no different. This edition of the awards saw the participation of over 4500 entries from across India, representing the benchmark that has set the standard for design discourse in India.

TRENDS
EXCELLENCE
AWARDS
FOR ARCHITECTURE DESIGN



STAMBHS BY ASHIESH SHAH

Renowned architect and artist Ashiesh Shah is set to showcase his STAMBHS at the central lounge, at D/code this year. “STAMBH,” meaning ‘pillar’ in Hindi, melds traditional craftsmanship with contemporary expression across twenty-four craft regions in India. Inspired by the axis mundi, symbolising the earth’s centre connecting sky and land, the Stambhs manifest this concept in three-dimensional form, embracing minimalism.

The collection underscores the potential of merging traditional skills with contemporary artistry. Observing forms and utilising dynamic materials, this collection pioneers novel directions for the future of indigenous craft traditions, uniting heritage and innovation.

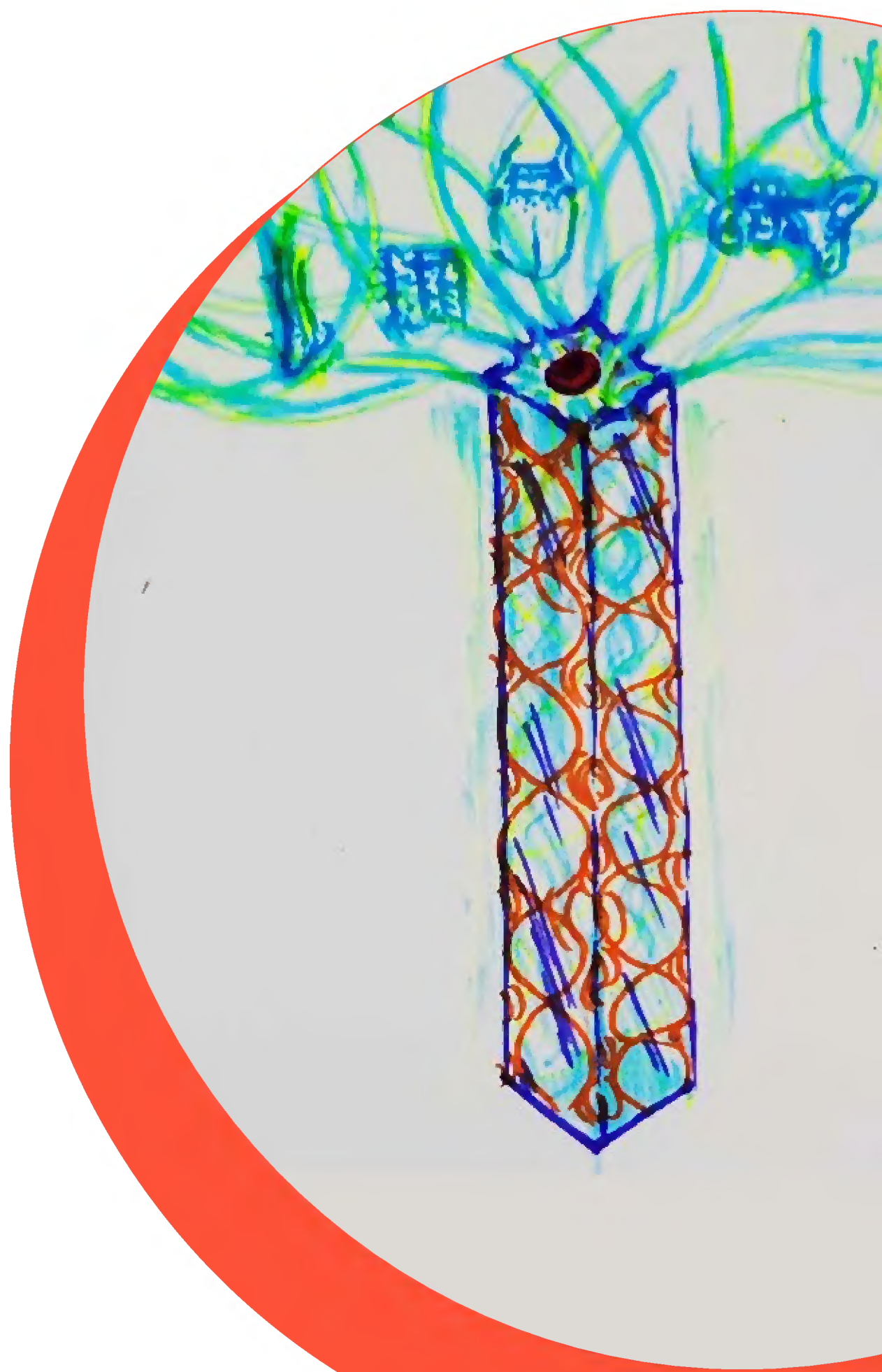
Art installations

Natural Harmony

*by the students of
Pearl Academy, Mumbai*

In an ever-evolving world, where the delicate balance between nature and design is often overlooked, 'Natural Harmony' stands as an architectural installation aiming to rekindle the essential connection between the built environment and the natural world.

Conceived as a transformative experience, the installation urges us to walk hand in hand with nature, recognising that every step forward in design should be a step towards a more sustainable, harmonious future.



Art installations

Sustainable Future

*by the students of
Rachana Sansad, Mumbai*

The project emphasises the value of sustainable resources to safeguard the future of our planet. By fusing the fundamental elements of Panchamahabhuta - Water (Jal), Fire (Agni), Air (Vayu), Earth (Prithvi), and Space (Aakash) - with the fundamental elements of design - Triangle, Square, and Circle - these sustainable resources are presented as the cornerstone of the world in which we live, reiterating the principle of 'Back to the Basics'



Art
installations

The Deep Jyoti Stambh

by architect Ronak Hingarh

The Deep Jyoti Stambh takes inspiration from the ornamental and spiritually symbolic structures – ‘Deepmalas’ that adorn the Hindu temples of Southern India and the spinning prayer wheels in Buddhist Monasteries.



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Brands*

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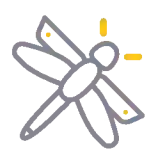
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andblack Design Studio

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CONTACT: Connect@andblackstudio.com

and**black**
design studio

A simple idea made into a simple material is what drives us to achieve a symbiosis of digital design and Indian craftsmanship.

Our products are defined by an aesthetic which is governed highly by geometry and parametric design tools which involve complex processes; however our original idea, sketch and the choice of material of using birch ply remains extremely simple.



Loop series

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Handcrafted Excellence

Nestled amid the cultural richness of Bhadohi-Mirzapur, Varanasi, the artisanal symphony of Art De Rug unfolds across 30+ looms, skillfully orchestrated by a dedicated team of 50+ artisans. Within this cradle of craftsmanship, sustainability takes center stage, with every rug meticulously crafted from eco-friendly, biodegradable materials. Each rug, a masterpiece of design and tradition, serves as a testament to our unwavering commitment to both the artistry of weaving and environmental consciousness.

Meet the Visionaries



Ashish Mehta

A rug industry veteran with over three decades of experience, Ashish Mehta is a visionary leader who sets new standards in creativity and quality. His passion for colors and commitment to redefining luxury will shape Art De Rug's future.



Dipesh Mehta

With 25 years in the industry, Dipesh Mehta, our esteemed director, combines sales expertise with a knack for innovation. His dedication to staying ahead in design ensures Art De Rug's success, delivering exceptional rugs that exceed expectations.



Rohit Sharma

Entrepreneur and passionate carpet enthusiast, Rohit Sharma's journey began in 1991. After diverse ventures, his true calling led him back to handmade carpets. His lifelong passion fuels Art De Rug's commitment to timeless elegance.

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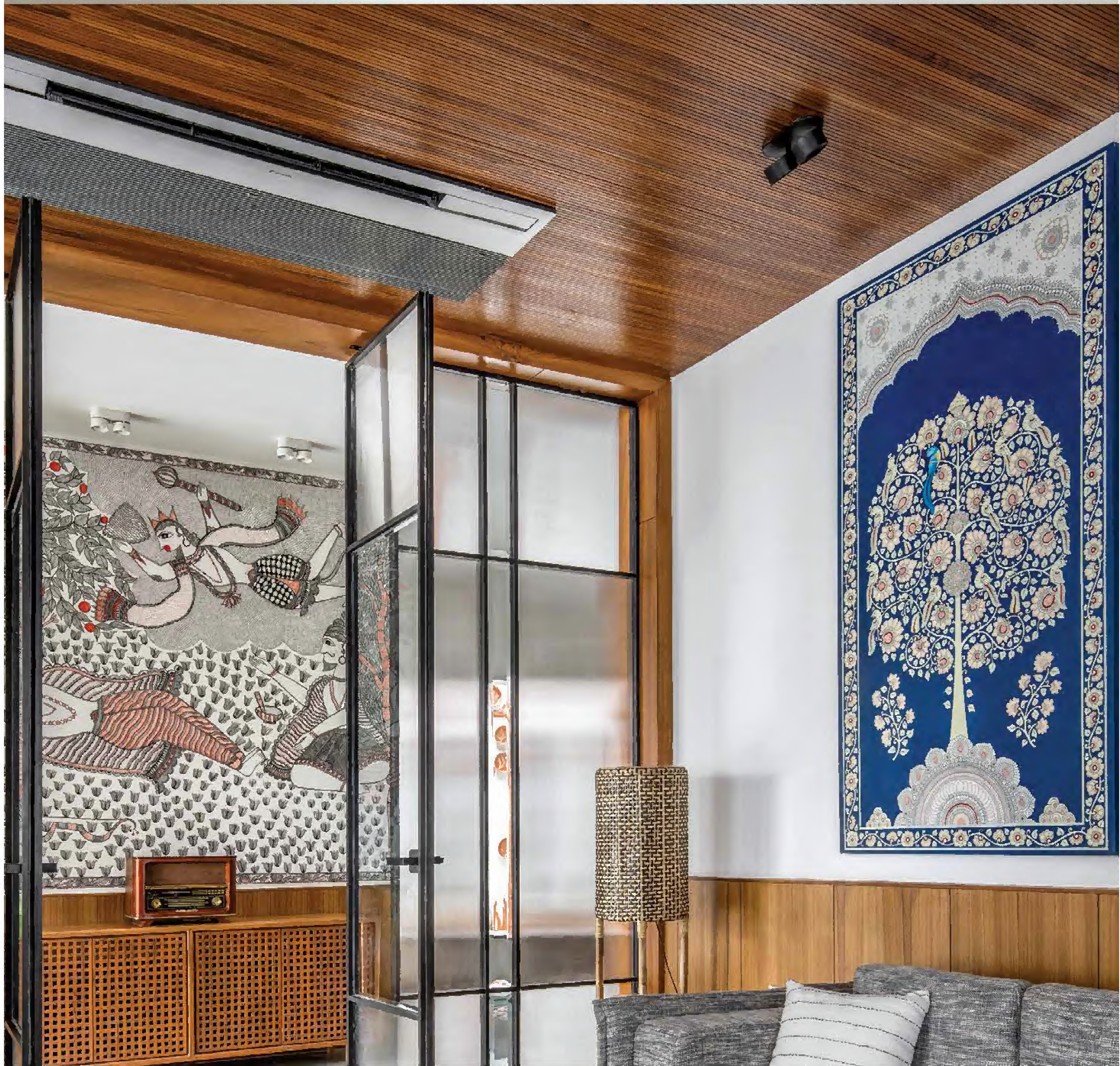
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Shaping The Future of Luxury Craftsmanship

Bab Group, a fourth-generation leather manufacturing company based across Dubai and India is a champion of ethical craftsmanship. Rooted in tradition, BAB Leather exports some of the world's finest leathers to 30+ countries. With a 4,00,000 sqft monthly capacity, their tanning units specialize in Aniline Waxy and Pull-up leathers. Since 2008, BAB Living, their furniture unit, showcases BAB leather's elegance in showrooms across locations, offering customizable furniture, reflecting an unwavering commitment to elegance.



Epitomizing timeless elegance, each BAB Group product echoes a deep commitment to quality, tradition, and innovation. With a global presence, diverse product range, and strategic collaborations, BAB Group continues to shape the craftsmanship landscape, ensuring its legacy endures across generation.



BAB Group's commitment extends globally, particularly in luxury hospitality projects. Its significant collaboration with Alcantara, a premier Italian brand, ensures a pan-India dealership, positioning BAB Group as a leading provider in the industry.

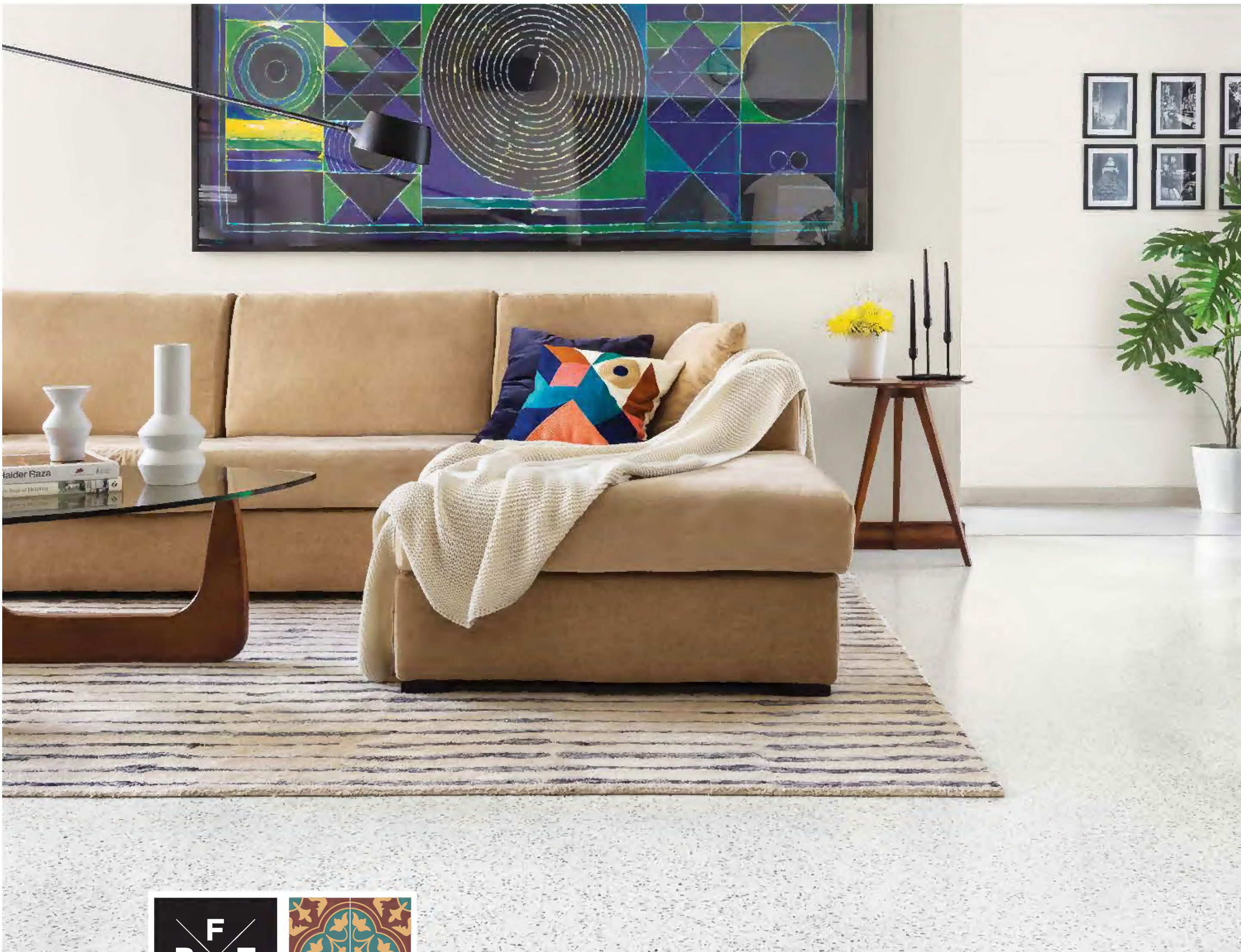


Reinforcing its dedication to quality, BAB Group holds an exclusive tie-up with Hjord Knudsen, a Danish furniture brand known for comfort since 1973. This collaboration solidifies BAB Group's position as a leader in delivering high-quality furniture solutions.

Bharat Floorings and Tiles

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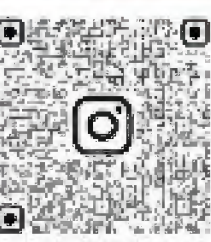
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O-XY, THE FAUCET SERIES BY MARCO WILLIAMS FAGIOLI

O-XY is inspired by the absolute geometrical linearity of Cartesian coordinates, and his design is expressed through slim, narrow shapes. The result is a totally contemporary product with the spare, simple, extremely light look evoked by its sleek geometrical lines. The handle of the single-lever sink tap is a texturised rectangle resting on the faucet body. The interwoven pattern is not just a decorative element, but is also functional, with a pleasant, soft feel to the touch. It's the starting point for the expansion and development of the line

This Cartesian-inspired system with its geometric shape is an addition to the O-XY design, distinguished by a refined texturized handle for the single-lever sink tap. The O-XY faucet series designed for Fantini by Marco Williams Fagioli is inspired by the designer's passion for Cartesian philosophy and his fascination with the logic of the Cartesian plane and its geometric relationships and properties. These are the cornerstones that inspire and guide his design research.



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Extended Lounge - A biomorphic sculptural lounger, crafted with organic & subtle art forms, designed for an outdoor lawn anthropometrically.



Re-Tree - This is envisioned as a contemporary take on traditional kids tree house. Inspired from branching patterns and sub patterns of a tree.



Re-Crete - An outdoor furniture made from scaffolding of recycled and re-generated concrete & a smorgasbord of different scrap materials, making them into terrazzo & china mosaic pattern.



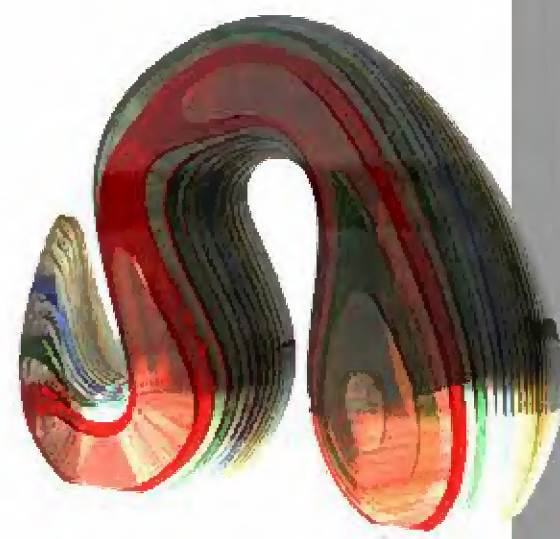
Tri-can - The product is a beautifully designed like a sculpture is a practical and stylish solution for organising your writing instruments.



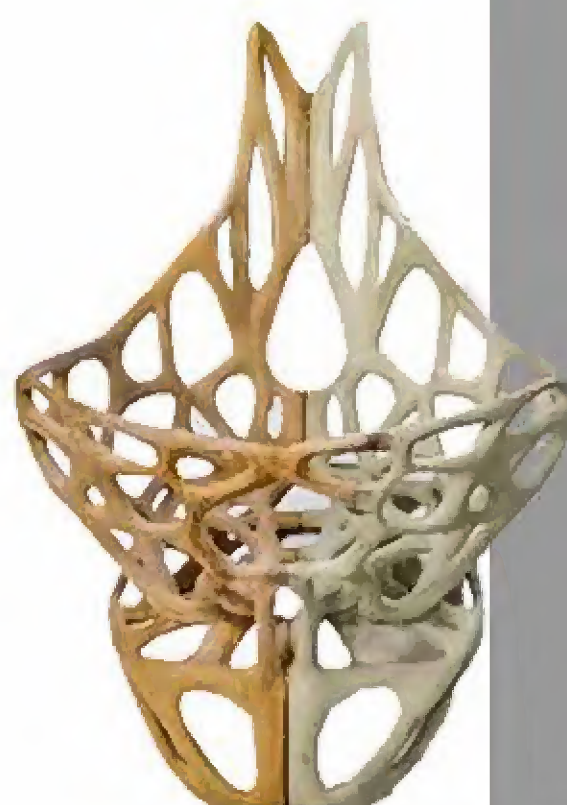
vase - This product serves a vase branching out in different directions, adding a touch of creativity to the functionality of the design. The vase is a must-have for art enthusiasts and collectors.



Duoton_e - A contoured contrast of black and yellow creating a clear distinction of the functional and the visual aspects of the sculptural luminaire. The dynamic form adds up to its identity.



Tint_y - This product is a vibrant lamp made of different colors of acrylic. The sculpture features a combination of red, green, and blue hues, creating a visually striking piece.



1600 ml - The Wine bottle keeper is to provide an aesthetically pleasing and functional way to display wine bottles. Design consideration of visual appeal that can enhance the ambiance of a wine cellar, kitchen, or dining area.

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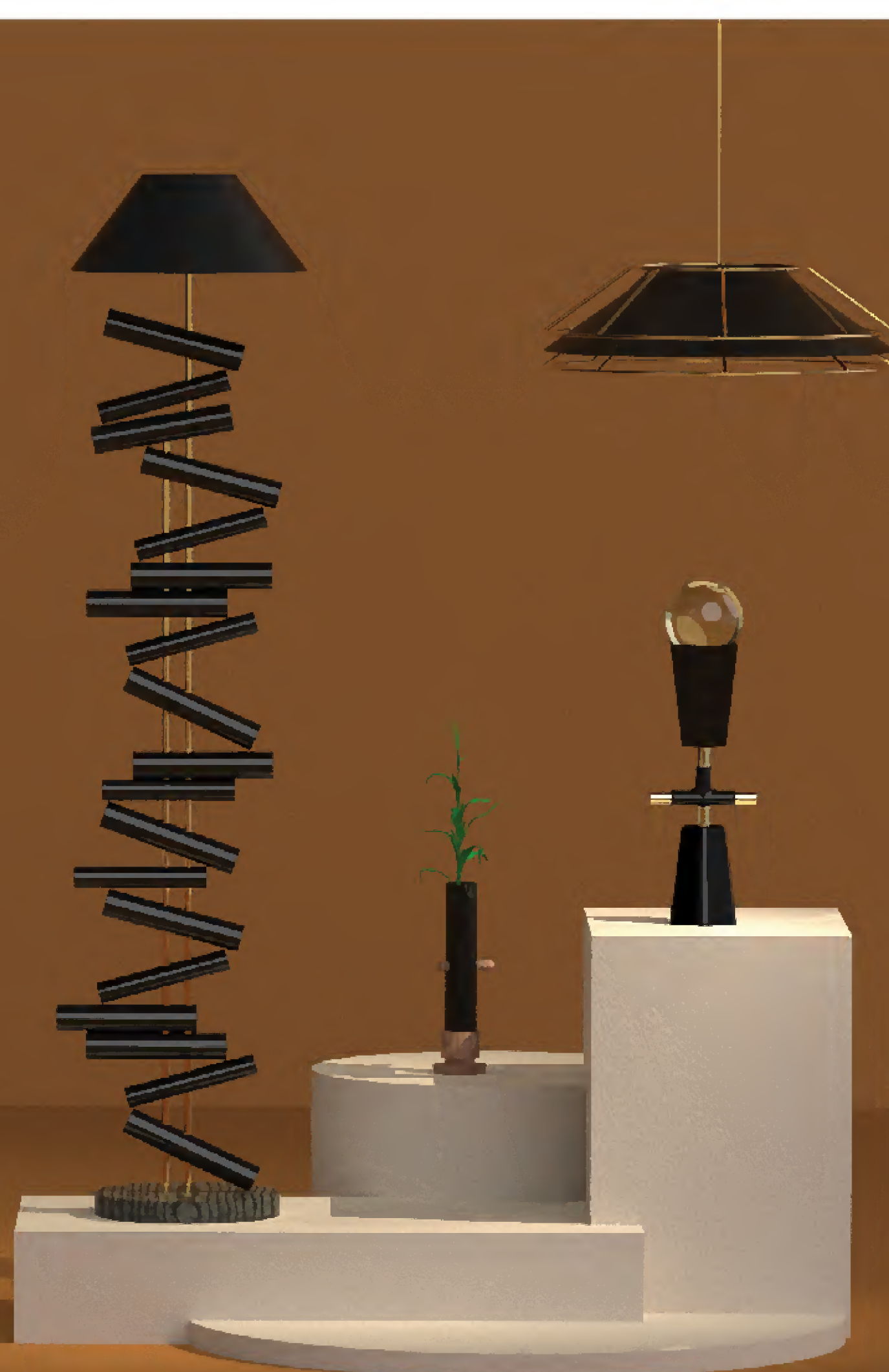
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-  www.kephdesign.com
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CONTACT: kephdesignstudio@gmail.com



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KYNKYN

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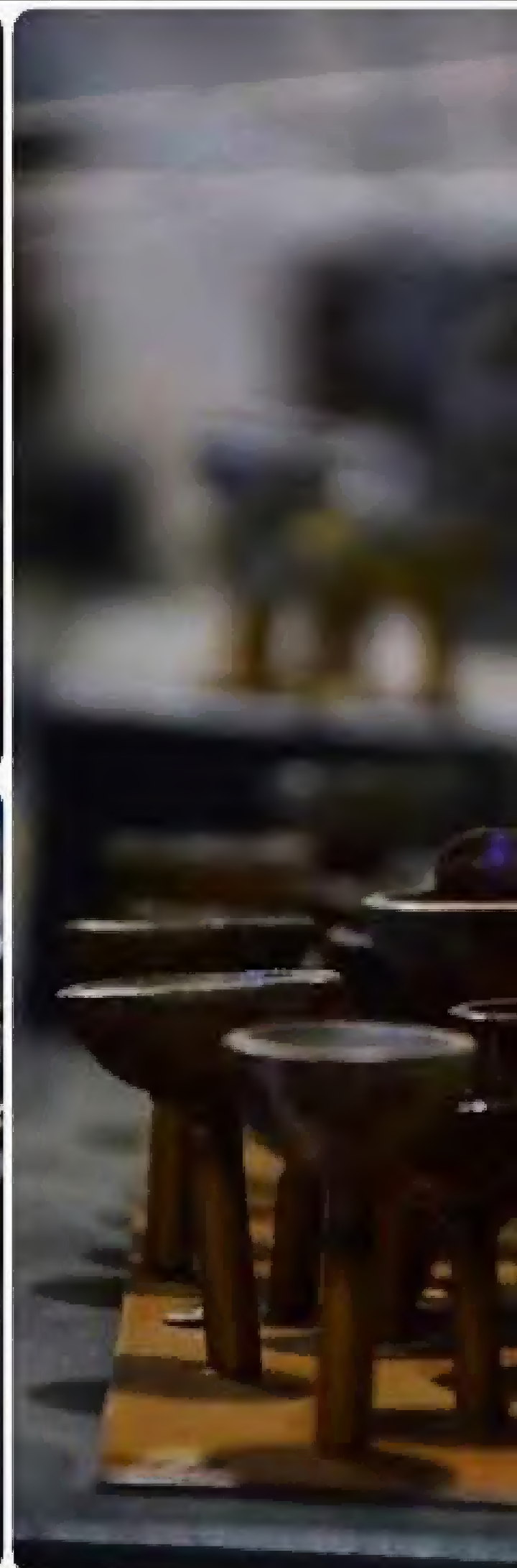
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Purple Patch Studio

Purple Patch Studio specialises in crafting customised designer curtains and bed stories, offering a curated range of rich fabrics and unique design techniques for a personalised touch in interiors worldwide

CONTACT: info@purplepatchstudio.com





Radha Patel

Radha Patel, an award-winning sculptor and muralist, expertly navigates materials like steel and ceramic to create versatile and acclaimed artworks, embodying a philosophy of continuous learning and growth in her artistic journey

CONTACT: info.radhapatel@gmail.com

RITZLANE

Ritzlane, an outdoor furniture brand based in Vadodara, Gujarat, elevates outdoor living with its commitment to superior craftsmanship and quality, bringing comfort and elegance to homes, resorts, and hospitality settings

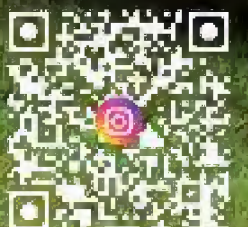
CONTACT: info@ritzlane.in



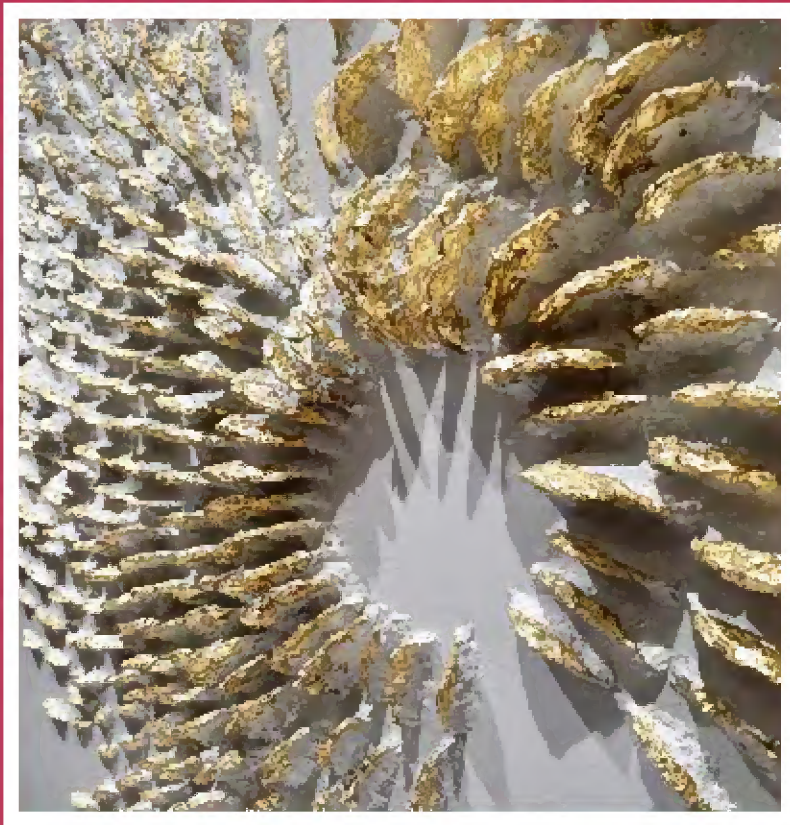
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Shruti truly is an extraordinary artist, showcasing her exceptional talent in crafting unique, multi-dimensional artworks through the innovative process of upcycling paper. Her intricate hand-sculpted forms, imbued with delicate strength, evoke a sense of nature's beauty. Inspired by writers, poets, and dancers, she skillfully weaves positive visualizations of textures, colors, and forms, allowing her art to guide her through life's various phases.

Not only does her art reflect her personality and passion, but it also establishes a deep connection with her customers. With two decades of expertise in the field of art, Shruti's mastery over textures and colors breathes life into every piece she creates. Her creativity knows no bounds, as she consistently introduces fresh and innovative concepts. Her visionary outlook enables her to transform her ideas into true masterpieces, ensuring her customers' satisfaction at every stage of the creative process

“What excites me is that every artwork I create is the soul of the space.”



Shruti Jhaveri Art

Connect with us:
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Shruti Jhaveri

Shruti Jhaveri's ecologically sustainable method of creating nature-inspired sculptures is unique and an inspiration to many

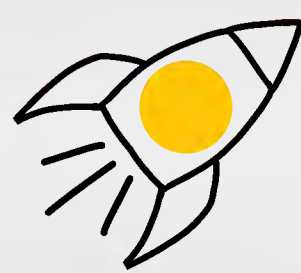
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Smartsters

A brand dedicated to crafting imaginative and ergonomic furniture for children's spaces, Smartsters ensures the comfort, safety, and developmental needs of kids aged 3 to 13

CONTACT: bhavna.agrawal@smartsters.in

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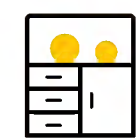
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beds & bunks



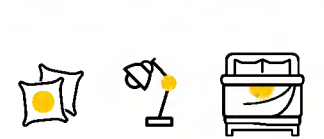
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home accessories

Sthetix In Stone

Based in Mumbai, Sthetix In Stone specialises in crafting stunning marble pieces for homes and projects, seamlessly blending traditional nuances with contemporary design

CONTACT: sthetixinmarble@gmail.com, uday.pasricha@gmail.com



Sandstone base & top with light through brown
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Akaash Ganga

Kavya Roop Series | 6'6" dia

Poetry is second to music in the hierarchy of the six royal arts, and is a very profound medium of expression of human emotions. With an abundance of literature from many learned people that have contributed to our rich heritage, their expression of their knowledge, it is essential for us to take reference of this treasure and make it available to the masses in a visual form, so that it can be sensed and inspire them to work towards their enlightenment, evolution and growth. It is with this intent that Kavya roop series has been created.

मिथ्या के प्रपंच और भय से निकलकर आत्मबोध एवं शांत रस को रूपित करता आकाशगंगा कबीर जी की सहज ज्ञान शैली पर आधारित है।

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STUDIO
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Studio Smitamoksh

Studio Smitamoksh in Sanand, Ahmedabad, led by the inventive duo Smita and Moksh, is a vibrant creative haven committed to conscious design inspired by nature's harmony, positive emotions and skilled craftsmanship

CONTACT: studiosmitamoksh@gmail.com

STUDIOWORKS



Studio Works is a detail-driven furniture design practice that aims to forge innovations that are loyal to their process. As a contemporary Indian practice, our hands are deep in the context and the culture that impacts human activities around the furniture and in turn subtly informs our design decisions.

<https://studioworks.co.in/>

[studioworks.design](#)

Contact - 9638882388

studioworksahmedabad@gmail.com

Studio works

Crafting furniture that intertwines comfort, innovation, and environmental consciousness, Studio Works stands as a detail-driven design practice that creates contemporary, adaptive pieces rooted in Indian culture and context

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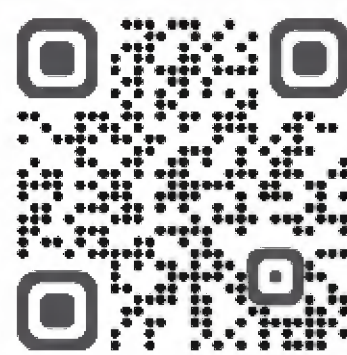
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THE DESIGNERS' CORRIDOR

Curator's Note

Design is meaningless if not designed with intention. It should be thoughtful and have the power to connect with you, me and everyone in between. The Designers' Corridor is an exploration and extension of this thought.

When planning the context and content for this space, I was drawn to the potent storytelling of practices that stray away from the expected and have the vision to recognise that a chair can be more than just a chair or a lamp can be more than just a bearer of light.

With great pride, we bring you The Designers' Corridor, a celebration of products that emphasise functionality while bringing the fun into the 'fun'ctional.

Avril Noel D'souza
Managing Editor

A Clay Story

Earthy, rustic and functional, A Clay Story's creations draw the eye due to their inherent simplicity and artisanal allure.

Founder Anumita Jain expresses the power of the handcrafted through each of her decor and tableware products, celebrating the little imperfections that give them a distinctive touch.



Bloon Toys

Bloon Toys' offerings seek to encourage creative exploration among kids. Keeping the forms minimalistic, the toys are designed using responsibly sourced natural materials in a way that compels kids to engage with them in diverse ways, fostering learning in the most intuitive way possible... through play. Come, experience the world of joyful exploration and curiosity through the eyes of the little ones!



Harshita Jhamtani

Mumbai-based architect and designer Harshita Jhamtani's works take on an intuitive approach, rendering her creations an organic formal language. Her handcrafted lighting collections and decor offerings often draw upon a sculptural quality, imbuing each piece with a subtle and timeless appeal. Prepare to be awed!

MuseMART

Step into MuseMART's world of boundless imagination where quirky ideas materialise into tangible pieces through deft design resolutions. It is the product design vertical of creative duo Huzefa Rangwala and Jasem Pirani's design firm MuseLAB. Each object, light and furniture integrates skilled craftsmanship and painstaking detailing to deliver that element of surprise and whimsy!

Studio Aurawala

Established by Anil Jain, Studio Aurawala is a Mumbai-based studio that specialises in creating bespoke handmade furniture and lighting pieces. With a strong belief in championing the #vocalforlocal cause, the team works alongside skilled native artisans to bring their ideas to life, with materiality taking centre-stage in all their product lines.

Yasanche by Yashesh Virkar

With a highly textural and tactile appeal, Yasanche's furniture pieces bear artistic nuances and are anything but conventional. Conceived by designer Yashesh Virkar, the collections reveal keen attention to detail and an intensive design process where each product undergoes several iterations to perfect the form.

ESCAPE ROOMS

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Onedot6

Speak of soulful design that charges the imagination, and there can be only one label that comes to mind. Onedot6 takes us on a wonderful journey where design transcends the ordinary, bringing us evocative, sensual and mindful narratives. This Escape Room by Hameeda and Aamir Sharma captures the vibrant and edgy pulse of modern India at its best.

ESCAPE ROOMS

Sokka

Tableware

Brought to us by the indomitable Sravanya Rao Pittee, this Escape Room blurs the boundaries with high-octave art by the modern masters of Indian design and everyday luxury living. Sravanya's label, Sokka Tableware is beautifully integrated into the overall design scheme, making it the definitive take on livable art.

Toi Haus

Toi Haus, founded by Chandni Mathur and Nikhil Kapur, centres around the mantra 'Ordinary is boring'. Their passion transforms everyday items into limited edition sensory masterpieces, drawing inspiration from cherished childhood toys. Step into a realm where art and emotion unite, rewriting the rules of the extraordinary.

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