

# idecorama

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## COVER STORY

Women Entrepreneurs in  
Decor & Design Industry

## STUDIO DESIGN

Ultraconfidentiel

## AMAZING ABODE

Santosh Thole & Associates

## INTERNATIONAL FOCUS

MAD Architects



# #trending

Signature pieces, fabulous furnishings, inspiring art-deco, dramatic fixtures, bold accessories and contemporary furniture—find it all here!



## A Velvety Touch

Embodying the essence of 21st century cool, the Timothy Oulton's Shabby sofa is the epitome of effortless sophistication and understated style. Glamour Swathed in decadent Faded & Degraded 'Melting Paisley' velvet, the Shabby embodies Parisian Art Deco chic. The faded damask pattern is inspired by the wallpaper in grand old buildings, overlaid with spontaneous splatters of ink for a modern, expressive viewpoint. Streamlined styling meets opulent texture and whisperings of grandeur; the perfect platform to host an elegant soiree.

**Price: On Request**



## A piece of Art

Tulips unveil its Enchanting Indigene collection which features Pugur fabric panel. Created using Nilgiri's embroidery art of Toda in cotton, this fabric panel features demarcated embroidered blocks containing simple geometric shapes which are applied on a white fabric.

**Price: Rs. 15,682/- per metre**



## Tracing Nature

Mahatta Art has launched its contemporary scenic paintings collection which features Africa Tanzania. This canvas painting displays the scenic beauty of Africa in the form of water, maple trees, trees in sunset etc. These digital quality aesthetic reproductions of paintings have been made with the advanced technology that has sharper images to add grace to any wall of a home or office.

**Price: Rs. 2395/-**



## Royal Appeal

I'm, The Centre for Applied Arts unveils Victorian chaise lounge upholstered in leafy green Velvet which lends this compact seating a royal appeal.

**Price: On Request**



**Abstract Art**

Mahatta Art has launched a collection of Cubism Art Paintings which features 'The Street Pavers' by Umberto Boccioni, 1914, Italian Futurist painting. Each painting of this collection is made on oil on canvas that narrates a story of the 20th century from the western art. Bent over labourers pounding street stones with pickaxes are painted in a synthesis of pointillism (aka divisionism) and Cubism.

**Price: On Request**

**Handcrafted Spread**

Ala Tou Shyrdak rug by Artelan is a thick woollen rug hand-crafted by nomadic artisans in remote mountainous region of Kyrgyzstan in Central Asia. This exquisite rug has been adorned in a blue and white composition which symbolizes snowy mountain peaks piercing the clear sky. The striking curvy design elements represent the energy drawn from nature; the exquisite pattern provides a unique exotic but graceful identity to any interior. This rug is available in the dimensions of 6 ft x 8 ft in thickness of 0.5 inch.

**Price: Rs. 130,248**



**Chevron Floors**

Mikasa from the house of Greenlam Industries Ltd. brings to you the Zig Zag chevron pattern floors from its Herringbone collection which features Oak DusK. This greyish floor works well in both commercial and residential settings. This flooring comes with the PlankLoc technology which makes installation easy.

**Price: On Request**

**Water Resistant Surfaces**

Full Body Vitrified tiles are a great value-added product from Orient Bell Ltd. The term full body tile, also known as a through body tile, refers to the tile being consistent in composition throughout the body of the tile. Hence, this type of vitrified tiles have colour throughout the thickness of the tile. Full bodied porcelain is less permeable to water; its body is 0.0% -0.5% absorbent to water. These tiles are formed with the paint mixture which is pre-added while making the body. Easy to clean and maintain, these tiles have a stunning and classic appearance. These tiles are often used outdoors due to their water and frost resistance and are available in the size of 600x600mm, in four shades - Beige, Nero, Gris and Cream.

**Price: On request**





### Nature Inspired Design

India Circus by Krsna Mehta introduces a new line of products which features Psittacines enquiry medium fabric. With an inspiration from this bird of the parrot family, the Psittacines Enquiry Medium fabric will add some chicness to your home decor. The design shows a happy bird in her neatly carved nest. The pattern is then repeated throughout the polyester fabric.

**Price: Rs. 1,499/- per metre**



### Intricate Needlework

Meraas introduces its exotic collection of “chain-stitch rugs” ideal to glam up your floors and walls in an artistic way. Leaves & floral patterns radiate outward in painstaking symmetry in this Kashmiri woollen chain-stitched carpet. Crafted carefully by skilled artisans, this rug exudes precise perfection onto a cotton fabric to create a product that is a stunning burst of greens, blues, whites and black tones that will brighten any room. This rug is available in 4ft X6 ft size.

**Price: Rs. 14,400/-**



### Comfort with elegance

The bed by ORSI, Italian brand that is available at Wisma Atria Interiors is designed with the handcrafted techniques using the premium quality of solid wood and the comfortable fabric to provide the user with utmost comfort in an elegant manner.

**Price: On Request**



### The Outdoor Beauty

Wicker World has launched its Go Organic Collection which features, ‘The Peace Within’ day bed crafted by designer Amit Sawhney. Crafted in solid mild steel structure woven with organic natural wicker, this round day bed is a perfect product to relax and lounge.

**Price: Rs. 66,000/-**



### Pristine Elegance

The elegantly designed lamp by Sonali Arora for Tresorie's spring - summer collection borrows cues from picturesque French Gardens. The lamp base has been made of cast iron whereas its shade has been done in jute linen fabric.

**Price: Rs. 8,150/-**

### The Black Beauty

The WhiteTeak Company brings to you impressive collection of lamp which features the Sky fall floor lamp. The 3 point tripod style lamp gets a leg up in style and its revamped look with a sleek modern black iron body along with a high dose of plated gold in just the right dose to style up this beauty! This tall floor lamp has a gorgeous black shade in geometric angles that add oomph to the classic black beauty.

**Price: Rs 14,950/-**



### Vintage Beauty

IDUS has recently introduced Earth furniture collection which features Old School Sofa. This elegant sofa has been upholstered in leatherette and its tufted design pattern renders a regal tone to it.

**Price: Rs. 99,000/-**



### Bold and Beautiful

Let'sFurniture's Janis has a modern, practical appeal – ideal for pairing with almost any furniture style. With its beautiful lines, bold curves and stylish Herringbone fabric, this incredibly comfortable armchair is a must-have for every living room.

Janis is available in Light Grey, Blue and this vibrant Rust colour.

**Price: Rs. 46,000/-**



# Timeless Design

Bring a bit of contemporary sophistication and simple, transitional style to your home with this solid and minimalistic Sheesham wood collection by Fabindia, the perfect ensemble of products that creates a timeless decor. Defined by a clean-lined wood frame, Kaveri collection brings a dash of character to your home



# store locator

## **Artelan**

Website : [www.artelan.in](http://www.artelan.in)

## **IDUS**

10/57, Kirti Nagar Industrial Area  
New Delhi-110015  
Tel: 011 45888000

## **Fabindia**

Email: [b2b.home@fabindia.net](mailto:b2b.home@fabindia.net)  
Website: [www.fabindia.com](http://www.fabindia.com)

## **I'm The Centre for Applied Arts**

A-15, Lajpat Nagar-II  
New Delhi-110024  
Tel: 011 48780006  
Website : [www.imcaa.in/](http://www.imcaa.in/)

## **India Circus by Krsnaa Mehta**

North Sky Zone,  
High Street Phoenix Mills,  
Lower Parel, Mumbai  
Website: [indiacircus.com](http://indiacircus.com)

## **IOTA Boutique Furniture**

1/45 WHS Kirti Nagar,  
New Delhi-110015  
Tel: +91- 9958492212  
Website: [iota-furniture.com](http://iota-furniture.com)

## **LetsFurniture**

B 15/16 Vidyut Nagar,  
Lane No. 9,  
Koregaon Park,  
Pune - 411001  
Tel: +91 20 26150099  
Email: [info@letsfurniture.com](mailto:info@letsfurniture.com)  
Website: [www.letsfurniture.com](http://www.letsfurniture.com)

## **Mahatta Art**

Tel: 8800639075  
Email: [info@mahattaart.com](mailto:info@mahattaart.com)  
Website: [www.mahattaart.com](http://www.mahattaart.com)

## **Meraas**

104/10, M. G. Road, Sultanpur,  
Near Metro Pillar No. 96,  
New Delhi- 110030  
Website: [www.meraascrafts.com](http://www.meraascrafts.com)

## **Marigold Furnishers**

C-22A, Mansarover Garden,  
Kirti Nagar Furniture Market,  
New Delhi-110015  
Tel: 9999777417  
Website: [marigoldfurnishers.com](http://marigoldfurnishers.com)

## **Mikasa (Greenlam)**

Sengani and Company  
1/60, 1/61, WHS Timber Market,  
Kirti Nagar, Delhi - 110015,  
Near Maya Puri Flyover  
Website: [www.mikasafloors.com](http://www.mikasafloors.com)

## **Orient Bell**

M-47,  
Greater Kailash II,  
New Delhi,  
Delhi 110048

## **Ply Mahal**

1/123 WHS Kirti Nagar  
Near Fire Station,  
New Delhi-110015  
Tel: 9811195607

## **The White Teak Company**

Tel: +91-9873 99 44 97  
Website: [www.whiteteak.com](http://www.whiteteak.com)

## **Timothy Oulton**

Tarun Vadehra Interiors  
D-41, Defence Colony,  
New Delhi, 110024  
Tel: +91 99 9078 4848  
Website: [www.timothyoulton.com](http://www.timothyoulton.com)

## **Tresorie**

60-A,  
Linking Road,  
Santacruz west  
Near Arya Samaj,  
Mumbai- 400054  
Tel: 022 26608042  
Facebook:  
[www.facebook.com/TresorieIndia/](http://www.facebook.com/TresorieIndia/)

## **Tulips**

A.G. Tech Park,  
Gaikwad Avenue,  
Aundh Pune - 411007  
Website: [www.tulipsindia.com](http://www.tulipsindia.com)  
Tel: 9225555564

## **Vitra**

B-102,  
Bureau Life House,  
Opposite SAB TV building,  
New Link Road,  
Andheri- West,  
Mumbai 400453.  
Website: [www.vitra-india.com](http://www.vitra-india.com)

## **Wicker World**

51, Mehrauli  
Gurgaon (M.G.) Road,  
Opp. Metro Pillar No: P-103  
Next to Indian Oil Petrol Pump,  
Ghitorni  
New Delhi - 110 030  
Tel: +91-99 101 99 399  
Website: [www.wickerworld.in](http://www.wickerworld.in)

## **Wisma Atria Interiors**

**by Nomita Kohli**  
F-208, Lado Sarai,  
Old MB Road,  
New Delhi 110030, India  
Tel: +91 11 4107 6115