

# iDECORAMA

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OCT 2017 ₹200

## SPOTLIGHT

### Jaipur Rugs

## AMAZING ABODE

### ad2 architekten ZT KG

## DESIGN TALES

### Jimmy Mistry, Della Group



## COVER STORY

# Workspace Innovation

by DSP Design Associates

## IN THE NEWS

### H&R Johnson launches the revolutionary Tactile Campaign

H&R Johnson (India) recently launched the second phase of their "Red Ramp Project" to spread awareness in order to make India accessible for the visually impaired with the use of tactiles in public spaces. This campaign is a second initiative of the "Red Ramp Project" executed in 2015 by Johnson Tiles. The entire campaign has been conceptualised and shot by Soho Square and it talks about instilling self-confidence in the minds of the visually disabled to be able to move around independently with the support of better infrastructure across the country. Actor Katrina Kaif is also supporting the initiative as the Goodwill Ambassador of the campaign.



### 'Touch Beyond the Surface' exhibition launches in Mumbai

The founder of the erstwhile Strand Art Room and also The Baroda March Art Show - the longest standing art show in the country, recently presented a new individual art space - Rukshaan Art Gallery at Kala Ghoda/Ballard Estate in Mumbai. The gallery unveiled their second exhibition on 9th September which will run until 28th October 2017. The exhibition, titled 'Touch Beyond the Surface' will present works of four artists: three painters and one sculptor namely Kamal Pandya, Kundan Mondal, Gulab Kapadia and Girjesh Kumar Singh.



### DSP Design gets nominated for a prestigious award

DSP Design Associates - one of the largest & distinguished Architecture,

Design & Master Planning firms in the India have been nominated as a "Finalist" for the World Architecture Festival scheduled to be held in November, 2017 at Berlin. The firm has been nominated within the "Future Projects- Experimental" category for a concept designed for an IT Park at Bengaluru, India.

**JAIPUR RUGS**  
made with a family's blessing

### Jaipur Rugs' heart-to-hand story connects with IDAs at Dialogues' Luxe 2017

Jaipur Rugs recently showcased their gorgeous and diversified range of designer rugs at the Dialogues' Luxe 2017, held at the Rambagh Palace. These rugs conveyed the story of 180 hands that come together in the making of one rug with over 80 handmade processes by the rural artisans. Jaipur Rugs, in collaboration with renowned architects and designers from all over India, also launched their hand-tufted rug designs at the event. Over 40 prominent architects from all over India participated part in this invite-only event which has been seeing the participation of the best pioneer IDAs in all its editions.

### AkzoNobel launches Dulux Velvet Touch Autograph Collection

AkzoNobel, the leading global Paints and Coatings Company and the makers of Dulux Paints in India, recently launched their latest offering in the super premium paints category - the Dulux Velvet Touch Autograph Collection - a limited period emulsion with a collection of 50 exclusive colours co-curated by their brand ambassador Farhan Akhtar. Developed at Dulux's Global Aesthetic Centre, the Autograph Collection is the only celebrity co-curated emulsion in the paint industry today. Recently, Velvet Touch has also won the prestigious "Product of the Year 2017" award in the paints category. The Dulux Velvet Touch Autograph Collection will come in 3 pack sizes - 1, 4 and 10 litre and will be priced at Rs 588 per litre.

