

DESIGN DESTINATION: OSLO

SPECIALIST: MASALA WORKS

DESIGN QUEST: INDECRAFTS

# HOME REVIEW

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## CELEBRATING THE PAST

KHOSLA ASSOCIATES DESIGN A BANGALORE RESTAURANT HIGHLIGHTING ITS RETRO AESTHETIC

OUT OF THE BLUE  
PN'D ASSOCIATES

SIMPLY TIMELESS  
KAVAN SHAH

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# WIRED WARE

By Rishabh Singh

Established in the brass city of Moradabad, Indecrafts is a brand committed to educating their customers about the origins of their products. To them, their artisans are as important as their customers. This is where old techniques meet new designs; and the fusion of both is what becomes the demand of today's market. Indecrafts produce and sell these handicrafts in both Indian and international market.



Teired dessert serving trays



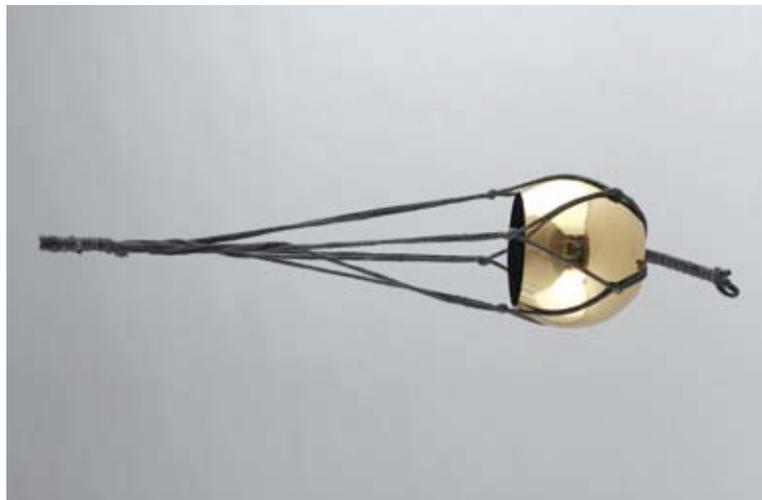
Gold-embossed planters

Indecrafts indulge in many categories of products like decorative accessories, furniture, lanterns and lamps, bar accessories, bath accessories and wall décor. They also have a collection dedicated to tableware and kitchen utility products. The firm is committed to introducing new products in their collection to keep up with the trends prevailing in the market.

While most of their products are designed in-house, they also outsource certain products in their marble and wooden handicrafts category.

The brand draws a fair amount of inspiration from the international market as well as traditional Indian designs. Like every other brand, they are in a constant endeavor to design and develop new products. **What sets them apart is their dexterity to evolve existing products with an aim to leave no stone unturned in terms of progressive designs.**

Their style of working is usually to pick a certain trend, like wireframe, and develop products revolving around this trend. Wireframe furniture, wireframe lanterns and wireframe baskets among others are by-products of the same.



Gold hanging planters



Sleek cutlery sets



Unfussy ceiling lamps

The core idea of the brand came as a response to the markets inclination towards social networking, virtual conversations and making optimum use of the technology available today. The idea of Indicrafts, an online handicrafts business, sprang up with this insight.

In the coming years, they intend to be actively involved in expanding their collection of products offered. Additionally, they hope to devise product customization under their banner. Their vision is to offer a plethora of options in handcrafted products and to earnestly promote them.

Talking about the brands best selling products, Rishabh says, "Our top selling products are lanterns and furniture. A lot of cafés and interior designers have shown interest in our furniture since its light, sturdy and never looks bulky." **Their products exhibit a perfect blend of minimalism and contemporary design.**

When asked about how they plan on dealing with competition, Rishabh replies, "We are completely focused on ourselves right now and growing our reach and collection, its just been two and a half years for our brand and there's a lot more to come."

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A piece from the wire frame range