

AD DESIGN SHOW

Witness a fine curation of objects by emerging talent as well as special hero pieces by architects at AD Discoveries

Selected by an advisory board to showcase some of the best-designed products, this year's AD Design Show spotlights a special new section for visitors to explore.

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13 September 2024



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“The specialty of the AD Design Show is that it brings a diverse set of people together. Our endeavour is to constantly expand our horizon of design and be more inclusive of talent. This year’s AD Discoveries section is essentially to encourage such diversity. Designers, makers, artists, small independent brands as well as leading architects with a one-off furniture piece — this pavilion is for them,” explains

Komal Sharma, Head of Editorial Content, AD India. She, along with an advisory board, has made a special curation of more than 40 brands and designers creating objects such as ceramics, textiles, furnishings, lighting, and more. The AD Discoveries section will give them a platform to showcase their creations to thousands of visitors who visit the AD Design Show every year.

The advisory board comprising Khushnu Panthaki Hoof, Samir Wadekar, Prateek and Priyanka Raja, Arun Shekar and Mohammed Afnan of Humming Tree, Rajiv Saini, and Nisha Mathew Ghosh, along with AD's editorial team has collectively curated this special lineup, to spotlight a cross-section of brands, products and objects, both emerging and established. Spread across four rooms at the AD Design Show, this debut pavilion has been meticulously styled by Samir Wadekar and it is representative of the versatility and talent of India's design fraternity. Take a look at what's in store for you at AD Discoveries.

A CUBE



An Ahmedabad-based design studio by brothers Anand and Anuj Ambalal, A Cube was formed in 2004, with the intention of designing and manufacturing conceptual furniture. Along with master craftsman Prabhudas Mistry, the studio creates

customised pieces with the highest standards of quality and aesthetics. Its range of products includes sofas, chairs, beds, dining tables, coffee tables, lamps as well as personalised wardrobes. Following a zero-stock policy, it manufactures the product only once an order is placed, ensuring complete customisation. A Cube uses subtle Indian sensibilities and fuses them with minimal, modernist forms to arrive at its distinct design language.

ANAHATHA



Started in the owner's room in 2017, Anahatha was founded by Giri Subramanyam to bring back heritage décor in a contemporary form into modern homes. The brand works with artisans from all over the country, and produces sculptural, decor pieces that retain the aesthetics of yore. These are apt for homes as well as hospitality projects such as resorts, adding a touch of Indianness to any space. The brand takes its name from Hindu upanishads that describe Anahatha as 'a tiny flame inside the heart'. It will exhibit 'Simha Yaali' — a piece of heritage decor inspired by the mythological creature.

AMBA



A self-taught textile practitioner, Hema Shroff Patel launched Amba in 1999 as a privately-owned micro label to showcase Indian weaves and textiles. Alongside Patel, Amba's creative vision is driven by Darshana Bhatia and Wasim Ansari and is brought to life by its dedicated team of weavers and block printers. The brand produces one theme-based collection each year of stoles and loungewear using refined hand-woven cotton and natural dyes. It also creates textile wall installations. Each piece reflects a deep understanding of Indian textiles with a contemporary aesthetic. A portion of Amba's profits fund projects that refine traditional Indian weaving skills.

ARTISANAL ABODE



A young furniture design studio, Artisanal Abode is born out of its love for the uniqueness of handmade products and respect for Indian craftsmanship. Fusing traditional techniques and skills of production with modern design, it works with some of the finest craftsmen around the country to reinterpret age-old techniques like bidriware, metalware, gold leafing, inlay work, woodcarving, hand quilting, and handweaving — to create contemporary furniture products. Founder Upasana Jain started Artisanal Abode as a college project before turning it into a boutique brand. It will showcase a bench with the essence and comfort of a khaat, but a contemporary silhouette.

FLOOR ART X SAMIRA RATHOD DESIGN ATELIER