

Entrepreneurial Collaborative Craft Practice

NITYA

YANTRA

A TRANSFORMING FURNITURE

SHUBHANGAM
SINGH





SHUBHANGAM SINGH

CLUSTER FUSION

MA GRAD SHOW
2023



An Indian Entrepreneur, Founder & Creative Director at AbeeyYaar Design Atelier. He has been awarded as 20 under 35 emerging designers of India by Alliance Francis Delhi 2023. He initiated the Karigarwala Movement for integration & collaboration of sustainable craft clusters & artisanal communities in India.

His project aligns with the company's mission to produce eco-friendly and innovative products by blending contemporary design techniques with traditional Indian handicraft methods. His design showcases Koftgiri and Art Metal Ware in contemporary furniture, elevating the craft for the artisanal community. His series utilises the art of shape-shifting and morphing techniques to showcase the richness of one of India's fading crafts. His aim to present this traditional art form in a modern and relevant way, as it has unfortunately become a lesser-known activity in today's world.

CRAFTING

CURIOSITIES



FUSION

The statement piece's central element is designed to function as the seed syllable and contains all the energy within itself, akin to the central dot of a yantra safeguarded by the surrounding petal components.

The combination of several yantra components, such as lines, triangles, squares, circles, and lotus petals, forms an energy field. Using the Koftgiri surface technique, the statement piece's central region portrays all 16 Nitya Shakti Yantras, signifying a robust core.

Meanwhile, the side coverings serve as a shell that features various components as surface representations of the Yantras, demonstrating the energy's retention and protection within the core.

TRADITIONAL CRAFTS
FUSED WITH
CONTEMPORARY
STYLE



S T A T E M E N T



P R O D U C T .



DESIGNED WITH
HUMAN
ERGONOMICS

LIMITED
EDI-
TION

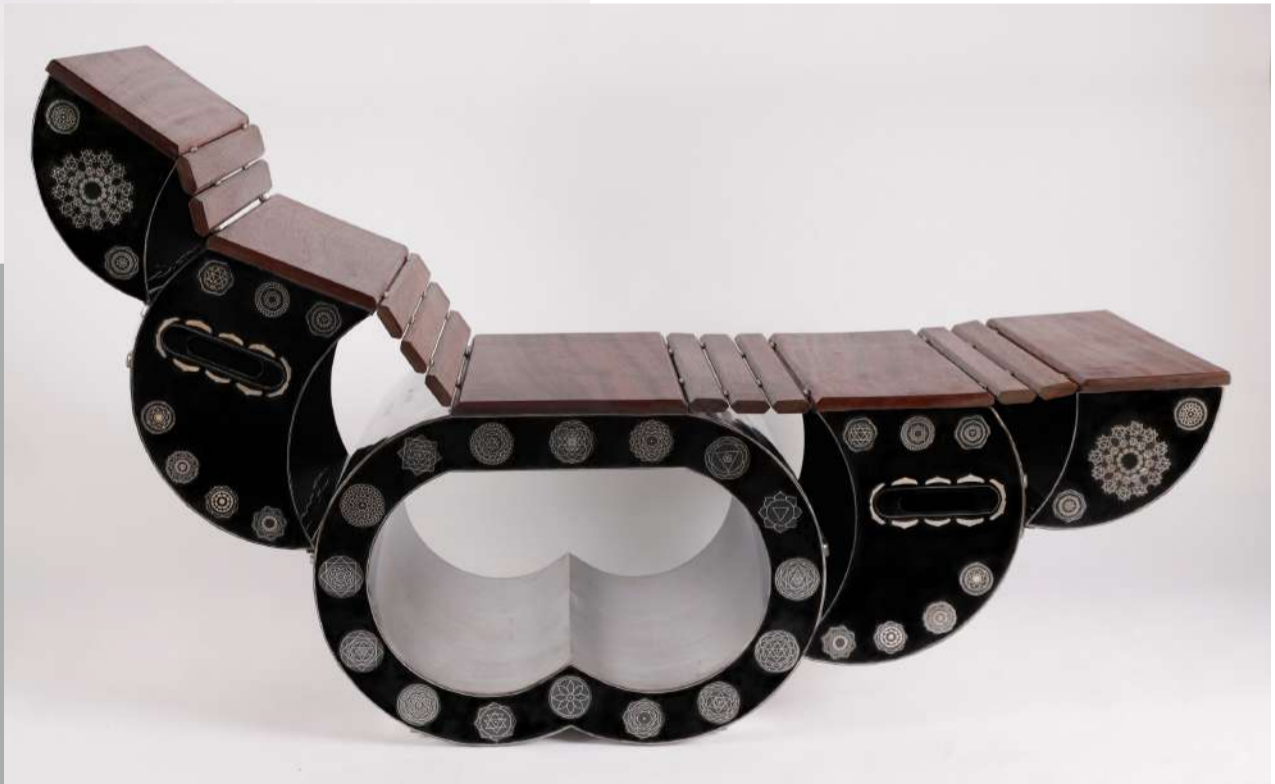


Outer

The MA Project-Nitya Yantra is a piece of morphing furniture that highlights the best aspects of the artists' workmanship and their talent. The chaise lounge in question has been ingeniously crafted to accommodate a total of 16 distinct positions, each of which has been meticulously tailored to cater to the nuanced preferences of the human form. This unique design was motivated by the Nitya Shakti Yantras, which are renowned for their depiction of the 16 phases of the moon.

SIT - SLEEP - WORK

CHOOSE
**YOUR
FORM**



**RELAX IN
LUXURY**



**EDI-
TION.**

Y A N T R A



The focus is on promoting the ethical creation of exclusive goods by blending modern sustainable materials and innovative design approaches with traditional production methods.



MIX

AND

MATCH



SET
YOUR
COMFORT

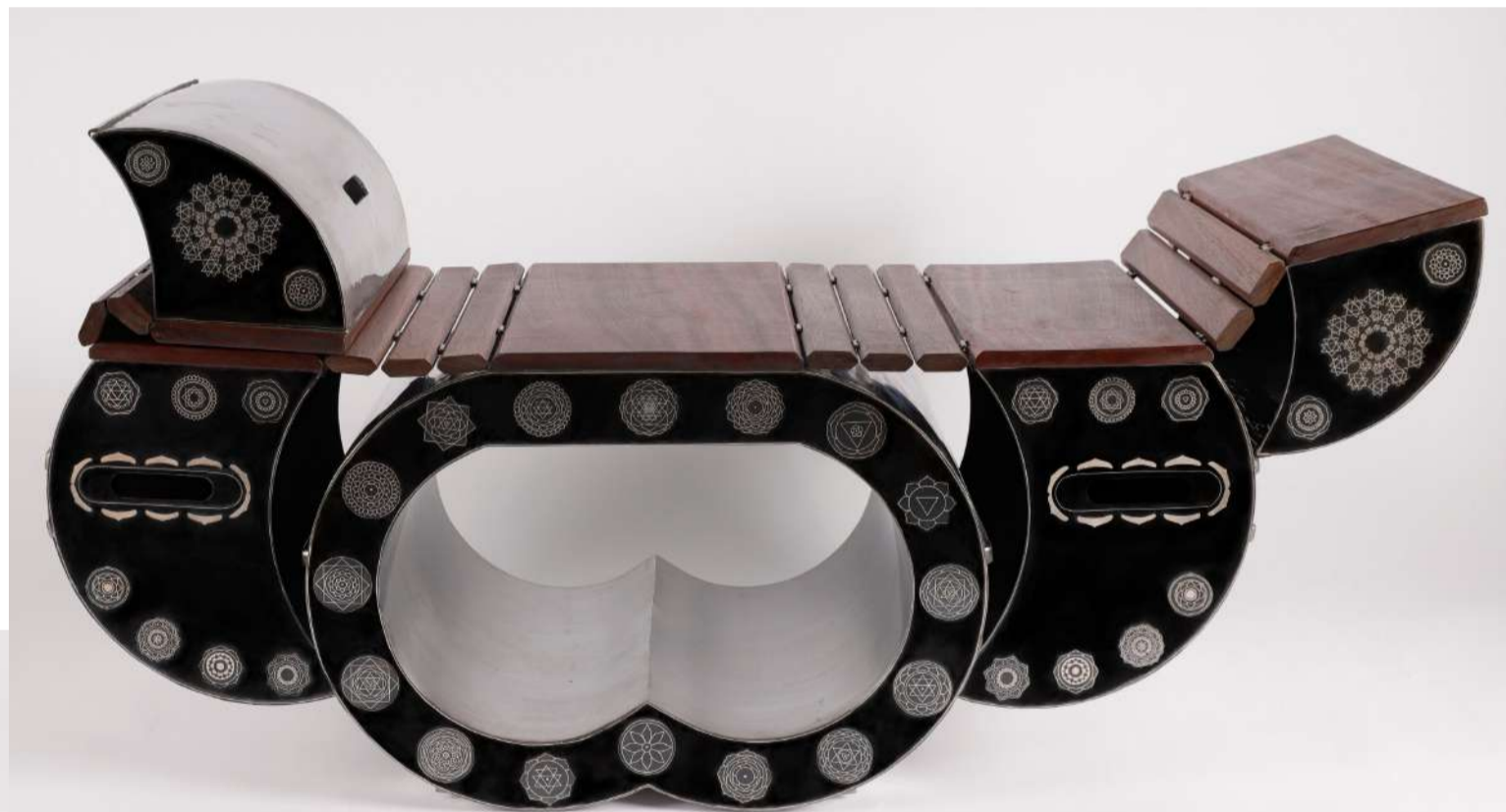


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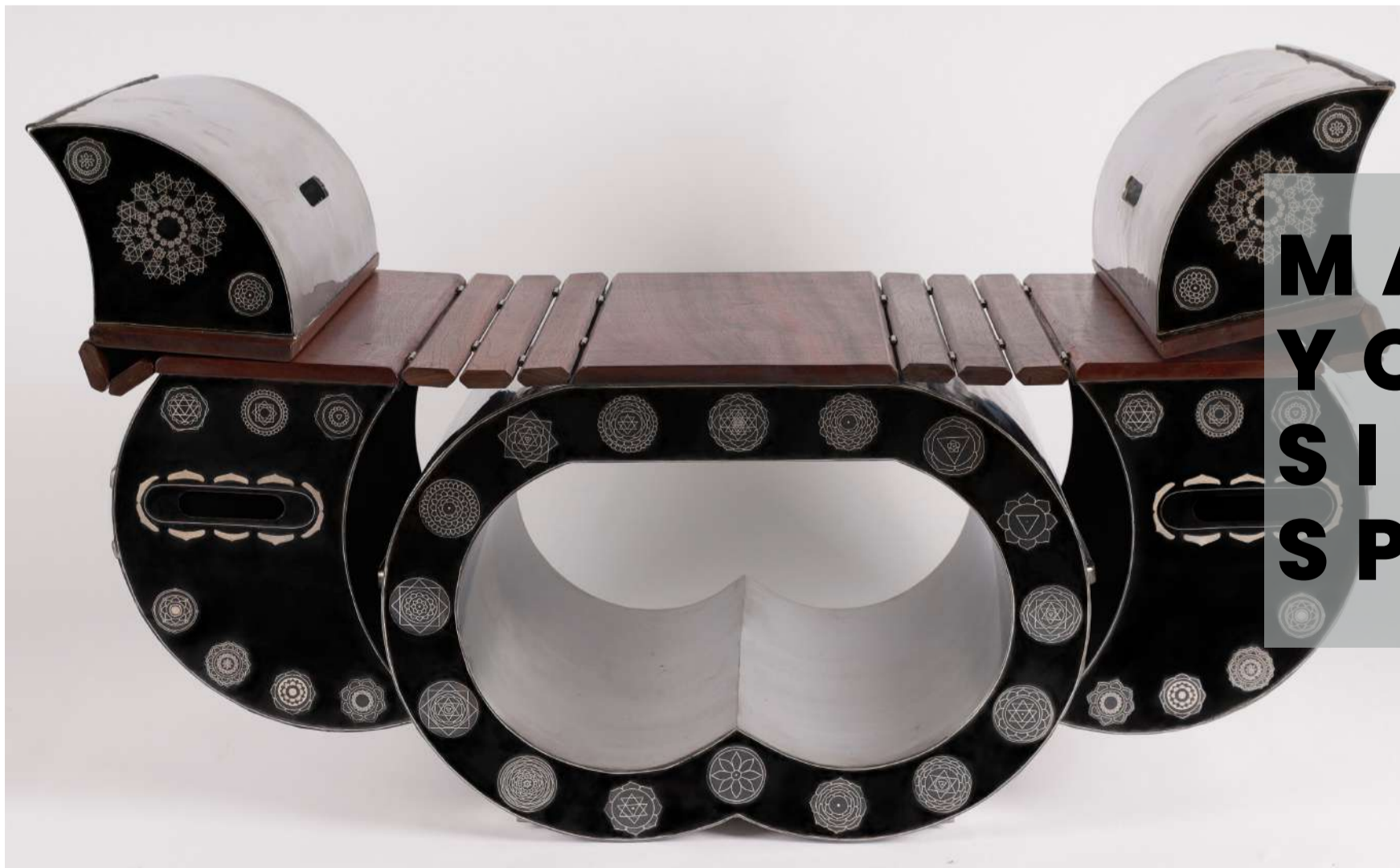
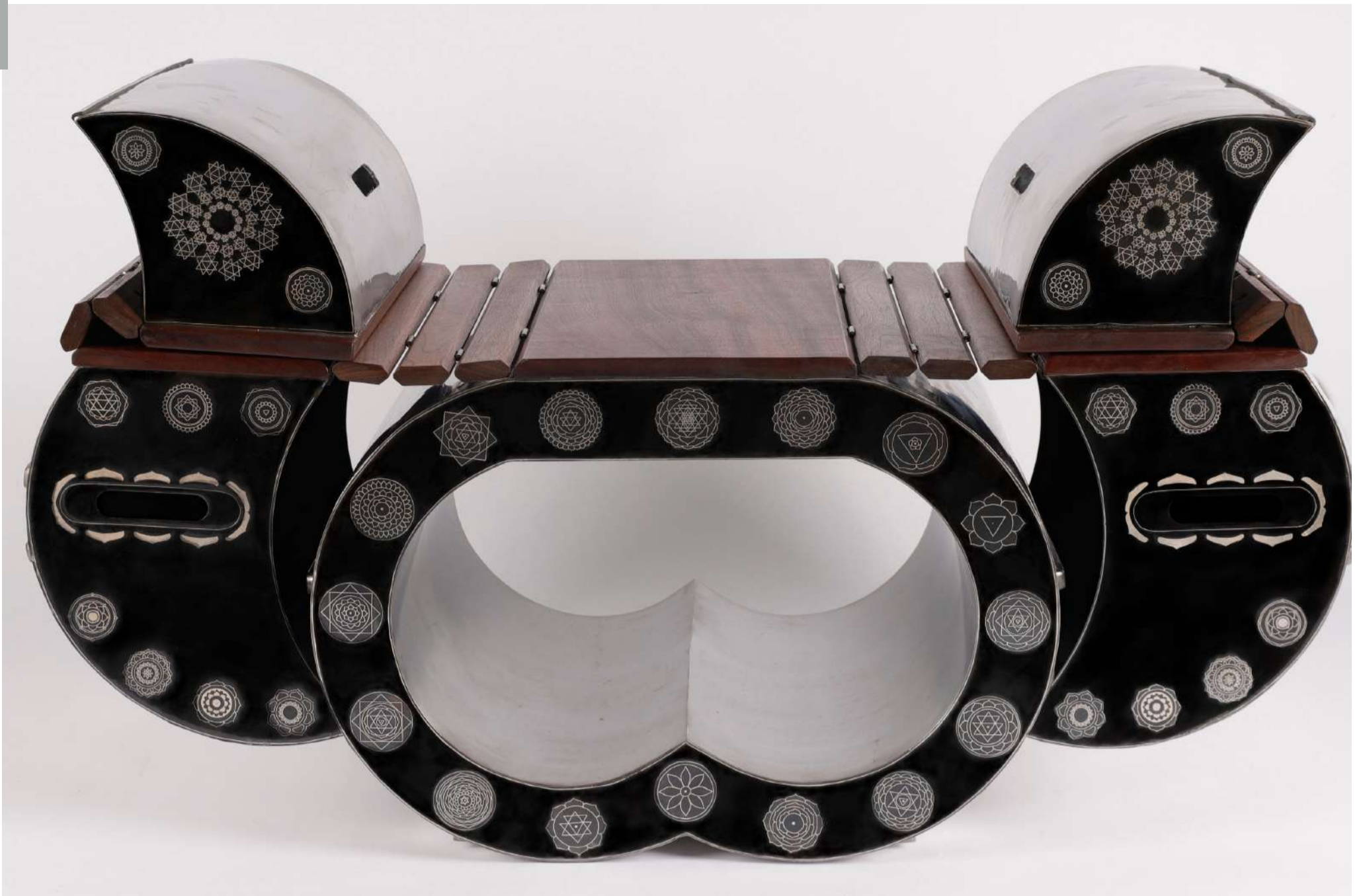
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AESTHETIC
TO
YOUR
HOME



MAXIMIZE
YOUR
SIDE
SPACE







