

TRENDS

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TRENDSMAKERS

IN THE SPOTLIGHT
Trendsetters talk design and innovation.

TOD: TINA THAKUR

Rayden Design Studio has created a niche for itself by taking everyday objects and giving them a tasteful overhaul that interweaves function and form.

Paul and Mohini Vahavshi's Rayden Design Studio has always had a singular design ethos of creating everyday objects that lie precisely at the intersection of art, design and technology. Simple, functional and intelligent, their product lines comprise small objects that make daily life just that much easier. The Pune-based duo roots its designs in basic ideas, experiences or thoughts and attempts to increase this in the realised product. Paul, who studied architecture and industrial design, and Mohini, who studied to design and art from engineering, came together to set up Rayden using life experiences, simple moments and a strong sense of curiosity to guide them. To realise each product and its accompanying experience unique, they draw on different materials and processes to build on interesting products like the Littera Tweezer, War Cards, Play and Bark series. Their portfolio also includes a few large-scale art installations that tip the scales at the other end of the design spectrum as well.



EXCERPTS FROM OUR CHAT:
How would you describe your design style?
We like to stick to our ethos of designing simple, functional, emotionally evocative, everyday objects.
How do you work to bring in Indian crafts into every one of your designs?
Although our focus is on the design of the object, Indian craft lends itself in a very unique way, which can be realised in small, high-quality batches. We are always on the lookout for craft sectors and artists who can add value to our designs. The exciting bit for us is also the amalgamation of industrial processes with craft techniques.

What does the company name stand for?
We were looking for an international name, which was easy to remember, sounded elegant and would be easy to write in both English and Devanagari. We came across the name Rayden, which has its origins in the pop culture of video games from the 90s. It represents a brand that is energetic, elegant and contemporary.

Your favourite product from the collection? Also, any material you're partial to?
We don't really choose; our favourite product at any given time is the one being developed. We love experimenting with new materials and our current favourite is stone.

What projects/new products are you currently working on?
We recently had a successful experience designing some ware and accessories for a new Italian restaurant in Mumbai. We are currently working on some new objects in stone and are also involved in some art installations.

