

HOME REVIEW

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RS 100 HOME-REVIEW FOR

SHABNAM GUPTA'S
DIFFERENT STROKESGAURAV ROY
CHOUHURY'S
WHITE HOUSETHREE TO
YANGO

LOTUS STUDIO'S ECLECTIC HANGOUT

UNITED
IN DESIGNBy Parul
Vahneest

Rayden Design Studio is a combined vision of me and Mooshir. We have been married for over 6 years and have known each other for almost a decade, so collaborating for Rayden has been a more personal than professional choice for us.

Born in Indore, I went on to pursue industrial design after an undergraduate stint with architecture. After completing my Masters in Industrial Design, I worked with a number of small firms in Mumbai and New York since I was highly allergic to corporate environments where the likeness of design sense was not ambivalent.

While I was engaged in industrial design, Mooshir was knee deep in computer science (despite cosmic efforts driving him towards the medical profession). However, after completing his Bachelors in Computer Engineering he realised design was his true calling and he went on to pursue a Masters in Visual Communication and Masters in Interactive Telecommunications Program from the New York University.

DESIGNQUEST



Float is a simple tray made from sheet metal

Additionally he is an Inlata scholar and his works have been displayed across many galleries in New York, Barcelona and Ireland. Mooshir is also passionate about teaching and contributes to Interaction design course at Industrial Design Centre at IIT Mumbai.

Using inspiration from material, processes, experiences, context and people, we at Rayden strive to create objects and experiences, which lean towards minimal aesthetics. We try to design products which gratify the Indian design sensibility and portray some inspirations from our limited travel experience and small international exposure.



Apie is a table which was being existing in which traditional forms

With Float and Apie we were working towards exploring sheet metal as a material to make simple objects. Float is a direct outcome of exploring different methods used in fabrication whereas in case of Apie we wanted to use laser cutting to etch traditional forms.

After designing products where simplicity is the key co-ordinate we decided to create products where the functionality and the looks were endearing. In the words of Darwin the simple DNA strand became a part of a complex mechanism. Maximum belongs to this league.



Maximum is a just robotic table lamp