POOL

DESIGNED *in* INDIA

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SEEING DOUBLE

Design is a way of life for Parul and Mooshir Vahanvati, who have put their combined vision to work through Rayden Design Studio

Tell us something about Parul and Mooshir.
P&M: I (Parul) hold a Master's degree in industrial design from IDC, IIT Bombay. Although my second choice as a profession (after an undergraduate stint with architecture), it suits me to work in smaller scale. I worked for small firms in Mumbai and New York, because big corporate environments give me the 'yikes'! I'm passionate about what I do, and believe in making design a way of life.

Mooshir started his educational journey as an engineer only to end up as an artist. In between he realized his love for design and all things creative. He has a Bachelor's in Computer Engineering, a Master's in Visual Communication, and a Master's from ITP, Tisch School of Arts, NYU. He is also passionate about teaching and contributes to the Interaction Design course at IDC, IIT Bombay.

How did Rayden Design Studio come to be?
P&M: Rayden Design Studio was set up in Pune in November 2010. It is the outcome of the combined vision of Mooshir and me. We have been married for over seven years and have known each other for almost a decade, so collaborating for Rayden has been a more personal than professional choice for us. We are certainly two very different people,

and probably it is this polarity that works for us. Our vision was to have a space with enough resources to do what we love - design. We envision a multidisciplinary studio where we get to play with art, design and technology.

How has the company evolved and where is it headed?
P&M: We have been fortunate to have worked on some meaningful consultancy mainly in interaction design and product design. We have also indulged in developing products for our own brand. We hope to see it grow as a brand that is synonymous with 'Good Design and Precision Manufacturing'. Most importantly, if Rayden can keep our sprits high and smiles higher, we would

'Amaltas' - modular lamp shade and it variation