

Product  
design



# BOLD AND VIVID

Studio Avni explores a wide spectrum of design innovations through research and tactile manipulation of organic shapes and geometric patterns.



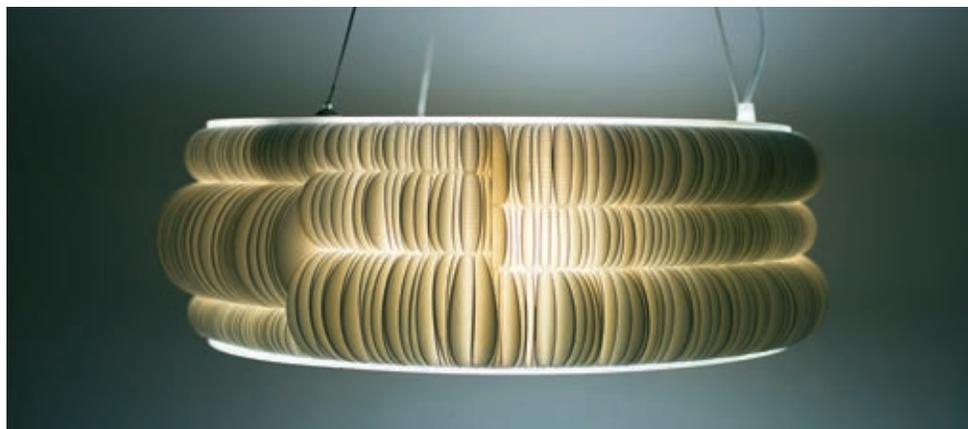
Avni Sejpal

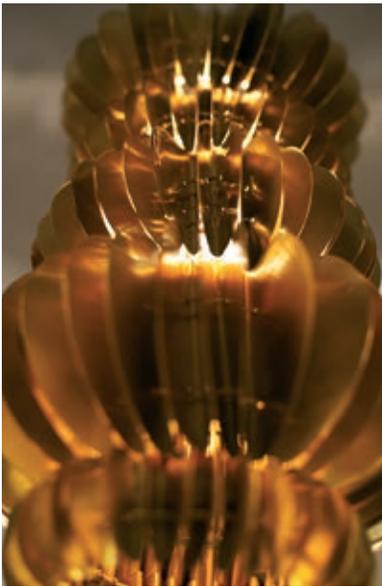
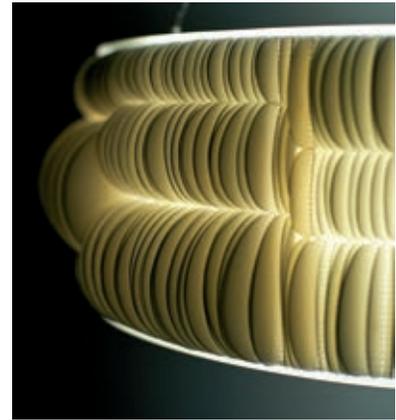
**D**esign is about communicating an idea or an emotion, design gives an opportunity to narrate stories, make sculptural design objects with soul that gives you a glimpse of another culture. Design impacts all aspects of our lives; Good design can positively influence us to the extent of moulding our behavioural patterns. Hence, design has to be honest, collaborative, sustainable, playful and highly functional and this ideology has been the design mantra for Ar. Avni Sejpal and her creativity. Studio Avni specializes in producing striking textile, metal and Perspex artworks for public spaces, corporate environments, exhibitions and private homes.

Hailing from a textile based family; Avni had an early exposure to design, textiles, arts and crafts and this led her to travel to international design events. Speaking



about her venture, Ar Avni says, "I guess it gave me a better understanding of colours and textures. Eventually, I was drawn towards architecture – mother of all design streams and finally Masters in Design, London, where I fell in love with design all over again." Recently she showcased Fin Cloud Series at Salone Satellite 2014, Milan. This series is a sculptural take on Biomorphism. The concept forayed around replicating and arraying fin modules around the central spine of the structure to create an organic bilateral composition as bilateral is the most recognized balanced form found in nature. The ethereal light sculptures generated are reminiscent of scaly marine creatures such as sea anemone and jellyfishes displaying forms that have a physical and mathematical basis with bioluminescence characteristics. The evolved light structures are biological analogues of

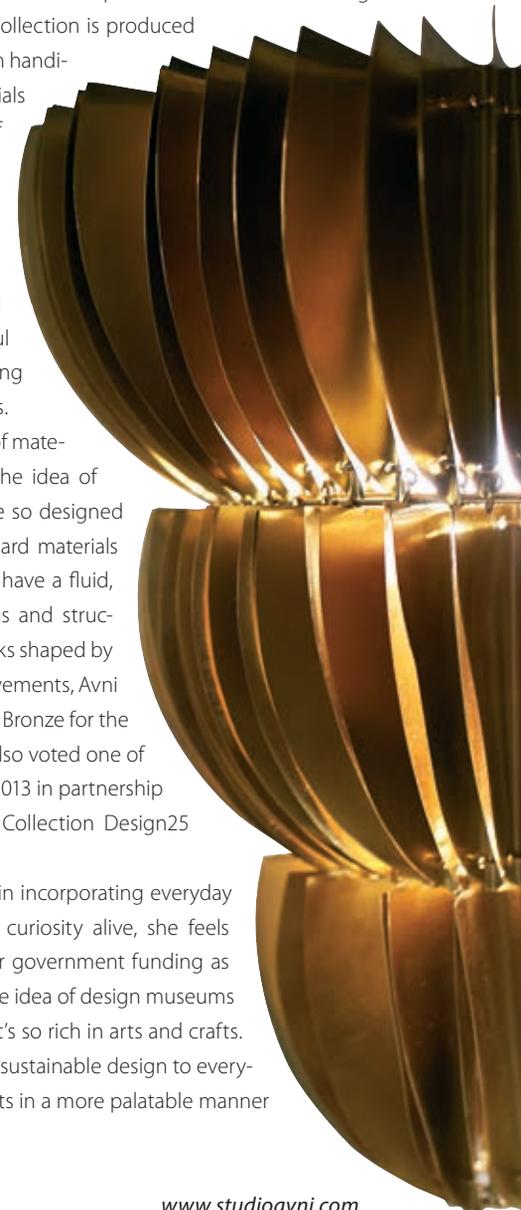




these creatures, mimicking their bilateral geometries, not only by reflection but also by rotation of repeated elements. Elaborating the design methodologies involved behind this range, Ar. Avni adds, "Using traditional handicraft techniques with references to strong geometrical construction principles, the entire collection is produced by hand, borrowing from the legacy of rich Indian handicrafts. I was experimenting with different materials and was curious with the idea of role reversal of materials and altering paradoxes. The current collection for me is a perfect blend of parametric designing and Indian handicrafts." This series is available in brass, copper, bronze, German silver and PVC. Avni calls Salone Satellite as a holy grail of design! She states that it was a very insightful experience for her in terms of learning, interacting with fellow designers from different backgrounds.

Avni works in an intuitive way with a variety of materials and techniques. She is also curious with the idea of role reversal of materials wherein soft fabrics are so designed to have a structure and form and strong and hard materials such as metal, glass and wood are designed to have a fluid, ephemeral quality. The vibrant colours, patterns and structural integrity are a constant feature in all the works shaped by this dynamic designer. Speaking about her achievements, Avni adds, "I recently bagged – A Design Award 2013 - Bronze for the Faceted Tactile Light Collection. The lights were also voted one of the best products from London Design Festival 2013 in partnership with CultureLabel.com – Faceted Tactile Light Collection Design25 Winner- LDF 2013."

With an aim to touch the sky, Avni believes in incorporating everyday sensory stimulating experiences and keep her curiosity alive, she feels design does not receive the same patronage or government funding as much as Art. She says, "I would love to further the idea of design museums and galleries in a country especially like ours that's so rich in arts and crafts. There is a need for basic awareness of good and sustainable design to everybody and not just design enthusiast and students in a more palatable manner and can be imbibed in our daily normal lives. 



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