



Fin Cloud light collection



Samsara Cosmic Series

The Experimentalist

Avni Sejpal, Studio Avni

What is the role of design in daily life?

Design for me is about communicating an idea or an emotion which has an impact in all aspects of our lives. Good design is something which is interactive and communicative and can positively influence our lives to the extent of moulding our behavioural patterns. Design gives me an opportunity to narrate stories, make objects with soul that gives you a glimpse of another culture. I love the mix of dynamic complexity and sociological associations that a design can bring to a product. I enjoy applying a variety of disciplines to each project and strive to create experiences that captivate and connect with the end users.

Design to you is...

Sustainable, Functional, Intuitive, Simplified and Playful



Marigold seating collection

New materials to experiment with:

Lately I have been experimenting with cork, rubber, silicon and concrete

Your most critically acclaimed designs

Faceted textile series, Samsara Cosmic series and Upcycled textile pieces

Role of innovation in product design...

The need of the hour is designing smart objects in sustainable ways – products that harness fully ones cultural references, artisanal heritage and weave it together into a high quality product, considering the impact of the same products on the environment vis-a-vis their shelf life and longevity. For me that is innovation.



Bindu dot seating collection