

**Ideal Home and Garden Anniversary  
issue  
November 2017**

The  
**Ideal Home**  
and Garden

The Ideal Home and Garden, November 2017 Vol.12 Issue 1

₹120

**11<sup>th</sup>**  
Anniversary

Let's  
*Celebrate men!*



Runway to Homes

New ways to chic décor

• Quirk Pad • Wild Styles

Beautiful living from Paris,  
Brooklyn &

NEXT  
GEN  
PUBLISHING

Craft Speak

# Reviving Heritage

TIHG meets four craft evangelists who are focused on putting the art and the artist on a global online platform

IMPRESSIONS: ARSHMEET KAUR



## Shalinder Kumar

Founder, Fanusta

Fanusta means 'master of art'. The word is derived from 'fan' an Arabic word meaning art, and 'usta' a Turkish word, which means master. With an aim to open doors of opportunity and exposure for all the master artists and craftsmen of India on a global stage, the brand set its foot in the industry a year ago. Blue pottery from Jaipur, wood art, marble sculptures from Kishangarh, Udaipur and Jodhpur; metal inlay and brass engraving from Moradabad, glassware from Aligarh, Madhubani from Bihar and dhokra from Eastern India are some artistry that you could find under the brand's vast umbrella. Sharing a little more about his brand's motto, founder Shalinder Kumar says, "Handmade and hand-craft is the ultimate luxury, which brings-in the one-of-a-kind product in this world of mass produced and similar looking lifestyle products. Our goal is to redefine the lost identity of Indian handicrafts with modern aesthetics and innovation."



# Reviving Heritage

TIHG meets four craft evangelists who are focused on putting the art and the artist on a global online platform

IMPRESSIONS: ARSHMEET KAUR



## Shalinder Kumar

Founder, Fanusta

Fanusta means 'master of art'. The word is derived from 'fan' an Arabic word meaning art, and 'usta' a Turkish word, which means master. With an aim to open doors of opportunity and exposure for all the master artists and craftsmen of India on a global stage, the brand set its foot in the industry a year ago. Blue pottery from Jaipur, wood art, marble sculptures from Kishangarh, Udaipur and Jodhpur, metal inlay and brass engraving from Moradabad, glassware from Aligarh, Madhubani from Bihar and dhokra from Eastern India are some artstries that you could find under the brands vast umbrella. Sharing a little more about his brand's motto, founder Shalinder Kumar says, "Handmade and hand-craft is the ultimate luxury, which brings-in the one-of-a-kind product in this world of mass produced and similar looking lifestyle products. Our goal is to redefine the lost identity of Indian handicrafts with modern aesthetics and innovation."



## Yogesh Choudhary

Director, Jaipur Rugs

Connecting 40,000 artisans from 600 villages of India, Jaipur Rugs commenced its journey in the year 1978, with nine local artisans and two looms. Weaving carpets from decades, the brand emotionally connect the stories and craftsmanship of the weavers with the dreams and emotions of the end consumers. "Indian crafts have an authentic story, essence and beauty, which a luxury-retail brand can rarely create. It uniquely offers 'happiness' to the customers through experiences. However, limited know-how of marketing and branding has proven to be a major set-back for local crafts. Most Indian brands are unable to convey their story too well. While Indian Handicraft industry has come a long way, there is still a long way to go," resonates Yogesh Choudhary, Director, Jaipur Rugs.



**Krsnaa Mehta**

*(India Circus)*

**SELF:**

The movie that you recently watched with family... **IT**

Your favourite song and playback singer...

**Anything by Ella Fitzgerald**

Your dream holiday destination...

**Private beach on a secluded island**

The cuisine that you're comfortable with...

**I am a foodie and**

**I like all kinds of food from all over the world.**

Must-haves that you always tag along...

**My music and my phone**

**WORK**

Design to you is...

**Everything**

You derive inspiration from...

**The little things...**

**the chaiwallas from Mumbai's streets to the tigers of the Sunderbans. My inspiration is**

**India and all things Indian.**

An international home decor label you admire...

**Hermes Home**

If not an acclaimed designer, your alternative career choice would have been...

**I was born for this, I can't see myself loving anything else**

The design era - past, present and the future...

**Its all cyclic. Its whatever you make of it.**



“

*If not a designer my love for sea and travelling would have stretched me to be a pirate on my black pearl.”*

**Alex Davis**

*Artist & Founder*

*Alex Davis Design Studio*