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# ELLE DECOR

AUGUST - SEPTEMBER 2022, ₹150

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**GAY ABANDON & APEROL SPRITZ**



# JAIPUR COLLECTION

*Behind the scenes, from the sketchpads of global designers to manifesting their ideas: Discover the stimulus behind their inspired creations*

PHOTOGRAPHS COURTESY **WITHIN** PRODUCED BY **SHRIYA GOYAL**



## DESIGNER SPEAK: SONAL TULI OF WITHIN

### THE BEGINNING

An untold story of the vibrant Pink City combed through colourful rituals and ancient crafts is the 'Jaipur' collection. The conceptualisation started with a field visit to Jaipur—home to the magnificent Hawa Mahal and a plethora of skilled craftsmen. Inspired by the architectural forms, vivid hues and sublime motifs, the collection was imagined as a unison of tradition and modernity. A powerful narrative, indigenous design and attention to details outline a reflection of the culturally rich city.

integrated with the traditional techniques of stone inlay and stone overlay for all the seven pieces. Through 3D models, material boards, and experimentation, we made sure the end result is an improved version of the archetype.

### THE PAYOFF

A magnificent eight ft long console, a sideboard inspired by blue pottery, a mesmerising mirror, a handwoven rug and everyday objects like a bowl pendant and chandelier are the products of this collection. Bridging the gap between heritage and present was a constant challenge. Collaborating with craftsmen, exploring traditional techniques and tying them with modern demands for finesse and luxury was something we believed in and aimed to master for this and our future products to come. ♦

Website: [within.net.in](http://within.net.in)

### THE PROCESS

We believe that designing a product is like gardening and each element takes its own journey to build an ecosystem around itself. The process started with building our ideas on a concept board and developing a form around it. With the expertise of master craftsmen, the purity of white marble and the eye-catching blue of lapiz lazuli

### BOBBI TULI BUSINESS HEAD AT WITHIN

*"Art Furniture by Within is a love affair of art and design—a commitment to extending the fine craft of furniture making into the intoxication and ecstasy of art"*



WITHIN, TO US, IS A PERSONAL HAVEN, A PLACE FOR THE HEART TO PLAY AND CREATE, WEAVE POEMS AND SING OUR HEART'S SONGS

**SONAL TULI** Design Head, Sonal Tuli's realm of creative work expresses her love for rich hues, varied textures, exotic materials and minute detailing. Placing timelessness at the forefront of her design language, she crafts an edge to eclectic luxury spaces. Photograph by Priyam Malhotra