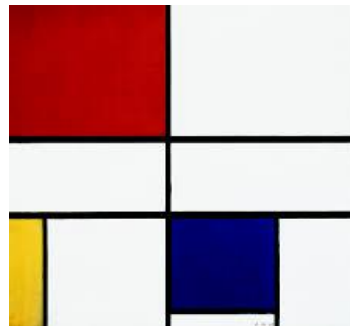
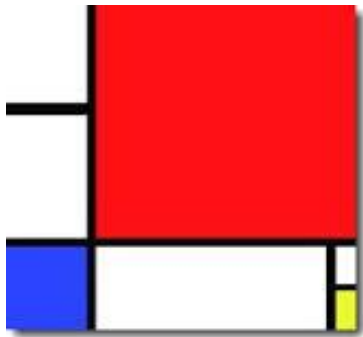


Limited Edition Design Collection inspired by the art of Piet Mondrian: Made in rural India for urban lifestyles

This collection of furniture, violins & table linen is inspired by the art of the Dutch painter Piet Mondrian. Mondrian was one of the founders of the Dutch modern art movement “De Stijl” in Netherlands in 1917. This avant-garde art movement that



began just after World War I, dedicated itself to creating a utopia through new, simplified but harmonic visual styles that would be appropriate to all aspects of modern life from art to design to architecture.

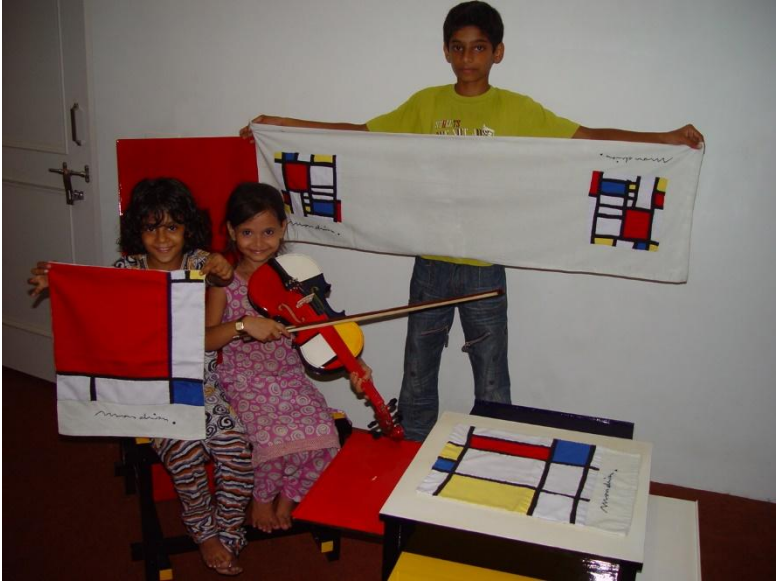
Mondrian was a member of the Theosophical Society of Netherlands, and as an artist, he

radically but methodically simplified the elements of his paintings to reflect what he saw as the spiritual order underlying the visible world, thereby creating a clear, universal and aesthetic language on his canvases..

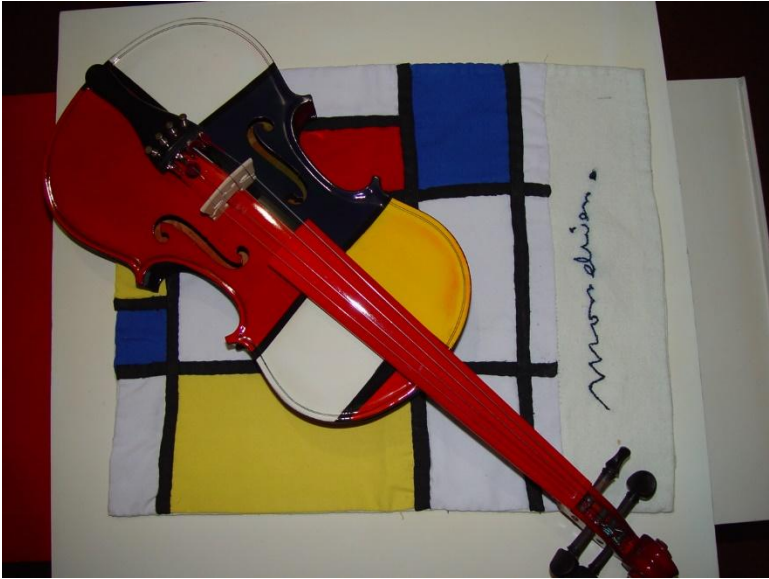
In his best known paintings from the 1920s, Mondrian reduced his shapes to straight lines, squares and rectangles and his palette to black, white and gray, symbolizing the spiritual elements and to Red, Blue and Yellow that symbolized earthbound elements. Exploring in depth how colour and lines worked together, Mondrian’s art portrayed the interaction between the multiplicity of creation and spiritual unity. i.e. unity in diversity while maintaining a dynamic balance. Mondrian’s iconic abstract works remain influential in design and familiar in popular culture to this day.

This limited edition handcrafted collection was developed by various traditional artisans skilled in violin making, wooden furniture making and appliqué embroidery at Rampur, Uttar Pradesh. The key learnings for the artisans was to understand the importance of measurement and functionalism in product design, apart from aesthetics & to focus on the utility of these hand made products for urban lifestyles.

The Mondrian Collection – Modeled by the Craftsmen’s Grandchildren at Rampur



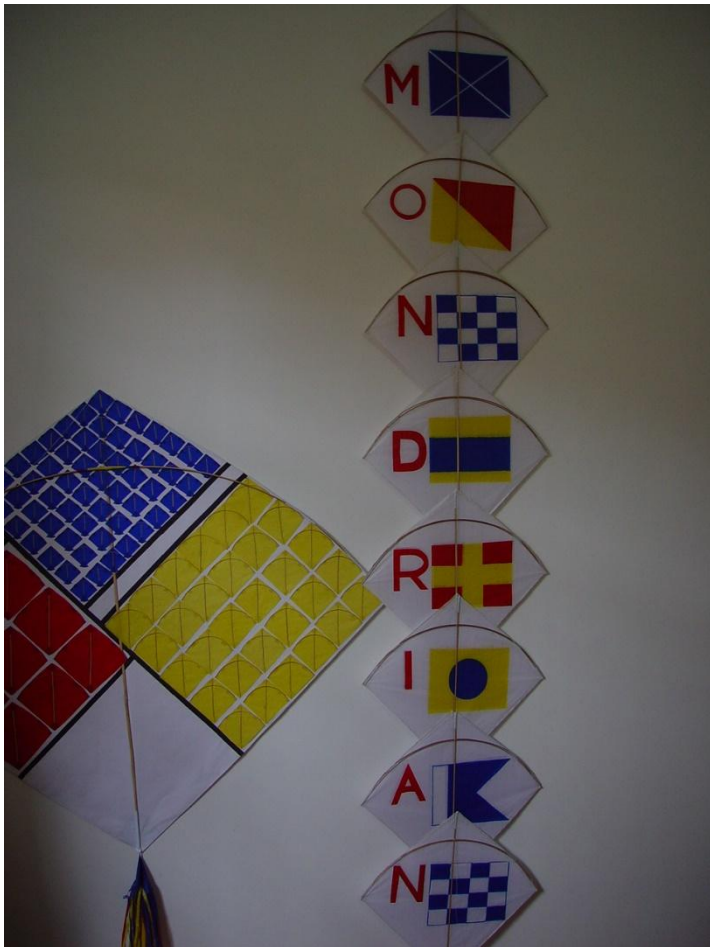
Home Linen & Violin



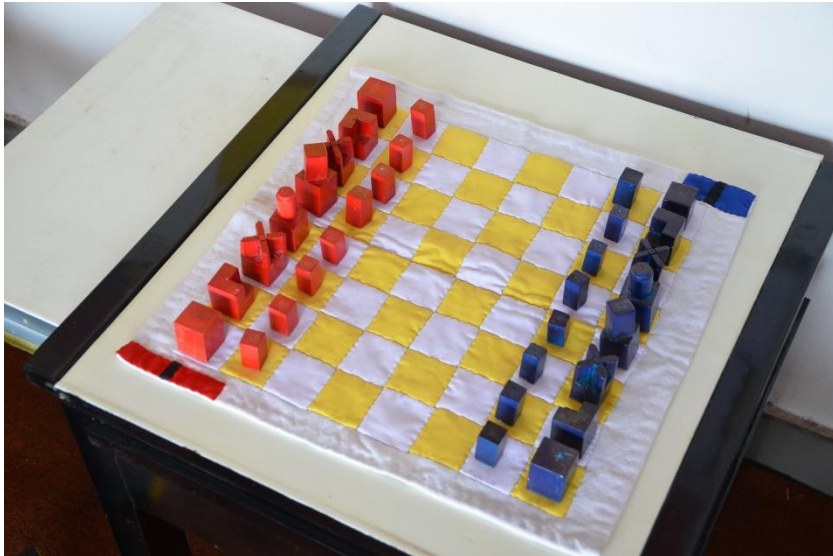
Furniture – Two Chairs & a 4 Colour Table



The Kites – A Tribute to Mondrian (International Naval Flag Alphabets as Kites)



Mondrian Bauhaus Chess Set



The Manufacturing Process – An end to end Supply-chain study from Wood procurement to Manufacturing



The Art of Making Violins – Handcrafted Violins



The Mondrian Collection – Furniture, Kites, Table-Linen, Chess Set & Violins

