

Furniture

DESIGN & TECHNOLOGY

July-August 2024 • ₹ 110/-

Highlights

- THE WADE ASIA 2024
- MATECIA Exhibition 2024
- Furniture by Dipen Gada, Merino SAMPADA & more

FDT Interview

- Mark Consolla
Humanscale

FDT Marketwatch

- Amitha Madan,
Magari, Bengaluru
- Natasha Jain,
Natalier by
Bent Chair, Delhi
- Harsha Raman,
Cherry Pick, Bengaluru



SAJAL LAMBA



JITENDER SINGH



SUDHIR VERMA



KAPIL BHARTI

PARTNERSHIP POWER: ALSORG

INSPIRING JOURNEY IN INDIA'S PREMIUM SEGMENT

India Furniture Conclave Initiative



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& ARCHITECTS COME TOGETHER!

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DWARKA, DELHI

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BIEC, BENGALURU



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**INDIA FURNITURE
CONCLAVE COMING
TO SOUTH INDIA,
21-22 FEB 2025,
BANGALORE
– JOIN AS SPEAKER
OR DELEGATE**



The *India Furniture Conclave* has solidified its position as a transformative business event for India's furniture industry taking into its ambit the businesses of **kitchens & wardrobes, hardware & fittings, and furniture** for residential, commercial, institutional and décor.

In our Cover Story of **Furniture Design and Technology (FDT) magazine**, get ready for an inspiring journey of **ALSORG**, a distinguished leader in the luxury furniture industry. In an exclusive session at *India Furniture Conclave* in New Delhi, four partners from ALSORG came together on the stage to share their story, vision, and insights, led by the dynamic, **Sajal Lamba, Jitender Singh, Sudhir Verma and Kapil Bharti** who are redefining the benchmarks of luxury and shaping the future of finest furniture.

Ergonomics and sustainability remain crucial in furniture design. **Mark Consolla**, VP of Product Management at Humanscale, shares insights into creating adaptable, eco-conscious workspaces prioritizing user well-being. Additionally, **Design Galore** explores dynamic collaborations between architects and brands, showcasing cutting-edge innovations, led by THE WADE ASIA Architecture Event wherein architects & designers like **Dipen Gada, Sumit Malik & team** from **Design Consortia, Gopal Namjoshi** and more

Luxury furniture is evolving, and brands like **Magari** are at the forefront, blending global influences with local craftsmanship. Partner **Amitha Madan** discusses their innovative approach to redefining opulence in India. Similarly, **Natelier by Bent Chair**, led by **Natasha and Neeraj Jain**, offers a unique fusion of minimalism and luxury. An interview with Harsha Raman from **Cherry Pick Bengaluru**, highlights their curated offerings and the city's evolving market. Also read about the rising trend of collaboration between architects, designers and furniture manufacturers.

Mark your calendars and block the dates **21-22-23 February 2025** to visit the Southern India edition of INDIA FURNITURE CONCLAVE, THE WADE ASIA Architecture Event and MATECIA Exhibition at the Bangalore International Exhibition Centre.

Register as a Delegate: <https://bit.ly/delegate-regs>

Speaker requests: info@fdtmagazine.com

Verticaa Divedi

Editor-in-Chief

Furniture Design and Technology (FDT magazine)

info@fdtmagazine.com

www.furnituredesignindia.com

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PARTNER, MAGARI,
BENGALURU



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MARK CONSOLLA
VP, PRODUCT MANAGEMENT,
HUMANSCALE



Sajal Lamba
Alsorg



Jitender Singh
Alsorg



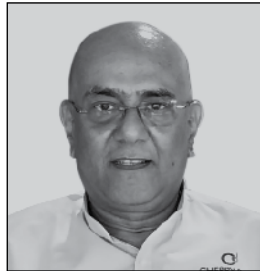
Sudhir Verma,
Alsorg



Kapil Bharti
Alsorg



Amitha Madan
Magari



Harsha Raman
Cherry Pick



Natasha Jain
Bent Chair



Mark Consolla
Humanscale

CONTRIBUTORS



Dipen Gada
Dipen Gada Associates



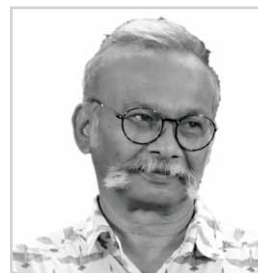
Priyanka K Malik
Design Consortia



Rohhit Garg
Design Consortia



Sumit Malik
Design Consortia



Gopal Namjoshi
Artist

FDT How did you guys meet?

Sajal: In 2009, during our first visit to Italy, we realized that the kitchen market wasn't the only area we should explore. This trip opened our minds, and by 2010, ALSORG was born. Before that, we had a small partnership firm, however, after seeing the innovative furniture and designs in Italy, we decided to take things to the next level. In April 2010, we officially made ALSORG a private limited company, structuring it for success. ALSORG, in many ways, happened by accident, but it came into existence with a clear vision and purpose.



Sajal Lamba, Co-Founder & Director, Alsorg

Today, we have about seven or eight franchise showrooms across India, with a presence in Mumbai, Pune, Kolkata, Bangalore, Surat, Hyderabad and soon in Chennai, and Coimbatore. We plan to open a showroom in Dubai soon so the expansion is well underway.

FDT How did you secure your "first major order," and how did it feel afterward?

Jitender: I still vividly remember our first major order—it was from Mr. R.K. Anand, a prominent lawyer who was also a member of Congress at the time. It was a long time ago, back in 2007-2008. This order was for both a kitchen and some furniture, and it was significant not just in terms of value but also because it marked a real turning point for us. Securing that order gave us the motivation to push

FDT When did you decide to model your business after Italian furniture companies and how did the name come about?

Sajal: Our inspiration has been rooted in Italian furniture. Over time, many were imitating it across the globe, but we looked at Italian designers that were young and lacked experience but we knew we were bringing a European essence that sounded distinctly continental. That's when the name ALSORG came, that it means "Alto Standard" perfectly with our plans. And that's when it came into being.

FDT In the industry, what did the name mean?

Sajal: In the industry, the name ALSORG stands for structure with a clear vision and a clear purpose.



FURNITURE
DESIGN & TECHNOLOGY
COVER STORY

L-R: Pragat Divedi, Founder, India Furniture Conclave & MATECIA; Sajal Lamba, Co-Founder & Director, Alsorg; Sudhir Verma, Co-Founder & Director, Alsorg; Jitender Singh, Co-Founder & Director, Alsorg and Kapil Bharti, Co-Founder & Director, Alsorg;

Alsorg is a leading name in the luxury furniture industry, recognized for its innovative designs and exceptional quality. In this exclusive interview, we explore the insights and vision of the visionaries behind the brand.

ensuring state-of-the-art facilities and a skilled workforce.
Mr. Jitender Singh, Co-Founder & Director, Alsorg

At Furni...

bringing our total area to approximately 650,000 square feet by the end of next year. By the end of 2025, we expect to open another plant too.

FDT What differences do you observe between European and Indian companies?

Sajal: There's a significant gap to bridge. One major disadvantage we face in India is the lack of a supportive ecosystem. When we first started our organisation, we outsourced kitchen panels and other components, but we quickly realized that the quality and deliverables were subpar. This led us to set up everything in-house. We established our own metal plant, glass plant, paint booths, and coatings facilities.

In Europe, the ancillary systems are well-developed, providing robust support across industries. In India, most ancillary units are primarily focused on the automobile sector—manufacturing parts like lights, speedometers, and tires. Unfortunately, the furniture industry lacks a similar ecosystem to work on.



Jitender Singh, Co-Founder & Director, Alsorg

FDT What are the biggest challenges you face due to the lack of a developed ecosystem for the furniture industry in India?

Sajal: A robust ecosystem is essential for us to scale effectively. In its absence, right now, we find ourselves managing every aspect of production.

materials locally, reducing our overall expenses.

Moreover, the import process itself is time-consuming and complex. When we need to import materials, coordination with various stakeholders is required, and it can take considerable time. We could obtain materials in just a few days if the necessary ecosystem were available locally however, sourcing from Europe might take three to five months, which not only affects our timelines but also adds to our costs. This delay is another critical factor contributing to the overall expense of our products.

FDT What key challenges do you face in scaling your luxury furniture business in India compared to Italian companies?

Sudhir: The main aspect, especially in the luxury furniture segment, is the significant difference between Indian and Italian companies. In Italy, companies can scale their turnover much faster because they primarily focus on production and have a robust intermediary system. There are specialized people who handle the installation process. However, in India, we not only manufacture but also have to manage the delivery and installation at the end-user's location, which is a major challenge.

COVER STORY FDT



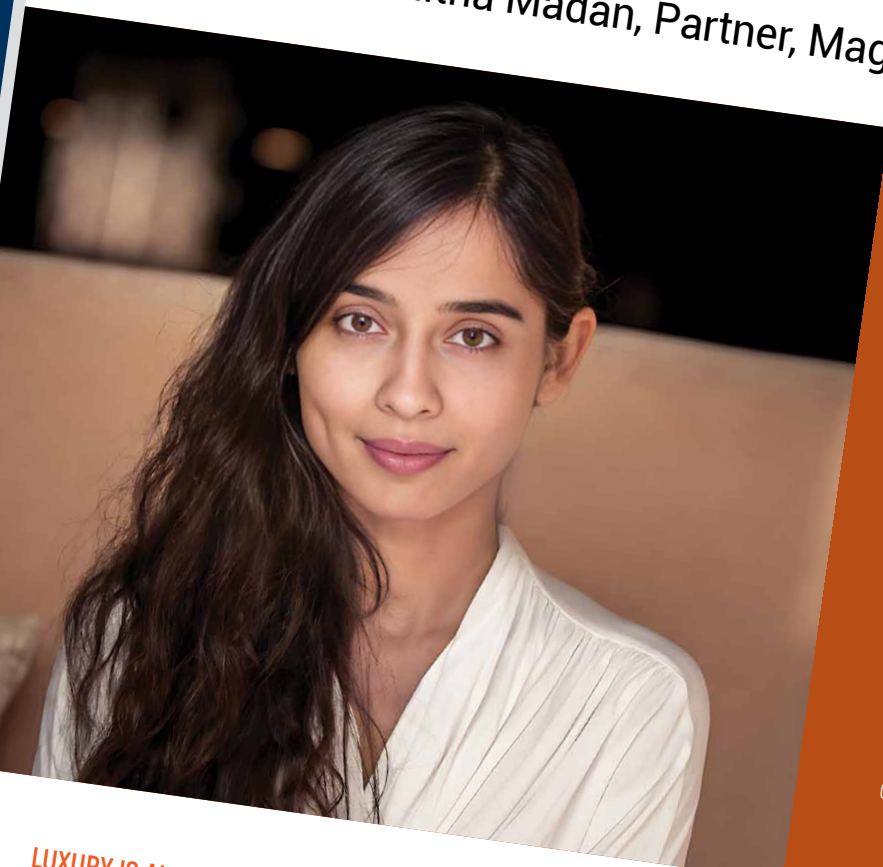
abric and metal finishes, while the sizes and designs are fixed. We are prepared to launch four new collections of Wriver, ensuring that our customers always have access to fresh offerings while retaining classic designs.

IDEASIA INDIA'S TOP ARCHITECTURE EVENT

#IDEASIA2024

'RISING TREND OF COLLABORATION BETWEEN ARCHITECTS, DESIGNERS AND FURNITURE MANUFACTURERS'

-Ms Amitha Madan, Partner, Magari, Bengaluru



Luxury home décor is an evolving concept, with designers constantly redefining its meaning and its place in modern homes. In a candid conversation, Ms. Amitha Madan, Partner at Magari, Bengaluru, spoke to **FURNITURE DESIGN & TECHNOLOGY MAGAZINE** and delved into how the furniture brand has carved a niche in the Indian market, where luxury now encompasses both global influences and local craftsmanship.

LUXURY IS ALL ABOUT TOUCH, FEEL, AND EXPERIENCE

"Luxury home décor is no longer just about appearances," Amitha shares, emphasizing the importance of the tactile experience. "For instance, while buying a sofa, most people want to experience it and touch and feel the materials. Aesthetics are no longer the sole criteria" This sensory approach to furniture selection has made Magari's physical stores a vital part of

their success. Despite the rise of online furniture shopping, Amitha believes nothing beats the in-person experience. "Having a physical store where customers can truly experience the product is very important to us as a brand."

Located in prime spots across the city, Magari's stores receive foot traffic from a diverse clientele, including architects who visit during the week and individual buyers who prefer weekends. "This is why we're

open on Sundays too," Amitha explains, highlighting the need to cater to different customer lifestyles.

INTRODUCING NEW MATERIALS AND DESIGNS

When it comes to furniture design, materials play a significant role in the overall aesthetic and functionality. While customer preferences sometimes

FURNITURE
DESIGN & TECHNOLOGY
MARKET WATCH

THE BENGALURU FURNITURE MARKET HAS MOVED BEYOND CLUSTERS

-Mr Harsha Raman, Cherry Pick, Bengaluru

Bengaluru, a city renowned for its vibrant lifestyle and dynamic growth, is experiencing a transformation in its retail landscape, particularly within the luxury furniture sector. Leading this change is Cherry Pick India, a luxury furniture showroom with over 15 years of expertise in the imported furniture business. Addressing diverse home furnishing needs, Cherry Pick offers an exquisite selection of luxury furniture for living rooms, dining areas, bedrooms, offices, and outdoor spaces, complemented by a range of home decor accessories, windows, and doors. In an exclusive conversation with Mr. Harsha Raman, General Manager of Cherry Pick Bengaluru, **Furniture Design & Technology Magazine (FDT)** explores their product offerings, insights into the Bengaluru market, and future prospects.



Photo Story

THE WADE ASIA 2024

A LANDMARK EVENT ON ARCHITECTURE AND DESIGN

Started in 2016 by Verticaa Design, THE WADE ASIA is the world's largest gathering of architects, construction & art. It is the largest platform for



(Clockwise) Ar Vivak Gupta, Mr Mayank Jain (VIVA) & Ms Madhurima



Ar Sohrab Dalal & Ar Akshat Bhatt

"It's wonderful to see architects and designers from across the country. It's also a pleasure to connect with students and industry stalwarts. The inspiration and networking opportunities here are truly invaluable."

- AR CHHAVI LAL
Associate Principal
Perkins Eastman
Mumbai

"My heartfelt congratulations to WADE ASIA. Each year, the caliber of the conference continues to rise, and this year it is even more captivating."

-DR ANANTA SINGH RAGHVANSHI
Founder President
NAREDCO MAHI



Ms Verticaa with Mr Ravi Nindwani





"THE WADE ASIA is a powerful platform making significant strides for women in architecture, design, and real estate. It is inspiring to witness women being given a robust platform to showcase their talents, supported by the men around them. The collaboration and encouragement from men to help women become remarkable achievers is truly commendable."

- Ms Anjum Moudgil, Shooting Star, Former World No-1, Arjuna Awardee



THE WADE ASIA 2024 FDT



Ar Sanjay Goel & Ar Sangeet Sharma
A perfect WADE Moment

ID Dipen Gada & Ar Parul Zaveri
(right) talking to the guests

TURNING FURNITURE SHOPPING INTO IMMERSIVE EXPERIENCE

NATALIER BY BENT CHAIR

Natelier by Bent Chair is a leading brand today, offering an immersive and ultra-luxury furniture buying experience. The latest venture by the father-daughter duo **Natasha and Neeraj Jain, Natelier by Bent Chair** showcases exquisite craftsmanship and refined aesthetics infused with original ideas. In 2016, Natasha and her father Neeraj Jain founded Bent Chair, a brand that champions cooperative manufacturing by merging out-of-the-box creativity, advanced technology, and traditional artisan skills. Eight years after Bent Chair's inception, Natasha and Neeraj Jain have launched Natelier by Bent Chair as their newest endeavor. In an exclusive feature for **MARKET WATCH by FURNITURE DESIGN & TECHNOLOGY MAGAZINE (FDT)**, Ms. Natasha Jain describes Natelier by Bent Chair as an ultra-luxury furnishings brand that combines modern opulence with elegant minimalism and inventive design.



FDT TELL US ABOUT THE LAUNCH OF NATELIER BY BENT CHAIR?

Natasha Jain: Natelier by Bent Chair is an exclusive brand launched by us. Its parent brand, Bent Chair, has been in the market for last eight years. Some key categories have been taken up in this new venture from the former one. Bent Chair has been known for its bold, quirky and maximalist designs. On the other hand, with Natelier by Bent Chair, we are targeting an audience with a more evolved, refined aesthetic. It is what truly defines the uniqueness of the brand.

FDT IT SEEMS LIKE YOU HAVE A STRONG CONNECTION TO THE HOSPITALITY AS WELL. DOES THAT INFLUENCE YOUR DESIGN APPROACH?

Natasha Jain: My family has been in the hospitality industry - my father has been in the restaurant business for over 30 years which makes hospitality a natural progression for us. When designing these spaces, our goal is to think about the next generation of restaurant owners. We carefully dwell on how they could be more laid-back or bold in nature. We've worked on a broad portfolio of restaurants and each project allows us to bring our creativity and design vision to life in a unique way.

FDT HOW DO YOU...



FDT HOW DOES THE TARGET AUDIENCE FOR NATALIER DIFFER FROM THAT OF BENT CHAIR?

MARKET WATCH FDT

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WITH NATALIER, WE'RE CATERING TO A MORE MATURE AUDIENCE – THOSE WHO ARE CREATING LARGER HOMES LIKE FARMHOUSES OR BUNGALOWS. OUR AUDIENCE HAS EVOLVED, AND THUS WE FELT IT WAS IMPORTANT TO SEPARATE THE BRAND TO REFLECT THE GROWTH..
”

FDT

We have some innovative techniques like liquid metal finishes, intricate stone mosaics, and surface panels that showcase our craftsmanship. We've also experimented with a blend of materials—combining metal with woodwork in fresh and exciting ways. While each product has its charm, the engineering and technology behind these designs that set them apart. It's a whole new level of diversity in design that our customers can experience firsthand.



India's Top
ARCHITECTURE
EVENT

DESIGN
Galore



Priyanka K Malik
Partner and Principal,
Design Consortia



Rohit Garg
Partner & Principal
Design Consortia



Sumit Malik
Founding Principal
Design Consortia

FLAWED BY DESIGN CONSORTIA X LAMINATES BY ADVANCE LAMINATES

This installation uses the cube to represent the beauty of human interaction and its delicate balance with nature. As human intervention alters these forms, their inherent beauty diminishes, symbolizing the negative impact of human activity on natural harmony. The design features cubes arranged to create a fluid and dynamic form. Each cube, which is static on its own, transforms collectively to symbolize the shift from individual actions to collective consequences. Light, shadow and mirrors add depth, multiplying and reflecting the cubes to create an immersive experience. Varied sizes and colours highlight the complex relationship between mankind and nature, emphasizing the fragility of this balance.

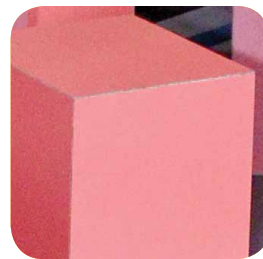
Designer: Sumit Malik, Priyanka Malik & Rohit Garg
Materials used: Wood, laminate, HDMR, Duco paint, mirror
Laminates: SF 618 Dark Grey, UL 680 Terracotta New,
UL 649 Cherry & UL 665 Brew (Advance Laminates)
Size: 1.5 X 1.5 X 2.1m



SF 618 Dark Grey



UL 649 Cherry



UL 680 Terracotta New



UL 665 Brew

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THE WADE ASIA
Design Galore is a
specially curated zone
for installations and
products are created
in collaboration by
designers and architects,
in association with
DES REPORTER®
Interior Design
Technology



Designer: **Dipen Gada, Dipen Gada Associates, Vadodara**
Brand: **ORI** | Collection: **ME TIME**
Products: **Celestial Mirror, ORI Carpet, Mushroom ART Light, ORI Accent Chair**

may only be purchasing a single component, like a chair, a monitor arm, or a light, rather than our entire workstation setup. We must consider the compatibility of our products with other products in the market and ensure they can be used effectively in a variety of environments, whether it's a home office, a traditional office, or a couch setup.

What design strategies does Humanscale employ to integrate eco-friendly materials and processes?

We were probably one of the first companies in the furniture industry to appoint a Chief Sustainability Officer, Jane Abernethy. Her role is to ensure that we meet rigorous sustainability standards in our product development. We scrutinize the chemicals used in our products and hold our suppliers



Ergonomics is at the

FURNITURE
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FDT INTERVIEW

HUMANSCALE: LEADING ERGONOMIC INNOVATION WITH SUSTAINABILITY AT ITS CORE



From eco-conscious designs to user-centered ergonomics, Mark Consolla, VP of Product Management at Humanscale, discusses how the company creates functional, adaptable workspaces that seamlessly blend comfort, aesthetics, and sustainability.

What steps is Humanscale taking to expand its presence and adapt to the Indian market?

We have been a global company for decades, and one of my key focuses since taking on this role has been to expand our international presence. We always consider the countries we sell to and their unique sustainability requirements.

One of our strategies is to manufacture products locally, reducing shipping distances and costs. For example, we are excited to start manufacturing chairs, monitor arms, and the Liberty Chair in India by the first half of next year. This will not only make our products more affordable for Indian customers but also create more jobs in the region.

We currently have three showrooms in the region through our Authorized India Distribution Partner, S Cube Ergonomics Pvt Ltd., founded by Sathish Nandagopal. As our growth continues, we anticipate expanding our showroom presence in other Indian states, making it more convenient for customers across the country to experience Humanscale products.

principles does employ to create aesthetically products?

founded on the principle ergonomically friendly second key aspect for us -creating products that functionally ergonomic but vibrant

base, with whom we maintain a close relationship.

Personally, as well as through our Vice President of Design and sales leaders, we meet with our customers not just to sell them products but to exchange ideas. We discuss what works for them and what doesn't, whether it's our

the other way around. Sustainability is another key factor because it's a core value that we take seriously.

You are based in New York, a cosmopolitan city like Mumbai, with people from diverse social and

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MATECIA 2024 FDT



Inside the MATECIA EXHIBITION 2024

A GRAND SUCCESS REDEFINING THE BUILDING & INTERIOR PRODUCTS INDUSTRY OF INDIA

Spanning across a vast area of **370,000 square feet**, the 3rd edition of MATECIA Exhibition served as an extensive platform for **250+ exhibitors** at Yashobhoomi (IICC) Dwarka, DELHI. The exhibition that started from August 22nd to August 25th, 2024, achieved an unprecedented success. With an impressive attendance of over **52,000 visitors from 600+ towns** and cities of India, it was evident that MATECIA was simply irresistible. Notably, among these attendees were around 18,000 architects and designers who brought their unique perspectives to enrich the event.





REVIEWS

FDT MATECIA 2024



MATECIA is a platform of unparalleled scale, spectrum, and magnitude. It showcases new materials, products, and technologies, which is always a treat for architects and designers.

PADMA SHRI DR. G. SHANKAR
Habitat Technology Group, Kerala



MATECIA is a platform that introduces a variety of new materials and products to the industry, offering architects and designers the opportunity to experience them all in one place. We truly appreciate the effort in organizing such an event and bringing together professionals from across the fraternity.

ID DIPEN GADA

Dipen Gada & Associates, Vadodara



MATECIA has consistently brought together an impressive range of building materials under one roof for architects and designers. It's always exciting to see the innovative solutions they introduce each year.

AR SONALEE DESAI

stARCH Design Spectrum, Vadodara



MATECIA has provided a fantastic opportunity to explore the latest products of international quality, world-class showrooms, contemporary set designs, and the very best that India has to offer



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**WADE
DESIGNS INDIA
ARCHITECTURE
CONFERENCE**



Ar Aishwarya Tipnis, Principal Architect, ATA, Delhi Ms
Ar Anupama Sharma, Design Head, Emaar; Ar. Sabeena K
Architect, PS Design, Mumbai and M



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NATIONAL COMPETITION**

**HIGH END HOMES PARTNER
(RESIDENTIAL INTERIOR ABOVE 3000 SQFT)**

TOTO

**WADE ARCHIDESIGN
NATIONAL COMPETITION**

**BEST USE OF COLOUR IN
INTERIORS PARTNER**

**WADE ARCHIDESIGN
NATIONAL COMPETITION**

**FACADE PANEL DISCUSSION
PARTNER**

**WADE ARCHITECTURE
CONFERENCE**

SPEAKERS LOUNGE PARTNER

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WADE DESIGNS INDIA ARCHITECTURE CONFERENCE

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WADE ASIA

*Ar Aishwarya Tipnis, Principal Architect, ATA, Delhi Ms Shaan Sikta Sengupta, Director & Head - North India, Edifice Consultants, Delhi;
Ar Anupama Sharma, Design Head, Emaar; Ar, Sabeena Khanna, Founder Principal, Studio KIA, Delhi-NCR-UAE, Ar Priyanka Mehra, Principal Architect, PS Design, Mumbai and Ms Supriya Thyagarajan, Perkins Eastman, Mumbai (Moderator)*



NEWS

GODREJ INTERIO CELEBRATES 25% GROWTH: CONSUMERS EMBRACE HOME PERSONALIZATION



Godrej Interio, a leading Indian furniture brand, has reported a impressive 25% growth during the festive season, signaling a strong consumer focus on home personalization and a positive shift in consumer preferences.

Dev Sarkar, Senior Vice President and Head of Consumer Business (B2C) at Godrej Interio, attributed this success to the brand's deep understanding of modern Indian consumers' evolving needs and aspirations. The growth is consistent across all zones, with South and Central India leading the

NEWS FDT SPACEWOOD AIMS FOR ₹1,500 CRORE REVENUE BY 2029 WITH AMBITIOUS NATIONWIDE EXPANSION PLANS

Spacewood Furnishers, a leading name in modular furniture solutions, has unveiled its strategic growth plan to achieve a revenue milestone of ₹1,500 crore by 2029. With a strong recovery for fiscal year 2023-24, Spacewood has maintained an impressive year-on-year growth rate of 18-20%. The company now aims to bolster its presence in metro, Tier 2, and Tier 3 cities, while transitioning towards a B2C model and expanding its dealer network and Exclusive Brand Outlets (EBO).

Founded in 1996, Spacewood has evolved into one of India's most recognized furniture manufacturers, known for its premium Modular Furniture, Home Furniture, Pre-Hung Doors, Desking, and Institutional Solutions. The company has built a strong market presence since inception, as a key partner for leading retail brands like Pepperfry, Amazon, and Flipkart. Now, Spacewood is gearing up for its next phase of growth, focusing on providing accessible, high-quality modular furniture solutions across India.

And this is in alignment of the ongoing market trend in the country. The India furniture market is estimated at USD 23.92 billion in 2024 and is expected to reach USD 34.55 billion by 2029.

players, creating an environment ripe for companies like Spacewood Furnishers to grow. This also serves as an opportune time for Spacewood's aggressive growth plans, which include a transition towards a stronger B2C model, expanding its dealer network, and increasing its presence in underserved markets.

"Our vision for Spacewood's future is rooted in our commitment to deliver world-class, consumer-first solutions. With an ambitious growth target of ₹1,500 crore by 2029, we are focused on expanding our reach to underserved markets, providing premium solutions for better comfort."

its presence in Tier 2 and Tier 3 cities, enhancing its dealer network from 650 to 1,000 in the next 3-4 years, and expanding its Exclusive Brand Outlets (EBO) from 34 to 75 within the same period, with a long-term goal of reaching 100 outlets by 2029. These outlets will provide customers with immersive experiences of Spacewood's premium offerings, aligning with their vision of offering consumer-centric, premium, and accessible solutions for better comfort.



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