



Top left: The sw fluffy chair, from the firm's recent summer-winter collection.

Top right: The metal sw coffee table.

Above: Utharaa L Zacharias and Palaash Chaudhary, soft-geometry's founders, with some of their furniture.

soft-geometry San Francisco

Utharaa L Zacharias and Palaash Chaudhary have a knack for infusing humor into industrial design. The founders of the San Francisco-based studio soft-geometry share a love for transforming basic forms of furniture into quirky, texturized pieces. By integrating curved edges, playful shapes, and must-touch materials, their work embodies what they describe as a feeling of softness.

The pair met as college students in India and relocated to study at the Savannah College of Art and Design in Georgia. Now, eight years later, they're fresh off their first official year as a business. In March, soft-geometry launched its Dessert Menu collection, which consists of a doughnut-shaped coffee table, a fluffy bench, and a flat-pack leaning shelf—each baking some sweetness into everyday household objects.

The new summer-winter collection toys with the idea of giving multifaceted personalities to products by combining contrasting materials. Zacharias and Chaudhary crafted a set of chairs and tables using intricately woven cane, velvet upholstery, and handwoven yarn, the latter of which yields a flamboyant and flirty finish.

The young design duo sees their practice as the opposite of fast-paced manufacturing. Their products are made with intimacy, slowness, intention, and a pop of color, reflecting the traditions of Indian culture. **Sydney Franklin**