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# DESIGN detail

the architecture magazine



## TRAVERSING THE FORGOTTEN AFRICAN TRAILS

PETER RICH ARCHITECTS

## AMALGAM OF LAYERS

THIRDSPEACE

## A SPACE FOR MUSIC

MUSIC STUDIO FOR  
AR RAHMAN BY BLUE CUBE



# DESIGN detail

Vol. 5, Issue 56, December 2018

DESIGN DETAIL IS A COMMITTED  
FORUM THAT INSPIRES DESIGNERS,  
ARCHITECTS AND STRATEGIC PARTNERS  
TO NURTURE OUR HERITAGE AND CULTURE  
TOWARDS A SUSTAINABLE INDIA

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Cover image  
Courtesy:  
Mapungubwe



# MATERIAL MEMORIES

Text : *Ridha Fathima*

Photos: *Palaash Choudhary*

The summer-winter collection is the first collection developed by Soft geometry, a newly founded design studio by budding designers Utharaa L Zacharias and Palaash Choudhary. The collection is composed of three pieces, a coffee table, an end table, and a side chair. They have been built using minimalistic, continuous steel frames that are dressed with interchangeable tops in different materials.

The furniture range is an exploration of the idea of personalities and the material choices that define them. The sinuous steel structure represents the first lines of sketch and the dressing is regarded as the layers of colour and texture that is added. Each material that adorns the thin steel frame is intended to evoke different images in the mind.







Chair with hand woven cane finishing





The material is reminiscent of summer



Ar. UTHARAA L ZACHARIAS  
Ar. PALAASH CHOUDHARY

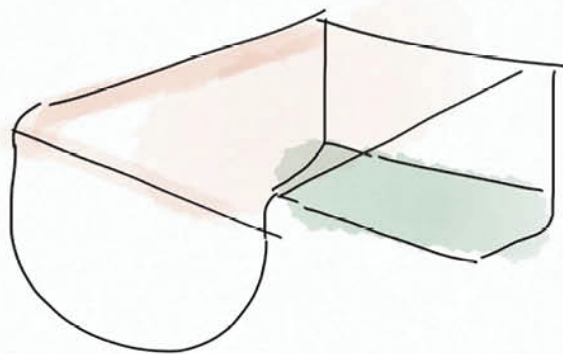
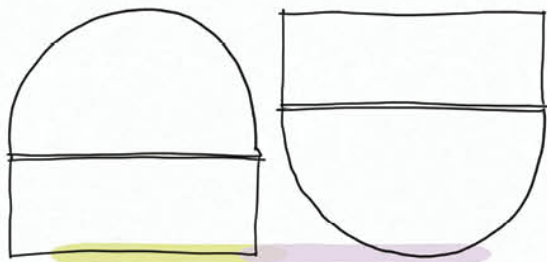
## SOFT GEOMETRY

Soft Geometry is a design practice headed by Utharaa L Zacharias and Palaash Choudhary based in San Jose, California. They started working together when they were pursuing their undergraduate degree in NIFT, New Delhi due to their shared aesthetic for pure geometries and their own personalities. Soft Geometry aims to experiment in form, colour, and materials to find opportunities for softness, slowness and intimacy. They seek to build with time and process both in their art and products. They continued their collaborative working while pursuing their Masters in Furniture and Industrial Design at Savannah College of Art and Design, USA. Following their graduation last year the young designers are pursuing efforts to transform soft geometry into a brand centred around carefully crafted objects that are distinct, eclectic, have rich material stories and evoke a sense of 'softness'.

### FACT FILE

PROJECT	: S-W COLLECTION (FURNITURE)
DESIGN PRACTICE	: SOFT-GEOMETRY
DESIGNERS	: UTHARAA L ZACHARIAS, PALAASH CHOUDHARY
MATERIALS USED	: STEEL, CANE, WOOL YARN, VELVET UPHOLSTERY FABRIC
YEAR	: 2018





The bamboo cane being woven by hand




The dressing can be changed according to context

The lattice of hand woven cane can be associated with summer evenings. The solid colour on bent steel can inspire childhood memories of swings, slides and see saws. The velvet finishing arouses an ambience of luxury, and similarly the hand knitted wool might remind one of snuggling with their pet in a cold wintry morning. The simplistic steel framework works as the canvas for the different materials to be showcased on.

The materials are thus intended to produce an assortment of memories in the mind of each viewer and can be used according to the context in different time and space. The products illustrate the effect of different material choices

that bring out diversity in experiences, perspectives and in conjunction, different personalities, defined by the place and age we come from.

The duo hopes to advance their work in the future with projects that incorporate more craft, culture and humour. They aspire to engage in a wholesome conversation between artisan and student communities to streamline their growth towards a modern, unique aesthetic.

Soft Geometry launched the S-W collection at NYCxDesignweek at Wanted Design, New York, where the pieces were also available to buyers on request. 



The woollen dressing is cozy and inviting