

WOODEN BLOCKS

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Aarti Aggarwal, lead-designer at Knock on Wood,

is changing the furniture scene with her bold, unique and eclectic take on wooden pieces for your homes and offices



esign is not for philosophy, it's for life," or so believes Aarti Aggarwal, renowned furniture and chair designer, who leads the team of Knock on Wood (KNW), a premier bespoke furniture company. Heading the design team of eight designers and four engineers, over the last 14 years, Aarti has turned a "small idea" into a state-of-the art furniture design studio and a manufacturing unit.

The company Knock on Wood is a subsidiary of one of India's largest mobility solution creators JCBL Group. It started in Aarti's parents' garage back in 2000, with few essential tools and two workmen. And now, their manufacturing unit is spread over a few thousand square feet, has a team of more than 60 employees, partners and vendors.

Who says dreams do not come true?

Aarti's strong design sensibility articulates her international exposure and innate love for

Indian art & culture. She has studied domestic design from University of Arts, London and specialized in Chair design from Danish Skole of Design, Copenhagen. She even holds a diploma in interior design from Jenson & Nicholson Ltd in New Delhi and a degree from Lady Shriram College.

Glimpse into her work

"We aim to enhance life and spirit through timeless, responsible design total design. We draw our inspiration from the world around but are sensitive to the wishes and lifestyle of our guests who we design for. Whether it is numerous cabinets for a hotel chain or a signature coffee table, which takes centre stage in your living room, our creations will become part of your homes and stories" says Aarti.

She is recognized nationally for her inherent creativity, knowledge, dexterity and craft with hardwood furniture and product design that allows her to push boundaries and create pieces for a diverse set of clients. Her designs sit at the confluence of an Indian sensibility and a specialized western training. To put it simply, "I believe in creating pieces that are different but inherently timeless," says Aarti.

KNW's latest collection is a step forward in the same innovative direction. Three Wise Men is a piece whittled with raw and seasoned logs of burnt cassia wood that have been transformed into beautiful side tables. The Butler is a dining cabinet that relies heavily on artisanal skills and hand-crafted techniques to convert raw wood into a very functional yet beautiful product. Bring the natural beauty of the woods into your home with KNW's Forest Collection as they say, trees always tell stories through their trunks, barks, patterns and knots.

