

Out of the woods

'Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art.'

– Andy Warhol



Patch me pretty: the embroidered framework makes a statement wall.



A glimpse of RR Décor: Efficient use of space in the most aesthetic way.

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Rohit Khemka's RR Décor sits as a distinguished studio in Okhla, Delhi. Inside Kemka's RR Decor, Aarti Aggarwal's Knock on wood has successfully crafted a raw industrial look by enhancing the overall aesthetic and visual compositions of the studio. The oxidized MS panel walls stand tall with a glimpse of the intricately woven fabrics of RR décor. Whether it is the rustic design on the panels that emphasize the indigos of RR's latest collection or the mild steel along with the raw burnt wood becoming the perfect foil for plush velvets, the discreet, unique and subtle impressions of the studio leave you thinking all about the design, colours, and textures.

There is no wrong or right in planting – when in doubt plant it raw!

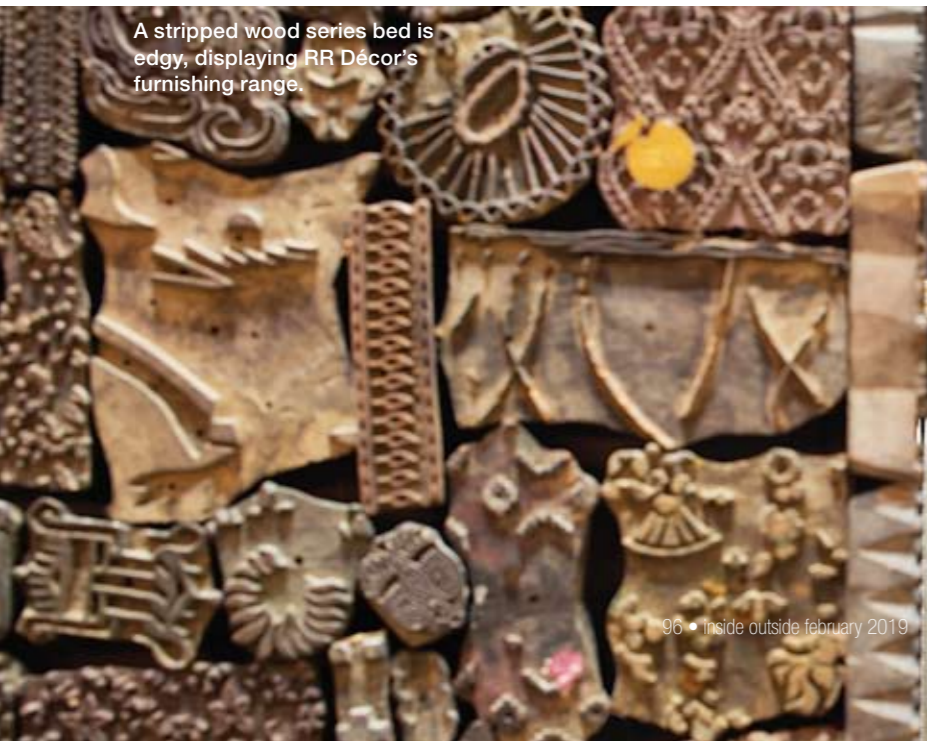


Aarti Aggarwal,
Creative Head.

Industrial look, aesthetic design

The ethos of the studio is based on the collaboration of Aarti Aggarwal's vision and Rohit Khemka's industrial take. Rohit approached Knock on Wood to re-design his studio in Okhla. The essence of this partnership was to keep everything raw and in its original state. Knock on Wood worked along the lines of the brief by rendering all the finishes bare and keeping the look as rustic as possible. Knock on wood

has been a celebrated brand when it comes to specialization in bespoke wooden furniture. With Aarti Aggarwal's manifestation of western and traditional designs, the brand has a mesmerizing, soothing and layered tonality which is beyond the realm of simple craftsmanship. Among its other accolades, Knock on wood was shortlisted for the ILA awards 2016 and Rohit Khemka, the owner of RR Décor, was the textile designer partner. It is a chance partnership that both



A stripped wood series bed is edgy, displaying RR Décor's furnishing range.



Blocks and hieroglyphics are classic and stylish.

Peg Parade.





The colour blocking sitting duo complements the overall tones of yellow of the store.



Tassels to drapes, lamp fixtures to fabric; RR Décor has it all!

these units valuing design and art have come together to create the luxe factor of RR Décor.

Coming a long way

For Aarti Aggarwal, the principal designer and founder of Knock on Wood, the most significant thing about her creations is the impact it will have on her clients. She founded the enterprise in the year 2008 essentially out of her passion for design, having previously graduated from the Danish School of Design, Copenhagen and establishing a 'House of Design' in the year 2000 in her parents' garage, with a few essential tools and two workmen. Thereon, Aarti has been credited with putting together a team of passionate artisans

with a vision to offer to her clients. 'The thrill of seeing a log change shape motivated me. Design for me is a way of life; you don't choose to design, it just needs to be done,' she iterates. Knock on Wood has evolved into a boutique design house by crafting custom made quality furniture. With RR Décor, she has created a space where an array of RR's collections is presented inside one roof in a sustainable way with panache and style.

Crafting the curiosity

The entrance is a gateway for a unique tell-a-tale with the range of colours and textures that RR Décor offers. The story wall has been beautifully embossed with the images of artisans printed on the wood.

The wordings have been cut-out in wood – this is projected as one of the main highlights of the studio. The 'adda' installation shows work in progress on the perpendicular wall. A nine-foot loom-shuttle next to the story wall adds to the aesthetic story that RR weaves in its fabric.

The elegant racks are created with a blend of mild steel and burnt pinewood. The racks serve the purpose of cataloging the various brand names at RR which have been engraved on the pine panels in the racks. Knock on wood is known to provide functionality in its aesthetically crafted furniture. It has been one of the signature styles – RR Décor does not let us complain about the concrete functionality aspect as well.

showroom



The discussion area is partially separated by a green wall, which goes all the way up to the 16-foot-high ceiling. The 8' wide discussion table is made out of 6" square cross sections of pinewood joined together on an MS base. The pattern is delicate along the lines of dexterity and solidity which is one of the essential elements of a table top. The eight chairs along the table are decked up in bright shades in ombre. The second discussion table is a plank of raw wood with live edges and matching stools to sit on, where the natural cracks have been stitched together with copper wire; a detail which is derived from fabric stitches. The tassels are hung on frames which have been mounted on the ceiling. They add a regal, inventive and fresh look. The observer is definitely struck by simple and edgy elements

such as the tassels or a patchwork sofa.

The soft furnishing range by RR is displayed in a bed of striped wood series. The bed is complementary to the décor. The window installations adds to the studio. The windows also let in the light which add to the natural warmth of the studio. Cloth clips add colour and the tools installation brings craftsmanship to the overall ambiance. Knock on wood crafts yet another story by means of design. The wooden flooring, peak wood décor elements, natural finish and LED track lights add lustre to the studio.

The purpose of collaboration is always utilitarian in nature but if it is between two agencies that have tastefully incorporated and worked in propagating good art, it functions both as a business as well as a hub for emerging talent. It creates a great network

of people who are passionate about assisting and creating a team of artists, designers, and craftsmen. In accordance with this vision, Aarti and Rohit have come together for RR Décor creating a positive, tasteful inclination towards good art and design.

Rolled up for perfection.

Crafting with subtle finesse.

