



PHOTOS BY DHAWAL BUMB



PHOTO BY TEAM BFT

From top: The collection is inspired by inlay marble floors, with multiple tiles enlivening a single motif when laid together; L-R: Tanish Malji, Pavitra Rajaram, Firdaus Variava, Priti Mahajan, Komal Gilder, Aditi Anerao, Rukaiya Lokhandwala

# Paradise Found

THE FARSH CAPSULE COLLECTION BY PAVITRA RAJARAM FOR BHARAT FLOORINGS & TILES MARRIES THE DETAILS OF MUGHAL PARADISE GARDENS WITH MODERN DAY LIVING

Seven years ago, on a boat ride to Alibaug, designer Pavitra Rajaram and Bharat Floorings & Tiles Vice Chairman Firdaus Variava discussed a collaboration in passing. By the time they disembarked, the idea became a thought. But for the next seven years, it had little room to grow. That changed in 2020. To mark the centenary celebrations of Bharat Floorings & Tiles, Firdaus was keen to launch a special centennial collection. And that long-ago conversation with Pavitra seemed like a wonderful thing to manifest. “We were looking for someone to do a spectacular collaboration with, someone whom we loved and respected enormously and who would give us timeless designs—and

WORDS VAISHNAVI NAVEL TALAWADEKAR

who better for this than Pavitra?" he says of the collection, launched in 2022.

For the collection, christened Farsh, Pavitra sought her inspiration from Mughal paradise gardens and dazzling Central Asian suzanis, reimagining such motifs as the cypress, poppy and cintamani as joyful and colourful contemporary abstractions. Equally, the collection holds a mirror to the inlay work found on centuries-old marble floors, with multiple tiles enlivening a single motif when laid together. "Given that this collaboration was a centennial special, I was keen to pay homage to floors from our history. Our floors are meant to be celebrated and the language of inlay is also the language of patience, craftsmanship and attention to detail," notes the designer. For a collection so significant, the attention to detail was equally so. The design process was prelude by a series of hand-drawn motifs, each specially adapted to the cast cement technique. Equally, tiles were formulated in sets, to create continuous patterns that would flow. "While most designs require only one stencil, Farsh required 2-3 to make sure the connecting tiles matched perfectly," reveals Firdaus.

What was also challenging was bringing the delicacy of nature-inspired motifs to tiles rooted in geometric design. "Sampling was critical since this was still an artisanal process and it took a lot of interaction and collaboration between the two



PHOTO BY TEAM PAVITRA RAJARAM

teams to achieve the final set of motifs. Really, it was a marriage between what was technically possible and the forms that we wanted," recalls Pavitra. As for the palette, she opted for contemporary, graphic tones that could be mixed and matched together to create authentic, deeply tailored combinations. The collection also offers a surprise in the way of a new colour, Poppy, developed to align with Pantone's Colour of the Year, Viva Magenta.

Each cement tile is a work of art hand-crafted by skilled artisans at Bharat Tiles & Floorings' factory in Palghar. "These tiles are a testament to the artistry and craftsmanship of the talented artisans who produce them," finishes Firdaus. ♦ [bharatfloorings.com](http://bharatfloorings.com)

**Clockwise from top left:** A motif being brought to life; The designs require 2-3 stencilling rounds to make sure the connecting tiles match perfectly; Hand-drawn motifs are specially adapted to the cast cement process; Motifs inspired by Mughal paradise gardens

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