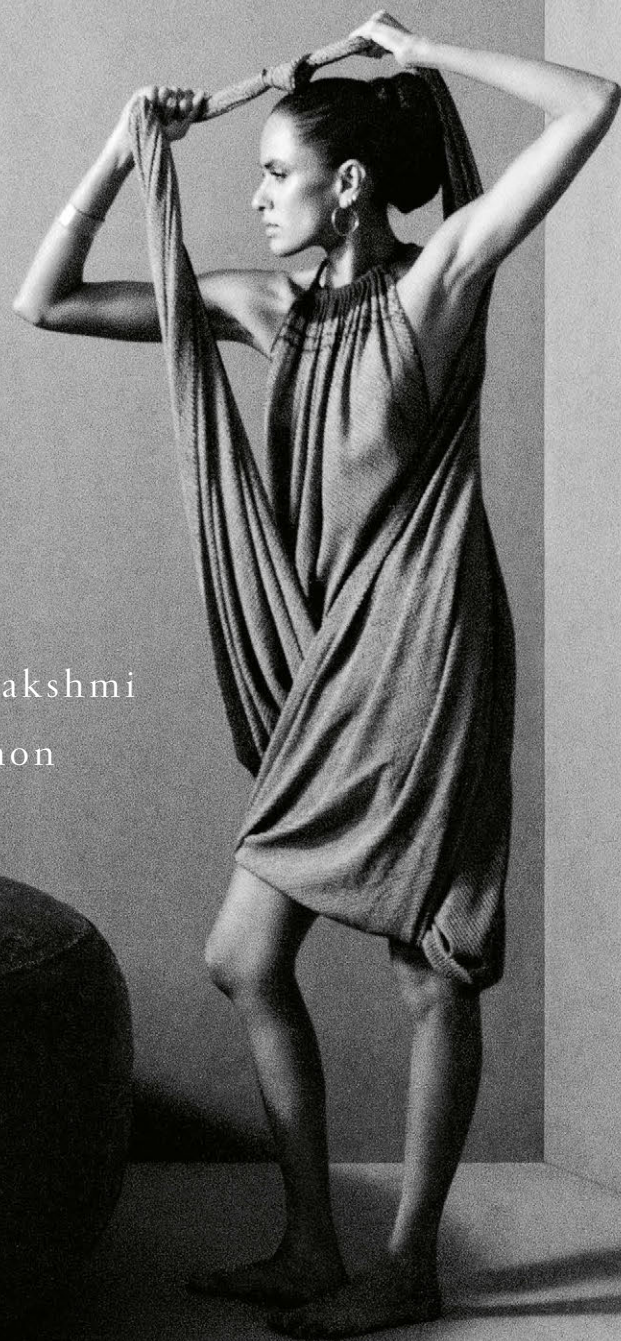


# AD

## POINT OF ORIGIN

Featuring

Lakshmi  
Menon



The  
Style  
Issue



# PORUS & PRAYAG PLAY WITH FOOD AND FURNITURE TO CRAFT MINIATURE STILL LIFES FOR NAMA HOME.

/ TEXT: VAISHNAVI NAYEL TALAWADEKAR  
PHOTOS: PORUS VIMADALAL



THE PROTOTYPES THAT NAMA HOME HAD CRAFTED DURING THE EARLY STAGES OF DESIGN WERE REPURPOSED AS MINIATURE MUSES.

Photographer Porus Vimadalal enjoys his eggs with a side of furniture. “And my mushrooms too,” quips the Mumbai-based creative director, who used the said protein sources to nourish his latest project with his husband, Prayag Menon: a still life campaign for the metal furniture brand Nama Home. “I was immediately drawn to their design philosophy,” continues Vimadalal, noted for being the imaginative force behind some of India’s most successful photography campaigns, including several projects for Gucci and Apple. “I thought, ‘What if we paired those natural forms and materials with complementary elements you might find in your kitchen or backyard?’” In approaching each object as art, Vimadalal curated a basket of props—eggs, mushrooms, flowers, fluted tomatoes—each more unexpected than the last.

To use the props as he imagined them, Vimadalal and Menon turned to scaled-down versions of the furniture—the prototypes Nama Home had crafted during the early stages of design, now

repurposed as miniature muses. “We explored stacking different pieces to create surprising elevations as well as focusing on detailed crops that highlight contours and craftsmanship,” says Vimadalal, who, with Menon, conjured otherworldly vignettes: a pair of O2 chairs balanced atop an egg, the fishtail Balena table placed beneath a suspended rock, a lopsided Fossil Coffee Table cushioned by a bed of white roses and more. As much as they played with similar shades and textures, the pair—who entrusted the styling to Ashti Kothari—also played with contrasts, using warm, directional lighting to highlight metal and the skin of a tomato in the same breath.

As Namit Khanna, founder of Nama Home, explains, “The vision was to show that an Indian furniture brand—rooted in ancestral metal craftsmanship yet global in its approach—can evoke emotion through compelling storytelling, thoughtful collaborations and beautifully crafted products.” It’s part function, part fantasy and entirely a celebration of design as both utility and art. ▲