



The

Ideal Home

₹120

The Ideal Home and Garden, April 2018 Vol 12 Issue 6

and Garden

Rule Breaking

Art Ideas for Outdoors

Stay
With
Nature

Reinvent the
seat style

Tween
Room Decor

Design - Way Of Life

Aarti Aggarwal leads the creative design team at Knock on Wood. She specialises in customised designs with distinction, style and exclusivity. Read on to know more...

IMPRESSIONS: BENOY SEBASTIAN

What inspired you to take up furniture designing...

The thrill of seeing a log change shape. We always had a carpenter in the back yard. Building furniture was my fathers hobby. So, in a way, I was introduced to this craft very early in life. Design for me is a way of life, you don't choose to design, it just needs to be done. It simplifies rather than complicates, it enhances practicality and beautifies at the same time.

How would you define Knock on Wood...

Based out of New Delhi and Chandigarh, with a focus on craft, customisation and bespoke hardwood furniture; Knock on Wood (KNW) voices stories through its designs. Crafting a special line of custom-created furniture, which is focused on high quality craftsmanship, fine





detail and elegant style, KNW aims to enhance life and spirit through timeless, responsible design - total design. Whether it is numerous cabinets for a hotel chain or a signature coffee table, that takes centre stage in your living room, our creations will become part of your homes and stories. Classic or contemporary, sometimes bold, sometimes eccentric, sometimes daring, KNW is always, and always genuine and honest to Materialism.

Your specialisation...

Wood is a fantastic material; it has character, which demands attention. It challenges you to work with it and go beyond it. It breathes, changes shape, size and colour. One needs to know this material intimately to be able to do all there is. I love the grain, the smell and the challenge of wood.

The studio interiors...

Located in a leafy corner in the heart of Delhi, Knock on Wood studio is where stories are crafted. The studio embodies the very essence of our work - collective, collaborative and creative. The interiors of the studio is a celebration of natural wood. From the floor to shelves, furniture and fixtures - everything celebrates the versatility and character of natural wood. We have experimented with textures, depth and stains of wood to create a space that is functional, welcoming and reflects our craft. The heart of our studio is what we call 'the stage'. It is our conference table where we share ideas and discuss our work over endless hot cups and cookies. Our mini library is a favourite corner for us as well as our guests. With shelves combining cedar wood and metal, it houses leading design journals and books. Be it the hardwood grey floors or the sample display on the pillar, each element is unique.

Cities where the brand's presence is strong...

Our foothold is in NCR, Chandigarh, Ludhiana, Lucknow, Agra and Mumbai.

Your take on the future of furniture design industry...

Indian furniture industry is at its nascent stages. Our design sensibility is developing. We tend to look towards the West, which creates a gap between our crafts and our current production. We are slowly, but steadily building on our unique design sense. The industry is becoming more organised. And, with players like IKEA entering the Indian market, it sure will be a game changer.

