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Morphogenesis

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The Authentic Showcase of Textures

RR Decor designed by Knock on Wood, is a pure expression of raw and original form. The designer has created an industrial look in the studio to represent the fine products of the brand with an artsy touch.



The old adage of the saying, “Nothing is a coincidence” is more often than not true. The brand Knock on wood, specialising in bespoke wooden furniture was shortlisted for the ILA awards 2016 and Rohit Khemka (owner of RR decor) was the textile designer partner. The industrial styling of the designs of Knock on Wood enhanced the luxe factor of the fabrics at RR Decor, and enhanced the overall aesthetic and visual compositions.

With the same in mind, Rohit approached us to redesign his studio in Okhla, where the brief was to keep it raw and reveal everything in its original nature. In line with the Knock On Wood ethos of creating a raw industrial look, the design approach has been to render all finishes bare. Walls that are clad in oxidised MS panels, have been used to highlight the fine fabrics of RR decor. The rust on the panels emphasises the indigos of RR's latest range. The mild steel along with raw burnt wood becomes the perfect foil for plush velvets.

The racks are crafted in a combination of mild steel and burnt pine wood. Taking the look a step ahead, the various brand names at RR have been engraved on the pine panels in the racks. A story wall has been created with images of artisans printed on wood and the wordings have been cut-out in wood. This manifests itself as one of the main highlights of the studio. Right at the entrance, it sets the mood for the entire space. The adda installation showing work in progress on the perpendicular wall adds to the ambience. A nine feet loom-shuttle next to the story wall augments it with the perfect artsy touch.

The discussion area is partially screened off by a green wall that goes all the way up to the 16-foot-high ceiling. The 8' wide discussion table is made of 6" square cross sections of pine wood joined together on an MS base. A subtle yet an intricate pattern, emerges on the table top as a result. 8 chairs accompany the table, all dressed up in different colours dyed in ombre.

The bed for displaying the RR soft furnishing range is in the striped wood series, blending well with the décor. 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. The 8' - 10' long frames with mounted art works add to the royal feel in the tassels.

The window installations add to the studio, yet let in the light. Cloth clips add colour and the tools installation brings the craftsmanship to the overall ambience, crafting yet another story by Knock on Wood by means of design.

The designer was motivated by the thrill of seeing a log change shape. For her, design is a way of life. She believes that one doesn't choose to design, it needs to be done. ▲



Aarti Aggarwal, Creative Head and Owner, 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.

With a modern manufacturing facility of around 10,000 sq. ft. and a special R&D lab dedicated to implement research on products, working mechanisms for specific applications, and to test the behaviour of various finishes on wood and metal,

KNW is a craftsmen's and design connoisseurs' paradise. The lab's functionality extends to implement stress testing on all designed products.

Through a collaborative approach driven by dynamic and passionate individuals, KNW's team is led by Aarti Aggarwal, a renowned furniture and chair designer. With a qualified design team of over 12 people (8 designers, 4 engineers) engaged in customer interface, design, approval, project planning and delivery. Its manufacturing team of 45 comprises highly skilled carvers, carpenters, craftsmen, 5 axis router programmers and operators.

Nurturing a culture of design enthusiasm, we draw inspiration from our clients, our diverse backgrounds and from our extended family of artists and fabricators.