

SCARLET
SPLENDOUR

UNREALISM

I S R E A L




INDIA
DESIGN
2024



AN OGAAN MEDIA INITIATIVE



First interpreted in Art and Interiors by Ashish Bajoria and Suman Kanodia for Scarlet Splendour, Unrealism cannot be held to geographical boundaries. It is unequivocally global. Eclectic wall panels, luxurious cabinets and transcendent sculptural art and artworks, make Unrealism the cynosure of any space. Debuting at the exclusive ID Collectibles showcase in India Design ID, New Delhi from 15th to 18th February, Unrealism, with its fluid forms and unconstructed beauty will take the design world by storm!

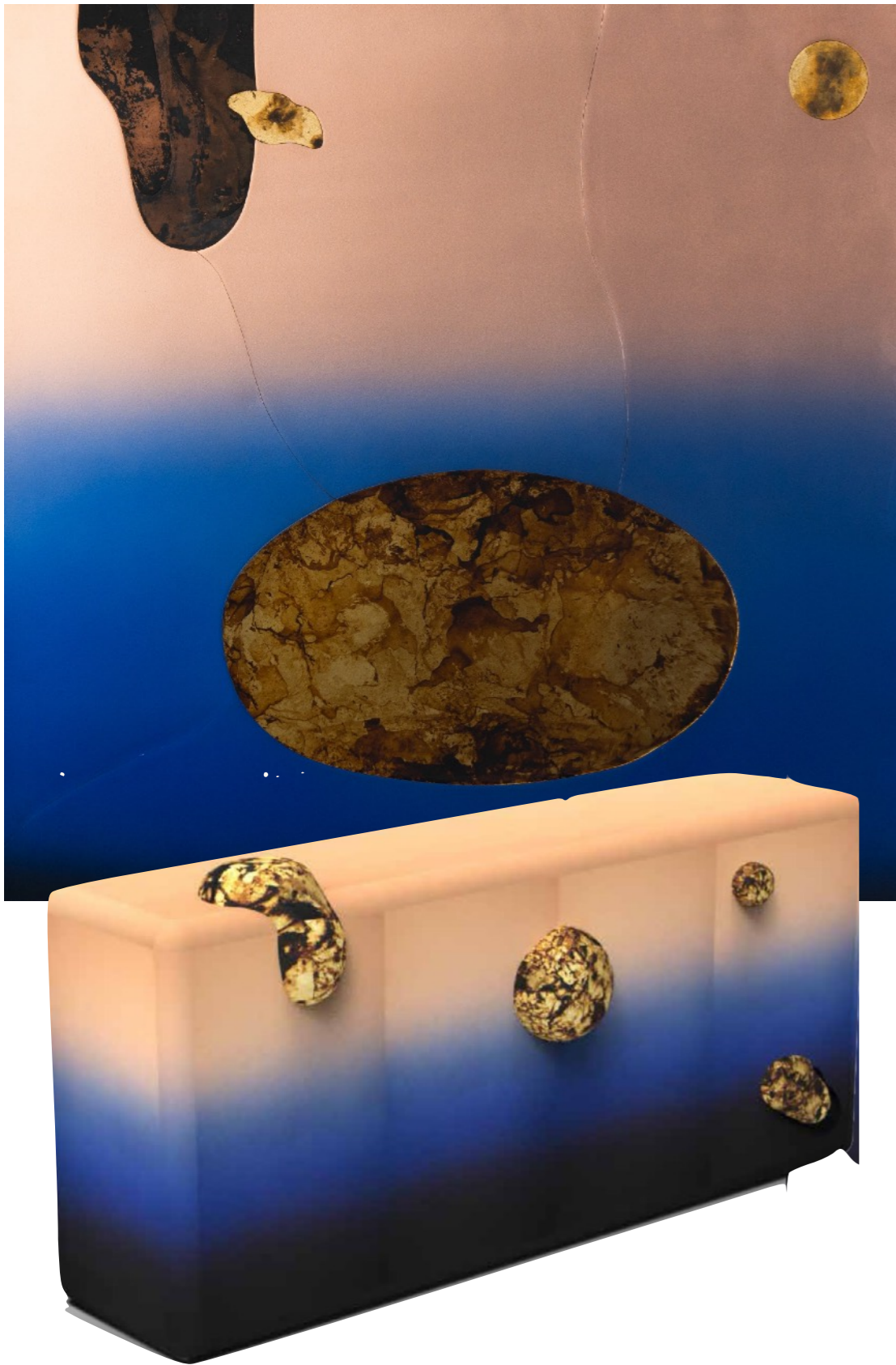


The characteristics of Unrealism may appear strange and yet are increasingly familiar.

The emphasis on the pineal gland creates artworks that evoke symbolism, random effects, biomorphic and anamorphic shapes and an epiphany of colours and textures.

- Ashish Bajoria and Suman Kanodia, Founders, Scarlet Splendour





Scarlet Splendour translates UNREALISM into iconic furniture, objects and sculptural artworks.

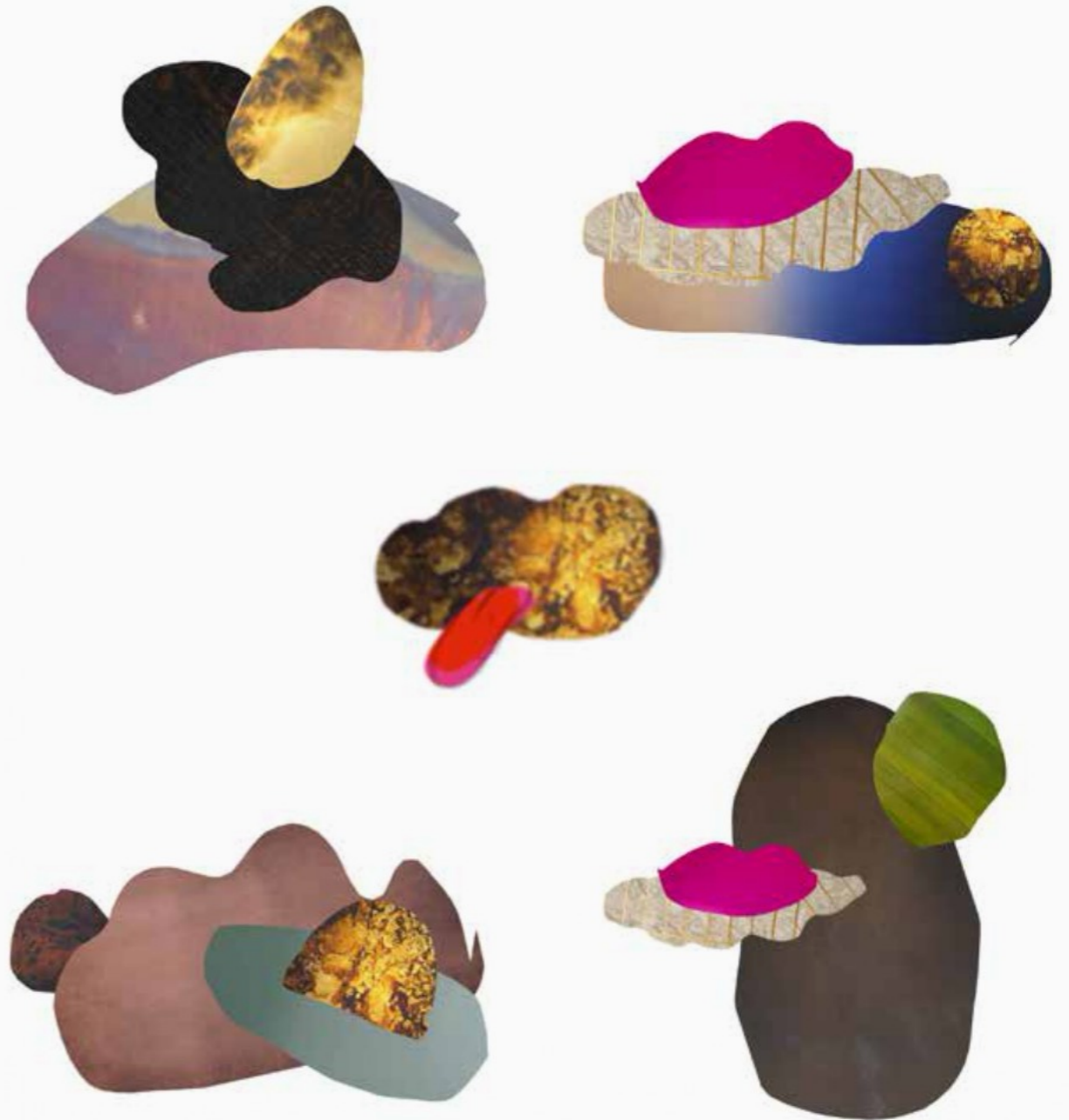
Creating functional and yet, emotionally engaging wall panels, furniture designs, limited edition objects, bars and art panels.



UNREALISM IS REAL

Limited edition Objet, Wall Art and Wall Accents

Created by Scarlet Splendour in mixed media like resin, copper and brass. A choice of unique materials and textures can be translated into 3D objects and art pieces





TOTEM POLE
Crafted in brass

UNREALISM Sculptural Art

Scarlet Splendour is inspired by the balance of Zen art. Here classic sculptural structure is used to combine the metaphysical with the real. Fluid yet structured. Confined yet free. So extraordinary, it's almost unreal!



About Scarlet Splendour


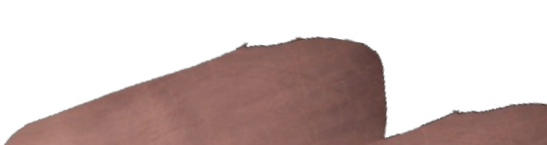
Cofounded by siblings Ashish Bajoria and Suman Kanodia, luxury design brand Scarlet Splendour boasts interior products which are both opulent and exuberant. Collaborating with several highly-reputed international designers sharing similar sensibilities and unique vision, Scarlet Splendour offers an eclectic range of furniture, lighting and accessories that reflect a rich font of inspiration from all eras. Since their debut at Milan Design Week in 2015, the Kolkata-based brand has become a global name with products sold from the USA and Europe through to the Middle East and Asia. With features in over 200 magazines from Wall Street Journal to Vogue, globally, Scarlet Splendour has now become a force to be reckoned with.

Growing up immersed in a rich multi-cultural environment and being encouraged by their mother to study art and artisanry, Bajoria and Kanodia naturally sharpened their aesthetic eye through a love for collecting beautiful objects, painting and decorating. Ashish Bajoria began his career in business by successfully running his family engineering company for twenty years, originally bought by his grandfather from the British during Colonial times. This experience would enable him to gain invaluable insight into business and strategy development, consequently contributing to the success of Scarlet Splendour. Bajoria continues to run the family engineering business alongside Scarlet Splendour.

Suman Kanodia has been working as an interior designer for more than two decades. Kanodia designs beautiful residential and commercial spaces all over India, combining the latest trends and colours with classic and timeless forms. Her design philosophy emphasizes a refined use of luxurious art, eclectic patterns, silhouettes and functionality to create a delightful combination of classic with contemporary.

After individually developing a keen eye for the world of art, fashion and design, coupled with dynamic marketing abilities and sharp business acumen, the siblings joined forces bonded by a mutual unwavering passion for art and interior design. Drawing inspiration from their enriched backgrounds, Scarlet Splendour heralds a blend of cultures and transcends geographical borders to achieve the extraordinary in the world of design. The brand works closely with internationally acclaimed designers including Matteo Cibic, Marcantonio, Nika Zupanc and Richard Hutten, often merging Global and Indian traditions.

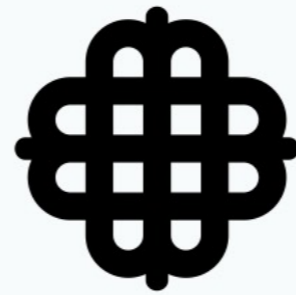
Most recently, Scarlet Splendour collaborated with prominent designers Karim Rashid, Sacha Walckhoff and Richard Yasmine among others to showcase collections that have now been coined "Functional Art."



Experience

UNREALISM

by



SCARLET
SPLENDOUR

at

