

MAHAFRIN RUSTOMJEE

PROFILE

I believe that the Indian market is hungry for designs that while are 'European' still have a touch of India. An element of the hand or a material that reminds them of the warmth of their homes. Furniture, Accessories and Lighting design is my forte; along with the ease of words and the ability to think beyond the single object and view an entire collection or products, their story and how they could be revealed to the viewer.

EXPERIENCE

CREATIVE MANAGER, JOSMO STUDIO, MUMBAI, APRIL 2018-ONGOING

- Acting as the Head of Department for Design team creatively leading the design team to create, prototype and produce new collections.
- Design and launch of our Goa based retail store 'And So' along with assisting with curation of various external brands onboarding and management.
- Design management for And So website and it's art direction, styling for photoshoots and lead on the website catalogue photoshoot visualisation.
- Product nomenclature and write-ups for entire new catalogue for website. Working in tandem with in-house production team and factory setup for new collections and new products.
- Studio management for our Mumbai office. Responsible for hiring creative talent for the team and mentoring new trainees.
- Managing the entire design team and reporting directly to the Company President as well as Creative Director.

SENIOR DESIGNER, JOSMO STUDIO, MUMBAI, MAY 2016 TO MARCH 2018

- Conceptualisation & Project Management for New Collections like Bunai Collection and Client based services.
- Overseeing live-production and vendor management for larger projects for interiors.
- Full circle product design process right down to Nomenclature, Catalogue, Exhibition and Product Story write-ups.
- Social Media Storytelling and marketing write-ups for company.
- Launching new product lines and their creative direction whilst working directly under the creative director.
- Project management for re-vamping Josmo Website and it's creative styling.

CURRICULUM VITAE

CURATORIAL DESIGNER, ABHA NARAIN LAMBAH, MUMBAI JANUARY 2016-APRIL 2016

Worked as the curatorial designer for the Teen Murti Bhavan, Nehru Memorial Museum Project in Delhi. Creating smaller exhibition spaces and their booths and viewer journeys. Curatorial editing for museum exhibit. Layout and spatial planning for exhibit timeline and viewer walk through journey. Graphic design for banners, exhibits, booths, posters and museum give aways like bags etc.

'JUGAAD', FACILITATOR, VAN ABBE MUSEUM, NETHERLANDS, FEBRUARY 2014

Conceptualisation & Organization of a workshop based on the theme of Jugaad Innovation for the 'Museum of Arte Util' at the Van Abbemuseum based in Eindhoven. Results of which were created into an archive to be added into the 'Arte Util' program.

'BIO 50 : INFRA-SERVICES', PARTICIPANT, LJUBLJANA, SLOVENIA, MARCH 2014

The goal of the workshop INFRA-SERVICES was to design proposals for new kind of alternative services for vacant lots & buildings in Ljubljana using available local resources (Natural, Economic, Cultural & Social) along different infrastructure lines practicing particular field research strategies which are defined by three roles (Journalist, Anthropologist & Cartographer). Conducted by Dirk Osinga & Lukas Wegwerth as part of the Bio50 24th biennial of design, held in Ljubljana.

DESIGN INTERN, JOSMO STUDIO, MUMBAI, APRIL-JUNE 2013

Designing multiple ranges of furniture for various home collections, using 3 previous designs as the master and building a separate collection based on each of the master designs.

JUNIOR DESIGNER, FUSION ACCESS, MUMBAI, MAY-OCTOBER 2012

Bachelor Thesis project client, working on a self-initiated brief to re-use and re-cycle older furniture classic modules; reinterpreting them for the modern home needs of Mumbai.

SUMMER INTERNSHIP, GODREJ INTERIO, MUMBAI, JUNE-JULY 2011

Creation and prototyping of a range of coffee-tables for the home division within a manufacturing target brief. Three of the coffee tables design launched and still manufactured in their current catalogue.

DESIGN APPRENTICE : GREEN CHAKRA, BANGALORE, 2009-2010

Learning new methods and applications of Vernacular Architectural building methods. On-site workshops and project developments on newer methods of sustainable building practices.

CURRICULUM VITAE

EDUCATION

QUEEN MARY'S SCHOOL, MUMBAI, INDIA : I.C.S.E, SCIENCES (2006)

SOPHIA COLLEGE, MUMBAI, INDIA : H.S.C, ARTS (2008)

SRISHTI SCHOOL OF ART, DESIGN & TECHNOLOGY, BANGALORE, INDIA : FURNITURE
& SPATIAL DESIGN DIPLOMA (2012)

DESIGN ACADEMY EINDHOVEN, NETHERLANDS : MASTERS OF ARTS (M.A) SOCIAL
DESIGN (2015)

SKILLS

STRENGTHS : DESIGN, PROTOTYPE, TEAM MANAGEMENT, CONCEPT DEVELOPMENT
& STRATEGIES, COLLECTION LAUNCHES, DESIGN WRITING, CONTENT CREATION
AND OBJECT EXPERIENTIAL DESIGN.

INTERESTS : RESEARCH, WRITING & CURATORIAL PRACTICES, COLLABORATIONS,
ILLUSTRATION, STORYTELLING & NARRATIVES.

MATERIALS : WOOD, CERAMICS, METAL CASTING|T.I.G WELDING|FORGING, GLASS,
BAMBOO CONSTRUCTIONS, MIX-MEDIA CASTING.

SOFTWARES : INDESIGN, ILLUSTRATOR, PHOTOSHOP, AUTOCAD, SKETCH-UP &
RENDERING.

EXHIBITIONS

OCTOBER 2015 : 'HYYGELIG', DUTCH DESIGN WEEK, DAE GRADUATION SHOW,
EINDHOVEN, NETHERLANDS.

APRIL | JULY 2015 : 'NIDAR KNIFE', ADHOCRACY EXHIBIT, ATHENS, GREECE.

OCTOBER 2014 : 'DECOUNSTRUCTING EATING', DUTCH DESIGN WEEK, EINDHOVEN,
NETHERLANDS.

FEBUARY 2014 : 'JUGAAD INNOVATION', ARCHIVE, VAN ABBE MUSEUM, EINDHOVEN,
NETHERLANDS.

DECEMBER 2012 : 'THE NEW ANTIQUES', GRADUATION SHOW, SRISHTI SCHOOL OF
ART, DESIGN & TECHNOLOGY, BANGALORE, INDIA.

WEBSITE

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