

Resurrected KARIGARI

India's reservoir of traditional arts and crafts is coming out of oblivion to mainstream culture. Thanks to Guniyo, a design initiative that is bringing in design interference to make these crafts relevant to the times.

The Jaipur-based group of concerned designers realized that the only way to revive these archaic traditions is to present them with design challenges. Through innovative product designs and ideas Guniyo is making crafts like Koftgari enter the urban consciousness.

CG: The name "Guniyo" evokes a sort of intrigue. What exactly does it mean and how does it define your endeavor?

G: GUNIYO, as we say it in Marwari, is the right angle tool, present with every craftsman. Being a symbol of precision and accuracy, it finds its place in almost every craft. For us, GUNIYO is an effort to get the crafts and craftsmen of India the respect and admiration they deserve. We aim at organizing the craft sector and making it fit for the contemporary market. By widening the canvas of the craft, we intend to make it relevant to the modern times.

CG: How is the craft of Koftgari still relevant to the contemporary aesthetics and sensibilities?

G: Koftgari and Damascus are astonishing examples of precision and intricacy. Born in Rajasthan, these arts involve artisans with an unbeatable knack of complex embellishments on small, leveled surfaces like swords using silver wire to create patterns. We, as designers, are working towards deploying the skill on new designs and building a new audience base for these crafts that can stand tall and proud in the contemporary market →



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01 Koftgari Tray. Profoundly intricate patterns decking up simple lifestyle accessories making them worth a second look.

02 Silver Wire Inlay. Elaborate embellishments on the surface of iron, created using inlaid thin silver wire.

03 Koftgari Opener. Bottle opener created from modified sword handle in Koftgari adornment.



CG: How do you ensure your product designs attract the urban sensibilities?

G: Our products are made for people with an eye for magnificent, unadulterated crafts. GUNIYO not only strives to introduce the world to the traditional crafts of India as an ornamental piece but also have some utility factor to them.

Our designs are inspired by nature, its flora and fauna, for a simple reason that nature is something that everyone, be it an artisan, designer or user, relates to. Nature connects every human being and hence it is the theme for most of our designs ←

04 Wall Clock.
A piece of art embellished with Koftgari inspired by the architecture of The City Palace, Jaipur.

05 Zebra Utility.
Careful, beautiful and flawless; display of Koftgari on an iron surface.

06 Damascus Horn Bar Collection.
A very interesting texture of Damascus steel used in the form of horn for a bar collection.

07 Damascus Steel Texture.
Intricate Damascus detailing on layers of stainless steel.

08 Damascus Horn Cork Opener.
The texture of Damascus steel is used in the form of a horn making for an extraordinary bottle opener.