

# PAPER PASSION

*A common passion between two friends, a mom and daughter duo in this case, gave way to an indigenous business, MaD. The product design house, a passion child of Leopoldina and Jolene D'Souza, comes up with utility products, enhanced with the beauty of paper quilling.*



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MaD is a mother-daughter design initiative by Leopoldina and Jolene D'Souza. Jolene picked up quilling as a hobby and introduced her mom to it. Currently, they produce murals, pots, photo frames and jewellery.



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**01 RECYCLED BOTTLE.** Old bottles given a new life with paper quilling.

**02 CANDLE STANDS.** Paper pressed in different shapes to create intricate designs.

**03 CANDLE STANDS.** Quilled candlestand made with tight coils.

**04 QUILLED POT.** Pots with quilling in earthy tones.

**05 CURRY POT.** A Goan curry pot with quilling on it.

**06 QUILLED POT.** Uses different quilling methods. Took over 3 months to get completed.

**07 PURPLE VASE.** Clay pot with an intricate quilling pattern.

## Interest is the greatest teacher.

In absence of a structured curriculum or mentor, it is your pursuit that can teach you more than anything or anybody. Leopoldina and Jolene took up quilling as a hobby, started dabbling with the art form producing murals to pots to photo frames and jewellery, gradually turning to majolica. All these while, besides books and the internet, what kept them going was their evident love for the art of paper quilling.

## Paper is the hero.

Paper is not just a medium in quilling. It is what gives the imagination of an artist a form. Therefore, one needs to think through paper. While it enhances the aesthetics of majolica, the designs make them unique and keep-worthy.

## Colour gives character.

Colour helps us bring out the beauty of a product. Using bright, complimentary colours on the designs help as they work as an eye catcher. However, subtle and earthy tones are used in products like candle stands, especially when they are used to adorn altar for Gods ←