

PRESS RELEASE
For Immediate Release

Amaresh Anand Design (AAD) x Magari at 3 Days of Design
A contemporary interpretation of Indian craft, memory, and material

At 3 Days of Design, Copenhagen, Amaresh Anand Design (AAD) in collaboration with Magari presents a refined exploration of Indian craft and architectural memory through a series of sculptural tables. Rooted in the visual and structural language of the Hazara Rama Temple in Hampi, India, the works draw from the rhythm, proportion, and quiet monumentality of stone columns, translated into contemporary forms that feel both grounded and fluid.

The presentation brings together layered references from the tactile richness and high-gloss finishes inspired by Channapatna lacquerware, to the material honesty of wood and stone. Through a careful balance of traditional craft techniques and modern processes such as CNC fabrication, the pieces emerge as objects that do not replicate history, but reinterpret it with restraint and clarity.

Set within a minimal, material-led environment, the showcase invites a slower, more contemplative engagement, positioning design as a bridge between memory, material, and modern living. It is a study in how cultural narratives can be distilled into objects that are both deeply rooted and globally relevant.

About Amaresh Anand Design (AAD)

Amaresh Anand Design (AAD) is the creative vision of multidisciplinary architect-designer Amaresh Anand, one of India's most prolific design voices, with over 25 years of architectural practice and a partner at Khosla-Anand. A musician at heart, Anand brings a deeply intuitive and layered sensibility to design, where rhythm, proportion, and materiality are thoughtfully composed.

Conceived as a collaborative studio, AAD operates at the intersection of disciplines, where ideas evolve through dialogue and experimentation. Rooted in the belief that design shapes how we live, the practice brings together craft, memory, and imagination to create work that is both intentional and emotionally resonant.

Its approach to furniture and objects emerges from lived experience, shaped by influences ranging from Indian craft traditions and global cultures to music, nature, and spatial exploration, resulting in pieces that balance form and function with quiet clarity.

Amaresh Anand, Founder, Amaresh Anand Design, says:

“My work is often driven by a curiosity about how materials can carry emotion, memory and meaning. This collaboration with Magari created the perfect framework to explore those

ideas through objects that are both expressive and functional. Inspired by the craftsmanship and architectural vocabulary of Indian temples, the Hampi Tables seek not to recreate tradition, but to reinterpret it—translating its richness, rhythm and sculptural qualities into a contemporary design language. Throughout the process, there was a shared willingness to experiment and push beyond conventional boundaries. Presenting the collection at 3 Days of Design is especially meaningful, as it allows these distinctly local references to engage with a global design conversation.”

About Magari

Magari is a decade-old, Made-in-India furniture brand known for its quiet, timeless design language. Its work is defined by a nuanced exploration of materials, refined textures, and an uncompromising commitment to craftsmanship.

Drawing from India’s rich craft traditions such as cane weaving and carved wood, Magari reinterprets heritage through a contemporary lens, creating pieces that seamlessly integrate into modern living while retaining a strong sense of cultural identity. Its approach balances innovation with tradition, resulting in furniture that is both enduring and relevant.

Karun Mathew, Co-Founder, Magari, says:

“At Magari, we believe the most meaningful design emerges through dialogue, between materials, makers, ideas and cultures. Collaborating with Amaresh Anand felt like a natural extension of that belief, bringing together a shared commitment to craftsmanship, material exploration and storytelling. The collaboration reflects an exchange of perspectives that challenges conventional boundaries between art, design and making. Presenting this work at 3 Days of Design is particularly significant, as it allows us to engage with a global design community that values thoughtful innovation, cultural exchange and the enduring relevance of craft in contemporary design.”

Website

<https://magari.in/collections/aad-collection>

Instagram

AAD: <https://www.instagram.com/aad.designlab/>

Magari: <https://www.instagram.com/magari.india/>

Press & Media Contact

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