

# LIGHTING

PUTTING THE FOCUS ON DESIGN DUO PRATEEK JAIN AND GAUTAM SETH,

THE MEN WHO BROUGHT THE ART OF BLOWN GLASS WORKMANSHIP TO INDIA AND CELEBRATED THE CRAFT THROUGH MIND-BLOWING DESIGNS.

BY SINDHU NAIR

**The art of detailed workmanship is generally associated with the fine handmade ateliers in and around Milan or Venice. The art of blown glass is one such craft that is never associated with India, even if the textile industry here is one of the most sought-after for its intricate patternmaking embroidery which requires the best of skills.**

Debunking all such myths of lack of workmanship, is a boutique in India, which specialises in custom lighting solutions in the form of sculptures, installations, chandeliers, pendant lamps, floor lamps, ceiling lights, table lamps, and accessories.

The brainchild of Prateek Jain and Gautam Seth, the klove studio originated in 2006 with the goal of making light products that “merged fantasy, reality, functionality and design”. Bent on experimentation and inspired by the skills they learnt from working with traditional Indian craftsmen, the duo have been making leaps and bounds in the design industry through their fantasy lighting solutions.

The duo began to hone their dream of creating a hands-on, locally grounded brand that was synonymous with the highest quality of handblown glass possible.

Now, klove has become a globally applauded brand, employing over 60 highly skilled workers, and each refined design borrows equally from Prateek and Gautam’s Indian roots and their love for global travel and adventure.

The striking commonality between Prateek and Gautam– wherein lies the core of the klove philosophy– is their dedication to local craftsmen, commitment to experimentation and interest in research. Furthermore, the duo always prioritise local, hands-on practical

# THE ART OF

A photograph of two men against a vibrant red background. The man on the left is standing, wearing a black button-down shirt and dark, patterned trousers. The man on the right is sitting, also in a black button-down shirt and dark trousers. The word "CRAFTSMANSHIP" is written in large, white, serif capital letters across the center of the image, overlapping both men.

# CRAFTSMANSHIP

**WORK OF ART:**

Clockwise from left: The Alchemic's Paraphernalia; birch tree chandelier; grasshopper chandelier; artichoke; aesteroids.



experience above any other form of learning; getting their hands dirty while working with fragile materials is a particular experience they thrive on.

Here they speak to GID about their work ethic and design ethos.

**Tell us about your design process.**

Our design process is very simple. We start with a feeling or an idea, work on a mood board. Start creating a design form. Add function and utility to each form and then go for prototyping.

**Who are your contemporaries in this business of art and lighting?**

There are many lighting brands that have made a mark in the business, but we are

**“This colossal installation has over 44,000 Swarovski crystals with brass laser cut panels and Klove’s signature form of expression of blown glass to create a 16 feet in diameter and 18 feet high.”**

uniquely positioned in this field as we are the only lighting brand in India.

Our designs are very deeply rooted in our culture, yet have a modern look and an international appeal.

**How difficult is getting the blown glass work done in India? Isn't Venice said to**

**be the birthplace of this technique?**

We have a strong team of master blowers and blowers in our production unit who have come from generations of glass blowers, but they did glass blowing for non-decorative purposes. We worked very hard to change their aesthetics and outlook. We train them to look at glass as an art form.

**Tell us about one of your commissions which has been very popular.**

The Alchemic's Paraphernalia, invoking a mad scientist's lab. This installation for Hendrick's Gin represented the idea of organized chaos. The inspiration behind this installation was the actual gin distillation process concept for a



**MANDAPAM:**  
Klove's 7 m-high wedding canopy, in collaboration with Swarovski, handcrafted in glass and brass commissioned for luxury weddings.



distillery unit designed and handcrafted in glass.

Another is Mandapam, a 7 m-high wedding canopy, in collaboration with Swarovski, handcrafted in glass and brass commissioned for luxury weddings. This colossal installation has over 44,000 Swarovski crystals with brass laser-cut panels and klove's signature expression of blown glass to create a work 16 feet in diameter and 18 feet high. For the uninitiated, a Mandapam wedding canopy is the focal point of energy in every Hindu wedding ceremony. An altar supported by pillars, it is within this revered edifice that the auspicious wedding ceremony takes place by the sacred fire. We collaborated with

Swarovski to create this magnificent contemporary yet traditional piece incorporating Swarovski crystal pendeloques, beads, octagons, pear drops, flat backs and strands in a variety of traditional colours including Bordeaux and Blue Violet. Once dismantled, the Mandapam can be transformed into six different lighting installations making it versatile to use for different occasions.

**Do you think there is a growing clientele who understand the value of exclusivity and are willing to pay for design exclusivity?**

Yes, the awareness for good design and eye for detail is growing enormously around the globe. People are willing

to pay any price to own an exclusive/ limited edition masterpiece.

**Do you think that in the design world, Indian designers have to make that foray, as they are lagging behind when compared to the European designers?**

We feel that Indian designers have such a strong sense of culture and aesthetics that it is highly celebrated in the design world. And since there is so much diversity in the country, the potential is huge.

**Architects that you would love to work with?**

The late Geoffrey Bawa, Tadao Ando, Shigeru Ban. ♦