

AD

QUEEN
OF HER
CASTLE

SONAM

KAPOOR

AHUJA

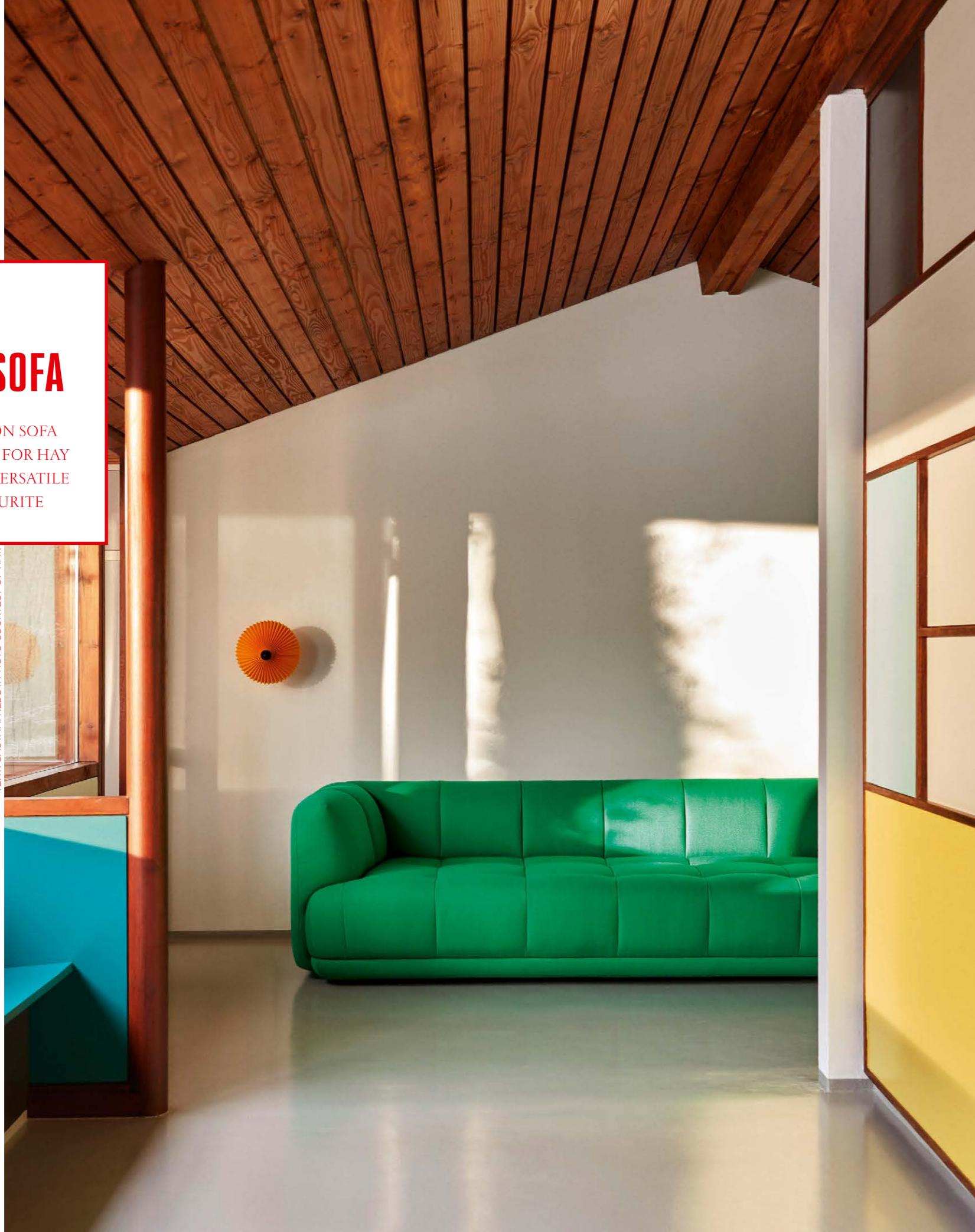


T H E S T Y L E I S S U E

IF HYGGE WERE A SOFA

THE NEW QUILTON SOFA
BY DOSHI LEVIEN FOR HAY
IS DELIGHTFUL, VERSATILE
AND AN *AD* FAVOURITE

TEXT: GAUTAMI REDDY, PHOTO COURTESY OF HAY.



Meet Quilton. It's a family sofa, TV couch, workstation, and a place for hygge and cosiness. As in all spheres of life, the pandemic has had an influence on design. And Nipa Doshi and Jonathan Levien were thinking of "flexible, adaptable and movable" while designing Quilton—just like our new-found lives and living spaces. "Quilton embodies all the qualities of design we want to live with," Doshi tells us.

Quilton is replete with delicate details—from the classic stitches that define its surface to the skilled craftsmanship of its upholstery. Rounded silhouettes give it a light, floating quality, while its complex yet harmonious surface texture distinguishes it from other modular sofas in the Hay collection. The best part? Quilton is endlessly modifiable and versatile; each individual seat can be arranged in multiple, practical ways.

Doshi Levien's style is unique in that way. Bright and bold, reflecting a convergence of cultures. Doshi, Indian by upbringing and a strong voice in design, and Levien, who grew up in and around a Scottish toy factory where his parents used to work, met at the Royal College of Art in London and founded Doshi Levien in 2000. Their expression has always been a blend of tradition and modernity. With the Rabari rugs for Nanimarquina, Doshi Levien embraced the beauty and simplicity of folk crafts, and with Objects of Devotion made for Galerie Kreo, they brought Le Corbusier's Chandigarh typology to interiors. With Quilton, the idea was for it to be handmade—like a quilt, from which it gets its name—and inspire a feeling of softness and femininity.

At Hay, creative talent is paramount. "Doshi Levien are designers you go to when you want a strong product," says Rolf Hay, who, along with his wife Mette, is the force behind the eponymous Danish design brand. He adds, "They are distinguished by their ability to create products that truly stand out, and they are incredibly original and detail-oriented in the way they think about design." From Inga Sempé to Stefan Diez and Doshi Levien, Hay continues to collaborate creatively with designers to produce high-quality, affordable products suited to the evolving needs of everyday life.

Quilton is a natural fit in such a portfolio. Sculptural and effortlessly simple in appearance, it is also an example of design at its ingenious best. A glimpse into Doshi Levien's sketchbooks and studio reveals the layered research that informs their creative process. They are artists, sculptors and architects at once, marrying playfulness with precision. ▲