

HGH India brings the architects and designer community together on Day 2

5th July, Mumbai:

Day two at HGH India's 13th edition started with a special focus on design and architecture. HGH India has collaborated with the **Institute of Indian Interior Designers (IIID)**, as a supporting association, to introduce the benefits of HGH India in the architects and interior design fraternity in general and IIID members, in particular.

Since HGH India exhibitors have come not just from across India but 32 other countries, the trade show offers a wide range of home furniture, furnishing fabrics, decorative made-ups, decorative flooring, home décor, mattresses, tableware, kitchen appliances, cookware and general houseware.

Mr. Arun Roongta, Managing Director, HGH India said, *"It comes as an understanding from the current industry sentiment that retail is going to transform in a big way. Design is going to transform and the way consumers shop is changing too. Going forward, most furniture stores will sell ready furniture instead of furnishings. Mixer grinders will not sell on their functionality or performance alone, but also their colour, design and aesthetics. In today's world, durability might not interest the consumers. They do not want furniture that will last them 30 years. They want to change the look and feel of their house every five years. Design is gaining importance. Hence, it is the need of the hour that we collaborate with a professional design fraternity. Our tie up with IIID to reach out to architects and interior designers in this show is a step in that direction. Integrating designs through home textiles, furnishing, home décor, home furniture and houseware through forecasted trends is a role HGH India wish to play increasingly, in the years ahead."*

HIGHLIGHTS FROM DAY 2

1. HGH India instituted the **H Circle Awards to recognise and encourage Product Innovation**, which were decided by an independent jury comprising leading architects, retailers and product designers. The awards were in the spirit of recognizing the excellence in product design and innovation.

Winners

Navkaar Udyog bagged an award under houseware category for their Prime amaze multipurpose foldable aluminium ladder.

Adorn Décor received an award in the home textile category for their Small curtain.

Furnitech seating systems got an award in the home furniture category for Cloudio

A quirky, Mumbai based brand names **Name Place Animal Thing** bagged an award under the Home Furniture category for their Moose cabinet and their Alpaca Bar cabinet.

Trends India (Meroalay) received an award under the Home Décor category for their Rugs

VDM Interiors was awarded for their Chair design under the Home Furniture category.

Actionware India Pvt. Ltd. Was awarded under the Houseware category for their Kick step stool

Doctor Safe got an award in the Home Textile category for their Aluvera double cloth bath towel.

Designs view received an award in the home décor category for their Hand tufted round hand embossed carpet and the handmade bespoke area rug.

Kaleen rugs for an award for their Rugs in the home décor category

Tesora bagged an award in the houseware category for their Air Purifier Pro

Attro received an award in the houseware category for their Ayurveda pure copper water tank 8000 and

Kazage Lifestyles got an award in the home furniture category for their Outdoor stool

2. Another highlight was a presentation by **Petra Sahn**, a seasoned expert and a trend designer from Germany, who elaborated on the **Horizons 24/7 Trends for Autumn:Winter 2023-24**.



3. The day was furthered by conferences and panel discussion in hall 3. **Ar. Hiren Patel, HPA**, presented on "**Trees Speak, Walls Listen**" and shared his views on connection between nature and human creations.

4. This was followed by a panel discussion on the **Topic "Is AI the future of design?"** which elaborated on how AI and its anticipated impact on human lives is the most debated and deliberated subject today amongst the creators and users of technology alike. The panel comprised of



*Ar. Prashant Sutaria, Sachin Zanwar, Founder and Design Director, Urbanscape Studio Pvt Ltd,
Gautam Naik, Architecture (Artist & Poet), Gautam Naik and Associates,
Mr. Dhawal Shah, Managing Director, Furnitech Seating System India Pvt Ltd and
Mr. Sitaram Kumar, CEO, Lifestyle International Pvt Ltd.
The discussion was moderated by **Mehul Kamdar, Technology Consultant, Azure Technologies.***

5. Renowned actress, **Ms. Sonali Bendre** visited the HGH India for refresh, a known brand in the mattresses category. She was there to unveil a new mattress range.

