

PRESS RELEASE

Raw, Experimental, Tactile: Raw Collaborative Makes International Debut at Shoreditch Design Week with *Design Intelligentsia*

LONDON — This September, Raw Collaborative crosses borders for its first major international showcase. Taking over the iconic Grade II-listed Shoreditch Town Hall as part of London Design Festival 2026, **Design Intelligentsia** brings together 25 pioneering independent studios, material innovators, and avant-garde makers from South Asia and its global diaspora.

Rather than preserving craft as a museum piece, *Design Intelligentsia* asks a single, provocative question: **What happens when inherited knowledge is allowed to evolve?**

The result is a striking, boundary-pushing collection where fine art and functional design completely dissolve. From statement lighting and bespoke furniture to intricate textiles and hand-forged metalwork, each piece offers international architects, interior designers, and collectors a direct pipeline to rare craft systems reimagined through a modern lens.

The Details

- **Exhibition:** *Design Intelligentsia* by Raw Collaborative
- **Dates:** 15–17 September 2026
- **Venue:** House of ICON, Shoreditch Town Hall, Old Street, London EC1V 9LT
- **Programme:** Shoreditch Design Week (London Design Festival 2026)
- **Admission:** Free entry (Requires a free Shoreditch Design Week visitor badge)

In the Words of the Creators

"Our work involves the translation of digital processes for complex designing for easy adaptability to Indian craft and material systems."

— **Priyanka Narula**, *The Wicker Story*

"Our work is driven by a deep appreciation for natural materials and thoughtful detailing, creating custom furniture that is both sculptural and functional."

— **Swetha Vegesana**, *Intent Made*

"Though rooted in India's cultural inheritance, the work speaks to questions that belong to everyone—how we connect, what we owe the world around us, and what is lost when we forget we are part of it."

— **Takshini**

"In a world where slow thoughtful craftsmanship is true luxury... Magicsimsim's symbolism transforms everyday aesthetics into a profoundly grounding experience."

— **Magicsimsim**

"Rather than creating objects that command attention through spectacle, [we are] drawn to works that unfold gradually through texture, shadow, translucency, and movement."

— **Amrita Nambiar**, *Olie*

Participating Designer Highlights

- **Olie (by Amrita Nambiar):** Reimagines light as sculpture, using shadow, translucency, and movement to shape spatial atmosphere.
- **Artri Mansinghka:** Transforms discarded textiles and worn saris through intuitive appliqué, turning material memory into modern design.
- **Swetha Vegesana:** Merges Indian craft traditions with refined contemporary silhouettes for luxury residential and hospitality spaces.
- **Baarique:** Fuses signature brass and bronze work with Madhubani folk art, repoussé, and ethical Ahimsa silk.
- **Magicsimsim:** Reinterprets endangered crafts and spiritual symbolism into grounding, modern objects.

From the Founder's Desk

"For Raw Collaborative, the move to London follows an organically developed journey that has grown through exhibitions, collaborations and conversations across India. The showcase brings that experience into a new context, allowing designers to meet an audience accustomed to looking at design through many lenses, from architecture and interiors to collectible objects, material innovation and craft"

— **Tanvi Karia**, *Raw Collaborative*

Conceptualized and created in Ahmedabad in 2017 as a collaborative platform for architects, designers, artists, and material innovators, Raw Collaborative has grown into a vital design ecosystem. There is also something particularly fitting about presenting this platform in Shoreditch—London's creative melting pot of heritage and innovation—offers press and buyers an unprecedented look at how South Asian design offers an opportunity to encounter contemporary details and nuances: the way a material behaves, how a traditional technique changes when placed in a new context, or how an object moves between function, sculpture and art.

Notes to Editors & Press Enquiries

- **High-Res Images:** Google Drive Link
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