

Design Mumbai

Presenting Partner



India's international
contemporary
design show

6-9 November 2024
Jio World Garden
Mumbai

2024 Show Review

“Design Mumbai catapults
India onto the global
design stage.”

ARCHITONIC



“The whole vibe of the show was absolutely fantastic.”

SHOW HIGHLIGHTS

Design Mumbai marked the launch of India's first international contemporary design trade show. The reception amongst exhibitors, partners, media, global industry professionals and press has been incredibly positive, with much excitement around this edition and the upcoming 2025 show.

VISITORS

More than **9,212 trade focused design professionals and aficionados** attended, including CEOs and founders, architects, interior designers, developers, commercial specifiers, retailers, dealers, distributors, brand directors, film production specialists and media.

NOTABLE ATTENDEES

Notable attendees included Kumar Mangalam Birla, Shravan Bendapudi, Avijit Mukul Kishore, Tanya Godrej, Jaya Raheja, Simone Arora, Jay Mehta, Jay Shah and many more.

BRANDS

Over **100** brands were represented from countries including the UK, Italy, Switzerland, Sweden, France and Turkey and across India – including exhibitors from Mumbai, Pune, Delhi, Jaipur, Hyderabad, Chennai, Ahmedabad, Bangalore, Kolkata and more.

umbai
nde



“The whole vibe of the show was absolutely fantastic, the perfect amount of crowd, just the right people. The best thing is we found the time to actually talk to people, which usually doesn't happen at shows. The quality of the visitors is absolutely fantastic. Overall, the curation has been top. I think it's absolutely stunning.”

PARMINDER PAL SINGH
LOCO DESIGN

"The timing is perfect,
Design Mumbai has
elevated Boss Design to
another level in India"

Andy Watson, Sales Director

WHAT MADE DESIGN MUMBAI SO SPECIAL?

A global campaign reach in excess of 200m

India's first contemporary design trade show

First India show with an international perspective and
exhibitor presence

Impeccably curated, edited and vetted

Team with over 60 years experience (combined), curating,
organising and delivering high end design events globally

Laser sharp focus on contemporary design

Global design contacts, international and local expertise

Professionally designed, high production values

Independently organised, with multiple global media partners



"Thrilled to be a part of this
show ! We're delighted with the
amazing footfall and client
connections - an incredible
platform to show our rugs."

JAIPUR RUGS

FEATURED INTERNATIONAL BRANDS


101
COPENHAGEN

BARRISOL
WORLD LEADER FOR YOUR WALLS AND FINE FOR YOUR HOME

boss

Catellani & Smith®

KI
Furnishing Knowledge®

de Sede 
SWITZERLAND

ERCO

Ethnicraft

FLOS

Hästens 
since 1852

HAY

infiniti

INHO MAURETZ


küche7®

ligne roset®
depuis 1860

CECCOTTICOLLEZIONI

Poltrona
Frau
1912

TECHNOGYM


TIMOTHY OULTON

Tom
Dixon.

&Tradition®

 USM

VitroA

W
WENDELBO

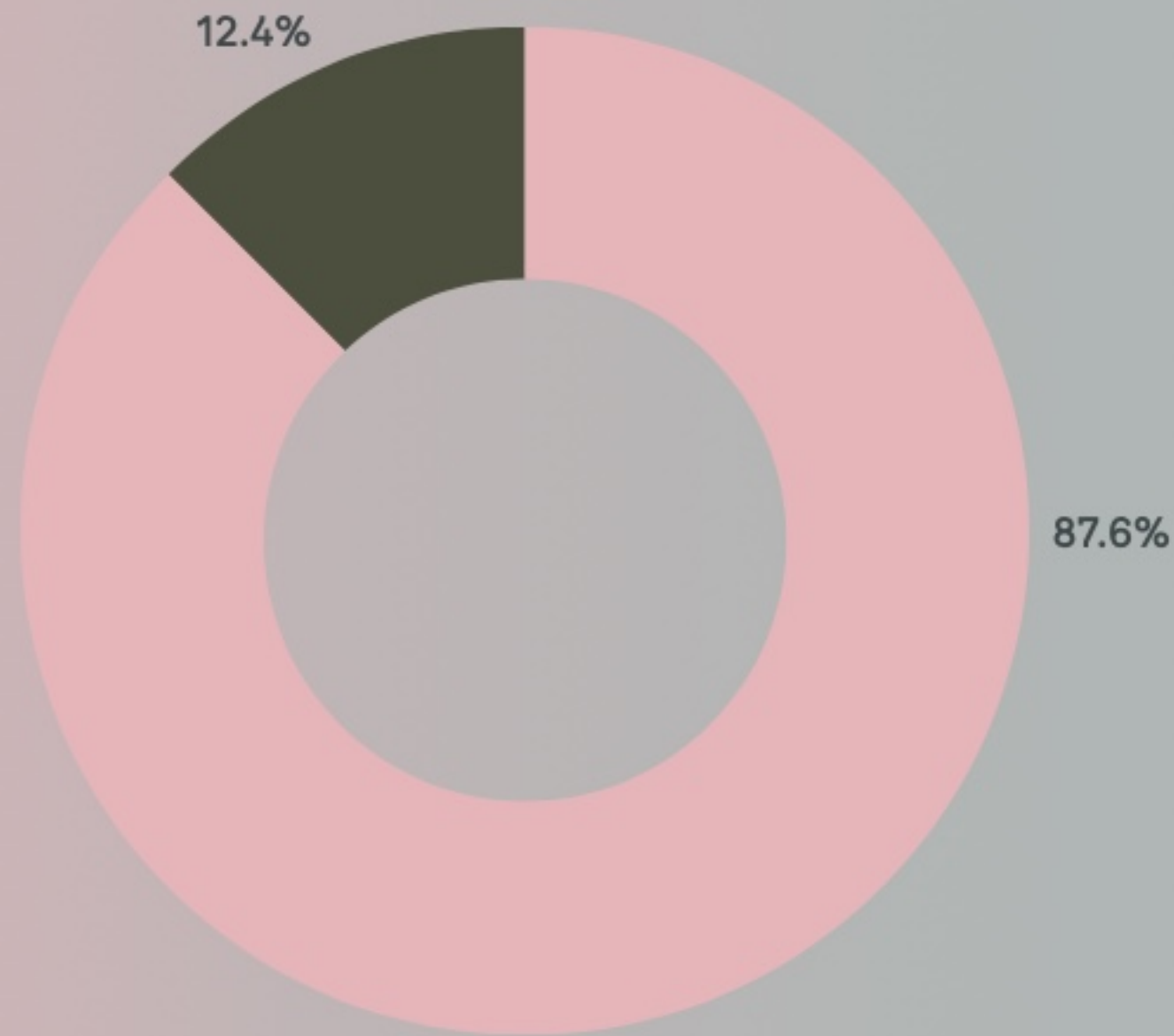
JAIPUR RUGS

LOCO
DESIGN

Michael Jouney

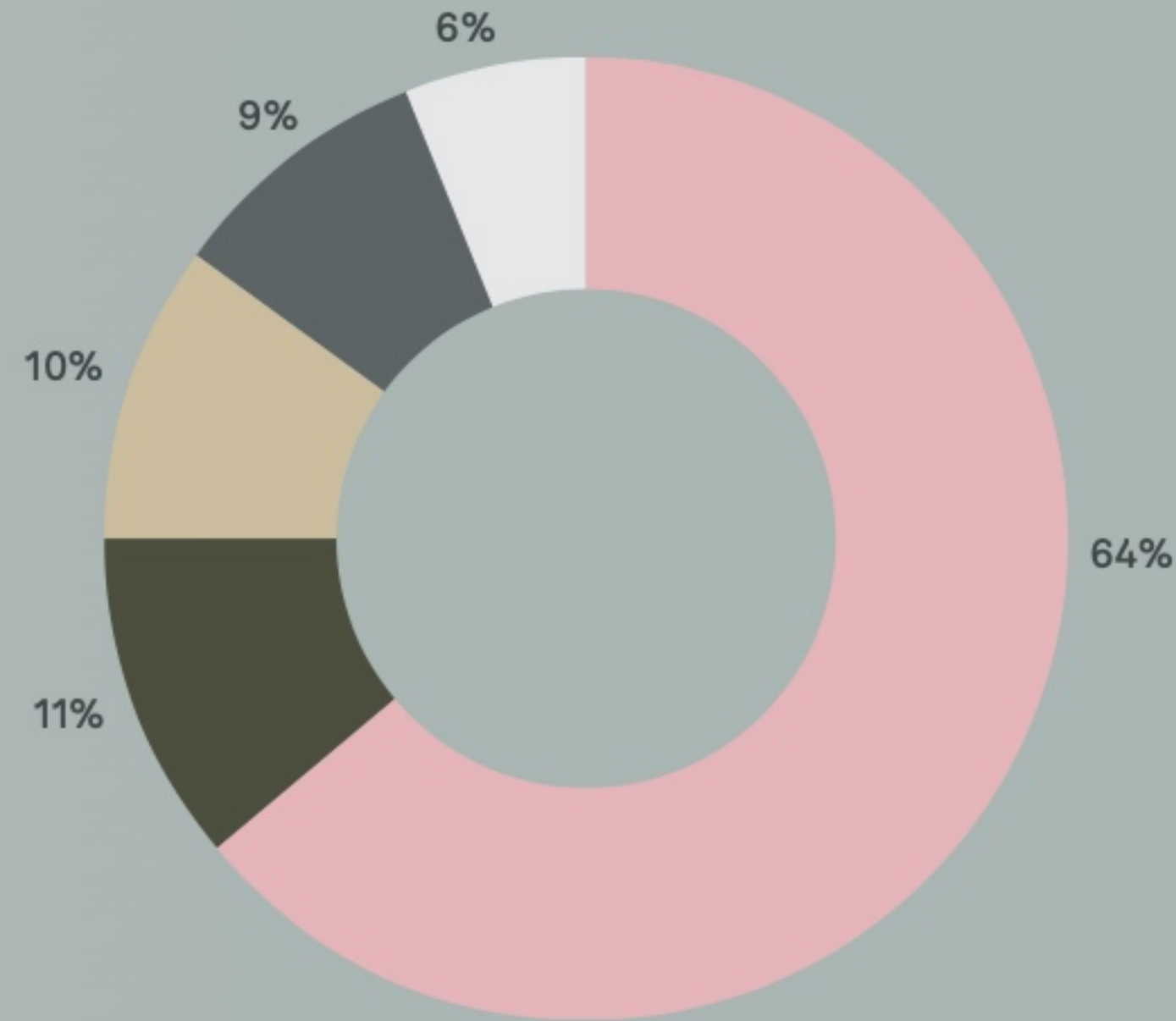
VISITOR PROFILES

VISITOR BREAKDOWN



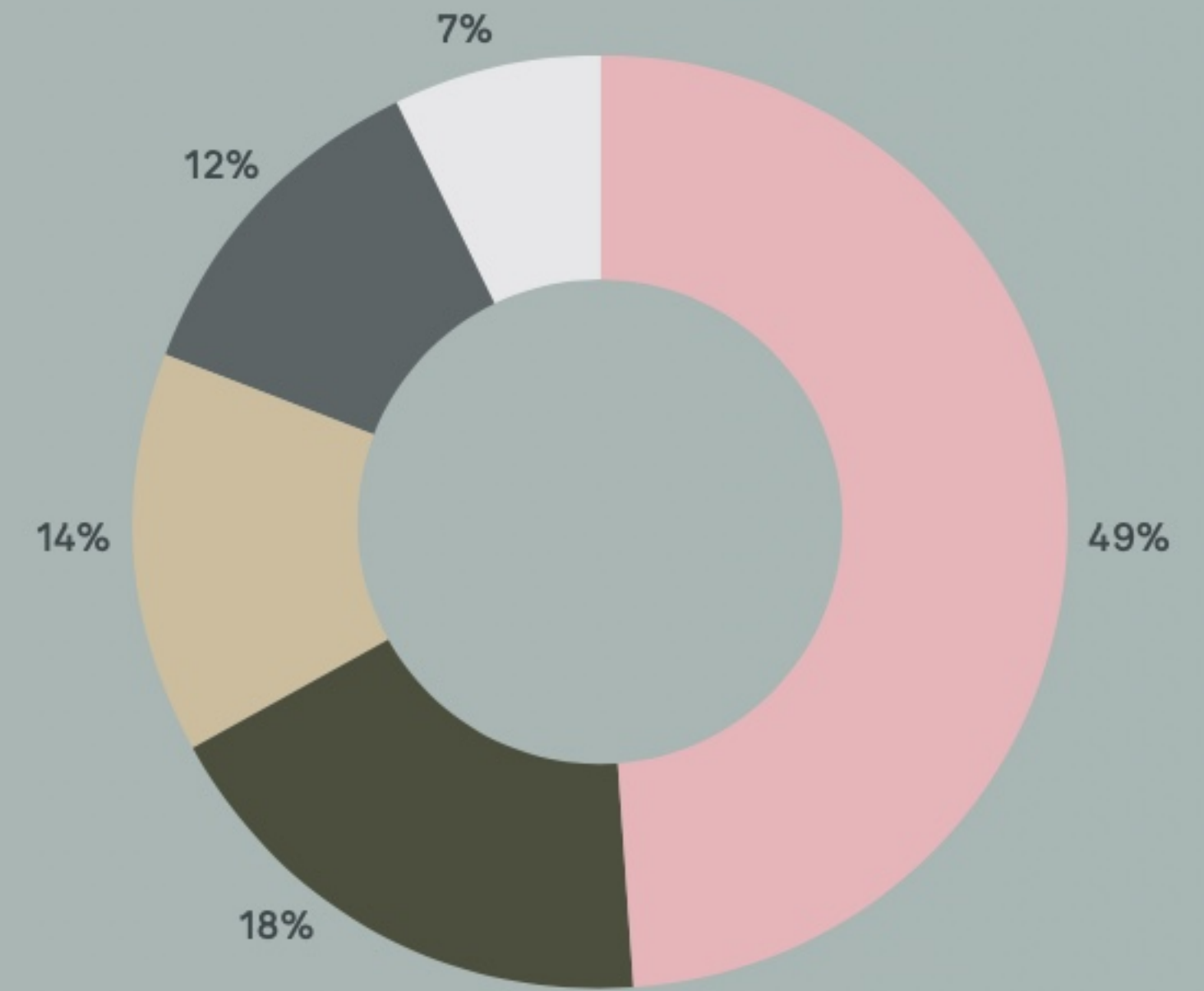
- Indian visitors
- International visitors
 - Asia (Singapore, Dubai, Hong Kong, Malaysia, Nepal)
 - Europe (France, Italy, Spain, Switzerland, Vienna, Germany, England)
 - North America (USA)
 - Oceania (New Zealand)
 - Middle East (Bahrain)

INDIAN VISITORS



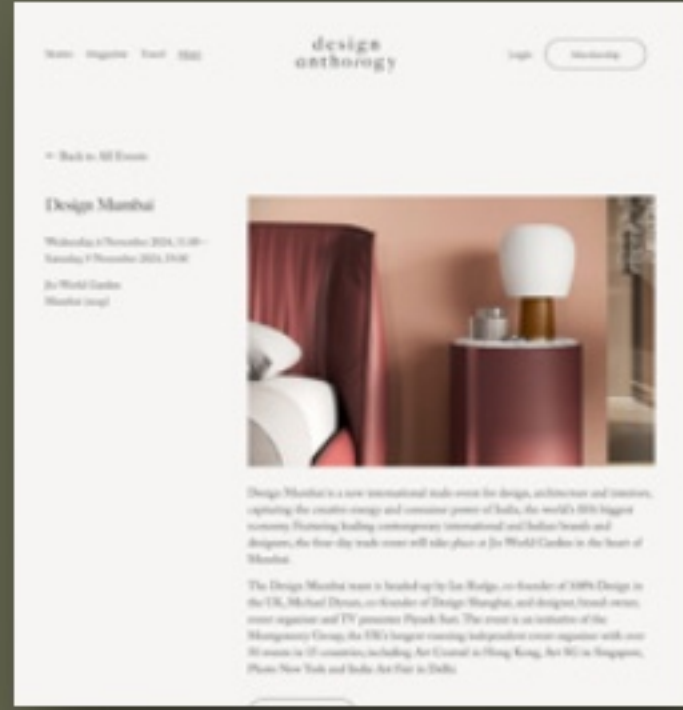
- Mumbai + Maharashtra
- South (Karnataka, Tamil Nadu, Andhra Pradesh, Kerala)
- West (Maharashtra, Gujarat, Rajasthan)
- North (Delhi, Chandigarh, Haryana, Punjab, Uttar Pradesh)
- East (West Bengal, Odisha)

TRADE VISITORS



- Architects and Interior Designers
- Commercial specifiers & operators
- Developers, Builders & Hospitality
- Media and other creative professionals
- Consumers and HNI's

200m
combined reach of
the media coverage



55%
coverage in
international titles

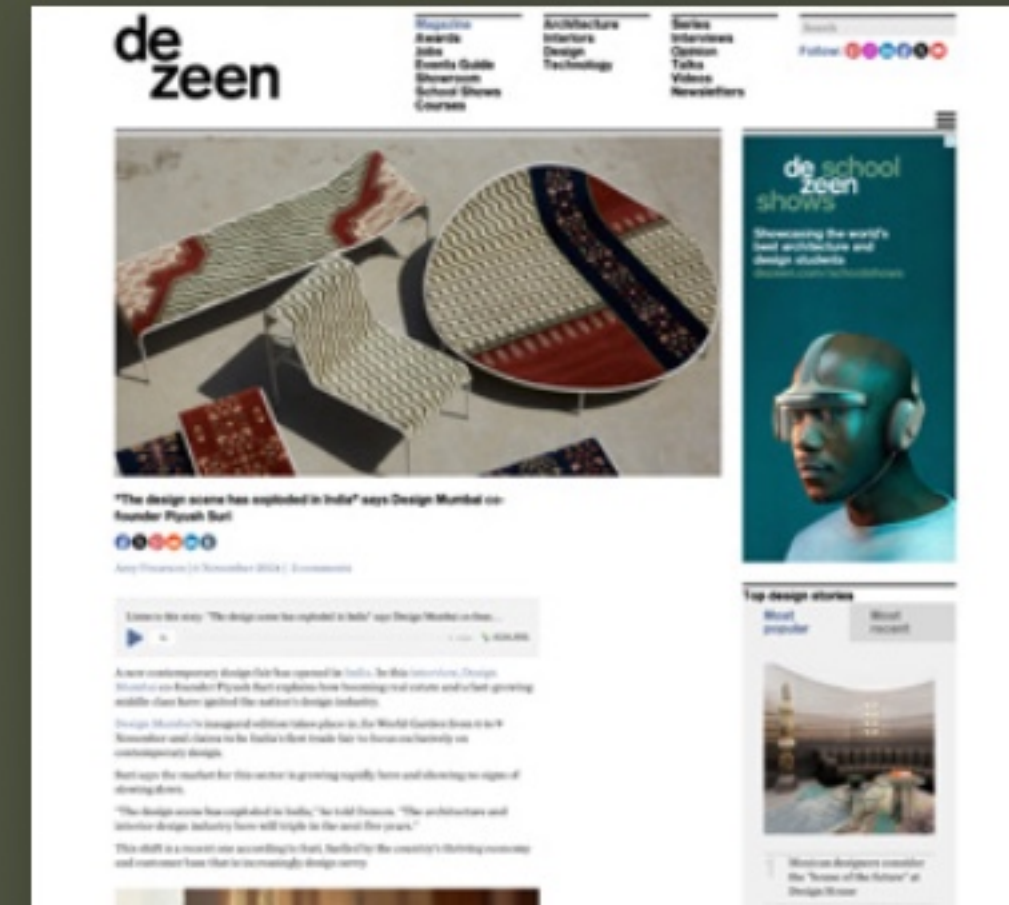
130
pieces of media
coverage



MEDIA COVERAGE

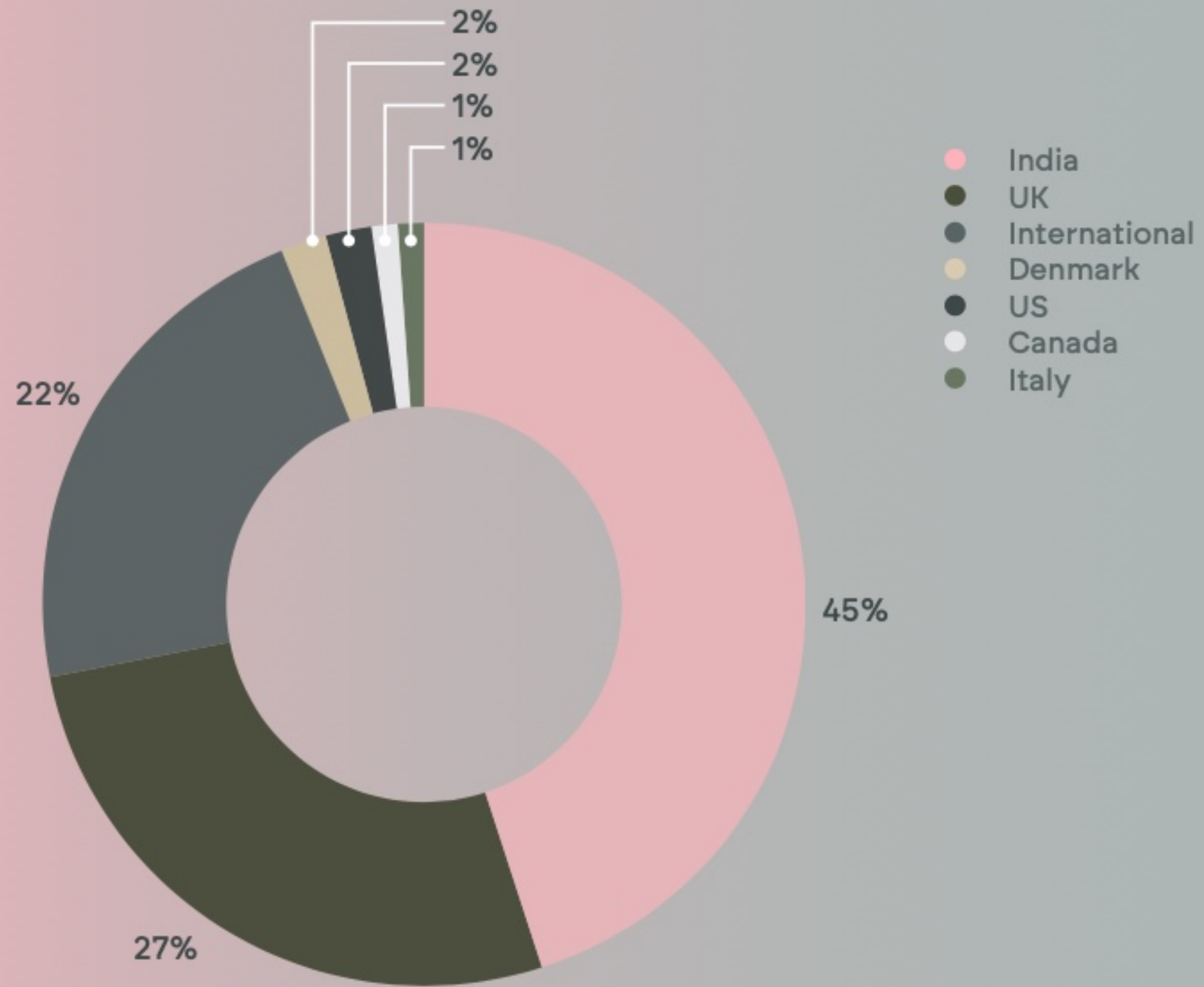


70
international journalists
attended the show

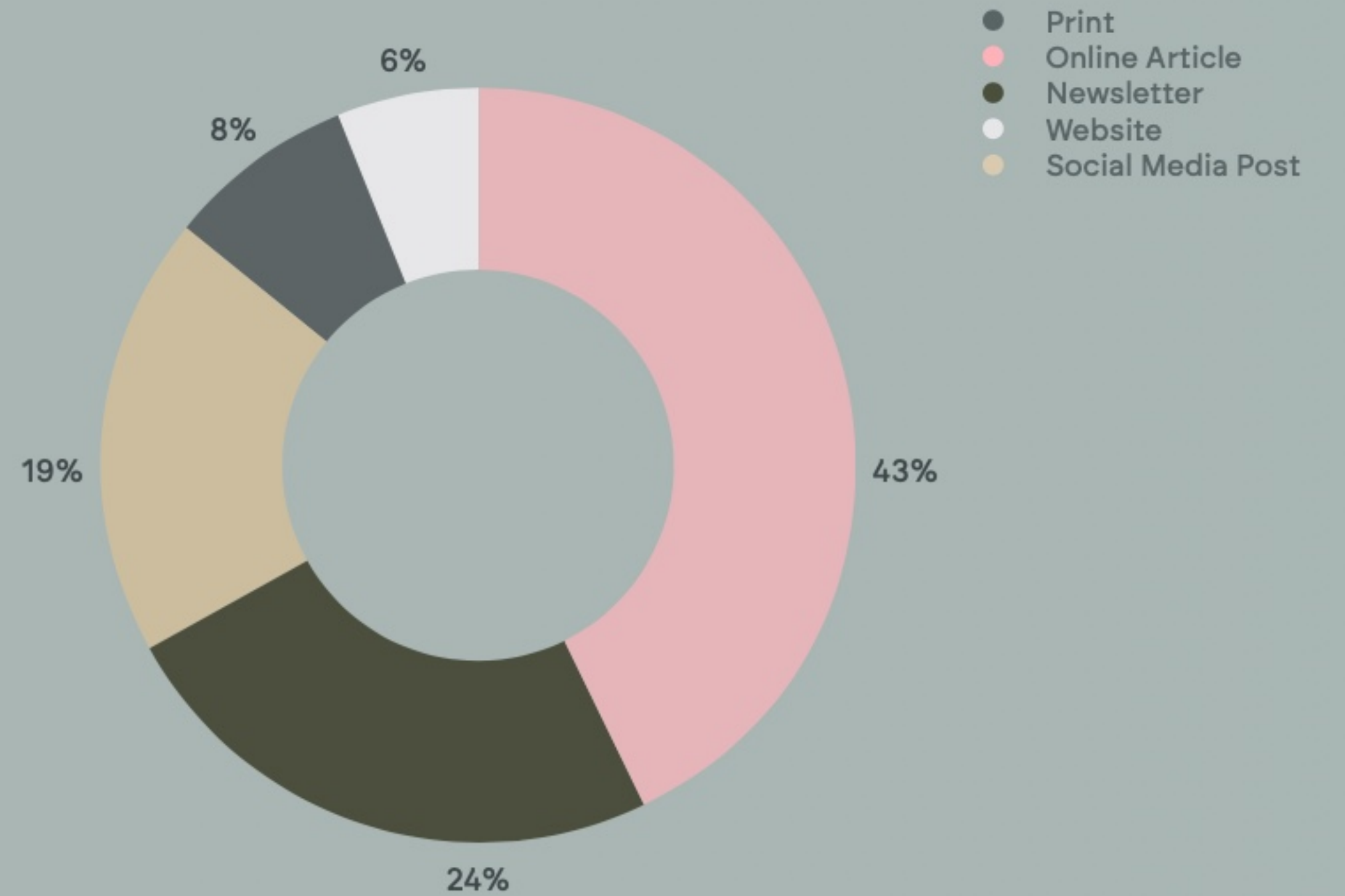


UNRIVALLED MEDIA COVERAGE

ARTICLES FROM KEY TERRITORIES



COVERAGE TYPE




Forbes

Design Mumbai: The New Design Show Coming To India In November 2024

Roddy Clarke Contributor [Follow](#)

Mar 22, 2024, 11:02am EDT



A wide selection of international design talent will be on display at Design Mumbai alongside local ... [+]

ESVÉE ATELIER

Forbes
Published 22 March 2024
Monthly online readership: 78,750,000

À MUMBAI

LE DESIGN RAYONNE
Pays majeur des arts décoratifs, l'Inde se tourne depuis quelques années vers le design contemporain avec comme tête de pont Mumbai, où vivent et travaillent les plus grands créateurs indiens : Satish Gujral, ou encore le plus célèbre d'entre eux, Bijoy Jain... C'est naturellement que la capitale du Maharashtra lance Design Mumbai, du 6 au 9 novembre 2024 ; une foire de design qui associe marques et créateurs indiens à des personnalités du monde entier dans le cadre naturel de Jio World Garden, un écrin de verdure pour rencontrer les jeunes pousses et les grandes figures de la création contemporaine. ● M.G.

Design Mumbai, à Jio World Garden, Mumbai, du 6 au 9 novembre 2024.

IN MUMBAI, DESIGN IS FLOURISHING. For several years, India, an important country when it comes to creative arts, has been turning to contemporary design with Mumbai leading the way. India's greatest creators live and work there. These include Satish Gujral and the most famous among them, Bijoy Jain... It was quite natural for the capital of Maharashtra to launch Design Mumbai, taking place from 6 to 9 November 2024. This design fair unites Indian brands and designers with personalities from all over the world in the natural setting of the Jio World Garden, a lush green setting that brings together budding young talents and leading figures in contemporary design.

Design Mumbai, at Jio World Garden, Mumbai, from 6 to 9 November 2024.

EnVols
Published September 2024
Print circulation: 375,000

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Design Mumbai

CATEGORY
[Trade Shows](#)

DATES
November 6, 2024 - November 9, 2024

LOCATION
[Mumbai, India](#)

VENUE
Jio World Garden



Design Mumbai is a new international trade event for design, architecture and interiors professionals. Capturing the creative energy and consumer power of India, the world's fifth largest economy, the event will feature leading international and Indian contemporary brands and designers. Design Mumbai will showcase talent from all interior product sectors across furniture, lighting, materials, kitchens and bathrooms, workplace, wall and floor coverings, and outdoor living.

There will be opportunities to view international showcases and engage with rising local design talent, as well as a curated talks programme designed to educate and inspire visitors across the architecture and interior design community, retailers, specifiers, collectors, enthusiasts, and students and alumni from Indian architecture and design schools.

[REGISTER NOW](#)

design-mumbai.com

AZURE
Published September 2024
Online readership: 44,130

EDITORIAL COVERAGE: HIGHLIGHTS



Financial Times, House & Home (print)
Published 02 November 2024
Print circulation: 104,826

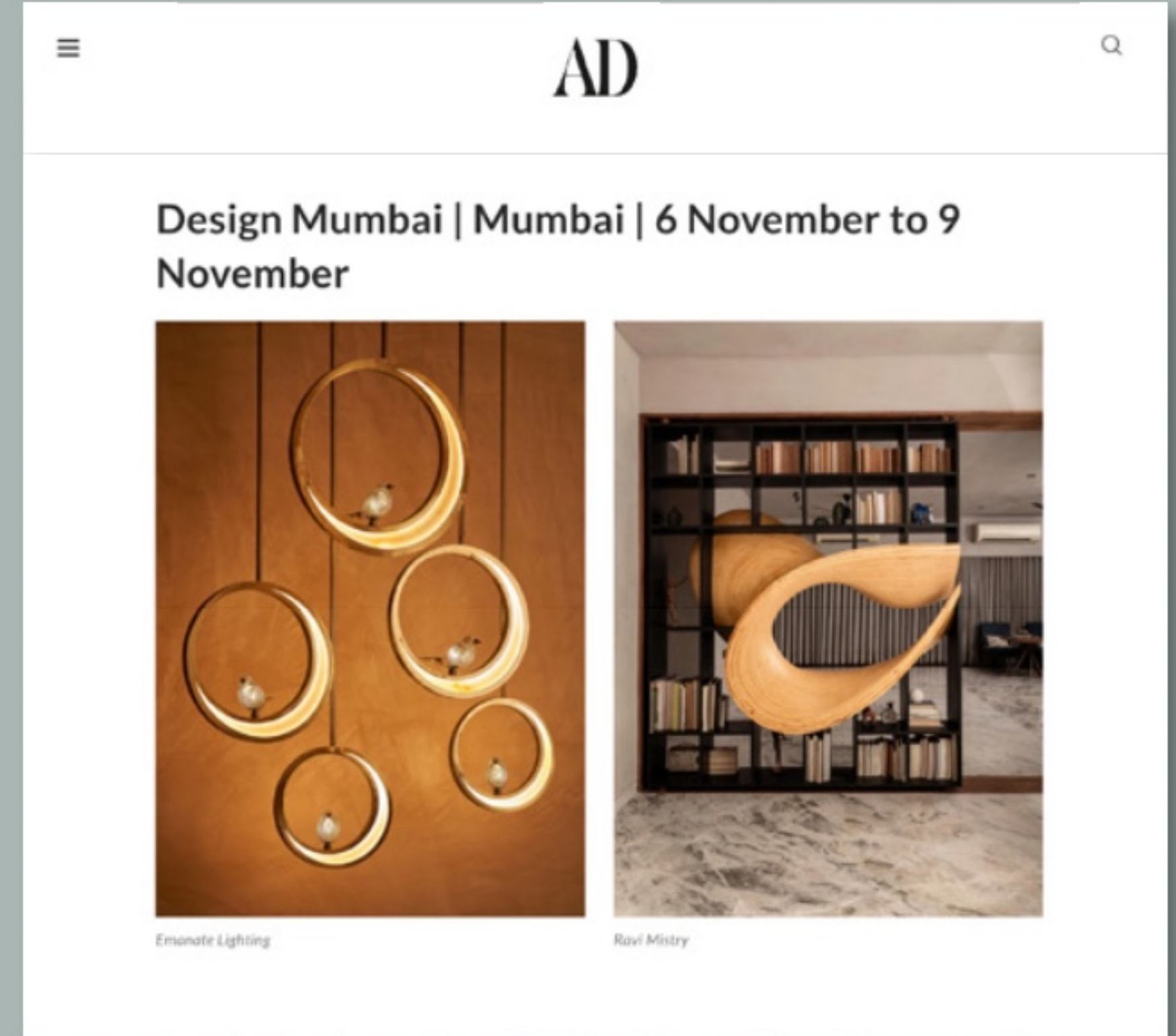


Financial Times (online)
Published 02 November 2024
Online readership: 11,590,000

EDITORIAL COVERAGE:
HIGHLIGHTS



ELLE Decoration UK
November 2024 issue
Print circulation: 111,317



AD India
Published 07 November 2024
Online readership: 1,240,000

EDITORIAL COVERAGE: HIGHLIGHTS

The screenshot shows the top of a Wallpaper* article. The header includes the Wallpaper* logo, navigation links (Home, Architecture, Design & Interiors, Art & Culture, Watches & Jewellery, Fashion & Beauty, Technology, Transportation, Travel, Entertaining), and a search bar. Below the header is a trending section with links like 'Wallpaper*TORIC', 'Risk at Dampden Centre', 'Winter perfumes', and 'Unseen Marilyn Monroe photos'. The main article title is 'It's the first-ever Design Mumbai: here's what to see'. The sub-headline reads: 'At least 100 international and Indian brands will showcase at Design Mumbai, referencing India's rich and storied heritage of craftsmanship and highly specialised craft clusters (6-9 November 2024)'. Below the text is a large photograph of an orange and blue patterned textile hanging in a field of tall, thin cacti. A small caption at the bottom left of the image reads: 'Embroidered textile by Mori Design (Image credit: Mori Design)'.

Wallpaper*
Published 30 October 2024
Online readership: 413,220


The screenshot shows a Wallpaper* newsletter digest. The header features the Wallpaper* logo and the text 'Your Daily Digest of latest news'. Below this is a large photograph of an orange and blue patterned textile hanging in a field of tall, thin cacti. Below the image is the article title 'It's the first-ever Design Mumbai: here's what to see' and a sub-headline: 'At least 100 international and Indian brands will showcase at the design festival, referencing India's rich and storied heritage of craftsmanship'. At the bottom of the digest is a 'READ MORE' button.

Wallpaper*Daily Digest (newsletter)
Published 30 October 2024
Online readership: 79,100

EDITORIAL COVERAGE: HIGHLIGHTS

Up Front

DESIGN



Two of Mori's hand-embroidered abstract wall art pieces

Mumbai Calling

This fall, the world's most prominent brands—and exciting emerging designers—are set to converge in India's largest city for the inaugural Design Mumbai fair

Mumbai is home to some of the best furniture, lighting and decor brands in India, and this year the city welcomes its first major design fair, cementing its place as the country's design capital. The four-day Design Mumbai, taking place November 6-9, hosts more than 150 local and global brands. The show, as hosted by co-founders Prash Suri, Ian Rudge and Michael Dymon, will reflect India's growing prominence on the global design map. "More design schools are training skilled professionals, and collaborations between Indian and international firms are bringing forth new ideas, making Mumbai a vibrant and dynamic design destination," says Suri.

Some of the most sought after international names in design will be present at the fair—including Zaha Hadid Design, Louis Poulson and Poltrona Frau—but there will also be many Indian designers and studios. Here's a spotlight on three local talents at Design Mumbai that are changing the landscape of design in the country.

Mori

Indian crafts are at the forefront of this Gandhinagar-based fabric studio: its hand-embroidered textiles highlight traditional techniques expressed in contemporary designs. Made using locally sourced raw materials, the fabrics are carefully transformed into stunning wall art for the home. The studio works with embroidery communities in villages around the country. "We collaborate with craftspeople and have been training them to produce their best work," says Mori founder Brinda Chudrat. The resultant intricate, sustainable textiles depict abstract, organic patterns in a range of gentle and bold hues.


10

Reside

Fall 2024

Objectry

Simple objects can be timeless and appealing—this is the philosophy of Objectry, a Delhi-based studio founded by designer Aanchal Goel. Its products, from chairs and tables to clocks and lamps, attempt to bring elegance to everyday things. Although each piece is handmade—using materials such as wood, ceramic and cane—there is no roughness or irregularity; all products display clean lines and crisp edges. "Our design ethos is a harmonious blend of contradictions and nostalgia, deeply rooted in the richness of Indian heritage," says Goel. "Our journey began with a love for materials and a drive for exploration, resulting in products that bring a unique aesthetic into homes. When people visit our studio, we want them to experience discovery and joy."



Right: Priyanka Narula, founder of The Wicker Story, with her studio's fluid rattan lamp

Left: Tropical Chairs crafted in solid wood, designed by Objectry

The Wicker Story

Started by Priyanka Narula, the principal partner at Hyderabad-based architecture and design practice Profab, The Wicker Story harnesses sustainable materials to create high-concept wicker designs, produced using digital processes. The first piece launched was Ink Bench, a cocoon-like form made with rattan. Over time, Narula has continued to explore the versatility of rattan—a lightweight and flexible material that can be manipulated into many forms—and wicker as a weaving tool, to create furniture and decorative sculpture in complex, curved forms. By merging craft and parametric design, the studio balances the creativity of the past with the possibilities of the future. Aditi Sharma is an editor specializing in design, art and architecture

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Reside, Sotheby's Magazine (print)
Published September 2024
Print circulation: 70,000

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In Mumbai, India's Design Scene Blossoms

OCTOBER 23, 2024

Mumbai > Art & Design

The world's most prominent brands—and exciting emerging designers—converge this fall for the inaugural Design Mumbai fair, writes Aditi Sharma



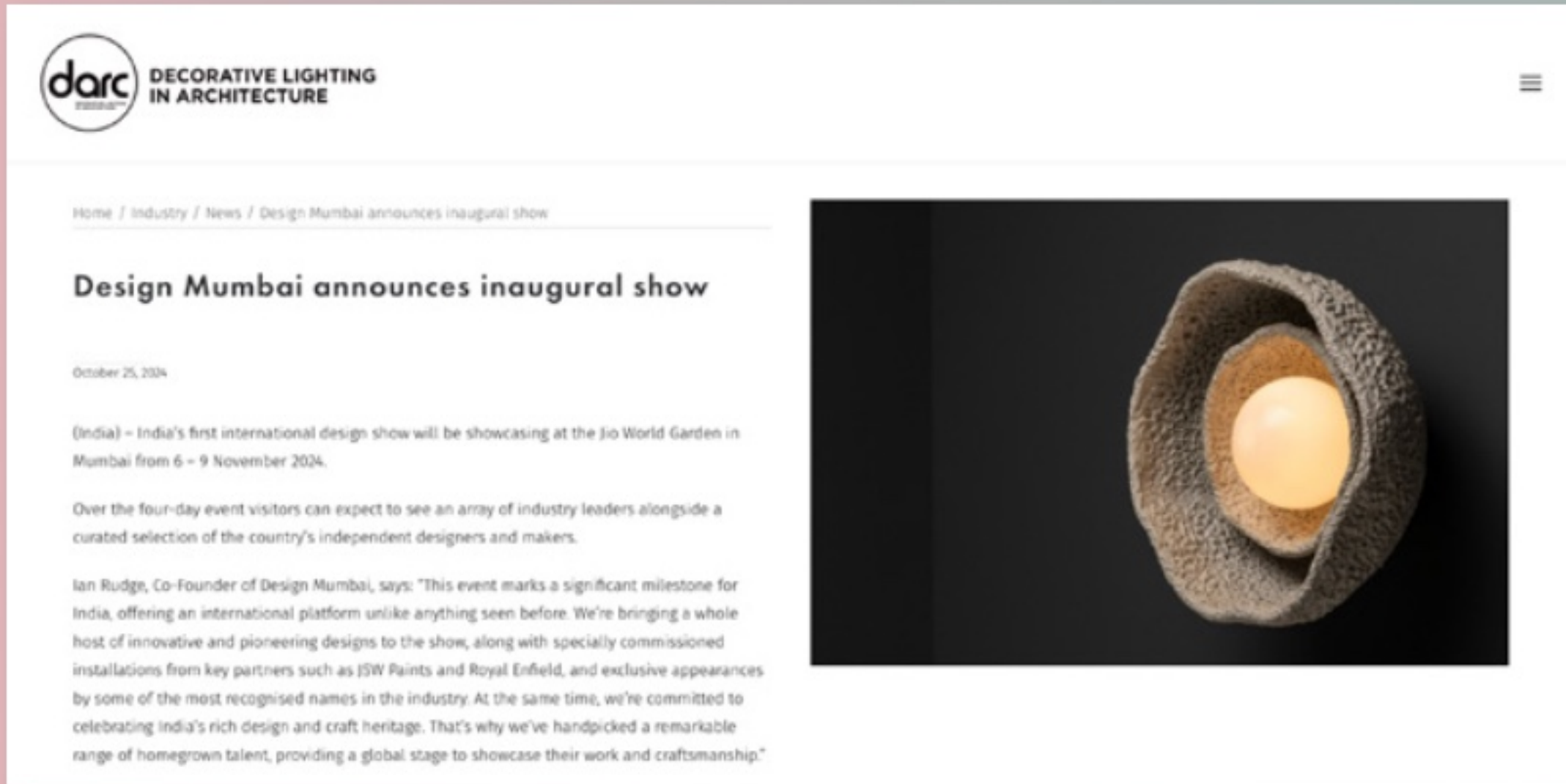
Mori Design works in a home interior. Photograph: Umang Shah

Mumbai is home to some of the best furniture, lighting and decor brands in India, and this year the city welcomes its first major design fair, cementing its place as the country's design capital. The four-day **Design Mumbai**, taking place November 6-9, hosts dozens of local and global brands. The show, as hosted by co-founders Prash Suri, Ian Rudge and Michael Dymon, will reflect India's growing prominence on the global design map. "More design schools are training skilled professionals, and collaborations between Indian and international firms are bringing forth new ideas, making Mumbai a vibrant and dynamic design destination," says Suri.

Some of the most sought after international names in design will be present at the fair—including &Tradition and Poltrona Frau.

Reside, Sotheby's (online)
Published 21 October 2024
Online readership: 1,060,000

EDITORIAL COVERAGE: HIGHLIGHTS



The screenshot shows the Darc website header with the logo and tagline 'DECORATIVE LIGHTING IN ARCHITECTURE'. The main article title is 'Design Mumbai announces inaugural show' dated October 25, 2024. The text describes the event as India's first international design show at Jio World Garden in Mumbai from November 6-9, 2024. A quote from Ian Rudge, Co-Founder of Design Mumbai, is included. A large image of a glowing spherical light fixture is featured on the right side of the article.

Darc
Published 25 October 2024
Online readership: 16,000



The screenshot shows the header for 'The Architect's Newspaper' with a navigation menu including 'SUBJECTS', 'REGIONS', 'DIGITAL ISSUES', 'AN INTERIOR', 'AARDS', 'JOBS', 'CALENDAR', 'PRODUCTS', 'CE STRONG', 'EVENTS', 'SUBSCRIBE', and 'SHOP'. The article title is 'Design Mumbai' with dates 'November 6 @ 5:00 pm - November 9 @ 7:00 pm UTC+5.5'. The text describes the event as a premier trade event for interiors and architecture professionals, showcasing local and international design talent. It mentions a VIP Preview Pass and various ticket options.

The Architects' Newspaper
Published 12 October 2024
Online readership: 299,000

EDITORIAL COVERAGE: HIGHLIGHTS

The screenshot shows the top navigation bar of the Design Anthology website with links for 'Stories', 'Magazine', 'Travel', and 'More'. The 'design anthology' logo is centered, with 'Login' and 'Membership' buttons on the right. Below the navigation, there is a 'Back to All Events' link. The main article title is 'Design Mumbai', with subtext indicating the dates 'Wednesday, 6 November 2024, 11:00 – Sunday, 9 November 2024, 19:00' and the location 'Jio World Garden Mumbai (map)'. A photograph of a modern interior with a white lamp on a pink side table is featured. Below the image, a short paragraph describes the event as a new international trade event for design, architecture and interiors, capturing the creative energy and consumer power of India.

Design Anthology
Published 01 November 2024
Online readership: 15,890

The screenshot shows the top navigation bar of the Design Anthology website. The main article title is 'Design Mumbai in Review'. Below the title is a large photograph of several patterned chairs and a table. Below the image, there are two columns of text. The left column discusses the inaugural edition of Design Mumbai aimed to capture the creative energy and consumer power of the world's fifth biggest economy. The right column discusses the demand for locally designed and produced goods in India, noting that the country's design industry is supercharged and that Mumbai is ready for a platform to showcase its talent.

Design Anthology
Published 01 November 2024
Online readership: 15,890

The screenshot shows the top navigation bar of the Monocle website with a 'LISTEN LIVE' button and the 'MONOCLE' logo. The date 'MONDAY, 4/11/2024' is displayed. The main article title is 'The Monocle Minute' with a sub-section 'The Opinion'. Below the title is the category 'DESIGN | INDIA' and the main headline 'India showcases its design prowess at the first edition of Design Mumbai'. The text describes Design Mumbai as India's first internationally focused trade show for the industry, launching on Wednesday and running until 9 November. It highlights India's economic growth and the projected value of its interiors-and-design market by 2028. The article lists expected attendees, including homegrown studios and international exhibitors. The article concludes with a link to design-mumbai.com.

Monocle Minute (newsletter)
Published 04 November 2024
Subscribers: 100,000


EDITORIAL COVERAGE: HIGHLIGHTS

The screenshot shows the top of the The Indian Express website. The header includes the logo, navigation menu, and a search bar. The main article title is "Meet Soli Sorabjee's granddaughter, Anjali Mody, who is back in Mumbai with her furniture brand Josmo". Below the title is a sub-headline: "Anjali Mody on returning to Mumbai, where her romance with furniture design began in 2010, her aspiration to make Josmo a household name, and taking 10 years to find her authentic voice". The article is written by Sneha Khadwal and includes a NewsGuard seal. A photo of Anjali Mody in her Josmo Studio is shown, with a yellow "eye" icon overlaid on the top left corner of the image. Below the photo is a caption: "Anjali Mody in her Josmo Studio (Express Photo by Amit Chakravarty)". The article text begins: "After nearly eight years in Goa, Anjali Mody is back in Mumbai — the city where her journey with artistry began. It's here that she first envisioned Josmo, a bespoke furniture brand that focused on creating custom pieces that merge aesthetic appeal with functional design. "It was a 1,200-sq ft gala and I had four people in my team. My clients would arrive in high heels, carrying designer bags, and sit with me in a space covered in sawdust to discuss every detail," she recalls with a laugh. That was 2010. Today, she has a team of 200 people, an expansive 50,000-sq ft factory and 6,000 sq ft retail space in Goa and as of this week, a new 3,400-sq ft studio in Worli,

The Indian Express
Published 09 November 2024
Online readership: 40,560,000

The screenshot shows the top of The Times of India website. The header includes the logo and navigation menu. The main article title is "Fabric innovations at Design Mumbai 2024: A glimpse into the future of sustainable textiles". Below the title is the date and author: "November 11, 2024, 11:12 AM IST / Kall Rawat in Giving Oyan, Lifestyle, TOI". There are social media sharing buttons for Facebook, Twitter, LinkedIn, and Email. A profile picture of Kall Rawat is shown, with a bio: "Kall Rawat An Alumna of NIFT with an MA in Fashion and Textiles from Nottingham Trent University, Kall has diverse work experience ranging from education, to writing, apparel design, v... MORE". The article text begins: "This weekend, I was lucky enough to be invited by NIFT Mumbai to the Design Mumbai 2024 Showcase at BKC. Although the event was primarily geared toward interior designers and architects, there was one section that caught my eye—and that was the showcase on innovations in textiles. From smart fabrics to cutting-edge sustainable materials, the event offered a fascinating glimpse into the future of fabric technology. The innovations on display didn't just highlight how fabrics are evolving in terms of performance and functionality, but also how they're playing an integral role in the shift toward more sustainable practices in the fashion and design industries. The designs weren't just beautiful; they were also driven by an urgent need for environmental responsibility, offering solutions to some of the most pressing ecological challenges we face today."

The Times of India
Published 11 November 2024
Online readership: 25,370,000



DESIGN | HOUSES | DECORATING | TRAVEL | LIFESTYLE & CULTURE | SUBSCRIBE




Keeping the spotlight on Indian design


This week saw the UK launch of a new collection by Pinch, whose founders Russell Pinch and Cona Bannon are celebrating the furniture brand's 25th anniversary. It was a great opportunity to honour a British company with such a dedication to craftsmanship. It's a quality that is shared by many of the established and up-and-coming Indian design stars spotlighted by former curator of the Design Museum Priya Khanchandani in this essay she penned for us ahead of the first ever Design Mumbai – which took place from 6-9 November.

Now the excitement of the fair is over, it's a good time to revisit her words and remind ourselves of the architects and artisans that deserve international attention year-round. Also, you may have noticed that the weather in the UK right now could not be further from a Mumbai day. To help you beat the chill from the inside, my Editor's Picks this week highlight stylish cafeterias and a top-notch teapot. – Ben Spriggs, Editor-in-Chief

ELLE Decoration(newsletter)
Published 21 November 2024



DESIGN | DECORATING | HOUSES | TRAVEL | THE EDIT



Design Mumbai and the Indian creatives to watch

Priya Khanchandani, curator of Design Museum exhibition 'The Offbeat Sans' shares her stars of today and tomorrow

BY PRIYA KHANCHANDANI | PUBLISHED 19 NOVEMBER 2024

It would be easy enough to tell you that Indian design is having a moment. But it is more that it has had several moments over several years, which have failed to be fully recognised internationally. With few exceptions, Indian designers have not shown at the biggest international design trade shows such as Salone del Mobile in Milan, but that's because their business was elsewhere and shipping costs from India were prohibitive, not because the work itself didn't exist.

However, with the advent of more international studios and initiatives, Indian design is entering the world map, and this autumn is set to be a pivotal moment, centred around the city of Mumbai.

ELLE Decoration(online)
Published 19 November 2024
Online readership: 36,790

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS

A global campaign reach in excess of 200m

Design Mumbai is independently organised and free to work with a broad range of international and local media to achieve unrivalled media exposure

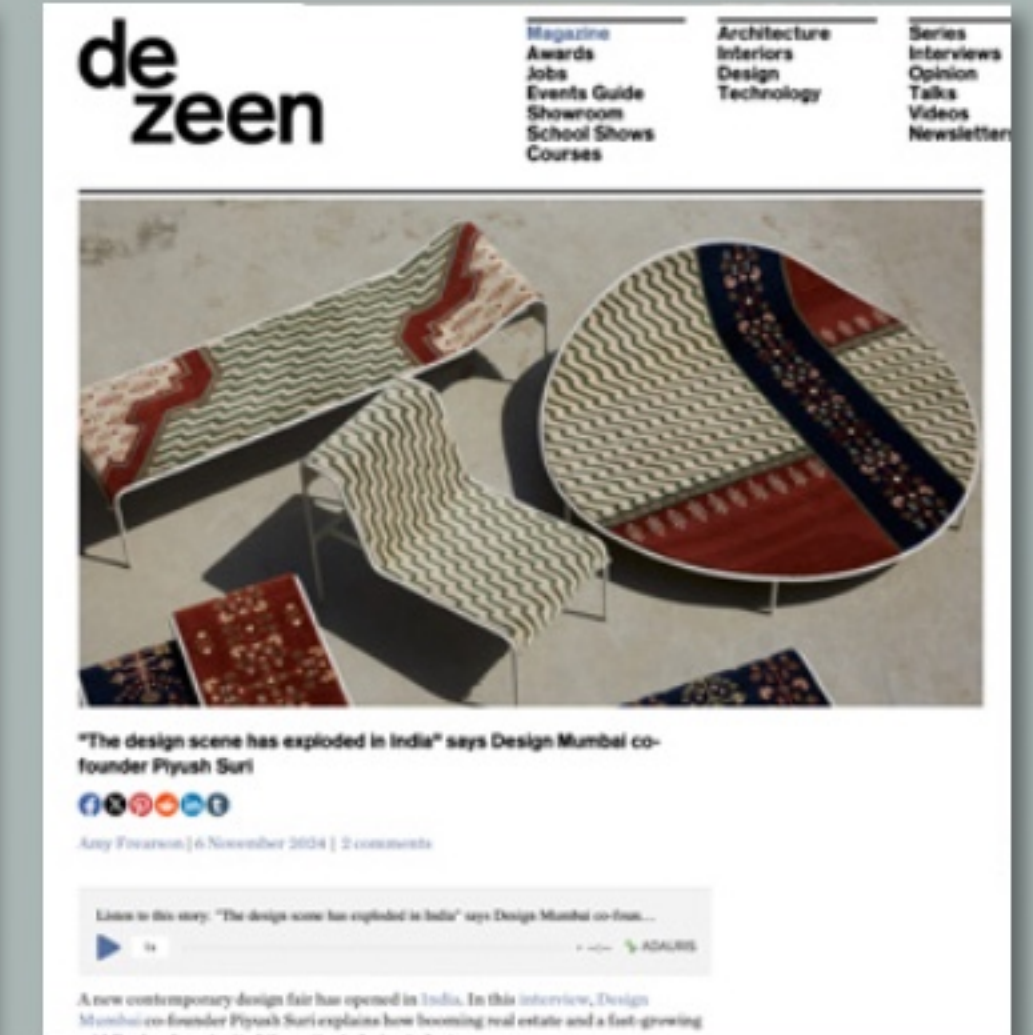
The 2024 edition of Design Mumbai was supported by dedicated media partnerships with Dezeen, STIR, Design Pataki, Designboom, Architonic, ArkJournal, Architecture + Design, Architect & Interiors India



Dezeen
Published 01 March 2024
Monthly visits: 1,390,000



Dezeen
Published 01 November 2024
Monthly visits: 1,390,000

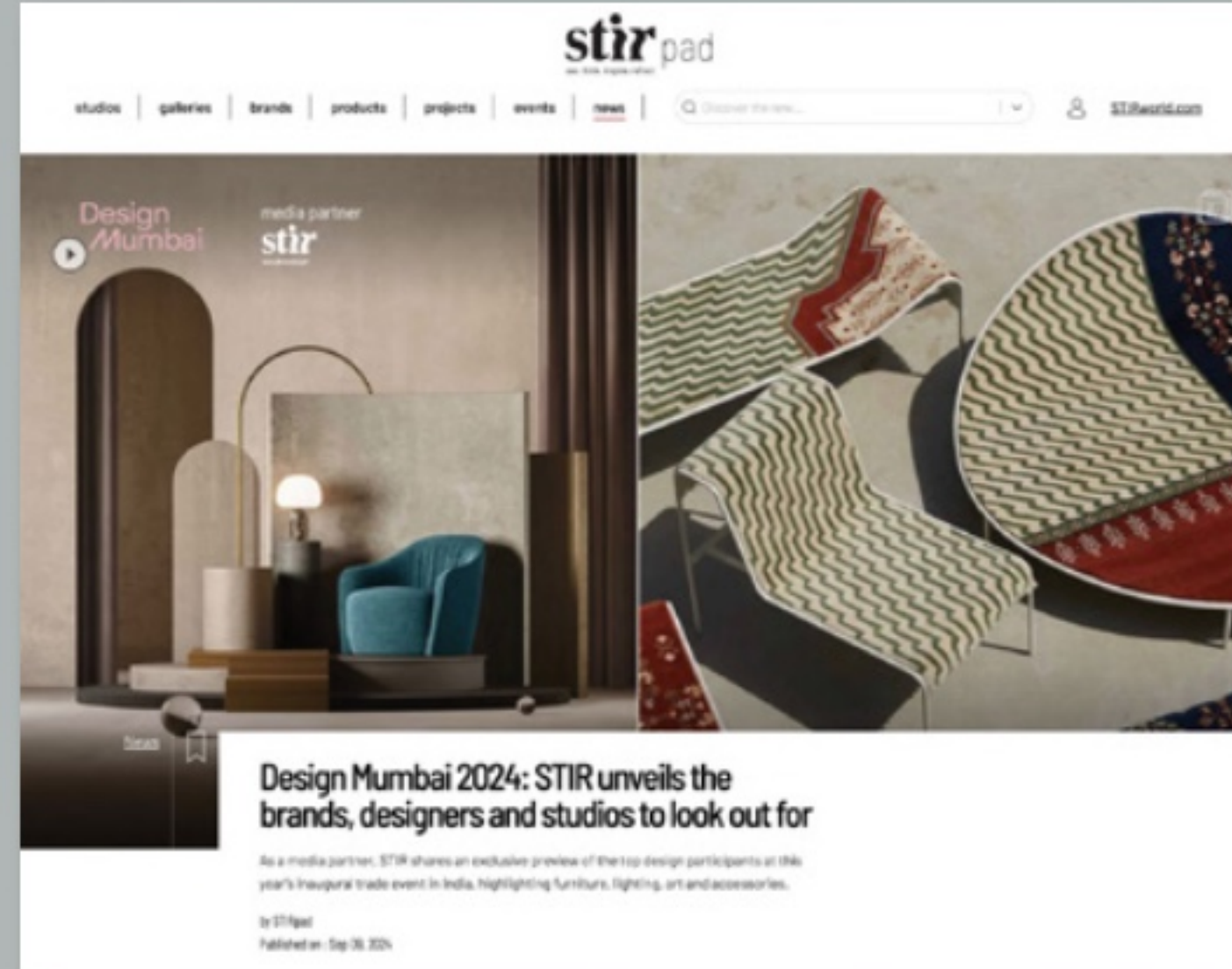


Dezeen
Published 06 November 2024
Monthly visits: 1,390,000

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS



STIRpad
Published 03 February 2024
Monthly visits: 11,000

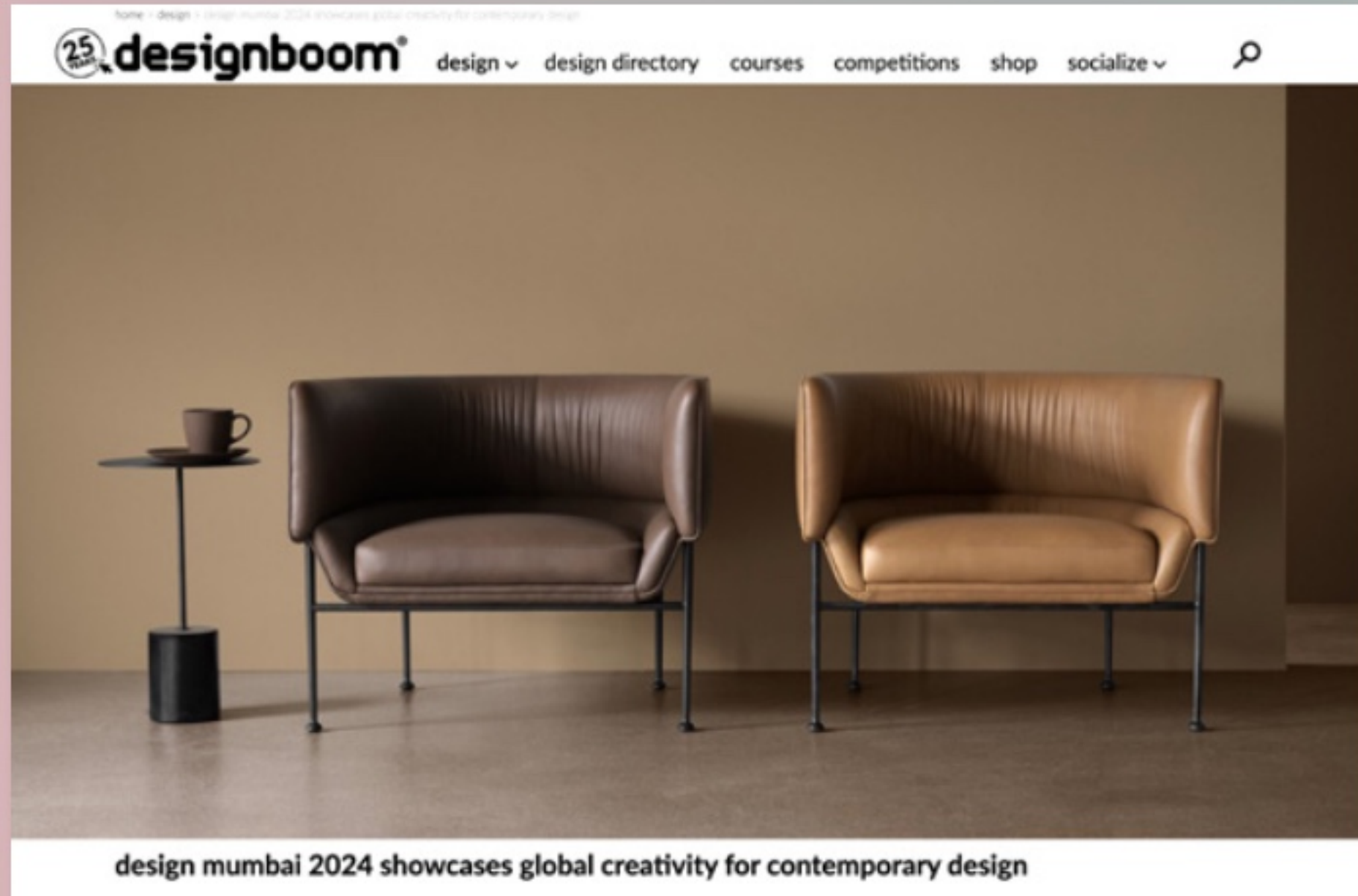


STIRpad
Published 09 September 2024
Monthly visits: 11,000

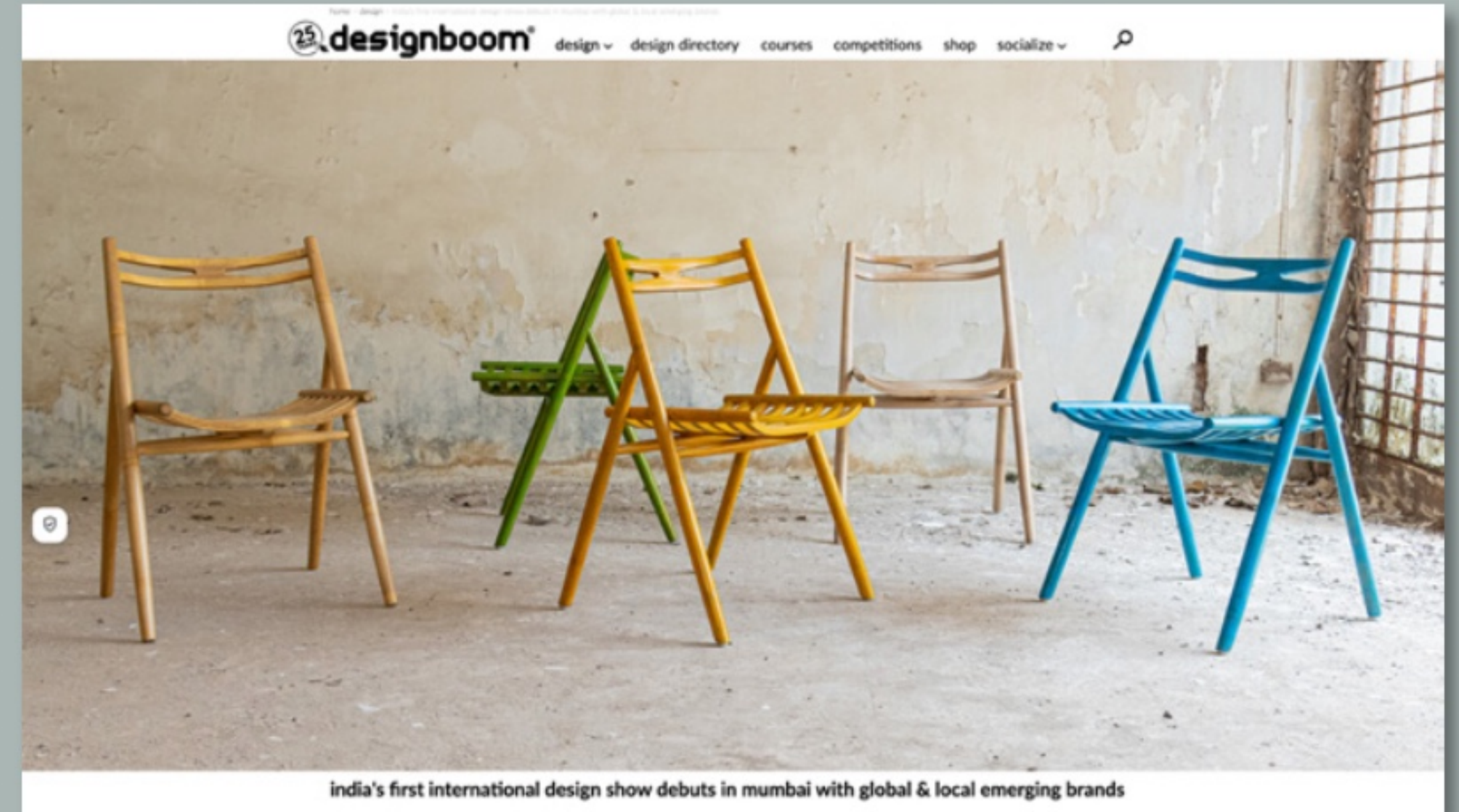


STIRpad
Published 29 October 2024
Monthly visits: 11,000

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS

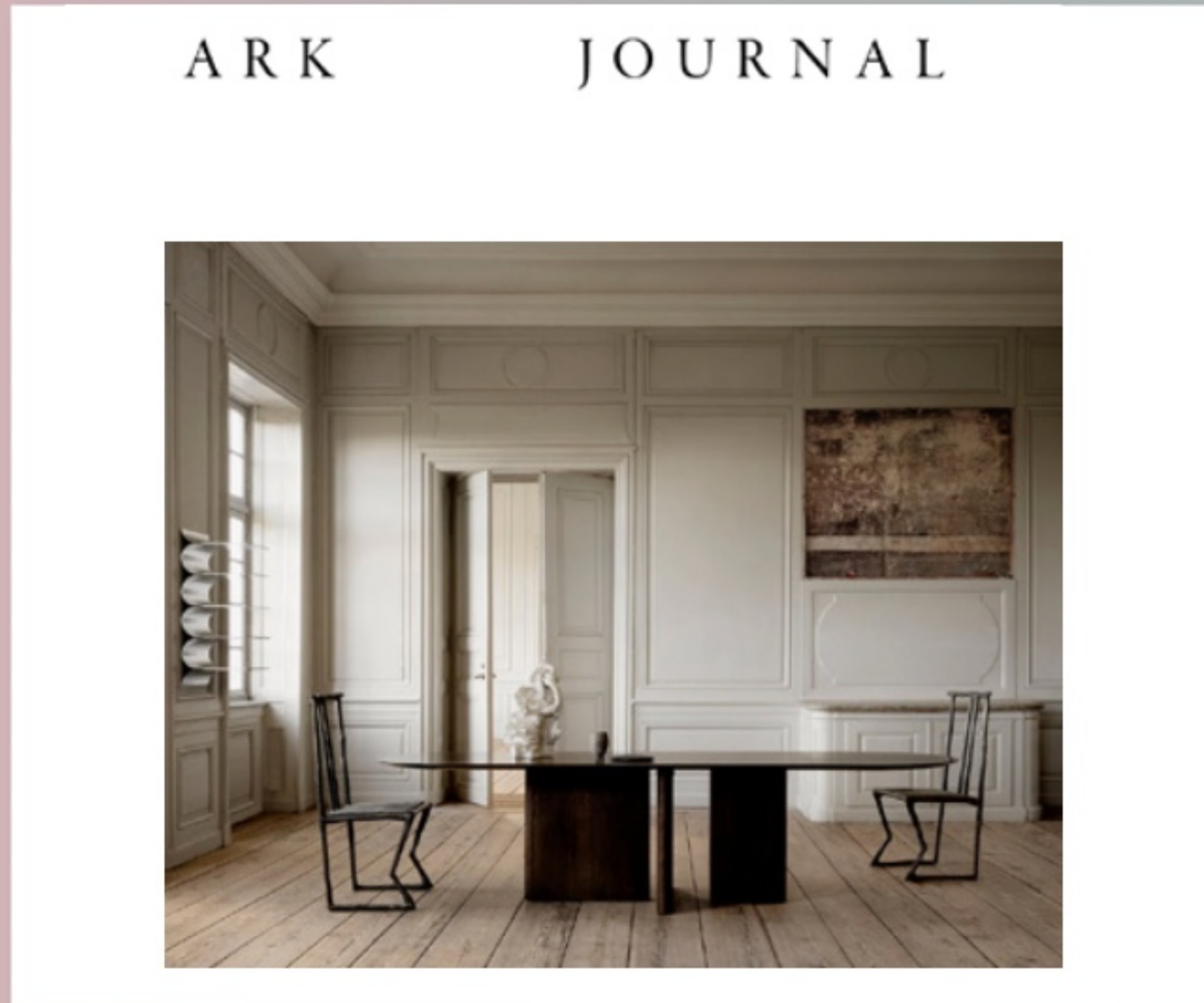


Designboom
Published 05 February 2024
Monthly visits: 3,500,000

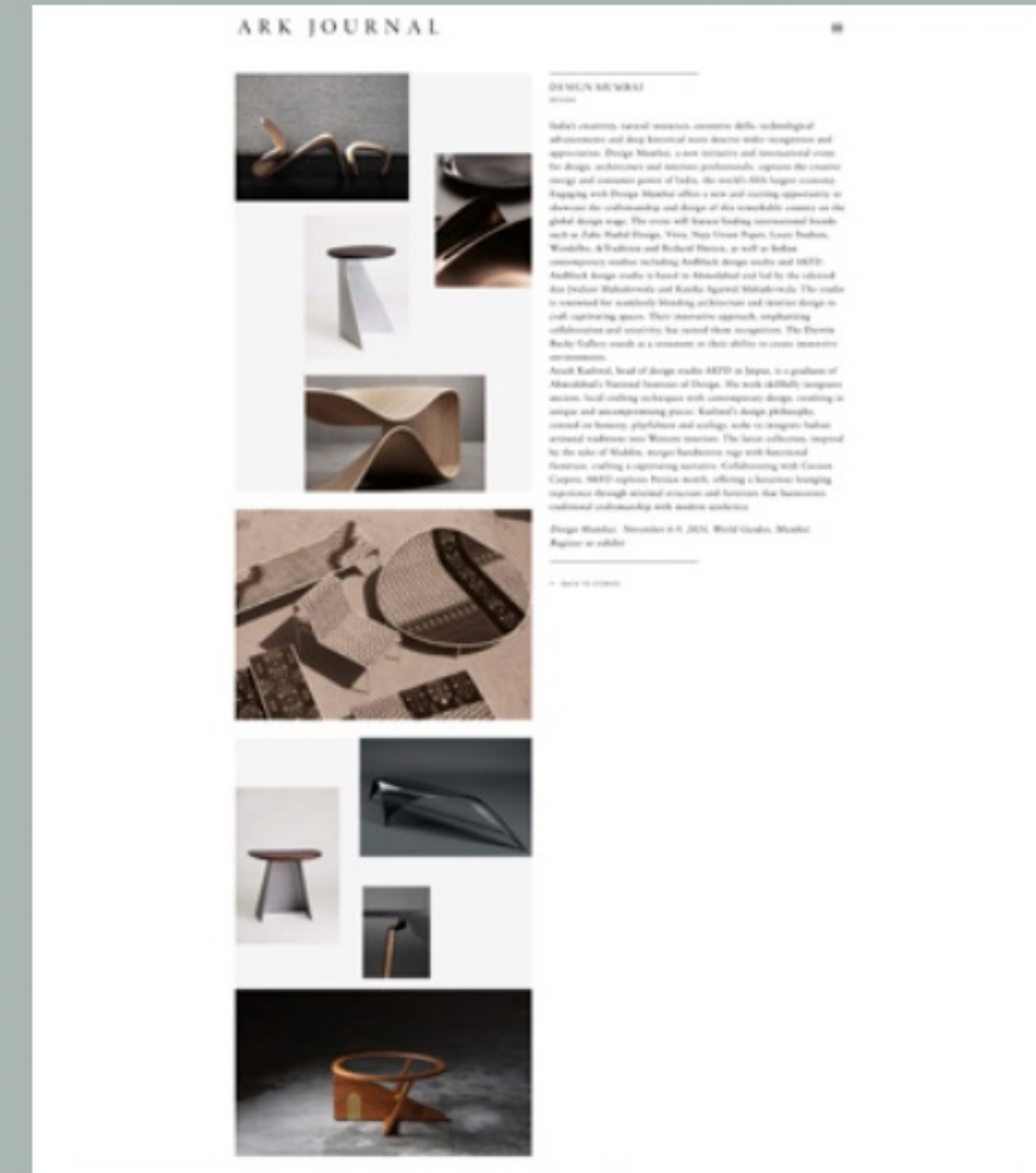


Designboom
Published 10 October 2024
Monthly visits: 3,500,000

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS

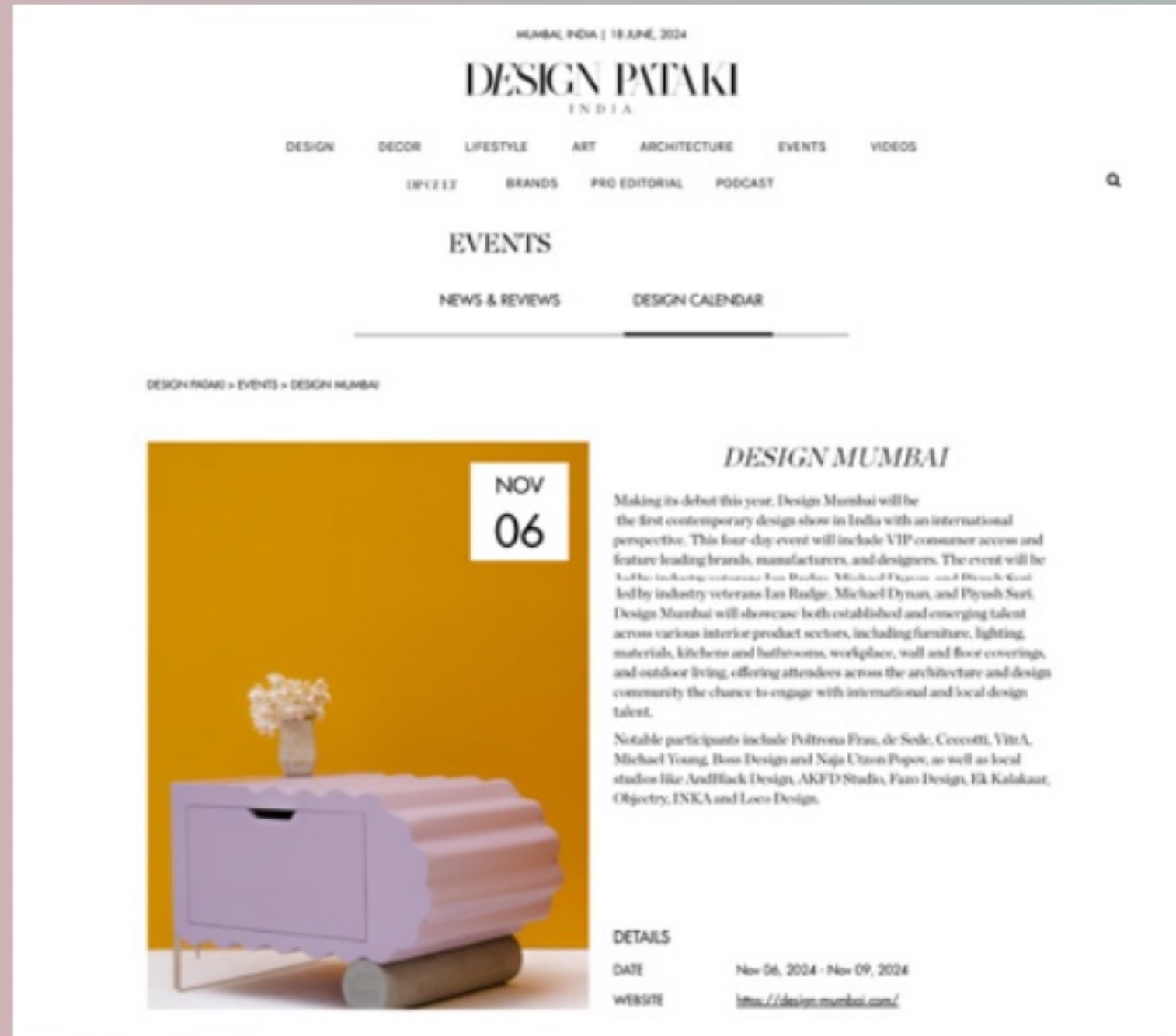


Ark Journal newsletter
Published 26 April 2024
Subscribers: 55,000

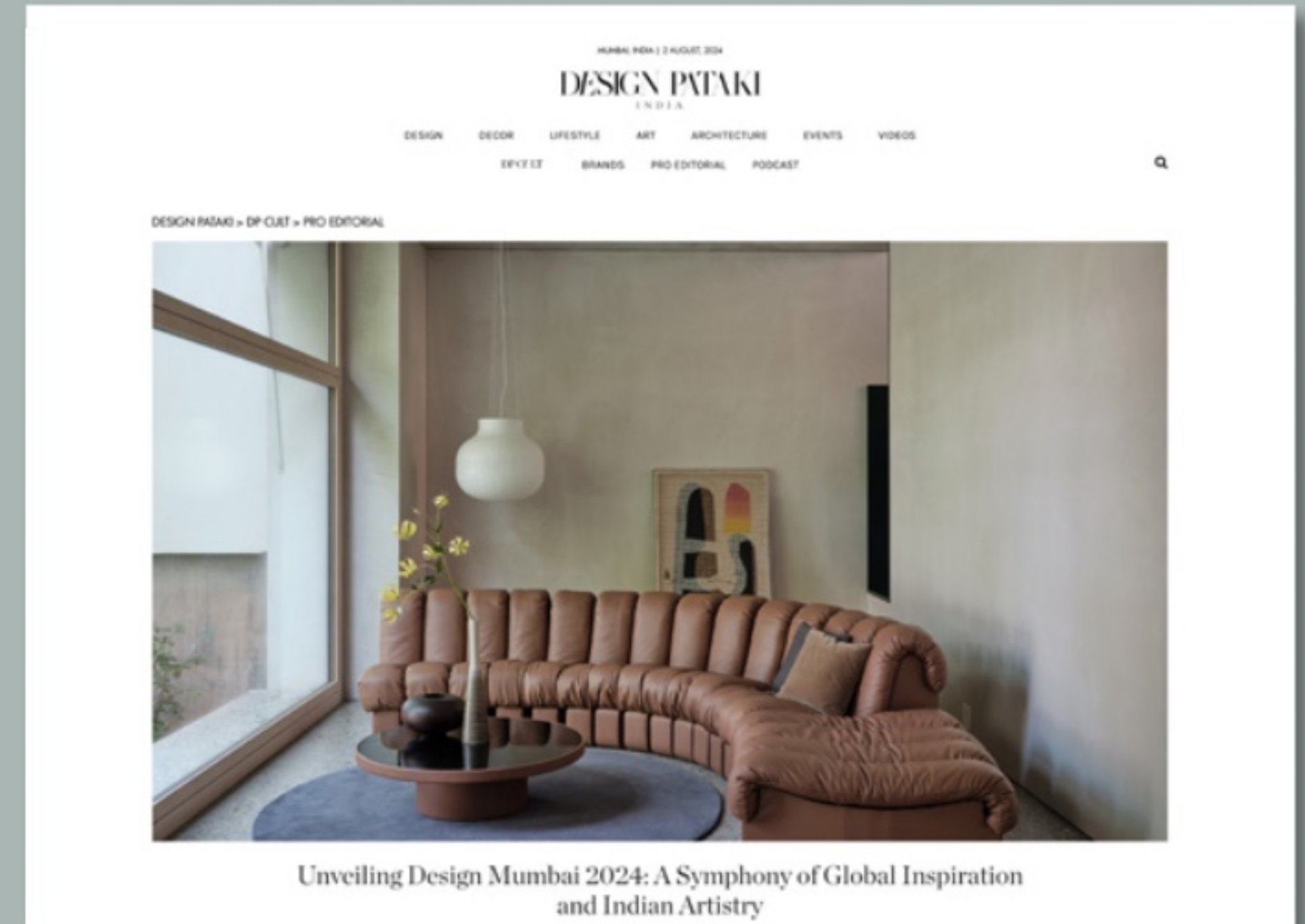


Ark Journal
Published 01 May 2024

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS

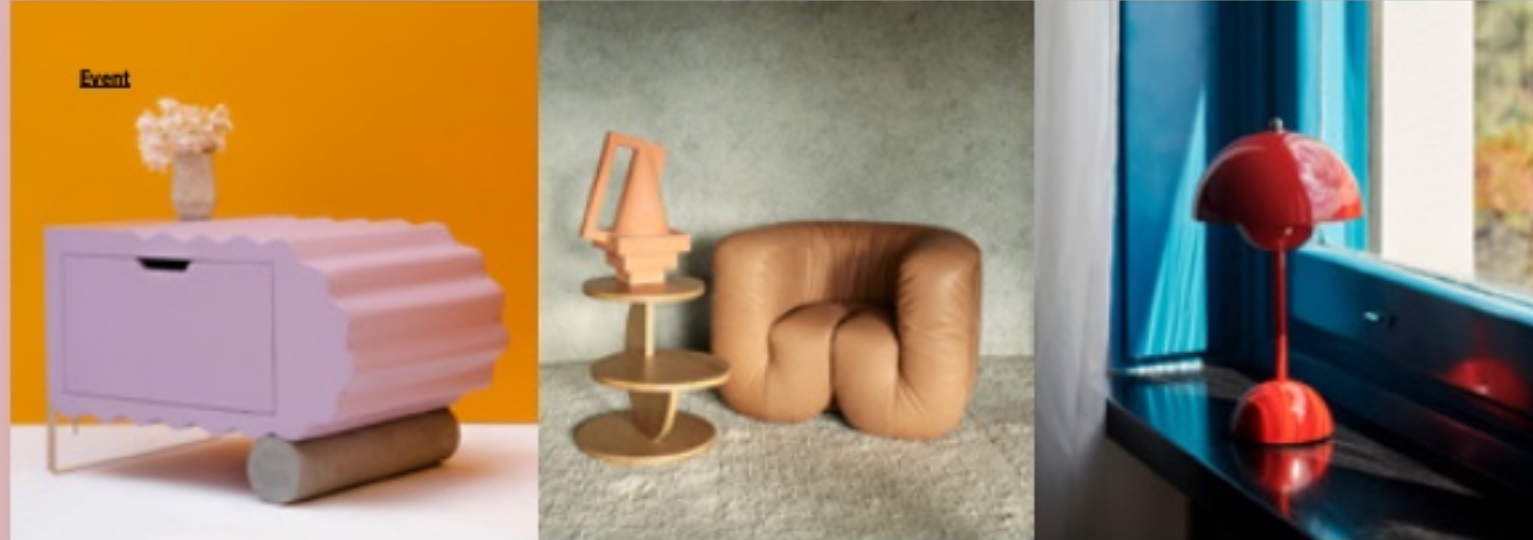


Design Pataki
Published 18 June 2024
Online readership: 12,571



Design Pataki
Published 30 July 2024
Online readership: 12,571

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS



DESIGN MUMBAI'S GRAND DEBUT: UNITING WORLD-CLASS CREATIVITY IN THE HEART OF INDIA

Celebrate design at its finest from 6-9 November 2024 at Jio World Garden, as Design Mumbai brings together leading brands and visionary creators from around the world

Imagine a grand venue buzzing with creativity, vibrant displays of the latest design innovations, and an electric atmosphere charged with the energy of thousands of enthusiasts. This is the stage set for Design Mumbai, the most eagerly awaited design event of the year. The four-day trade event, with selected VIP consumer access, will be held from 6-9 November 2024 at the iconic Jio World Garden in Mumbai. Organised by the venerable Montgomery Group, known for their world-class events like Art Central in Hong Kong and the India & Fair in Delhi, this inaugural show promises to be a groundbreaking moment for India's design industry.

UNPRECEDENTED SCALE AND PARTICIPATION
The most exciting event in Mumbai's design calendar, Design Mumbai will feature 750 leading brands from around the world. This event is set to redefine the design landscape in India. With over 200,000 square feet of exhibition space and an expected attendance of 20,000 visitors, including design professionals, architects, retailers, collectors, and students, this four-day event promises to be a game-changer.

TOP 6 HIGHLIGHTS YOU CAN'T MISS
1 Global Design Icons on Display: Featuring participation from prestigious international brands such as Poltrona Frau, de Sede, Cocchi Collezioni, Vibia, Michael Young, Boss Design, Habitat 67, Marzotto, KAYOK, Nejo Utzon Project, Wendtco, Stradlin, and Louis Proulx, represented by Fem & Ade. These global powerhouses will unveil their latest innovations and set new trends in the design world.

Design Mumbai

2 Celebrating Indian Excellence: Highlighting India's burgeoning design scene, the event will showcase top local brands such as FAZO Project, Ek Kalakart, Emanate, AKFD Design, Faxon Access, Loco Design, and Black Design, Esvee Atelier, Objectry, Wicker Story, Light Farms Asia, Mani Design, Orkoi, Inka Homecrafts, Skibo Art, Shailesh Rajat Studio, Leewash, White Domes Design, KEFH Studio, and Jayant Innovation Studio. This blend of international and local talent underscores Mumbai's status as a burgeoning global design hub.

3 Diverse Product Range: From furniture and lighting to materials, kitchens, bathrooms, workplace solutions, wall and floor coverings, and outdoor living spaces, Design Mumbai offers a comprehensive array of interior products. This vast selection ensures that every attendee finds something that sparks their imagination.

4 Inspiring Talks and Workshops: The event will host a series of talks and workshops by industry leaders, designed to inspire and educate. These sessions will cover a wide range of topics, providing valuable insights and fostering innovation among design professionals, enthusiasts, and students.

5 Expansive Exhibition Space: Spanning over 200,000 square feet, Design Mumbai promises an immersive experience. Visitors can explore a plethora of design showcases, engage with groundbreaking products, and witness the future of design up close.

6 Exclusive Networking Opportunities and VIP Access: Design Mumbai will be a hub for connecting with industry professionals, architects, retailers, collectors, and students. Selected VIP attendees will have exclusive access to special events, private viewings, and networking sessions, providing unparalleled opportunities to forge new relationships, collaborate on exciting projects, and discover new business opportunities.

A NEW ERA FOR INDIAN DESIGN
As Design Mumbai gears up for its grand debut, the excitement in the design community is palpable. This event is not just a showcase; it's a statement about the growing influence and creativity of India's design industry on the global stage. Whether you're a professional looking to network, a brand seeking to make a mark, or an enthusiast eager to explore the latest trends, Design Mumbai is set to be an unforgettable event that will shape the future of design in India and beyond.

BUZZ IS BUILDING

"We are thrilled with the enthusiasm from the international design community for Design Mumbai as we make headway towards the inaugural show in November. Mumbai is a true global centre for design and creativity, the city has a tangible, dynamic energy that is proving magnetic to world-renowned brands targeting the Indian market."
—IAN RUDGE, Co-Founder, Design Mumbai



"This event provides us with a unique platform to showcase our heritage of craftsmanship and innovation to India's vibrant and dynamic market. We look forward to engaging with industry leaders in India, sharing our passion for quality, high-calibre design, and a philosophy of handcrafting with love in Italy, leaving solutions that last generations."
—LEONARDO ALLASIA, Director of Global Marketing, Communications, and E-Commerce, Poltrona Frau



"FAZO Project is thrilled to be a part of Design Mumbai. It promises to bring together creators and professionals of calibre on an international platform. It will be a journey of discovery and inspiration. We look forward to interacting with the foremost creatives of the design world."
—FATIMA WARSJI, Co-Founder, FAZO Project



DESIGN MUMBAI: A NEW CHAPTER IN THE INDIAN DESIGN LANDSCAPE

With just a month to go for the inaugural edition of Design Mumbai, the Show announces some strategic partnerships positioning itself as India's first truly global design show

Set to take place between 6th-9th November in the Jio World Garden, Design Mumbai is India's first contemporary design show gathering an esteemed list of both international and local design talent. Organised by event agency Montgomery Group, the 4-day exhibition is a highly curated trade show which promises to set a new benchmark for design shows in India.

Led by industry experts, the three co-founders of Design Mumbai are Ian Rudge, Michael Dyson and Pooja Suri who, between them, have helped launch shows such as 100% Design, Design Shanghai, and Handmade in Britain. Bringing together over sixty years of combined experience, the dynamic team is looking to enhance the design calendar as we know it, curating over 750 brands and designers within India's design capital and spanning multiple

categories from furniture, to lighting, kitchens, bedrooms, and workplace interiors. Ahead of the debut edition, Design Mumbai announces strategic partnerships which raises the bar and the expectations even more. Here's a sneak peek...

STRATEGIC PARTNERSHIPS: DESIGN MUMBAI JOINS HANDS WITH JSW PAINTS
Jsw Paints – a pioneer of high-performance and ethical colour, is renowned for its cutting-edge technology, eco-friendly products, and vibrant collections. JSW recently signed on as the Principal Partner for the inaugural edition of Design Mumbai. "Together, we'll be adding another pop of colour to the Jio World with a must-see, original

design feature," exclaims the Design Mumbai Team. Get set for an immersive experience in colour, insights on colour trend forecasting and innovative tips and insights on how to introduce colour into your homes, hotels, offices and beyond.

A UNIQUE COLLABORATION: GEARING UP FOR THE BRAND NEW ROYAL ENFIELD CLASSIC 350
India has witnessed some unique design collaborations in the past, but this one definitely is an unexpected synergy of brands. But this one's going to be different.

Royal Enfield, the iconic motorcycle manufacturer, will be showcasing its brand-new Royal Enfield Classic 350 model at Design Mumbai. Under the banner of 'The Year of the Classic,' Royal Enfield also plans to introduce an exciting endeavour with Design Mumbai for riders with a keen interest in art and design. Stated to host a special session on classic design by the world's top designers, this collaboration will rekindle the worlds of motorcycling and design, providing a unique opportunity to explore the creative processes that shape the aesthetics and functionality of their beloved motorcycle. Royal Enfield motorcycles are all about craftsmanship, longevity, exploration and self-expression. Design Mumbai endeavours to bring together the best in the world of design, across all fields. Bookings and test rides of the Royal Enfield 2024 Classic 350 will start

on 1 September 2024. Discover more, book a test ride or place an order for the Classic 350 via the Royal Enfield App or via www.royalenfield.com

INTERACTIVE INSTALLATIONS AND MORE
Design Mumbai promises a carefully curated four-day programme of talks, workshops and keynote addresses from high-profile speakers and brands set against a backdrop of inspiring interactive installations and features by Indian and world-renowned designers. Soho House Mumbai will host the Design Mumbai restaurant, offering guests a taste of members' club-quality design, service, food and drink. Design Mumbai will also host interactive installations and features by world-renowned designers and brands. For example, an outdoor exhibit by Studio Soak, the UK and US-based architecture practice, will demonstrate its dynamic and thoughtful designs that drive positive social and environmental change, while Richard Huxton and The Park Hotels will collaborate on an exclusive concept space that challenges the status of contemporary hospitality. Serving as a dynamic platform for both established and emerging talents in the architecture, art and design industries, audiences of Design Mumbai 2024, will witness a vibrant, rich tapestry of novelty, creativity and craftsmanship that will likely transform the global and national design landscape. Book tickets via www.design-mumbai.com

EDITORIAL COVERAGE: DIGITAL MEDIA PARTNERSHIPS

ARCHITECT
and INTERIORS INDIA

Sumisha Gilotra unpacks the essence of design at Design Mumbai Exchange

Sumisha Gilotra, Editor of Architect and Interiors India, took center stage at the Design Mumbai Exchange, participating in two engaging panel discussions: Conscious Colour and Hospitality Beyond the Image.

by Staff Writer | November 7, 2024 SHARE




Architect and Interiors India
Published 07 November 2024
Online readership: 231,000

ARCHITECT
and INTERIORS INDIA

A first look at Design Mumbai's exclusive features

Design Mumbai's exclusive features for its first edition offer an immersive journey through high-calibre design, art, colour and sound. Here's a first look at the highlights of Design Mumbai 2024.

by Staff Writer | November 8, 2024 SHARE



Architect and Interiors India
Published 08 November 2024
Online readership: 231,000

ARCHITONIC Your search starts here - chairs, lamps, manufacturers, designers...

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Design Mumbai OVERVIEW FAIR EDITIONS NEWS ARTICLES ABOUT

Design Mumbai catapults India onto the global design stage

BRAND STORY BY SIMON KEANE-COWELL
MUMBAI, INDIA
09.05.24

Taking place this 2024 from 6–9 November, India's first design show is set to showcase hand-picked local and international industry leaders, all while capturing the creative energy and consumer power of the world's fifth-biggest economy.

Architonic
Published 09 May 2024
Online readership: 2,000,000

SOCIAL MEDIA

OVERVIEW OF ALL SOCIAL CHANNELS (1 JAN – 25 NOV 2024)

63.5m

Impressions

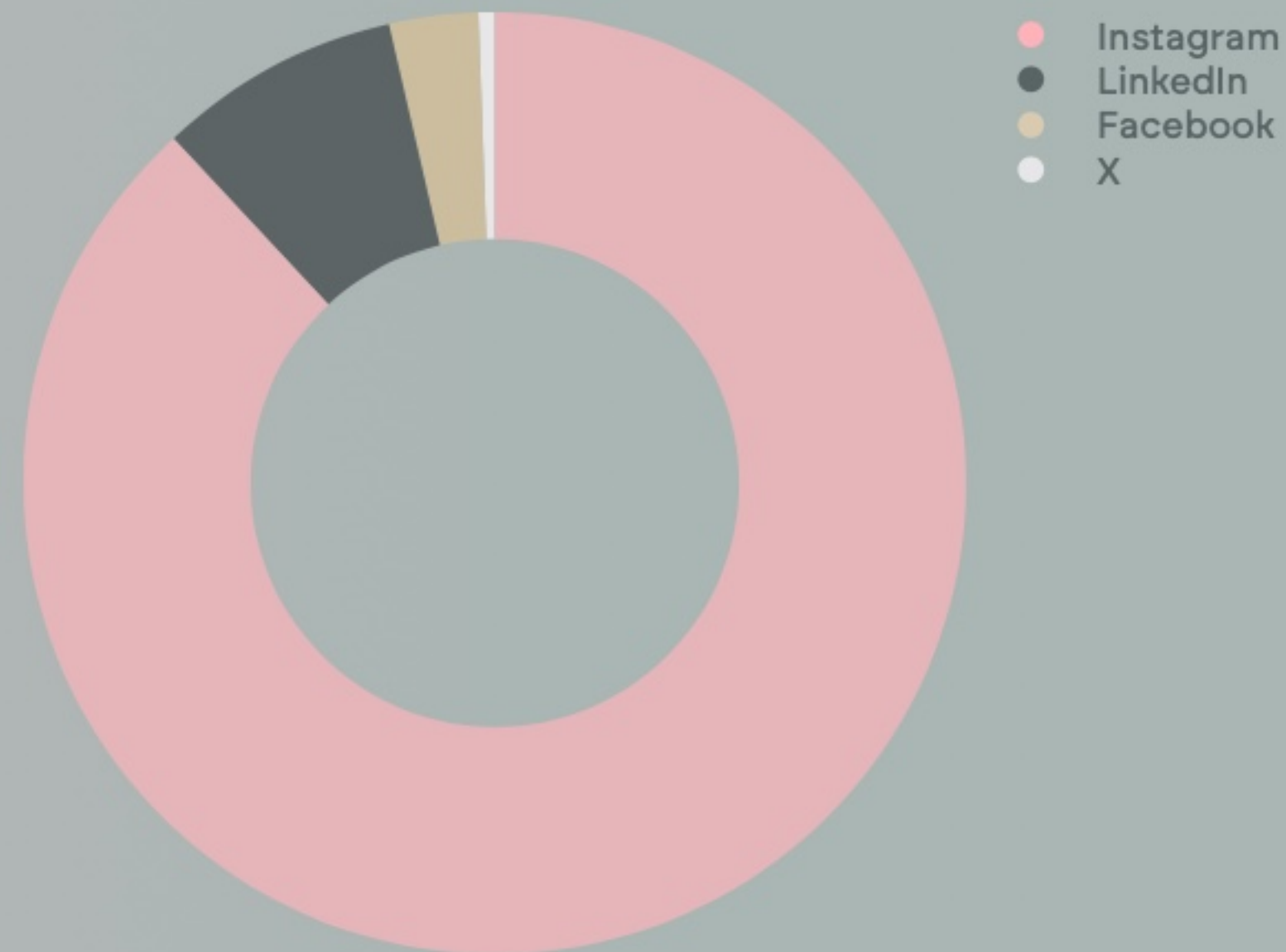
110.6K

Engagements

7,566

Total followers – **organic** followers and counting

TOTAL FOLLOWERS ACROSS ACCOUNTS



INSTAGRAM DEMOGRAPHICS

AUDIENCE TOP COUNTRIES

India	94%
United Kingdom	3%
United States	2%
United Arab Emirates	0.6%
Italy	0.4%

AUDIENCE TOP CITIES

Mumbai, Maharashtra	69%
Delhi, Delhi	8.5%
Bangalore, Karnataka	8%
Ahmedabad, Gujarat	8%
Pune, Maharashtra	6.5%



DESIGN MUMBAI EXCHANGE



Talks Programme



DESIGN MUMBAI EXCHANGE

Talks Programme

An A-list talks programme brought together the finest minds from Indian and international design practices, publications and cultural institutions, breaking down borders and sparking fresh conversations on the status of contemporary design.

The talks spanned diverse topics, from the impact of new technologies on design practice to exploring sustainable and climate-responsive architecture, making Design Mumbai Exchange talks program a must-attend for professionals in the industry.

Among the luminaries that joined the 2024 programme are:



Ananya Singhal
Managing Partner,
Studio Saar



Hafeez Contractor
Architect



Eric Parry
Principal, Eric Parry
Architects



Iram Sultan
Iram Sultan Design
Studio



Abha Narain
Lambah
Architectural
Conservationist



Tej Chauhan
British Industrial
Designer



Richard Hutten
Droog Design



Charu Gandhi
Founder, Elicyon



Kapil Gupta
Co-founder, Serie
Architects



"It was a thoughtfully curated series of talks and I enjoyed being part of the sessions. It was wonderful to meet the team and I look forward to seeing all of you soon."

ARJUN MALIK
PRINCIPAL ARCHITECT,
MALIK ARCHITECTURE



DESIGN FEATURES



DESIGN FEATURES

Design Mumbai commissioned a world class selection of exclusive features and installations from some of the world's leading design thinkers for its first edition, including:

All I Know Is How I Feel, Installation by Joanna Bodzek and Design Mumbai's presenting partner JSW Paints

THE Park Hotels and Richard Hutten hotel room concept

SRIVAN Pavilion by Studio Saar

The Royal Enfield Hub

Collide, entrance feature by Kling Klang Klong

Materials Lab by Chris Lefteri

Magical Bloom by Vibhor Sogani



THE TEAM

1851 MONTGOMERY GROUP

The UK's longest running independent events organiser, with over 50 events and co-locates in 15 countries, including India Art Fair, Art Hong Kong and Photo New York.

AN UNRIVALLED TEAM,
WITH UNIQUE EXPERIENCE

FOUNDERS



IAN RUDGE

Co-founder of 100% Design, the UK's most successful design event, Ian has over 35 years experience delivering influential design events around the world including most recently Design Shanghai.



MICHAEL DYNAN

Michael has launched more than 30 live event brands which are now successful annually. Including Design Shanghai which became the biggest design event in Asia.



PIYUSH SURI

Designer, brand owner, event organiser and TV presenter (BBC1, BBC2 & Channel 4) Piyush has over 20 years experience in the Design & Events sector, both in the UK and India.

THE TEAM

1851 MONTGOMERY GROUP

The UK's longest running independent events organiser, with over 50 events and co-locates in 15 countries, including India Art Fair, Art Hong Kong and Photo New York.

AN UNRIVALLED TEAM,
WITH UNIQUE EXPERIENCE

SALES



TAHA MEZIANE
Global Sales Director
Design Mumbai



KAUSHAL SHAH
Sales Agent

SALES & PARTNERSHIPS



ARJUN MEHRA
Founder
C&C Talent

OPERATIONS



FAZAL AHMAD FARUQUI
Director of Operations
and Production
Design Mumbai



TANYA MUNJAL
Senior Manager,
Operations and
Production
Design Mumbai

MARKETING & PR



CAROLYN LARKIN
Founding Director
Caro Communications



SADIE JONES
Senior Digital Manager
Caro Communications



**ANYA COOKLIN-
LOFTING**
Senior Account Director
Caro Communications



EMMA FOALE
Digital Media Manager
Caro Communications



SAGA SJOBERG
Senior Account
Executive
Caro Communications



SANDRA LOUIS
Marketing Executive
Design Mumbai

DESIGN



JON CEFAI
Creative Director
Collaborate



WILL JARROLD
Designer
Collaborate



PETE CARR
Senior Designer
Collaborate



MEGAN TUSTING
Designer
Collaborate

THANK YOU TO OUR PARTNERS

"It was an absolute pleasure to be part of the lovely event. Kudos to the entire team for pulling off such an amazing show."

SUMISHA GILOTRA
EDITOR, ARCHITECT &
INTERIORS INDIA

Presenting
Partner



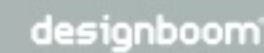
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Partner



Design Feature
Partners



Media
Partners



Strategic
Communications
Partner



VIP Programme
Partner



Content
Partner



Knowledge
Partners



Design/Branding
Partner



Hospitality
Partner



Hotel
Partner



Hydration
Partner



Coffee
Partner



Gin
Partner



Beer
Partner



Restaurant
Partners



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Partner



Logistics
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Outdoor Furniture
Partner



Stage Furniture
Partner



Furniture
Partner



Design Sector
Partner



Save the Date

India's international
contemporary
design show

26–29 November 2025
Jio World Garden
Mumbai



Design Mumbai

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