

adhyA
products with stories





Adhya is about craft

Why do we make? Through the ages, making has defined our lives. What was left behind in the industrial age as a mechanical process to be relegated to machines has now gained a new meaning. The maker culture has seeped up through the various strata of society. Highly educated people are now becoming carpenters, glass blowers and other professions requiring hands-on skill.

Adhya was set up in 2012, to create new product in response to a need to create things. To express, to do something, even a small something, to engage with the joy of creation.

luxury of making

New luxury is awakening to the importance of process. ... the process of creation which makes exceptional and unique objects.

Honest and simple handwork and traditional expertise is restoring value to manufactured goods. The new luxury can be seen as a return to the essential beauty of craftsmanship.

How something is made becomes as important as its end use, the exchange with the material, the taking from nature and giving back. Moving towards slower and more sustainable forms of enterprise where there is a balance between art, industry and market.





experience India

We take you to the heart of craftsmanship in India, to discover ancient techniques. Artisans skilled in crafts, slow down the pace of life to put in front of you an object of beauty that inspires your day.

Using warm rich bronze finishes, aged textures and an evocative mix of materials that ask to be touched, we create products with soul and character to revive the sense of joy in material that we had as children playing in the sand. A handcrafted object in a home connects with the senses, and with the energy of the many people who spent time using their hands to make the object. This is the belief of the craftsman.



markets and craft

Craft has never been more important than now, as an antidote to mass production and as a practice in which the very time it takes to produce an object becomes part of its value in a world that often moves too fast.

'Craft, art, and design are words heavily laden with cultural baggage. They all connote the profound engagement with materials and process that is central to creativity. Through this engagement form, function, and meaning are made tangible.'





new design narratives

Contemporary craft is a process of transformation, with design intervention. Bringing a modern sensibility and new functional interpretation to a decorative, vernacular work, so that it stands as a meaningful counter industrial narrative.

At Adhya we like crossing the boundaries of material, combining crafts and skills, stone and metal, creating new co-operation and synergy where together a new future is forged.



Mukesh Tyagi ; 99990 33590 • mukesh@adhyadesigns.com
I-10, DLF Industrial Area Phase I, Faridabad - 121003, Haryana, INDIA