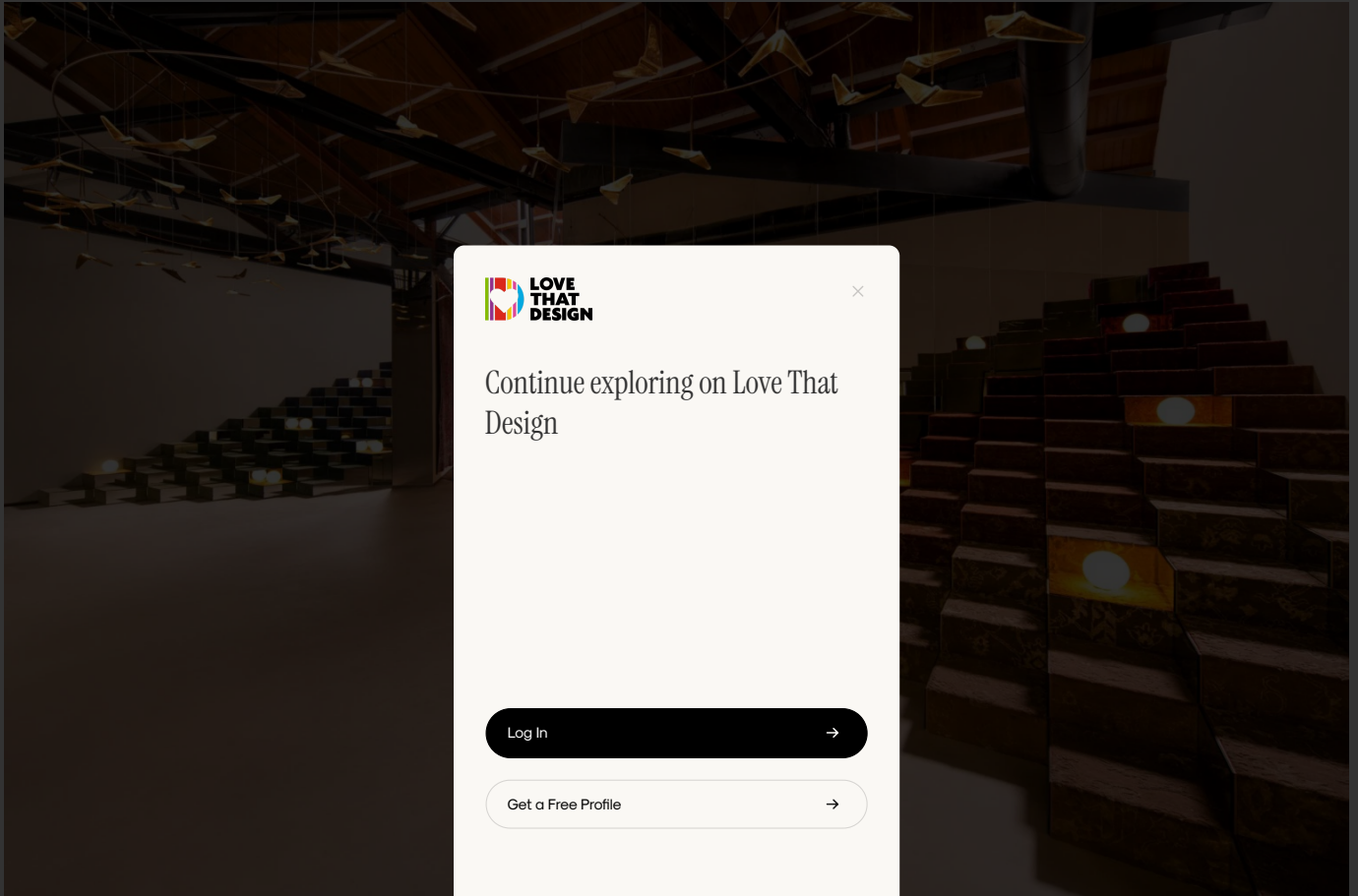


Roar Translates the Language of Weaving into Architecture for Jaipur Rugs' Mumbai Showroom



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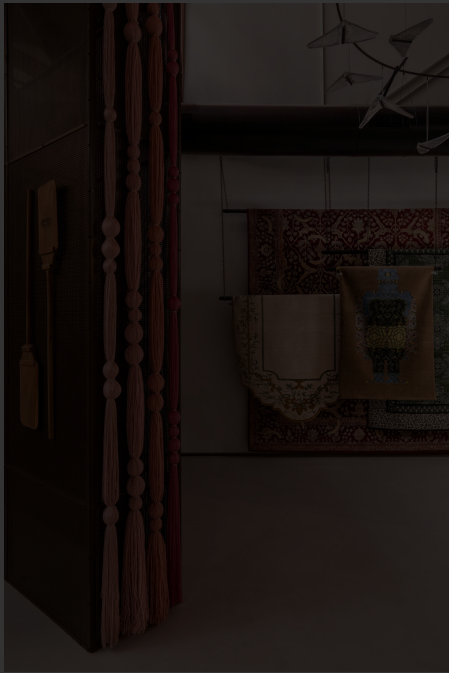
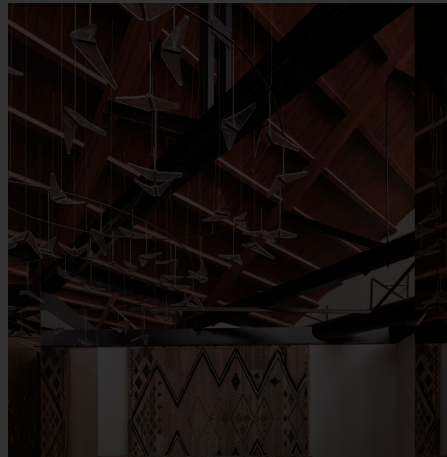
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Roar has completed the interior design for Jaipur Rugs' new Mumbai store inside the Empire Mills compound in Lower Parel, once part of Girangaon, the historic "mill village" that powered Bombay's textile industry. In the late nineteenth century this neighbourhood was filled with spinning sheds, chimneys and cotton warehouses that earned the city the nickname Manchester of the East. Many of those mills have since been transformed into cultural and commercial spaces, but the memory of textile production still sits firmly in the architecture of the district. For Jaipur Rugs, whose story is rooted in hand weaving, the location creates a natural link between Mumbai's industrial textile past and India's living craft traditions.

The project occupies a former warehouse where the original Victorian steel structure, pitched roof and clerestory glazing have been left largely untouched. Rather than compete with the architecture, the studio simply refurbished the existing shell and allowed the volume of the space to do the heavy lifting. This decision created a calm industrial backdrop and a generous internal height that allowed the new design elements to sit lightly within the building.

Within that open envelope, Roar introduced a spatial system based on fractal geometry, drawing inspiration from the quiet repetition found in weaving itself. A series of cuboid volumes run through the interior. They began as a practical way to conceal

existing structural columns but gradually evolved into the defining architectural language of the store. These stepped forms appear at different scales across the space, sometimes as sculptural platforms, sometimes as gallery walls and sometimes as reflective installations that guide visitors through the showroom.



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Fractal patterns appear repeatedly in nature and the human brain instinctively finds these structures easier to process. The Jaipur Rugs framework instinct, breaking the large warehouse floor

This framework allows Jaipur Rugs' diverse collection to be presented in curated pockets rather than a single retail hall. Flat display cases and mesh partitions reveal areas where weaving demonstrations and lounge settings are scattered through the presentation of materials.

Visitors enter beneath a suspended installation of folded geometry that draws the eye upward and leads guests deeper into the showroom, where larger versions of the same folded geometry appear as reflective installations within the display zones, echoing the fractal logic used throughout the interior.

Along one edge of the space, a vertical rug archive uses pull-out tiled storage systems to house the wider collection, turning what might normally be back-of-house storage into a tactile browsing experience. Behind the gallery spaces sit the packing, loading and staff areas, accessed through a separate entrance that allows the operational side of the business to function independently from the showroom.





Material choices acknowledge the industrial structures, raw steel elements and reflective interior that feels part showroom, part archi

"The idea was to design a space that behaves is all about rhythm and repetition. We transla through the space."

Just as rugs are created through the steady forms, creating a spatial pattern that the bra a textile gallery, where visitors move through process itself.



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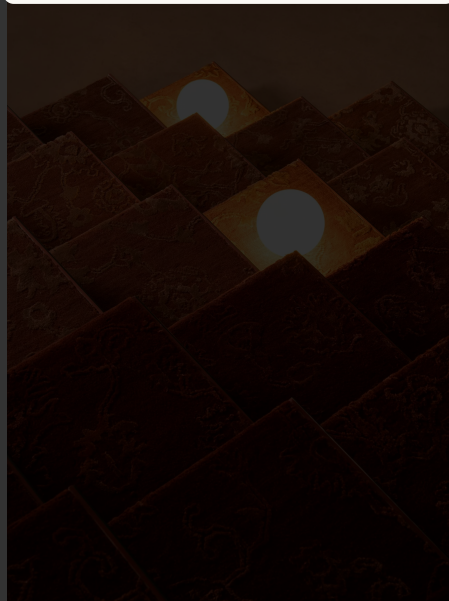
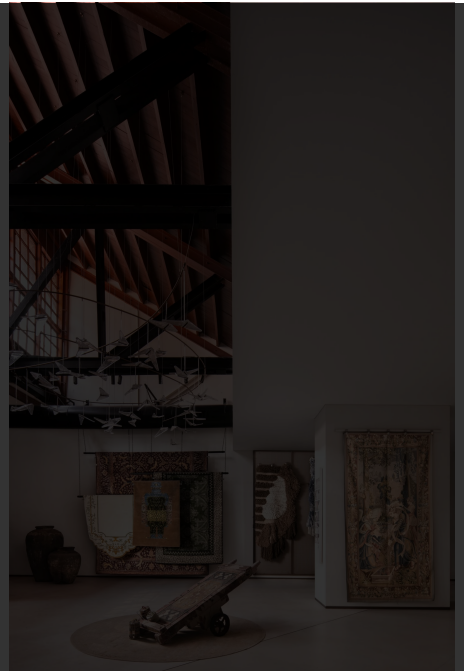
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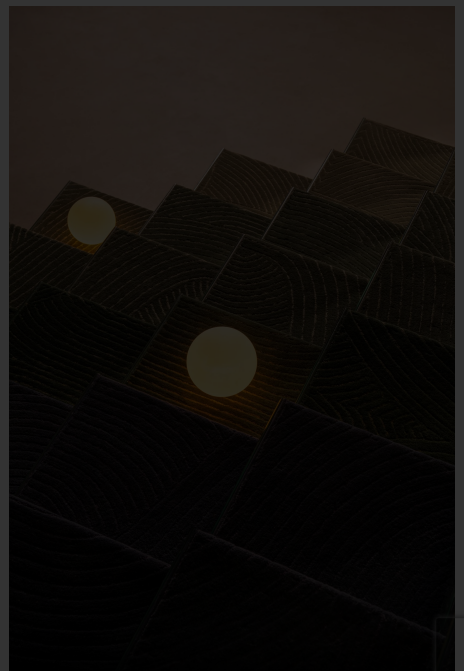
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ugs to remain the focus. Warm timber and traditional weaving tools, creating an

er of Roar. "When you look closely, weaving simple geometric forms that repeat and scale

unfolds through a sequence of similar is less a conventional retail space and more etition and precision of the weaving



Lighting : Arjun Rathi Design
Photography Avesh Gaur



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