

PINAKIN PATEL

Pinakin Patel graduated in Chemistry in 1975 only to discover that his heart was in the creative disciplines. By 1979, he steered his life's course into a totally different direction. He traveled all over the world and particularly the entire length and breadth of India to update his modern sensibility with a thorough understanding of India's rich heritage.

In 1984, Pinakin launched his own design store 'Etcetera' - India's first lifestyle store where he began to design his own line of furniture complemented by an entire symphony of art textiles and accessories. All the products were based on modernizing Indian crafts.



The store was a success and the innovative display won him interior designing offers. Interiors led to architecture, and free spirited Pinakin could experience various other disciplines such as journalism, photography, exhibition design, and even production design for cinema.!

At the height of his popularity, in 2000, Pinakin shifted his studio from the hustle bustle of Mumbai to the quiet of Alibag. Here, amidst the spiritual ambience of nature his creative energies received great visibility and acclaim.

One bench designed by him, auctioned for the highest amount in the Swiss Consulate's fund raiser conducted by Christie's. At the invitation of The National Gallery of Modern Art, Pinakin created a month long exhibition titled "The Innate and the Informed" where he brought in street vendors separated from their taken for granted environment and set them apart as installation art as well as serious product design. The show revealed his uncanny understanding of contemporary Indian culture. In the meantime, Pinakin started giving more of his time to community related projects including the designing of Mumbai's Museum Art Gallery and the Karl Khandalawala Wing at the Prince of Wales Museum. Through Paramparik Karigar, he designed merchandise with actual craftsmen to provide rural employment through direct business from urban design stores.

His Late Guru Padmabhushan Dashrath Patel, founder Director of the National Institute of Design, Ahmedabad moved into his home and idealistic practice in Alibag and a decade later Pinakin consolidated the birth, evolution and history of Indian Design in a permanent Museum in Alibag. The Dashrath Patel Museum of Art and Design is backed by an active design studio that interacts with creative people from all walks of life.

Pinakin's own line of furniture and well designed objects were housed in a new store in Mumbai called PINAKIN. By now he had also earned the unique distinction of being the first crusader for the 'India Modern' aesthetic. He is repeatedly invited to speak on Contemporary Indian Design at many an important educational as well as professional platform.

In 2014 Pinakin learnt yet another discipline of design namely- Fashion and launched his own label of PINAKIN OCCASION WEAR. His next dream is to take all of the above- from the real world he was born into to the virtual world that he so enjoys!.

Pinakin Patel — architect, interior designer, furniture and fashion designer, artist, thinker spends his spare time learning Hindustani classical music and reading Indian philosophy. He hopes to achieve an informal design institute for creative people from various disciplines that will highlight the inherent strengths of Indian culture suitable for adaptation into a thoroughly contemporary global perspective.