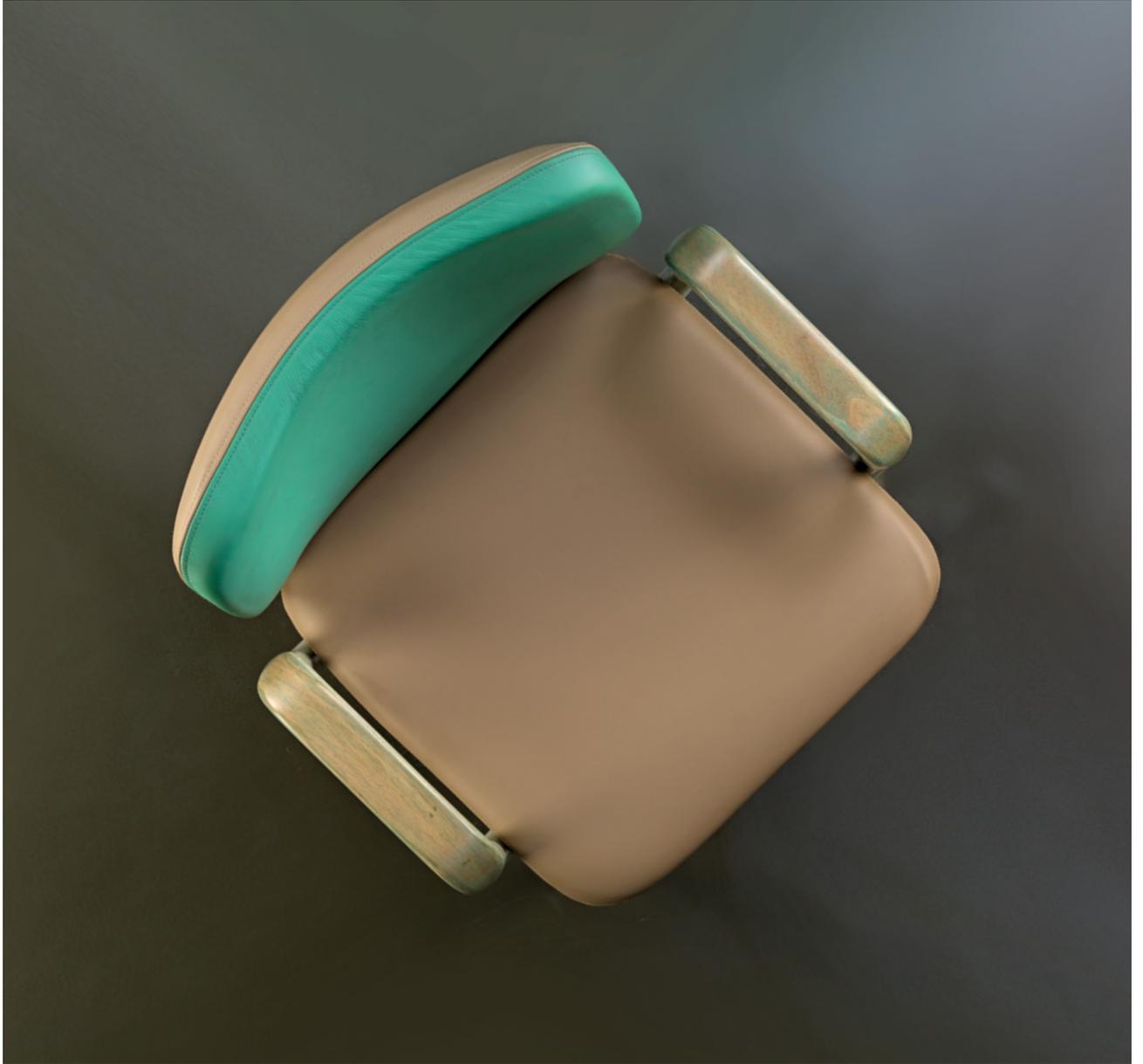


amber  
DESIGN, THROUGH DETAIL

40 YEARS  
OF  
DESIGN  
EXCELLENCE

Loop





Loop





Smooth, flowy and ageless! All the corners of the Loop series products are softened with a pronounced radius to form a complete loop. The armrests of moulded, compressed wood are shaped to meet the round pipe metal frame structure of the chair, completing the circle. Ergonomically designed and contoured PU moulded seat and back provide added support and comfort.

## Loop





This supremely convenient loop series offers considerable variations for all users. You can choose a high back chair, medium back chair or a low back with or without arms whichever you prefer!



Loop





For those who do not prefer the cushion back in chairs, the loop family also offers a mesh back, jute or PVC woven back and an option of moulded compressed wood back.



Loop

The Loop family further continues itself to include the static chairs, both with and without armrests. The legs of these chairs are designed in the same metal pipes, and this comfortable chair works precisely for visitors seatings and also for any other arrangements.



Loop



This vast range of seatings also includes furniture for cafeteria/dining. Following the same design style, we have Loop dining chair both with and without armrests, a simple table with laminated tabletop and compressed wood moulded edges. These are ideal for the director's and the manager's dining areas.



Loop



In the case of sofas, two U-shaped moulded compressed wood components are joint together forming the arms and legs in a seamless and see-through loop. Sofas are available in the combination of single and two-seater with a centre/corner table. Continuous and running seater precisely for the reception and waiting areas.

## Loop



We are proud to introduce our new in-house design studio, **Karnima Design Lab**. These new range of seatings and a few other products are outcomes of this young Studio. Binal Nirmal, the design director of Karnima Design Lab, comes with her fresh ideas and international exposure for product design.

She first studied architecture from Kamla Raheja Vidyanidhi Institute for Architecture and Environmental Studies (KRVIA), Mumbai and graduated in 2013. She believes her experience in the field of architecture, gives her a better understanding of spaces and interiors, which provides her with better intelligence for interior products.

In 2015, she went to study Product Design at the prestigious Domus Academy, Milan, Italy by winning scholarship competition conducted by Domus in collaboration with Magis, an Italian furniture brand. During her course at Domus, she got a chance to work with some famous Italian companies like Plust collection, Foscarini, Italia Independent, and a few other. She also learnt a lot from some great Italian designers like Patricia Urquiola, Matteo Ragni, Chiara Moreschi, and many more. In Italy, she got a chance to work with Riccardo Giovanetti at his Studio, from whom she learnt a lot about Italian product design. She believes in making functional and aesthetic products by stretching the characteristics of each material. Her design philosophy and thought processes are seen quite evidently in her products!

Product Design  
Karnima Design lab

Concept and Art Direction  
Karnima Design Lab

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Graphic Design  
Karnima Design Lab

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