

THE PRESS BOOK  
TEXTILE

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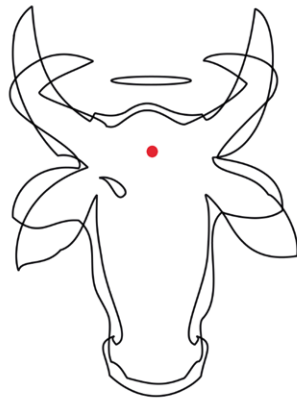
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**NO-MAD**  
by Valérie Barkowski  
97% INDIA

# DAYDREAM



Daydream is an inner journey. We live in a world where everything goes faster and where we need to resource ourselves. A need to be and to feel at home, surrounded by family, a pleasant and peaceful environment, furniture and objects we love. We starve for comfort in the broadest sense to live a Daydream, surroundings reminiscent of the nest, where one feels in peace and security away from the daily aggression. A spring board for "farniente" and dreams.

It is this environment that we want to create. Families of products related to this need for "nesting". Simple but "real", a palpable but not visible luxury. A return to sources and traditions. In India we live near the floor, we like to sit cross-legged, rest on a charpoi. Surrounded by textiles, enjoying a cup of good tea and escape to the delicious strolling areas, dreams, wellness,... We take time to live and to listen to ourselves.

## THINKING

creative & conceptual

## CONCEPT

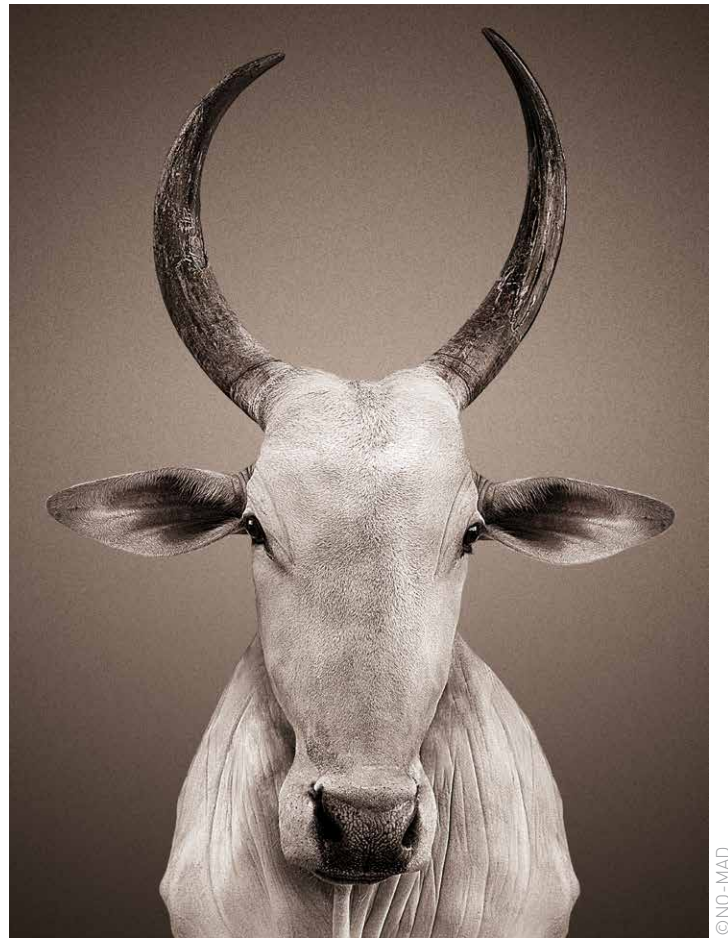
mono-minded

## LUXURY

invisible but touching

## PRODUCTS

durable & authentic



## WHO AM I ?



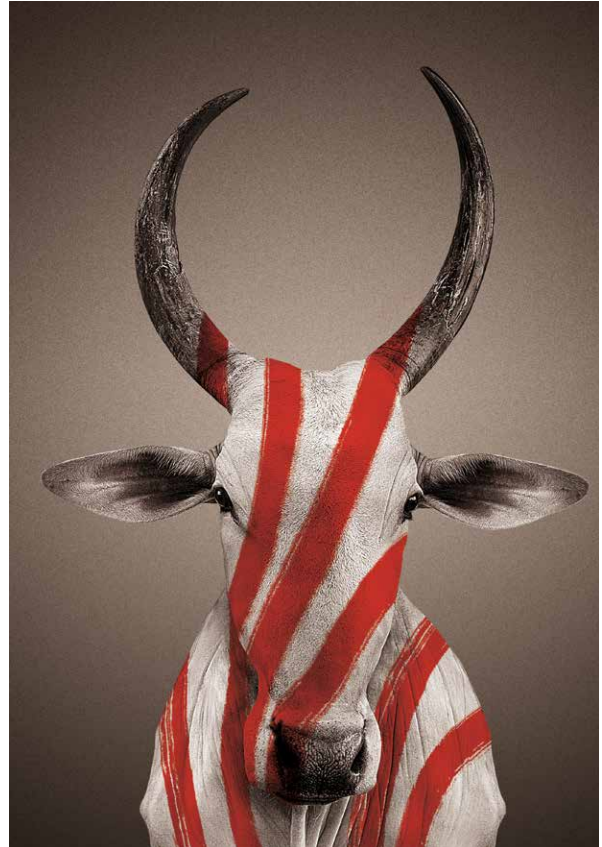
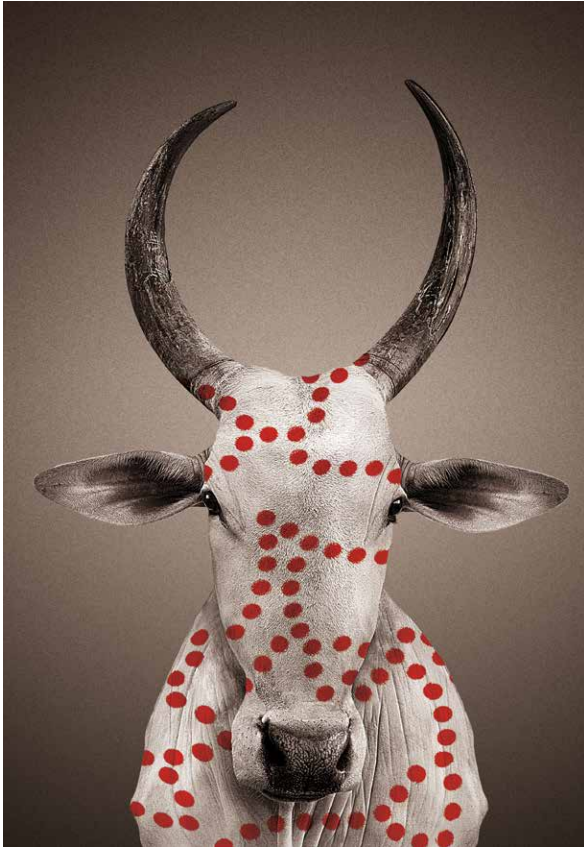
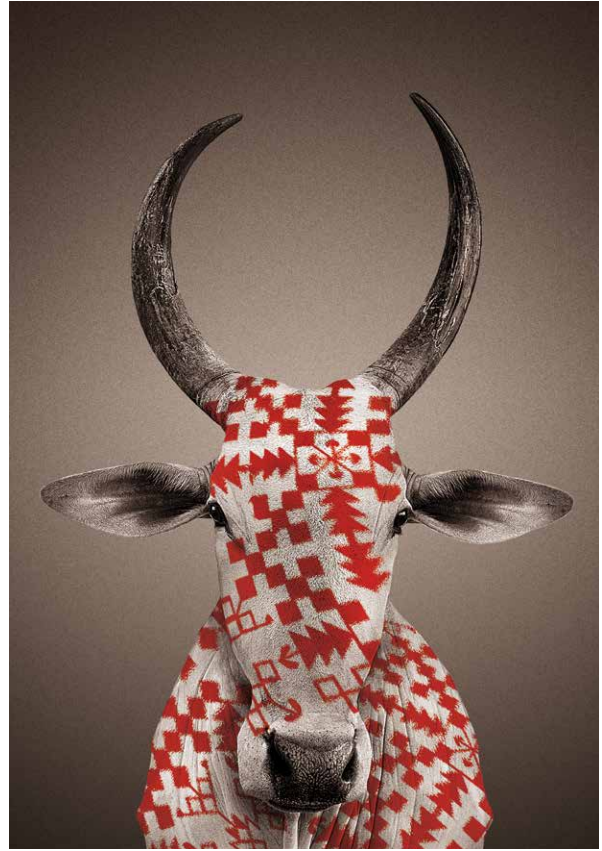
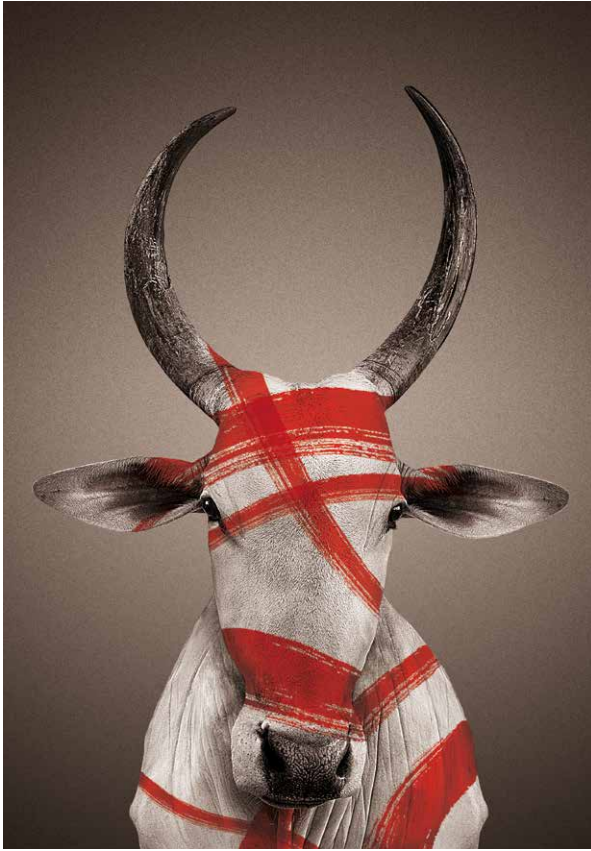
Sacred ? Yes, since thousands of years. Beautiful ? Yes, with perfect proportions. Iconic ? Yes, the shape of my body catches everybody's eye. My features hide a mythological face. People whisper wishes that they address to Shiva in my ear... I have always been the keeper of the temple. Today I am an icon.

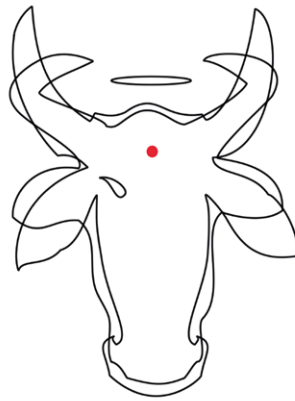
But let me introduce myself. I am Nandi, the lord of joy, the mythical vehicle of Shiva. I spread gaiety around me and it is this halo of energy that seduced NO-MAD, a brand which has today made me its mascot...

NO-MAD, is a project full of meaning such that I am shown bare at first. Pure, serene, I prepare myself to receive colours and designs. From this creativity, are born adornments which are revealed in fragments... I play to suggest which can help people appreciate beauty better.



# NANDI : THE NO-MAD MASCOT





**NO-MAD**  
by Valérie Barkowski  
**97% INDIA**

## 97% INDIA



Leave the door open, breathe influences from elsewhere and create. NO-MAD is a child of India but sometimes wanders beyond the imagination of its homeland. NO-MAD has a heart that beats for India, its feet are rooted in this land, and a glance that delves into the daily life of the country. A 100% Indian brand ? Impossible, impractical and perhaps too obtuse as influences combine. But 100% for India, for sure.

NO-MAD is a brand, with products devoted entirely to the Indians, their habits, their manners, their lifestyle. Styles designed to fit into their daily life and carried out by a fully Indian production. Whenever possible, the expert hands of Indian artisans produce the No-Mad collections in respect of Indian know-how and tradition.

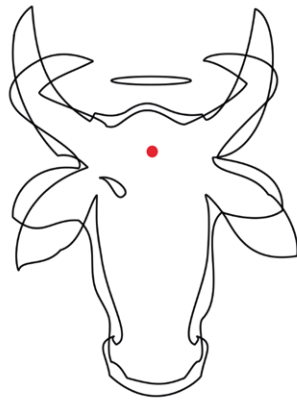
So finally, why 3% elsewhere ? To reverse the trend first. Because India is a source of inspiration which the creators of the world are constantly watering. This thirst for India is the essence of NO-MAD, its "raison d'être". But occasionally, the brand allows inspirations from beyond the borders to flow. To bring a new breath. To adapt and capture the best from elsewhere.

This crossing of cultures is also present through the team that composes this project which has a marked and clear philosophy, because for NO-MAD, several pairs of eyes facing the same direction will always be a sign of wealth and creativity...



# THE VISUAL IDENTITY





**NO-MAD**  
by Valérie Barkowski  
97% INDIA

## THE MEANING BEHIND THE APPEARANCE



Made by hand but also made with the heart and conviction. No-Mad remains loyal to its philosophy up to the smallest of details. Everything is profoundly thought, intensely created and then... consciously packed.

The meaning. The leitmotif of No-Mad, its common thread ... which runs through from the choice of Nandi, the holy cow in the guise of a mascot to the selection of the BUTA motif for packing the articles. BUTA means « cross » in Hindi, a strong symbol, a sign of belonging to Indian life. Once again, No-Mad draws heavily into the roots of the culture, in its foundations, in its truth.

This cross, it is shown and shines brightly with its intense red on the packaging bags. Printed bags, closed by a simple, beautiful, natural string. These bags, one can even find a new life for them, another utility, like a glimpse into this common culture which unites us. Each one of them holds a secret, an object created with humility and integrity. It is the same thing for our card boxes stitched by hand...What are they hiding? Discrete candles cast in aluminium vessels with reference to popular vessels.

That is what they need, as some would say ... At No-Mad, one rather lives in a spiral which is evolving, which is incessantly complementing itself, which is enriching itself without anything being left to chance.



# THE VISUAL IDENTITY

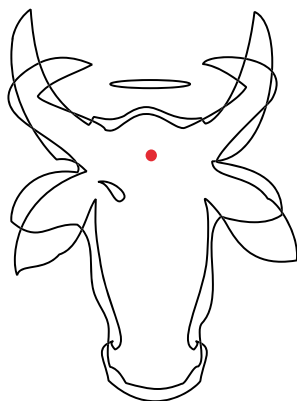


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**NO-MAD**  
by Valérie Barkowski  
97% INDIA

## UNDER THE AUSPICION OF RED



Red for Love, Blood Red, Red for prosperity, Red...is everywhere in India, vibrant, joyful and essential to good omen.

India, O India, tell me what does the red color mean to you?

Red is one of the most favorable colors for Indian people. Red is in first place associated with the Goddess Shakti, for strength. In ancient days, many ritual sacrifices were offered to her. Today, the blood no longer flows, only the offerings remain as well as the strength of the color red.

And the bindi, why is it red, too?

Traditionally, brides formed their bindi with a drop of their own blood. Now women like to wear red for their wedding as a symbol of purity and her bindi is often formed of kum kum powder. This gesture illuminates their faces, confirming their status as wife and guardian of the welfare of the house.

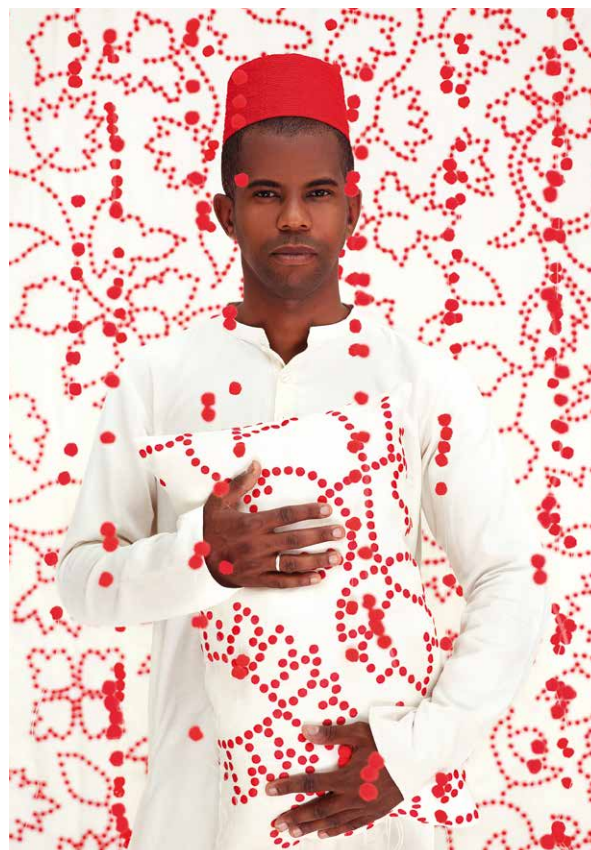
The red adorns the temples...

Yes, especially in Shakti, Lakshmi and Vishnu temples where red is often associated with the saffron color that has the power to influence the intellect...

Red is above all a symbol of good omen...

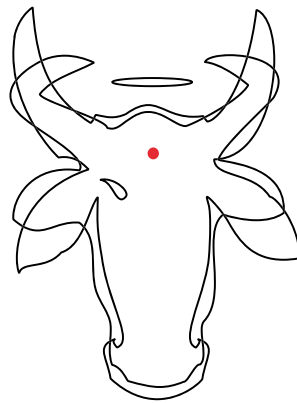


# RED MOOD









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by Valérie Barkowski  
**97% INDIA**

## INTENSE BLACK



Black. Vacuum. The night before the day. This colour, which is not even considered as one, inspires the new collection of No Mad.

In all the luminous spectrum, it is certainly the most complex colour. Black, which absorbs all colour beams, actually helps to bring out the other colours. It plunges into the depth, adds perspective, it intensifies.

It is interpreted everywhere... In the West, it represents death, mourning as also sobriety, elegance, even authority. India associates a healthier, more joyful symbol to it. In the intensity of black, the country sees a return of equilibrium, health. This black which reassures, anchors, protects. And at times, it is also the colour of the earth. It is from within the earth, that we see renewal- day, life. ...

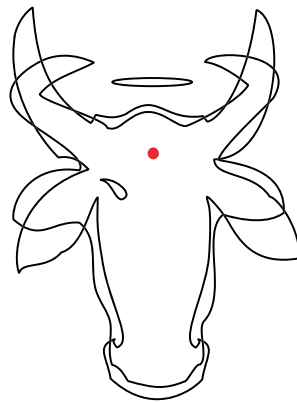
# BLACK MOOD











**NO-MAD**  
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97% INDIA

# AT THE END OF THE RAINBOW



The color purple, is a color of dreamers ... A universe that No-Mad is particularly fond of. It loves to dive into the imaginary world and emerge full of new ideas. Purple, is the new color which sets the tone for No-Mad.

With purple, one plays heads or tails... this color and what it symbolizes are like a double edged sword. One loves it passionately or else one is capable of turning ones back to it. At No-Mad we at times subdue the harsh side of the color to make it vibrate from the depth. We only opt for the positive side of the color... The one that symbolizes sweetness and dream. Purple is therefore:

## **\*Spirituality**

Isn't purple, a color of the 7th chakra, the crown chakra? The seat of accomplishment of a man, the one that connects with divine essence?

## **\*Peace**

This color calms spirits and certain emotions; it also controls angers, anguish.

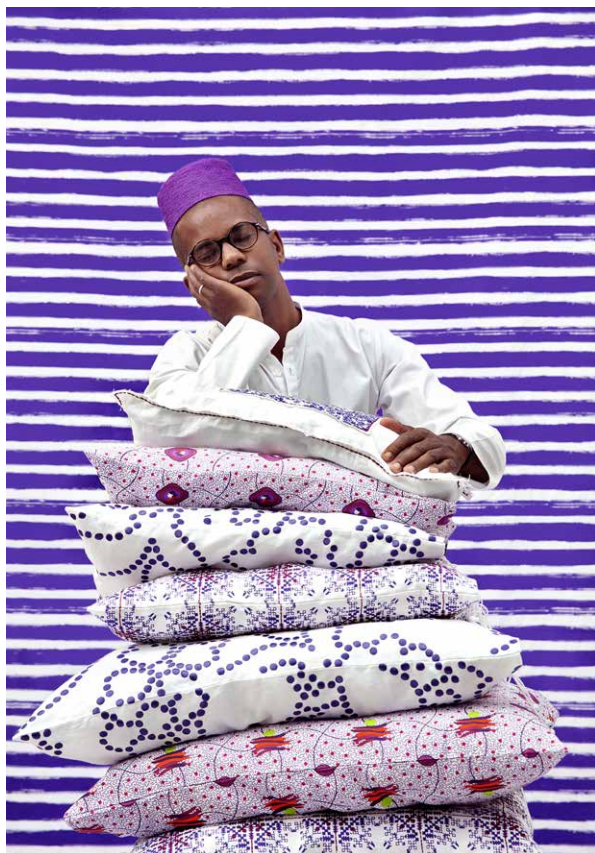
## **\*Serenity**

Purple brings calm, sweetness with at times a touch of melancholy. It also symbolizes the passage from life to death.

## **\*Union**

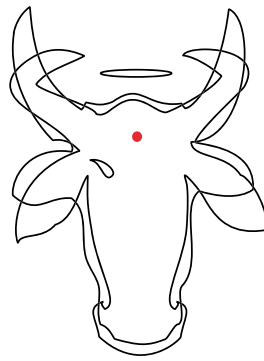
This color is the fruit of the marriage of blue and red. It also closes the specter of the rainbow.

# PURPLE MOOD









**NO-MAD**  
by Valérie Barkowski  
97% INDIA

## GREEN LIVING



No-Mad grows. And what better color to symbolize the growth than green? Bright, young, sparkling ... a burst of life in our homes.

Day and green go together. As this color is associated with joy, generosity, kindness and birth. Green primordial waters also gave life and Vishnu, the carrier of the world; didn't he want to be embodied in a turtle? Fruitful, this tone brings serenity and creativity. It is inseparable from nature, its strength and its beauties.

These are the virtues that No- Mad wished to print in its creations. And the brand has chosen a light and intense green, bursting with youth as could be a bud in the spring, like a juicy apple. It is tender and warm. Nor totally hot nor completely cold. It symbolizes the vital energy, that energy that animates No-Mad throughout its creations.

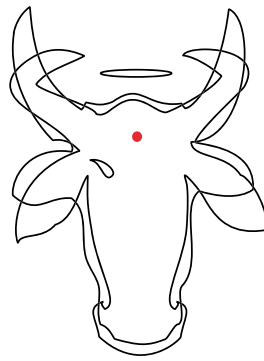


# GREEN MOOD









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by Valérie Barkowski  
**97% INDIA**

## KIND OF BLUE



No-Mad open's up its color palette, to make room for blue. Not a bold royal blue but a soft grayish blue. A guide to dream and relax.

The color blue is used to color gods and goddesses. It symbolizes pure sentiments, truth, and courage and makes one think of the ocean, the sky. The color of water, blue nourishes, refreshes, and provides the mind with its wisdom. Like Rama and Krishna who have a blue skin, this color protects the world from darkness and evil.

For this No-Mad collection, blue is light, mixed with white and grey for more depth, to achieve more introspection. It combines with deep plum to revive the flame and fervor of the latter. It juggles with contrasts, with opposites which finally blend into a new collection made of life and sweetness.

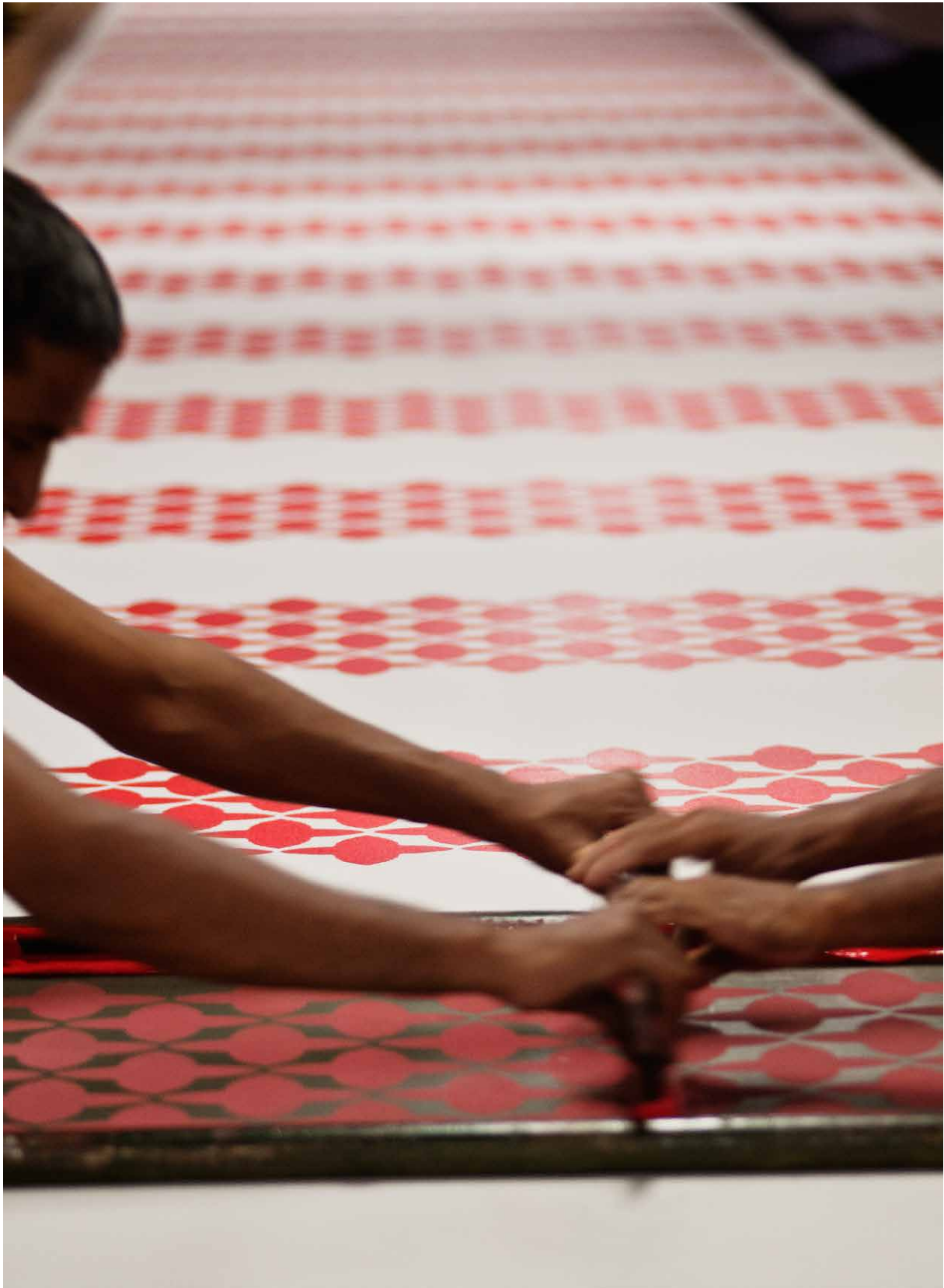


# BLUE MOOD





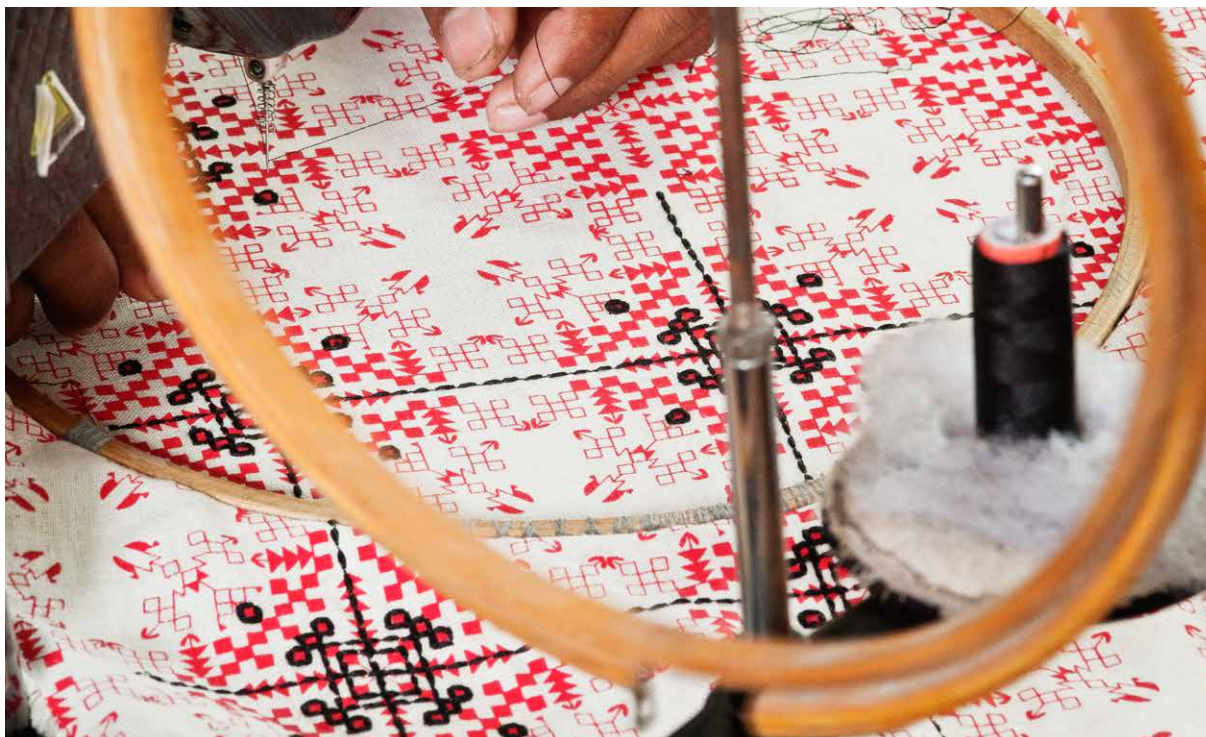
# NO-MAD MAKING OF



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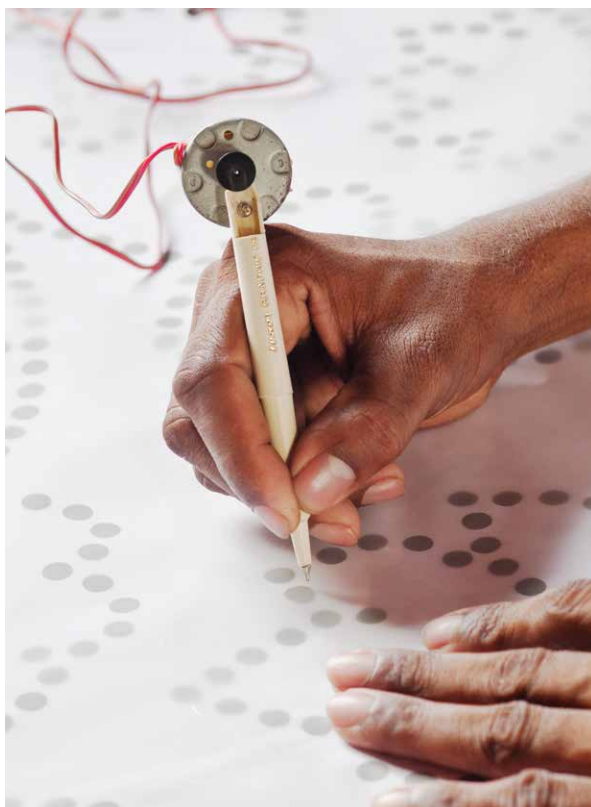
Screen Printing of NO-MAD **BUTA** print

# NO-MAD MAKING OF

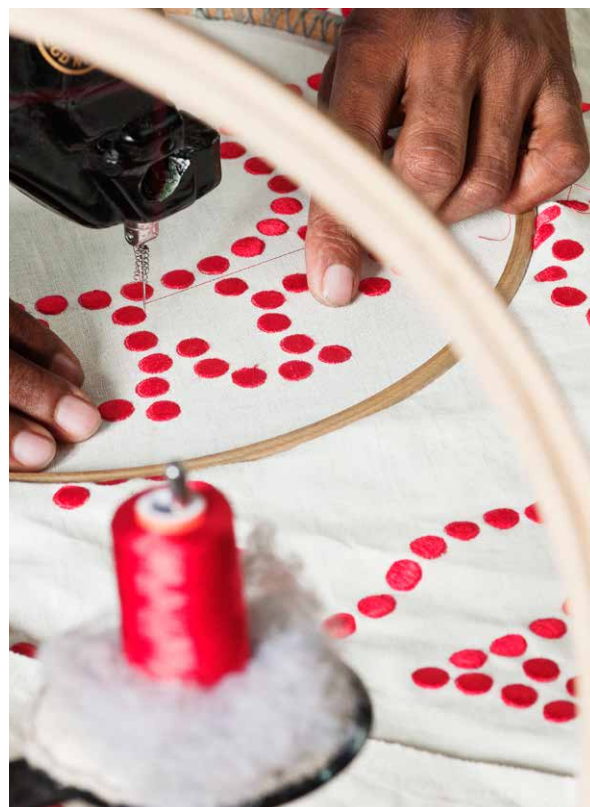


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Screen printing and Embroidery over **ISAYU**



Making of **GUNJAN**, embroidery “Khakha”



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**GUNJAN**, embroidery in progress

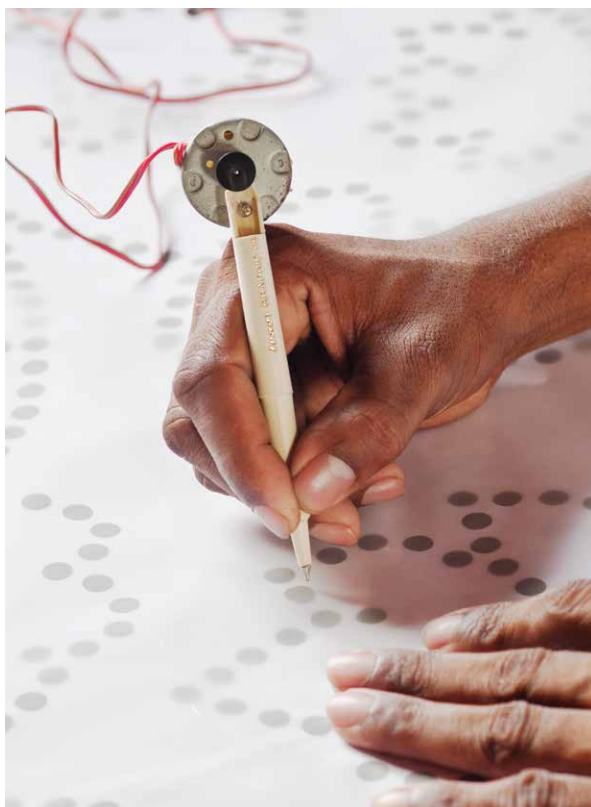


# NO-MAD MAKING OF



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Embroidery over **ISAYU** print



Making of **GUNJAN**, embroidery "Khakha"



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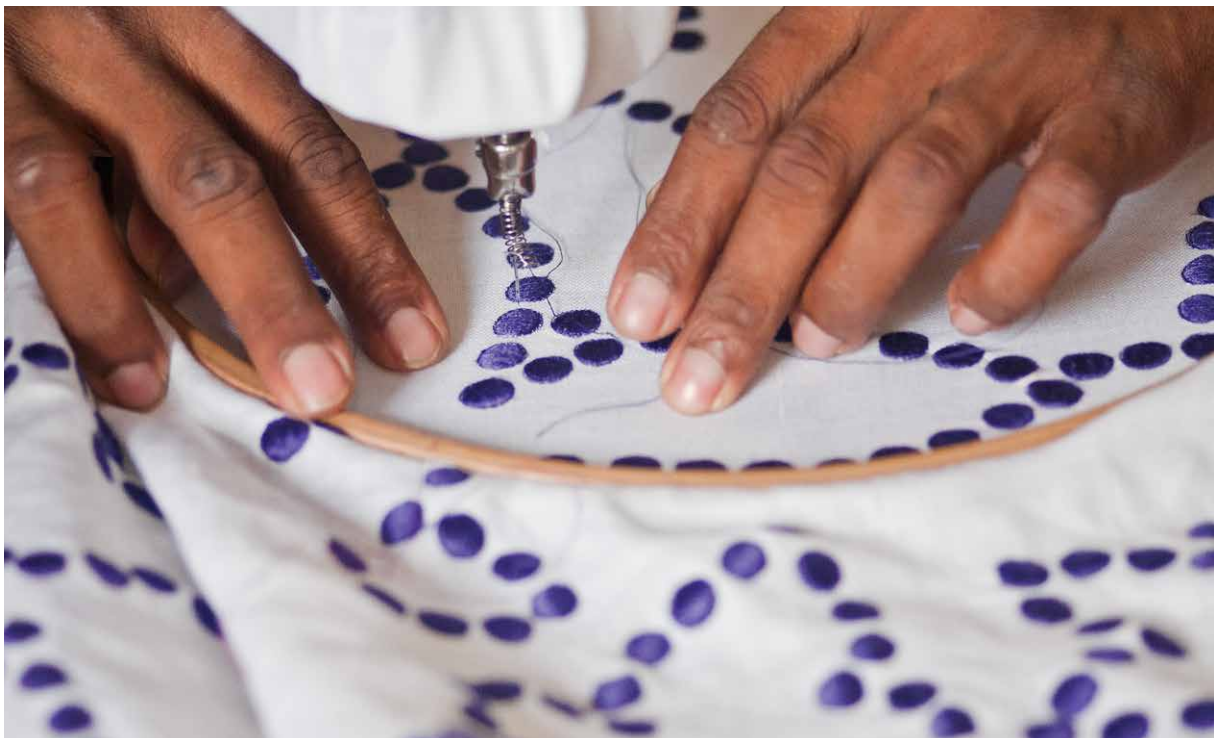
**GUNJAN**, embroidery in progress

# NO-MAD MAKING OF



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Making of **NAVINA** Embroidery

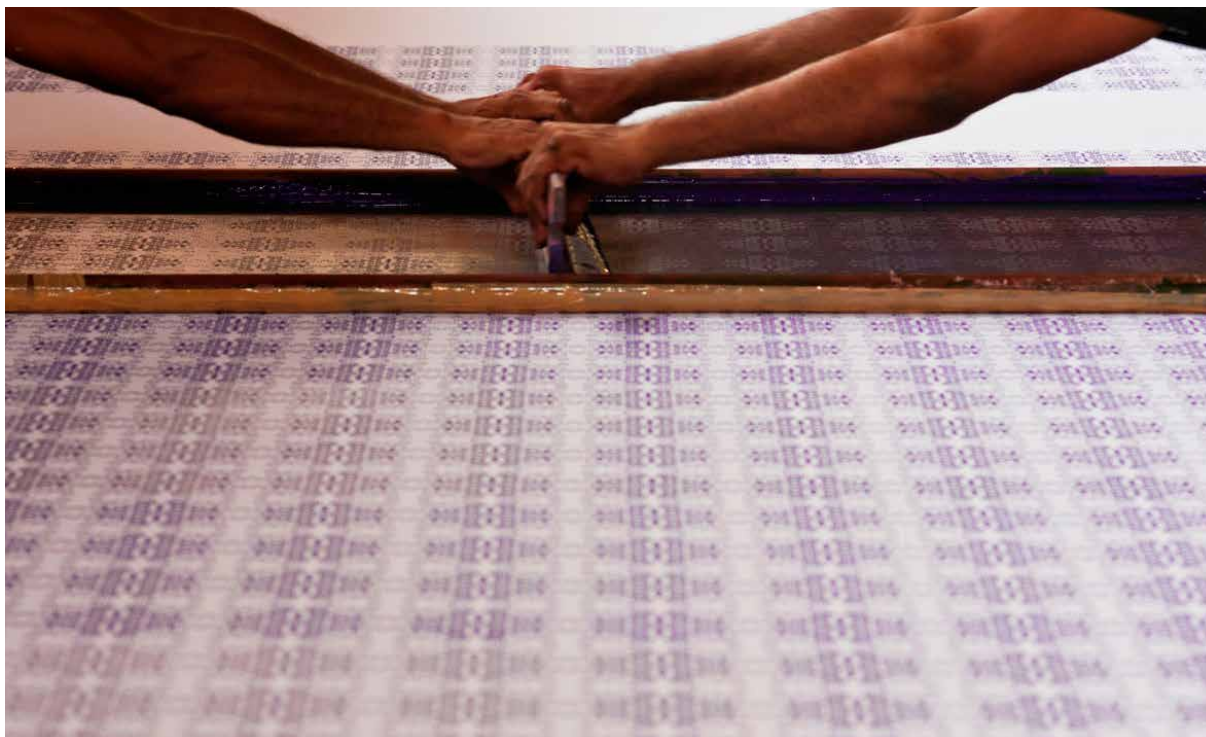


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Making Of **GUNJAN** Embroidery



# NO-MAD MAKING OF



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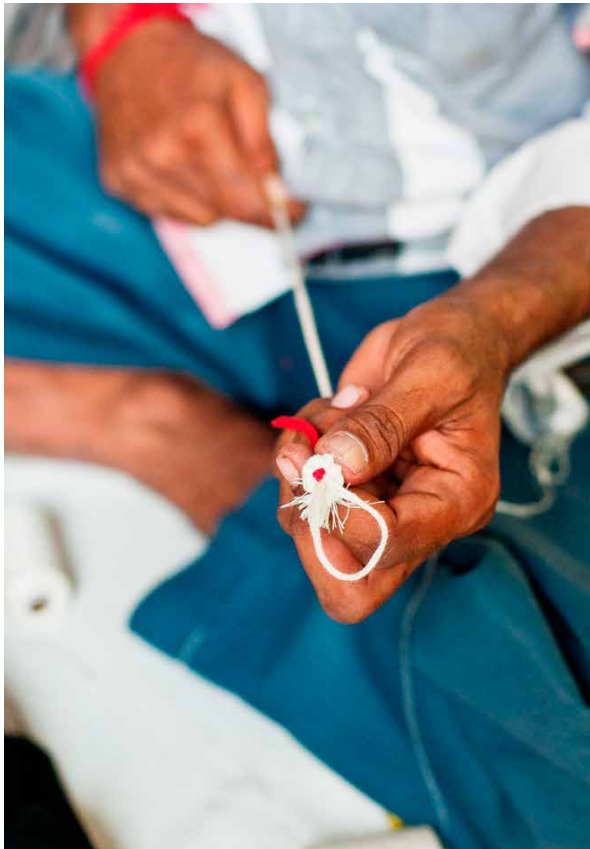
Printing of **ISAYU** On 100% Linen



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Embroidery Over **ISAYU** Print

# NO-MAD MAKING OF



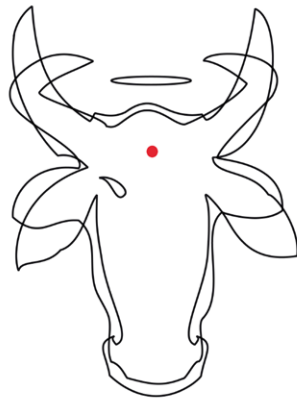
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Making of handmade string closures





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97% INDIA

## THE NO-MAD CV



Born and brought up in Mumbai, in a Modern yet traditional Marwari Home, Anuj Kothari is an engineer with a creative bent of mind. A young well travelled Indian but very proud of his Indian Roots.

What started initially as an idea for a cutting edge “Made in India” concept store, was over time modified into a brand whose heart beats for India. An avid net surfer, he chanced upon Valerie Barkowski’s body of work accidentally. Was blown away by what he saw and intuitively felt that she would be the right person to develop the idea he had in mind. What followed was a series of meetings in Mumbai and Paris and in a few months, the NO-MAD Journey began...

Hailing from a family in the business of Real Estate, NO-MAD was a huge risk for Anuj. With no prior experience in the Décor industry, it has been quiet an uphill task to put team together, source products and manage vendors. However his passion for his idea kept him going and today he is ready to share NO-MAD with everyone. NO-MAD for Anuj is the beginning of a journey, a journey full of passion and ideas towards building a SLOW Lifestyle brand across diverse product categories.

# Q & A with Anuj Kothari, Founder, No-Mad 97% India

## **MIND: A closer look at the beginning**

1. *Educational background:* Bachelor of Engineering
2. *Specialization:* Electronics
3. *First internship/apprenticeship:* Real Estate Brokerage firm...
4. *A subject you wished you'd studied:* Architecture
5. *Your most ambitious school/college project and its outcome:* Honestly my most ambitious college project was to complete my engineering and get done with it. Halfway through it I knew that was not my calling...but I did not want to quit...

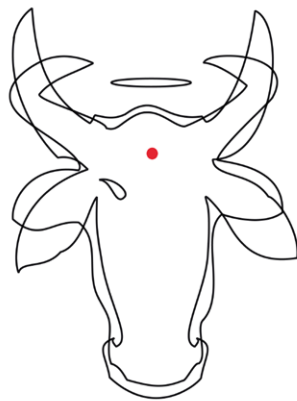
## **MATTER: Your design output**

1. *Projects in the pipeline:* While my creative team is gearing up for the launch of new product category/s in the next months, I am fully focused on taking the No-Mad brand international... So the next 18 months look very busy as we enter new markets and also establish a stronger retail foot print in India...To this effect we will be presenting No-Mad at NY Now in New York in August 2016 and at Tent London in September 2016.
2. *Your dream project:* Being a creative entrepreneur, I simply follow my dreams and my dreams keep evolving with time...a few years back I would have said No-Mad as that was an idea playing on my mind then...I have another idea of what my next project will be... It combines my passion for Real Estate and Indian Lifestyle. Still in the conceptual stage though....
3. *What designers have influenced you the most?*  
Amongst Indian Designers, though unrelated to the home décor field, I think my biggest influence has been Sabyasachi Mukherjee. Internationally, I really admire Tom Dixon Paola Navone, Muccia Prada.
4. *When you start a project, what are the top things on your to do list:* To have a strong concept and philosophy and a like minded team.
5. *Your dream project:* Being a creative entrepreneur, I simply follow my dreams and my dreams keep evolving with time...a few years back I would have said No-Mad as that was an idea playing on my mind then...I have another idea of what my next project will be... It combines my passion for Real Estate and Indian Lifestyle. Still in the conceptual stage though....

## **MIND OVER MATTER: Everything else there is**

1. *Childhood ambition:* Was to get into Business as soon as possible...
2. *Design ideals/principles that you stand by:* Simplicity is the ultimate sophistication.
3. *Failure to you is:* the only way to succeed....
4. *Success to you is:* At a certain level success gives you freedom to follow your heart but at another level I also feel it is very transient...
5. *Describe your style in five adjectives:* Simple, timeless, classic, refined, rooted
6. *What are you most materialistic about?* My books and art.....
7. *Fame or fundamentals?* Fundamentals ...
8. *Black or white?* White...
9. *How much of your work reflects your personality:* My work reflects my personality to the T. Modern yet traditional. Indian yet global.
10. *Art reflects life or life reflects art:* Art reflects life...and life reflects art!!!





**NO-MAD**  
by Valérie Barkowski  
97% INDIA

## THE NO-MAD PICTURE BY VB



NO-MAD is before anything else meeting, but it is also a step in the personal evolution and on the creative route of Valerie Barkowski. NO-MAD is also a challenge and especially a brand of heart. Belgian roots. Russian, Moroccan, Indian by adoption. Multicultural. Valerie Barkowski is here and elsewhere. But what is sure is that she drops her suitcases always where her heart dictates to do so. An instinctive approach, is one of the leitmotifs that drives her creative life ... and NO-MAD is no exception.

NO-MAD is a fulfilled project. To assign the concept and philosophy of an Indian brand for Indians to a Belgian... That was a challenge that Anuj Kothari took on and immediately gave "carte blanche" to Valerie Barkowski, while looking to her background and openness. And she was not totally new to the Indian universe. Foremost tourist, she returned, for years, with an armful of traditional crafts from the bazaars to the amusement of the Indians. Products that she liked the simplicity, refinement, tradition. Gradually India has crept into her everyday life..

Love of beauty, quality and tradition, Valerie Barkowski has always loved to enhance the know-how of several handcrafts both in India and outside its borders. Her external look also, sometimes, pulls out common objects which are forgotten, neglected, or drowned in the mundane everyday life. With NO-MAD, she has the ambition to put them again in the spotlight and to revisit them for better appreciation. Not having Europe but the Indian market as a priority. The underlying idea is to bring the Indian public to take another look on the beauty, the richness of its culture, to perform an act committed to the preservation of heritage and craftsmanship.

Of course, the creation of Valerie Barkowski is at her image ... objects hit her sensitivity and emotions, may they come from India or elsewhere. NO-MAD then mixes cultures and sometimes give rise to items with a crisp direction, untouched quality and usefulness always in line with the Indian way of life.

# Q & A with Valerie Barkowski, Designer & Creative Director, No-Mad 97% India

## **MIND: A closer look at the beginning.**

1. *Educational background:* Art/Design
2. *Specialization:* Interior design but I didn't finish my studies
3. *First internship/apprenticeship:* A pottery in Morocco
4. *A subject you wished you'd studied:* Photography
5. *Your most ambitious school/college project, and its outcome:* find a way to leave school, I did not enjoy education, I felt it was too narrow and not interesting. My project was to travel and that is what I did.

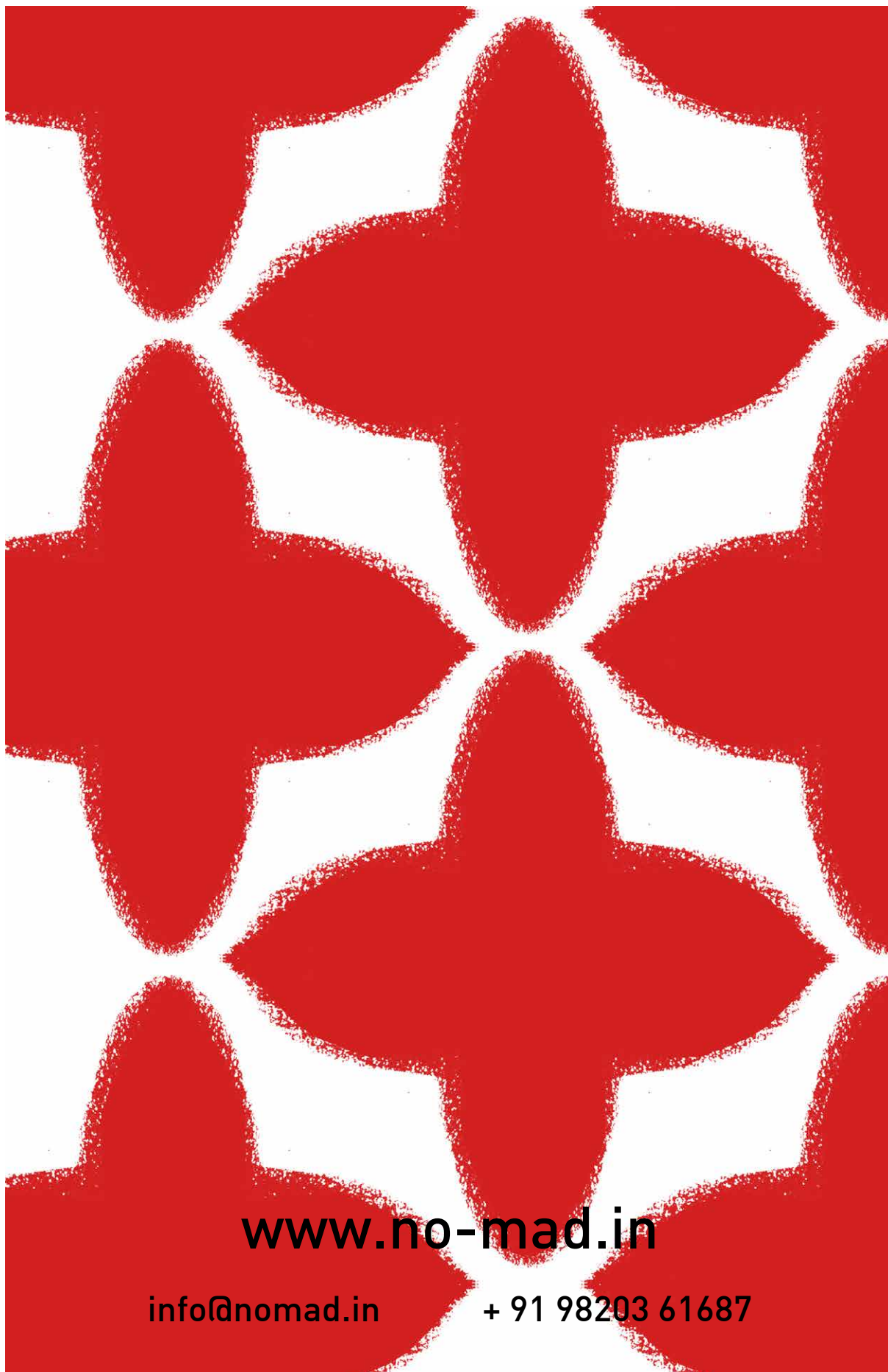
## **MATTER: Your design output**

1. *Your first design:* a collection of one of a kind hand painted ceramic large plates.
2. *A piece of work you wish you'd designed:* A painting of Cy Twombly
3. *Your best design:* I have no idea
4. *Your worst design:* A seasonal product
5. *Your most challenging design:* The embroidered Ambassador,
6. *Projects in the pipeline:* In India a new collection concept for No-Mad

## **MIND OVER MATTER: Everything else there is**

1. *Childhood ambition:* wanted to be a photographer
2. *Design ideals/principles that you stand:* Humility – Quality – Sustainability – Respect – Integrity
3. *Failure to you is:* stop something halfway, not accomplish something you are committed to
4. *Success to you is:* get recognition for your work to gain freedom
5. *Describe your style in five adjectives:* – timeless – elegance with a twist, recognizable, refined and luminous.
6. *Fame or fundamental?* fundamental
7. *Black or white?* white
8. *How much of your work reflects your personality:* A lot I think but the expression is probably different in every project.
9. *When you start a project, what are the five things that top your to-do list:* Difficult to answer as these 5 points vary depending on the kind of project I am working on. But number 1 on my list is to always make sure that between my client and myself there is a mutual understanding and respect. Without that no job is possible for me.
10. *A color you would love to live with throughout your life VB:* white





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