

THE PRESS BOOK  
ACCESSORIES

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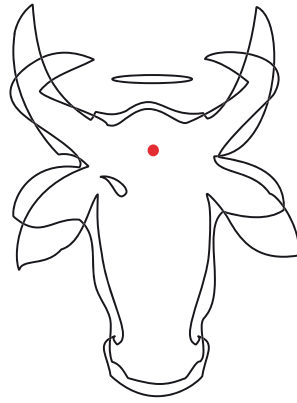
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**NO-MAD**  
by Valérie Barkowski  
**97% INDIA**

# 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

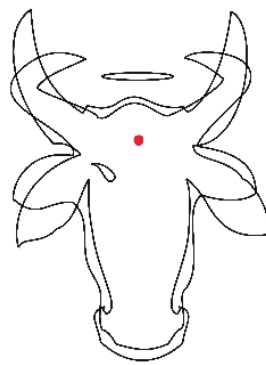
mono-minded

## LUXURY

invisible but touching

## PRODUCTS

durable & authentic



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## 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...



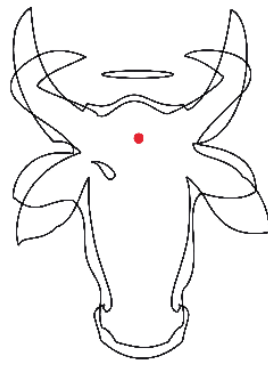
## WHO AM I ?



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.



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## NANDI'S PORTRAIT



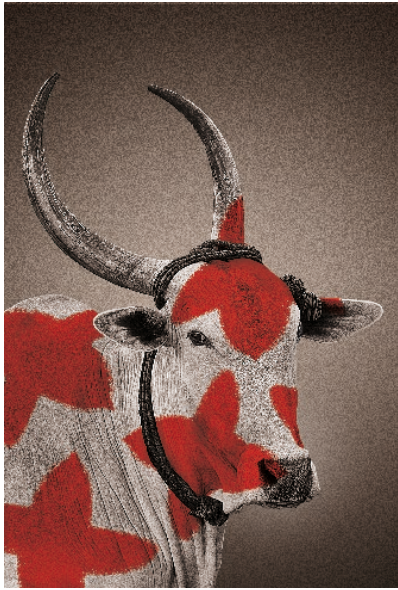
Nandi poses and exposes. She has become the muse of No-Mad and her portrait henceforth dominates the interiors here and elsewhere.

Nandi looks at us straight in the eyes. She is royal. Adorned. Embellished. It is Nandi, No-Mad's muse but above all it is a sacred cow of India. A divine animal, respected and protected. We see her in the streets. Also at the entrance of temples. She has even been deified. She who is seen as a universal mother. The one who gives her milk to all. The sound 'Ma' which means 'mother' comes from her. She feeds us. We must therefore honour her life. Never will an Indian pass by her side without touching her and then putting his hands on her head as a tribute. He sees all gods in her... And five sacred products are extracted from her: milk, curd, butter, urine and cow dung. We give them in offering or use them in daily life. A blessing which has come from a venerated animal. Possessing a cow is moreover a good sign.

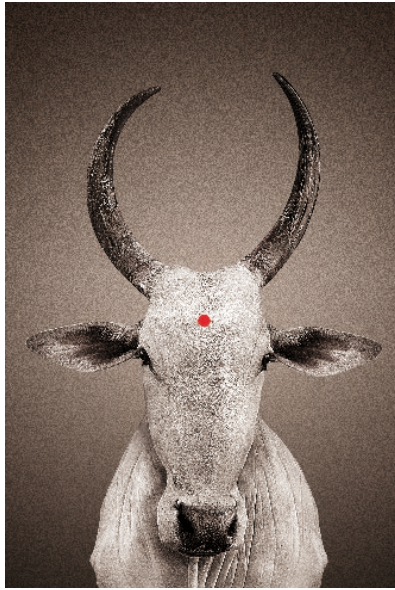
And if Friday is a day dedicated to women, it is also so to cows. A woman washes her hair, bathes herself in saffron water, puts on a pretty sari and wears a bindi. A ritual partially applied to the cow. This ritual, No-Mad has been inspired by it and created jewels specially for Nandi. Red and powerful. An attire made prominent, immortalised in a portrait. Beautiful pictures, which can henceforth adorn a home.



# NANDI PORTRAITS



1.



2.



3.



4.



5.



6.

1. NANDI BUTA Print portrait / 50 X 70 cm / Digital print on photo paper
2. NANDI BINDI Print portrait / 50 X 70 cm / Digital print on photo paper
3. NANDI ISAYU Print portrait / 50 X 70 cm / Digital print on photo paper
4. NANDI PATTA Print portrait / 50 X 70 cm / Digital print on photo paper
5. NANDI CHOWKAD Print portrait / 50 X 70 cm / Digital print on photo paper
6. NANDI GUNJAN Print portrait / 50 X 70 cm / Digital print on photo paper



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## AN UNEXPECTED CREATION



The Nandi shaped doll has now become a separate article, available in the No-Mad Collection. The result of a happy accident.

In the beginning, there is an idea, an illustration, a try. Original. Symbolic. On the photograph, it reveals him as an example, a realization, an inspiration. And it pleases. It attracts attention, comments. The Nandi shaped doll cushion made with No-Mad fabrics is one of those creations that go beyond their initial purpose. Initially, this doll was designed as a natural marriage between the mascot of the brand and its colors, designs, textures. An association fully included in the identity of No-Mad. An illustration of the ideas to achieve with fabrics that are now being sold by the meter. The feedback was so positive that No-Mad has decided to make a separate product. An unexpected creation.



# NANDI DOLLS



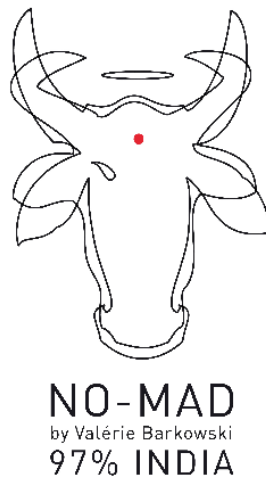
NANDI DOLL / 35 X 45 cm / 100% Cotton Canvas with Polyfibre filling

Designs available: PATTI, BUTA, CHOWKAD

Colors available: Red, Black, Purple, Plum, Green & Blue







## A FLAME AMONG THE SPICES



A pinch of spice here ... a candle flame there. No-Mad plays with popular Indian food containeRs. A Game of concealment and tradition.

Gilaas and Anjara...two familiar words, aren't they? Frozen realities ? Not for No-Mad who has decided to give them a new breath, giving rise to a new object.

To thwart habits, to GIVE a nod to tradition, to induce anyone to take a fresh look at everyday objects. No Mad-likes authenticity. And finds it in the Indian kitchen for example ... and more specifically in the aluminium spice boxes adorning so many Indian kitchens. Today, according to No-Mad, these so popular containers host tailored scented candles, born out of smells that perfume the country.

At No-Mad, we do not use paraffin wax from petrol but friendly materials from nature. Cotton wick, an infusion of essential oils and soy wax are the unique ingredients of these No-Mad signature scented candles. Ready to burn for 40-45 hours, The Gilaas candles are closed by a lid to preserve the fragrance when not lit. Each Anjara candle has a burn time of 20-25 hours.

When they burn, they release subtle scents like basil-lime for example, if you want to keep the mosquitoes away. In a Rather flowery mood? Mixtures, Abhidi and Nisadi combine respectively neroli, patchouli and tea tree or bergamot, neroli and cedar. The cocktail Nimrukti himself is more spicy, clove-based mixed with a hint of orange. Strong and delicate as the spices that normally fill these containers are these signature No-Mad fragrances.

The relevance of the idea of No-Mad is: to revisit simplicity, the authentic is never forgotten.



# GILAAS Candles



**ABHIDI** (neroli/patchouli/tea-tree), **NISADI** (bergamot/neroli/cedar),  
**NIMRUKTI** (clove/orange), **BASIL-LIME**, **PAAN**

Composition: 100 % soy wax, 100% Cotton Wick, Essential oils

Dimension: 27 cm Dia x 10.5 cm Ht Wax weight: 250 gm

Burning time: 40 – 45 hrs



# ANJARA SPICE BOX Candle

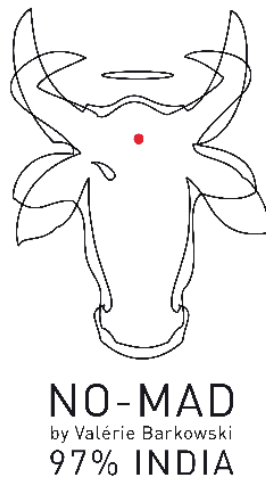


ANJARA Spice box candle , is an assortment of signature No-Mad Fragrances

Content: 7 Katoris/Spice box (2 Abhidi, 2 Nisadi, 2 Nimrukti, 1 Basil-Lime)

Composition: 100 % soy wax, 100% Cotton Wick, Essential oils,

Wax weight: 150 gm/katori Burning time: 20 – 25 hrs/Katori



# THE INCENSE ROUTE



From distant caravans to the present day streets of Delhi or from elsewhere, incense is more than a tradition in India. It cannot be dissociated from lifestyle, meditation and wellness.

Swirls of smoke make you dream and relax. Since thousands of years, incense has been nourishing both body and mind with its divine scents. It was the incense that once bound Egypt, Arabia, India and was considered a prestigious offering to the gods.

## Historical convolutions

"Incense". This term, originated in Latin and is derived from the word "incendere" (to burn), and straight away refers to woods, plants and gums that emit scents while smouldering. But its invention took place well before the Roman era ... By 1800 BC, the incense route taking Indian treasures to the gates of Arabia and Egypt had begun. It was a privileged way to transit other natural materials such as silk or various spices. Some have moreover considered incense as valuable as gold ... Over time, whether they were shamans in America, witches in Africa or priests of the land of the pharaohs, all found that the fumes of incense brought serenity, inner peace. A real beginning for wellbeing.

## Delicate scents

"Frankincense" is the actual origin of incense, mainly resin, from trees of the Boswellia family. Until today, alternatives to this frankincense have multiplied. Apart from listed harmful synthetic derivatives, real incense often consists of a bamboo stem on which natural powders with intoxicating scents are blended ... True to its brand philosophy, No-Mad has decided to play the card of natural and refinement. With a blend of neroli, patchouli and tea tree for incense Abhidi, it opts for floral tones which are intensified in incense Nisadi, a marriage of bergamot, neroli and cedar. Finally, incense Nimrukhti completes the range with its spicy note of clove and orange. A true sensory journey.

# MAHIKA Incense



Incense is tradition in India, closely associated with Lifestyle, wellness and meditation. True to its brand philosophy, No-Mad has decided to play the card of natural and refinement. Incense available in : **ABHIDI, NISADI, NIMRUKTI & PAAN** fragrance.

Weight: 45 grams Content: 10 inch stick, 40 sticks Burning Time: 40 to 45 minutes

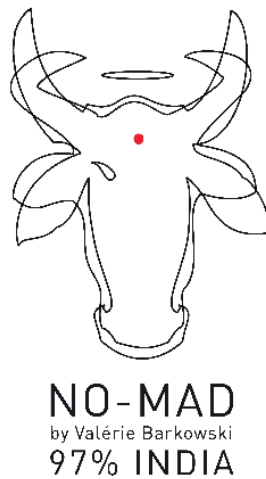
# MERUKA Incense



MERUKA is an outdoor incense made with a blend of **BASIL-LIME** which has mosquito repellent properties.

Weight: 160 grams Content: 19 inch stick, 16 sticks Burning Time: 2 to 2.5 hours





## JHOLA BAGS



When an idea is pertinent, it ends up creating its own existence, by evolving itself. This is the case of the No-Mad JHOLA bags, a strong symbol of identity of the brand.

In the beginning, it is about packaging. A desire to pack, to make something unique, A manner of entrusting an object from one hand to another, wrapping it with respect. This packaging, was imagined by Valerie Barkowski with the representative motif of No-Mad, these bold brushed strokes in red and white. On this backdrop was affixed the silhouette of Nandi's head, the logo of No-Mad.

The bag personifies the identity of the brand, it wraps the all the items of the collection. And above all ... The whole No-Mad team adopted the bag right away. It was photographed, show-cased to such an extent that today, what in the beginning was just a packaging, has become a bag in its own right. A symbol, a glance.

# JHOLA BAGS



1.



2.



3.

1. Red CHOWKAD Jhola Bag / 36 cm x 42 cm x 22 cm / 100% Cotton Canvas
2. Red BHUMIT Jhola Bag / 46 cm x 36 cm / 100% Cotton Canvas
3. Black BUTA Jhola Bag / 46 cm x 32 cm x 18cm 100% Cotton Canvas



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## TRADITION REINVENTED



Every new financial year starting on 1st April, Hindu traders and businessmen worship the goddess of prosperity and start new account keeping books, marking their new year. Covered in the auspicious color red for good luck, the “bahi-khata” notebooks are an important tool for the business community.

A simple book consisting of plain paper and a fabric cover, the bahi-khata style of stitching has remained unchanged over the years, the only change being the use of sewing machines for the fabric cover. Popular in Gujarat and Rajasthan, this book binding business, in a way, supports small scale industry of women, who supplement their household incomes by stitching the fabric covers of the notebooks on sewing machines.

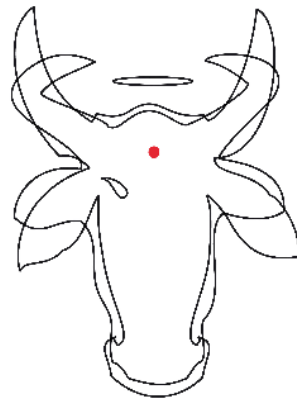
No-Mad is inspired by these traditional books, creates its own version using its signature BUTA print in red, black, purple, green and plum.

# BAHI-BOOK



Size : 21 X 15 cms / Cotton Canvas Cover/ Plain Natural Paper /75 Pages  
Colors : Red / Black / Purple / Plum / Green / Blue





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## THE NO-MAD FOUNDER



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**

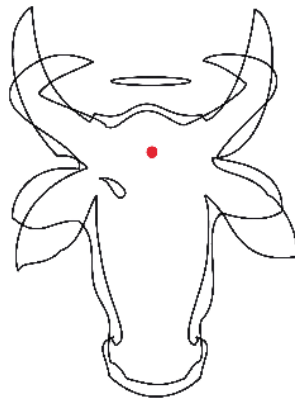
1. *Educational background:* Bachelor of Engineering
2. *Specialization:* Electronics
3. *First internship/apprenticeship:* Real Estate Brokerage firm...
4. *A subject you wished you'd studied:* Architecture
5. *Your most ambitious school/college project and its outcome:* Honestly my most ambitious college 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!!!



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## 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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