

THE WORLD'S BEST HOMES,  
INTERIORS & DESIGN

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# spaces

The look for your lifestyle



## THE HIGH LIFE

**BEST OF BRITISH: TERENCE CONRAN**

WORLD CLASS STYLE • FAIRYTALE FASHION • OPTICAL ILLUSIONIST: FELICE VARINI  
CROSSING THE BOUNDARIES WITH RICHARD WOODS • THE VIKINGS HAVE LANDED

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Prior to launching his own company Raju spent a number of years working at Fortune 100 companies where he felt hemmed in by budgets, egos and management by committee. "I had frustrating experiences in product development where a committee's goal to design a horse would often result in a camel," said Raju, adding: "This gave me the impetus to set up a pure design company where the consideration of demographics and egos didn't dictate the design but design dictated who my customer was."

As Raju wasn't fighting for a slice of the mass market he had the freedom to create his own design vocabulary unrestricted by demographics or territorial catfights. He said: "It was my personal vision only limited by the extent of my imagination!"

Whether Raju is designing rugs or

accessories or furniture, every single piece has its own individual finger print and is one-of-a-kind. Every piece is a work of imagination and fabrication art," said Raju.

His Poddada designer-brand is now seven-years-old and has steadily built an ardent following both in the US and overseas among those who are serious and passionate about pure design for design's sake.

Raju said: "What differentiates Poddada from the competition is our investment in pure unencumbered design combined with flawless fabrication consistently delivered on time. Great design by itself is worthless without the right execution and timely delivery."

When asked how he has honed his style over the years, the designer replied: "Capturing beauty by deliberate effort is dependent on one's ability to scratch

away all pretensions and take away enough to leave things simple. It's a tough thing to accomplish, restraint in a world of bells and whistles."

Sticking with his simple, austere aesthetic Raju is currently working on the design and development of two new lines of rugs which will be released within the first few months of 2008. Poddada will also launch a range of new furniture and accessories and the company will also license out their lighting design by the end of the summer.

Clearly 2008 will be an exciting year for Poddada. However, Raju has even more ambitious plans, declaring: "We are in the process of consolidating and synchronising our product lines so we can offer our customers a lifestyle rather than discrete individual elements. We are also thinking of offering stainless steel accessories that would complement our lighting, rugs and furniture, creating a complete contemporary lifestyle collection."

He concluded: "Our product pipelines are basically infinite. We just need time to realise our unique vision."

Expect to see a lot more of Poddada over the coming months - just don't hold your breath for a mass-market diffusion line! ●

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below

'Ganga' pitcher,  
hand-made in Italy.



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WORDS: EMMA HILL / RAJU PEDDADA

# PASSION:

## WHEN DESIGN IS ART & ART IS BUSINESS

AT A TIME when many leading designers have been rushing into the mass market, competing to create products with the broadest possible appeal, Raju Peddada has had the confidence to not only stand alone, but flourish as a high-end design boutique for personalized design.

The Chicago-based designer explains: "I design for the few who can share my inspiration as soon as they see my product - a sort of 'ahs' moment for both parties."

Raju's trademark is his passion for design and propensity for using highly skilled craftsmen to translate his vision into reality. "I don't place a price limitation on my work. It's about making something excellent, making something as beautiful as it can possibly be. If it costs a certain amount to create it, then that's what it costs. I don't apologise for the price."



### this page

(top left) 'Boeing' lamp, hand-made in the USA, limited edition, 'Shortwave' sterling silver pitcher, hand-made in Italy.

Rugs (top left) 'Waatee', (bottom left) 'Big Doodle', (right) 'Libalee'.

Passion obliterates convention, conformity, compromise and mediocrity.