

# **Tiipoi**

**Press Release**

**Modern Kantha  
September 2017**

## Tiipoi launches Modern Kantha at London Design Festival '17

"Kantha is a distinctive embroidery stitch from India that in essence is simple and functional. The functional aspect of this hand-quilting technique is less often apparent because of its decorative use. By playing with scale, colour and pattern we wanted to re-present and celebrate this traditional technique as a modern medium."

Spandana Gopal, Founder, Tiipoi

Tiipoi's Modern Kantha will be launched during London Design Festival 2017 September and is currently available online at [tiipoi.com](http://tiipoi.com) and at Twentytwentyone, London. The collection brings Scandinavian sensibility together with 'kantha' a traditional embroidery technique from India.

To coincide with the launch of the collection, Tiipoi, in collaboration with Breather workspace in Clerkenwell presents the '**Evolution of Craft: Where Contemporary Design meets Traditional Techniques**', a talk with the designers, hosted by Debika Ray, Senior Editor of Icon and Founder of Clove Magazine. The panel includes Martyna Golik and Sisse Witek of Studio Witek Golik, and Spandana Gopal, founder of Tiipoi. The discussion will take place at a Breather space in Clerkenwell on Tuesday, 19 September 2017, beginning at 14:00. The full collection will be on view. (See attached invite for details)



1.

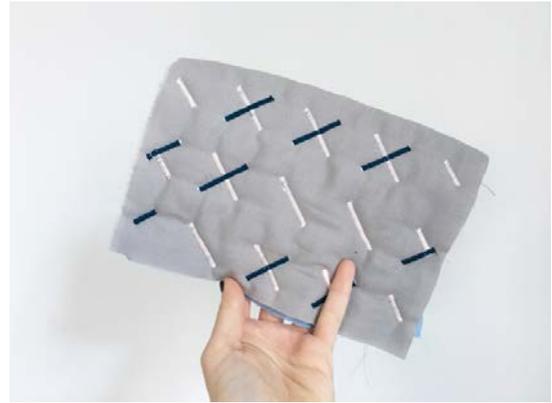
## The Story of Kantha

Modern Kantha is inspired by 'kantha', a simple running stitch hand-embroidery that originated in Eastern India around West Bengal. A traditional kantha quilt (fig 2. courtesy of the V&A Museum) has an ornamental pattern made up of rows of running stitches covering an entire fabric, which also serve the structural function of quilting it together.

The history of kantha finds its origins in the family, where old fabric and saris were pieced together with a simple hand-embroidery technique to make layered cushions and quilts. Passed down between generations, Kantha textiles found a central place in the home both as functional objects and as emotional artefacts, communicating story, intimacy and belonging.



2.



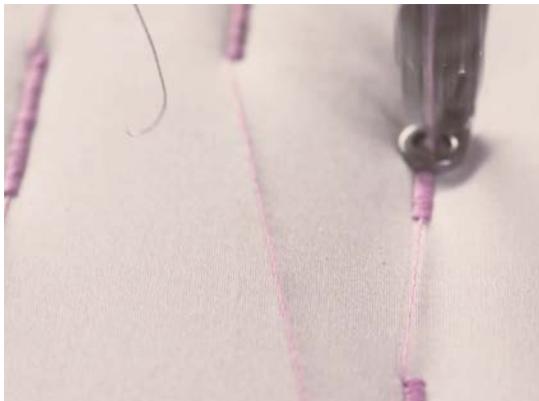
3.



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5.



6.



7.



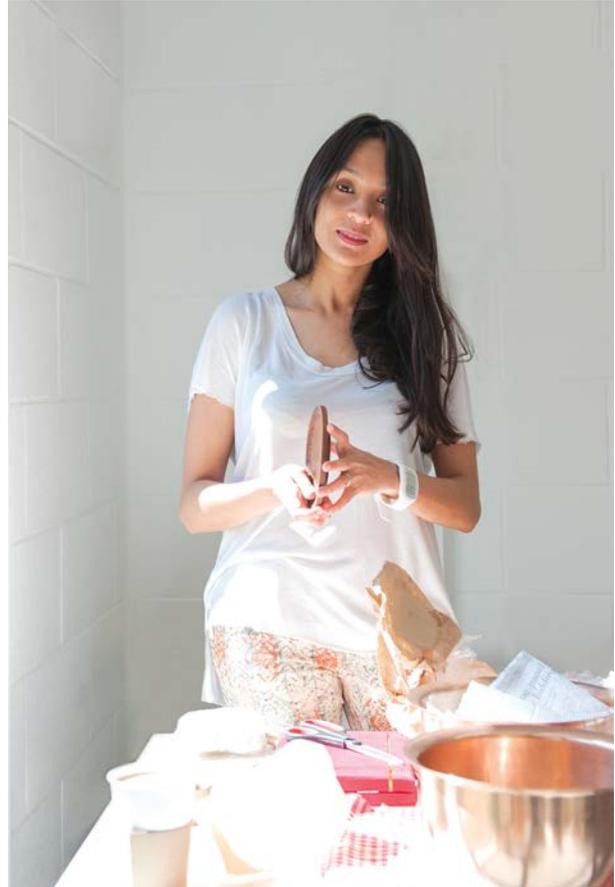
8.

### Materials and Process

Witek Golik's passion and creative expertise in textile design made the decision to work with them easy. The matchless cross-section of craft and manufacturing in India was an exciting space for their special focus on materiality, tactility and sensitivity to details.

"We started with an idea about hand-stitched scaled up kantha, with different coloured threads overlapping each other (fig. 3). At the factory, it turned out that the design was impossible to hand stitch – the distances of the running stitches were simply too big and they would easily break. This led us to do some tests on an embroidery machine (fig 4. fig. 5). A nice element of surprise occurred when we saw how each long stitch was coincidentally 'stitched' or made up of many small stitches much like a traditional kantha pattern" (fig 6). (Quoted from a conversation with Martyna and Sisse from Studio Witek Golik.)

Once the pattern is embroidered by the machine, each stitch is then hand finished by an embroiderer to complete the piece. Bringing together handmade and industrial techniques is something Tiipoi feels is unique to the landscape of craft and manufacturing in India. Our collections highlight the potential of this junction.



9.

**About the Collection**

The fabric used in the modern kantha collection is 100% cotton sateen that is dyed in a traditional jiggig machine using eco-friendly and non-reactive dyes. The collection comprises a single blanket, a double blanket and four cushions. There are two design patterns or 'directions' and 4 colours - Teal, Blue, Powder Blue and Warm Grey. Prices start at £45 for a cushion and £90 for a single blanket. (See prices on pg.6)

**About the Designers**

Spandana Gopal (is the founder of London based design studio and brand, Tiipoi. Spandana's vision with Tiipoi is to create collections that speak of India's ability to marry both craft and industrial manufacturing. Through the products she creates, she brings a new perspective on Indian design, through objects and stories of daily life.

WitekGolik, is a multidisciplinary design studio based in Copenhagen focusing on bringing a sensorial and emotional element into everyday life. The studio was set up by textile designers Martyna Golik and Sisse Witek.

**About Breather**

Breather is a network of dedicated workspaces designed for work, meetings and to focus. Spaces are available for any length of time, with no membership fee. Breather has 500+ locations across 10 cities, including 35+ in London.

[www.breather.com](http://www.breather.com)

**About Clove**

Founded by Debika Ray, Senior Editor of ICON Magazine, Clove will launch in 2017 and is an international magazine dedicated to the culture of south asia - India, Pakistan, Bangladesh, Sri-Lanka, Nepal and Bhtan. It will explore the forces shaping this rapidly changing region and its relationship to the world - from ground breaking art, music, film, fashion, architecture, design and litreature to social, political, technoogical and culinary movements.



**Modern Kantha**  
Single Blanket Teal  
220cm x 132cm  
£90



**Modern Kantha**  
Double Blanket Blue  
220cm x 220cm  
£160



**Modern Kantha**  
Direction 1 Grey  
50cm x 50cm  
£45



**Modern Kantha**  
Direction 1 Blue  
50cm x 50cm  
£45



**Modern Kantha**  
Direction 2 Teal  
60cm x 40cm  
£45



**Modern Kantha**  
Direction 2 Powder Blue  
60cm x 40cm  
£45

**Notes**

Stich is both support and surface  
Celebrating function. Playful. Sumptuous. Simple  
Traditional kantha appropriates decoration. Modern Kantha re-appropriates function