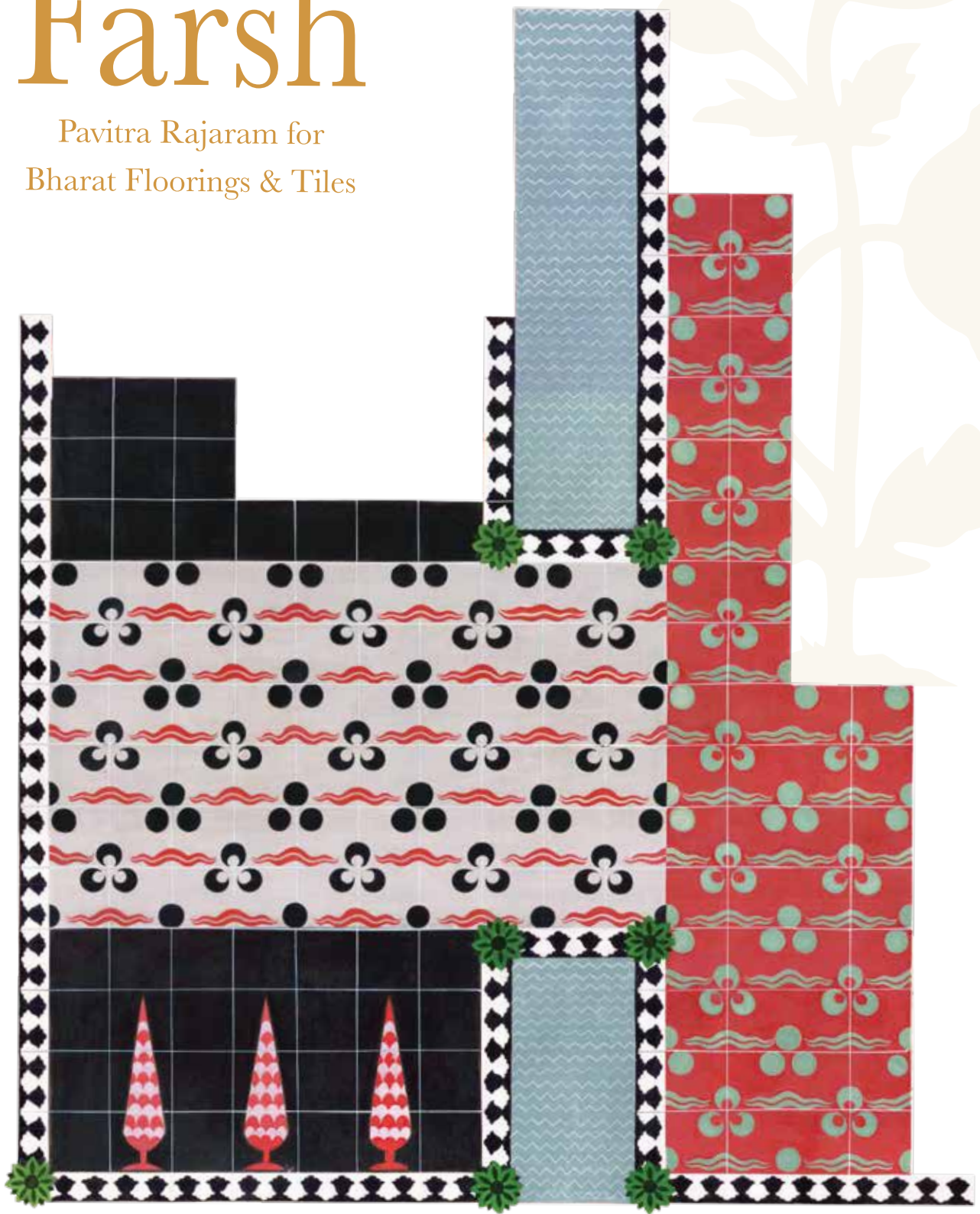


Farsh

Pavitra Rajaram for
Bharat Floorings & Tiles



पवित्रा
राजराज
DESIGN

Farsh

Pavitra Rajaram for
Bharat Floorings & Tiles

A collection of tiles for the floor and wall designed by Pavitra Rajaram in collaboration with Bharat Floorings. Inspired by the beauty of Mughal aesthetics, the collection explores contemporary renditions of beloved Mughal motifs such as the cypress, poppy and cintamani that have travelled through cultures and time. An unexpected addition to this is a motif inspired from traditional suzanis which embroidered Central Asian textiles. This collection celebrates the beauty of the Mughal garden and the serene aesthetic of marble floors with delicate inlays interpreted for the first time through the technique of cast cement tiles. Multiple tiles are used to create a single motif which requires extreme skill, innovation and precision.

This collaboration between Pavitra Rajaram, a designer with a legacy of creating contemporary design inspired by India's vibrant and varied history, arts, crafts & culture and Bharat Floorings, a company that has created some of the most beautiful floorings in globally recognized monuments and personal homes across India is a special tribute to the centennial year of BFT.

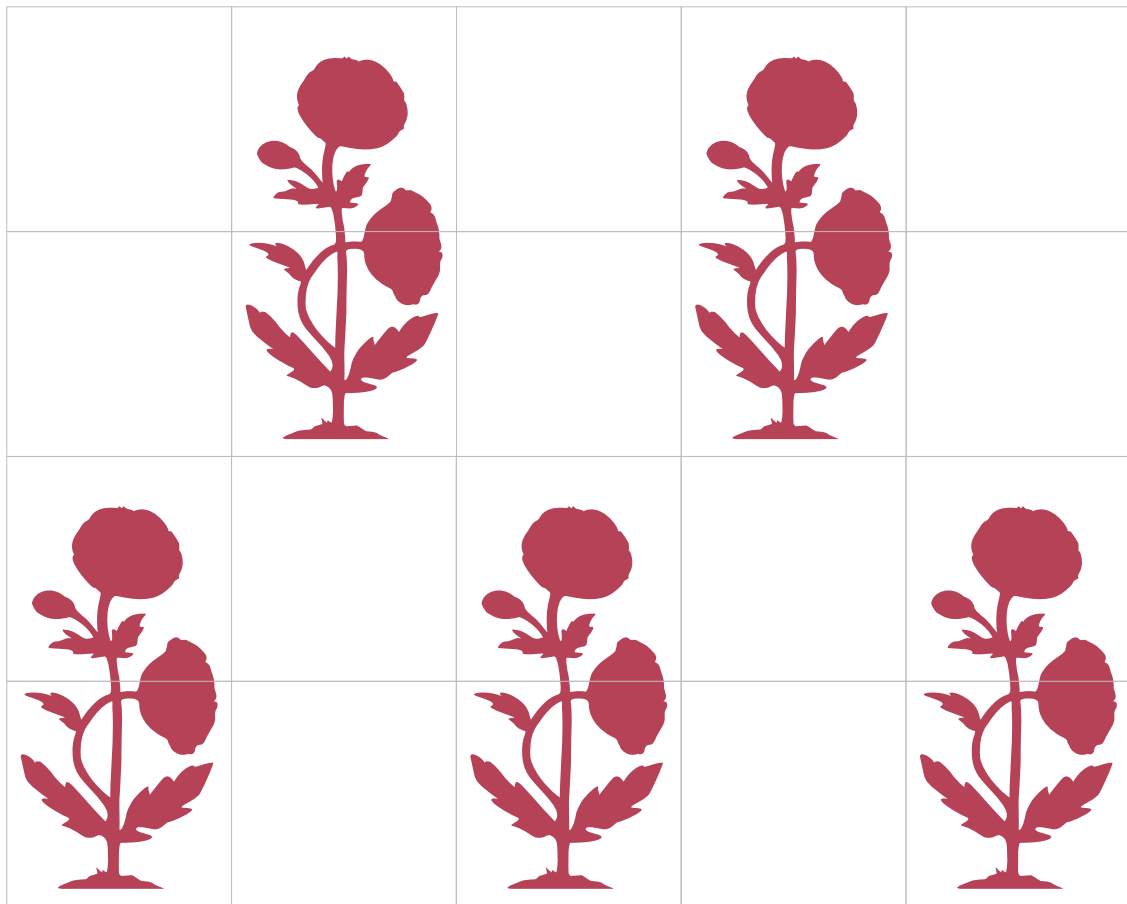


PAVITRA
RAJARAM
DESIGN

Farsh

Pavitra Rajaram for
Bharat Floorings & Tiles

Leyla



Perhaps the two most recognisable motifs of Mughal style are the poppy and the cypress. They were said to remind the first Mughal emperor Babur of his beautiful garden in Fergana where he was born and longed to return to. Mughal botanical art flourished under the reign of Babur's great grandson the Emperor Jehangir. With his court painter Mansur, Jehangir documented scientifically accurate depictions of the flora and fauna of his gardens. Over the years and in the courts of various emperors, the poppy got more and more stylized, and is as we see it today. It remains the enduring symbol of the artistic mastery of miniature painting in Mughal India and has been interpreted through textiles, inlay, wood carving and metalwork through the centuries. Leyla pays homage to the enduring charm of the eternal Mughal poppy.



Ivory



Ash



Crimson



Poppy Red



Deep Red



Light Silver Grey



White

A set of 2 tiles to make a beautiful poppy flower
Size of each tile: 20 cm x 20 cm

Farsh

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Suleyman



Inspired by suzani embroideries from Central Asia, Suleyman is a set of four tiles that come together to form a striking motif. Suzanis are large embroidered textile panels that originated among the nomadic tribes of Central Asia. They were often made in multiple parts by the women of the family and then stitched together to be used as floor coverings and prayer mats. They are usually produced in two or more pieces and can be worked on by more than one person, before being stitched together. Just four stitches - tambour, basma, chain and kanda-khayol - are used to realise a large variety of patterns, which traditionally include the sun and moon, flowers and creepers, leaves and vines, fruits (especially pomegranates), and occasionally fish and birds. This tile pattern is inspired by the traditional vine and leaf motif often found in the suzanis that originate in Bukhara.



Ash



Charcoal



Old Rose



Black



White



Light Silver Grey



Dusky Rose



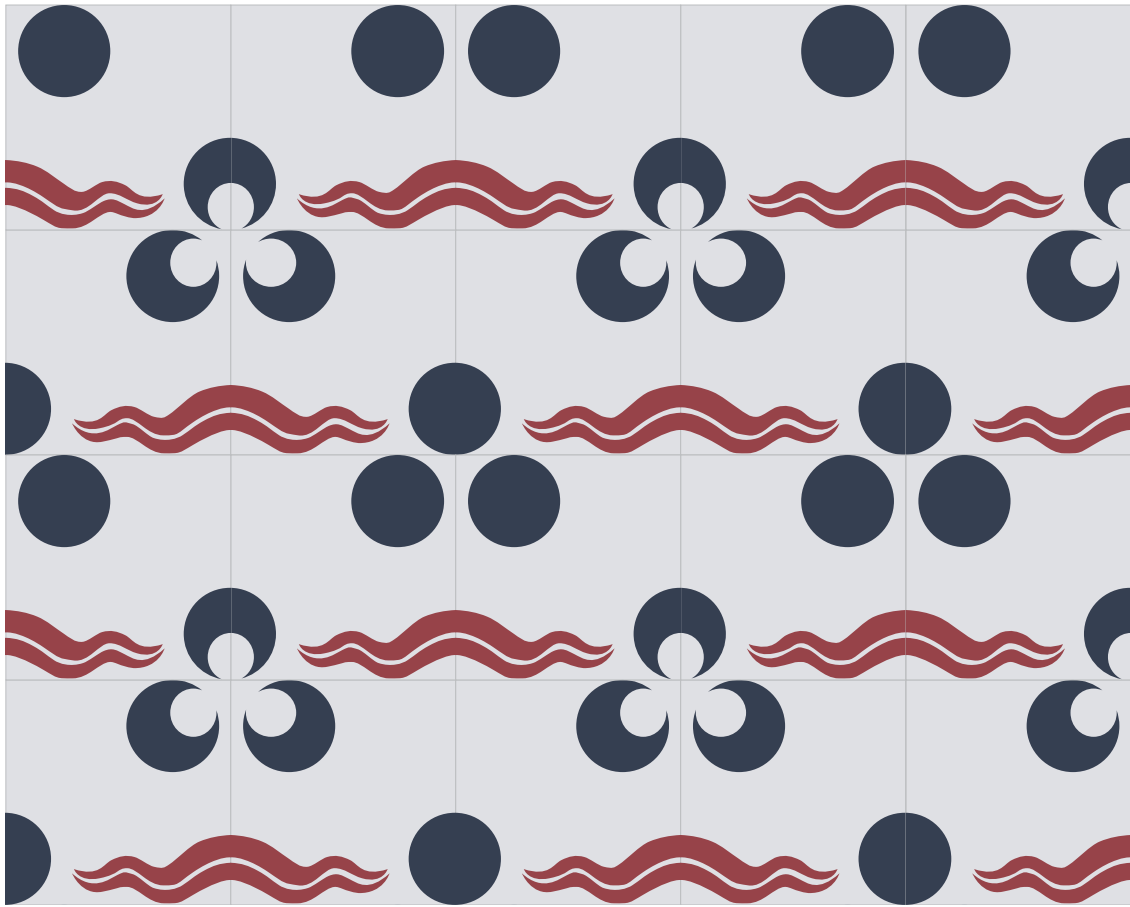
Sicilia

A set of 4 tiles to make a Uzbeki suzani embroidery
Size of each tile: 20 cm x 20 cm

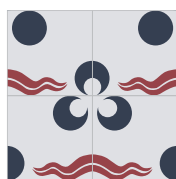
Farsh

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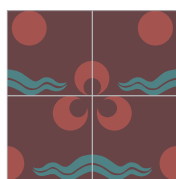
Omer



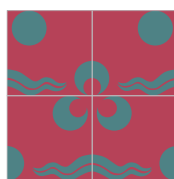
With its origins in Gandhara Buddhism, the Cintamani motif travelled westwards as Emperor Ashoka spread the wisdom of the Buddha through Asia Minor. Tibetan monks were known to meditate in the snowy mountains seated on a tiger or leopard pelt and this translated through time into the cintamani motif which has both the tiger's stripe and the leopard's spot. The triage of crescent moons at the centre is a manifestation of the Divine. The motif became very popular amongst the Ottoman Sultans and is prominently featured in Turkish design. The elements of the cintamani are also believed to protect and give physical and spiritual fortitude.



Ash



Tobacco



Berry



Dark Blue



Chocolate



Light Silver Grey



Poppy Red



Terracotta Red



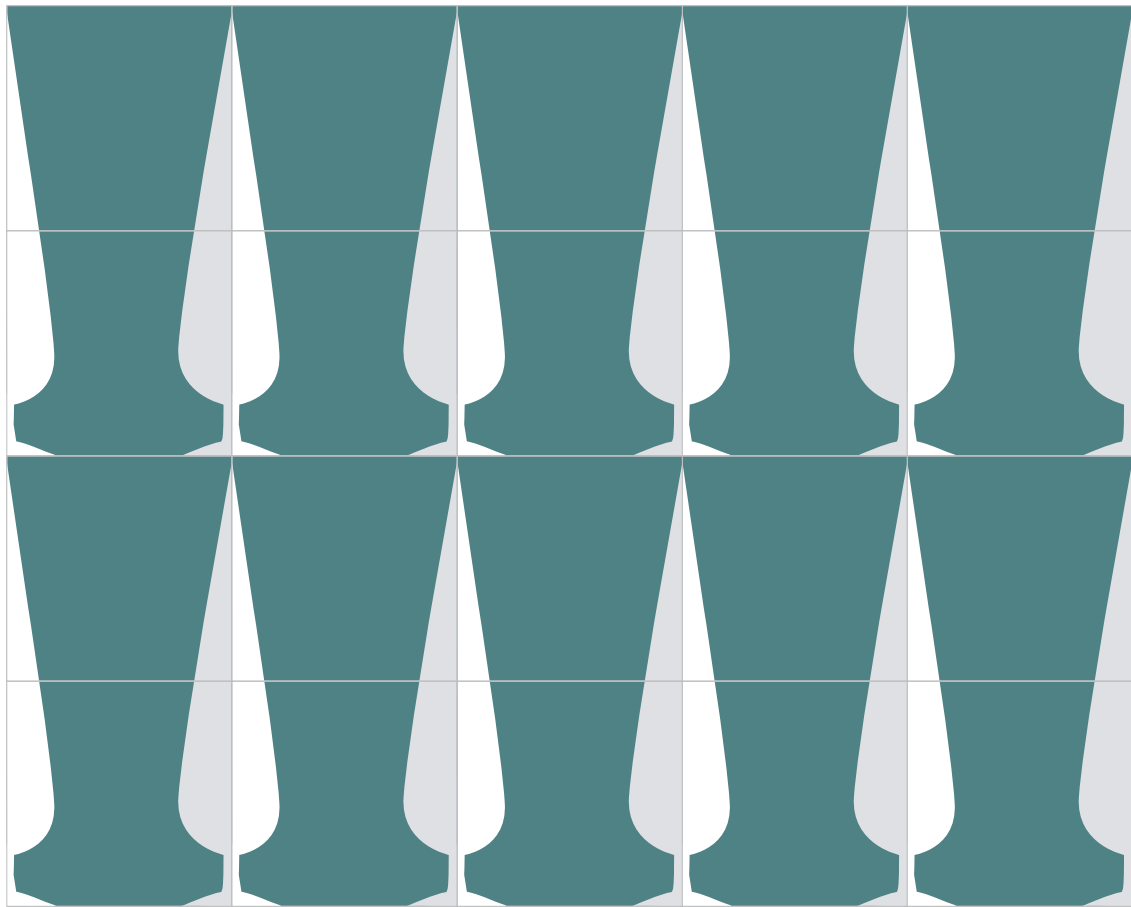
Blue lagoon

A set of 4 tiles to make a Classic Cintamani pattern in a reimagined colour palette
Size of each tile: 20 cm x 20 cm

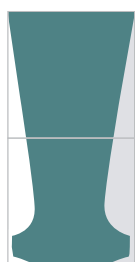
Farsh

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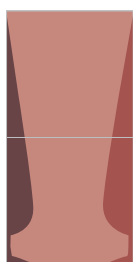
Ruh



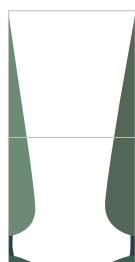
One of the most recognisable motifs of Mughal design, the cypress is said to be the symbol of Jannat and eternal life. The Zoroastrians believed that trees represented immortality, and in fact, their word for tree and immortality was the same. Over time this idea came to be absorbed by Persian culture. The Mughals looked to Persia as their role model for culture, art, and craft, so with them, the tree made its way into India. The cypress inspired all - art, architecture, carpets, tiles, even poetry.



Aqua



Old Rose



Ivory



Terracotta Red



Dusky Rose



White



Light Silver Grey



Chocolate



Mint Green



Dark Green



Blue Lagoon

A set of 2 tiles to make an eternal cypress tree on repeat
Size of each tile: 20 cm x 20 cm

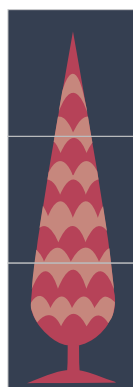
Farsh

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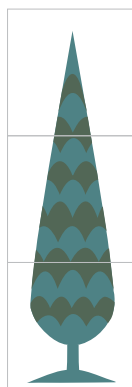
Nur



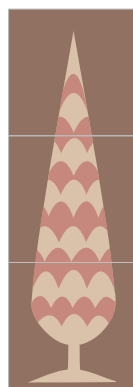
In its most resplendent form, the stately Cypress can be found in most Mughal gardens and especially in the classical Charbagh (a garden of flowers and ponds) along with fruit bearing trees and flowering shrubs. These spectacular ornamental gardens are laid as a quadrilateral grid with long brick walkways and fountains placed in pools, along with a profusion of Cypress, fruit trees and flowering plants.



Midnight



Ivory



Husk

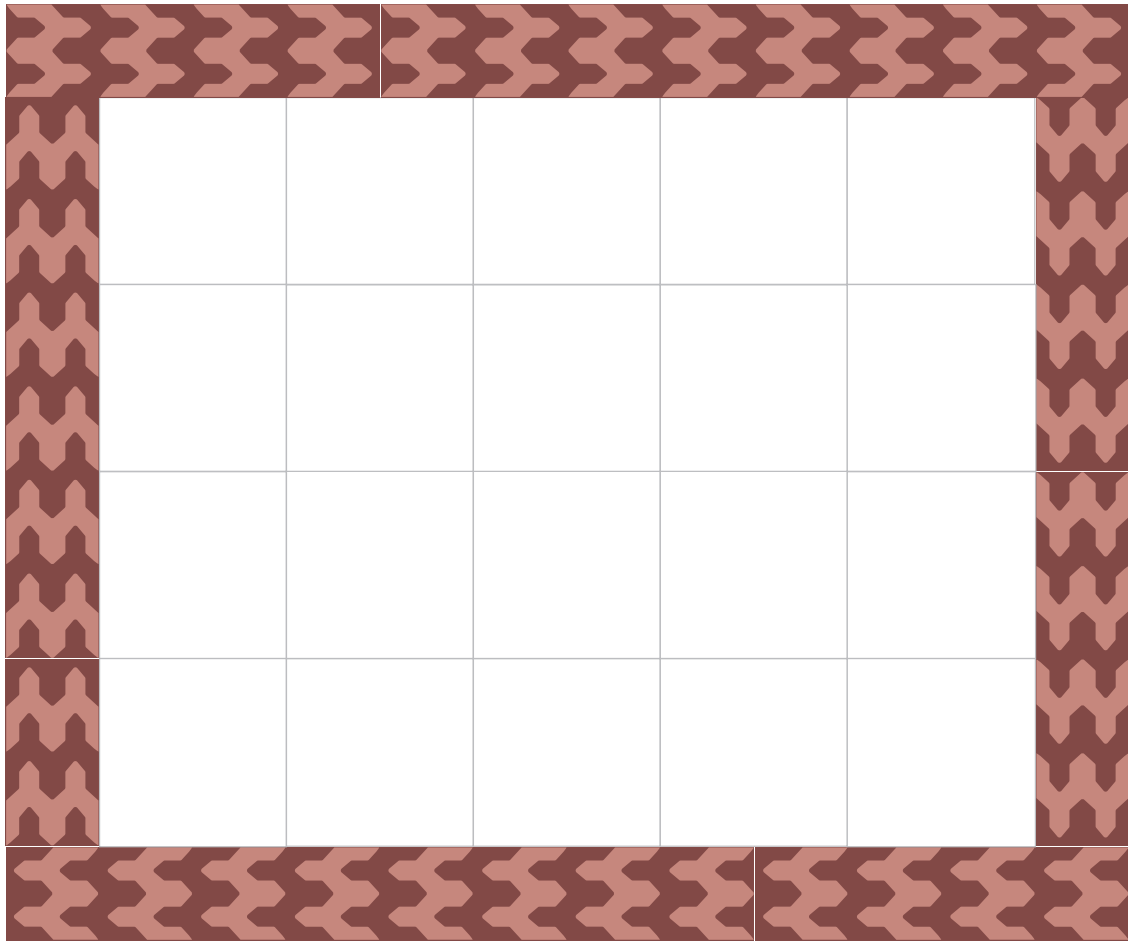
	Dark Blue		Dusky Rose
	Poppy Red		Sicilia
	Dark Green		Fawn
	Blue Lagoon		White

A set of 3 tiles as a contemporary take on the beloved cypress tree
Size of each tile: 20 cm x 20 cm

Farsh

Pavitra Rajaram for
Bharat Floorings & Tiles

Sumayya



Geometry is the basis of all Islamic art, architecture and design. Incredible complex intricate patterns are created in woodwork, ceramics, stone work, textiles and carpets. The design vocabulary of the borders stem from the basic geometric grid of Arabesque design and brings out the spiritual connotations associated with Persian garden motifs. These borders are Mughal versions of a chevron, it represents a rhythmic linear pattern which almost has a meditative appeal. These borders are seen used as marble inlay across the tomb of Nizamuddin Auliya and the tomb of Humayun and its hybrid form references both Persian and Indian motifs.



Crimson



Aqua



Charcoal



Black



White



Light Silver Grey



Terracotta Red



Dusky Rose



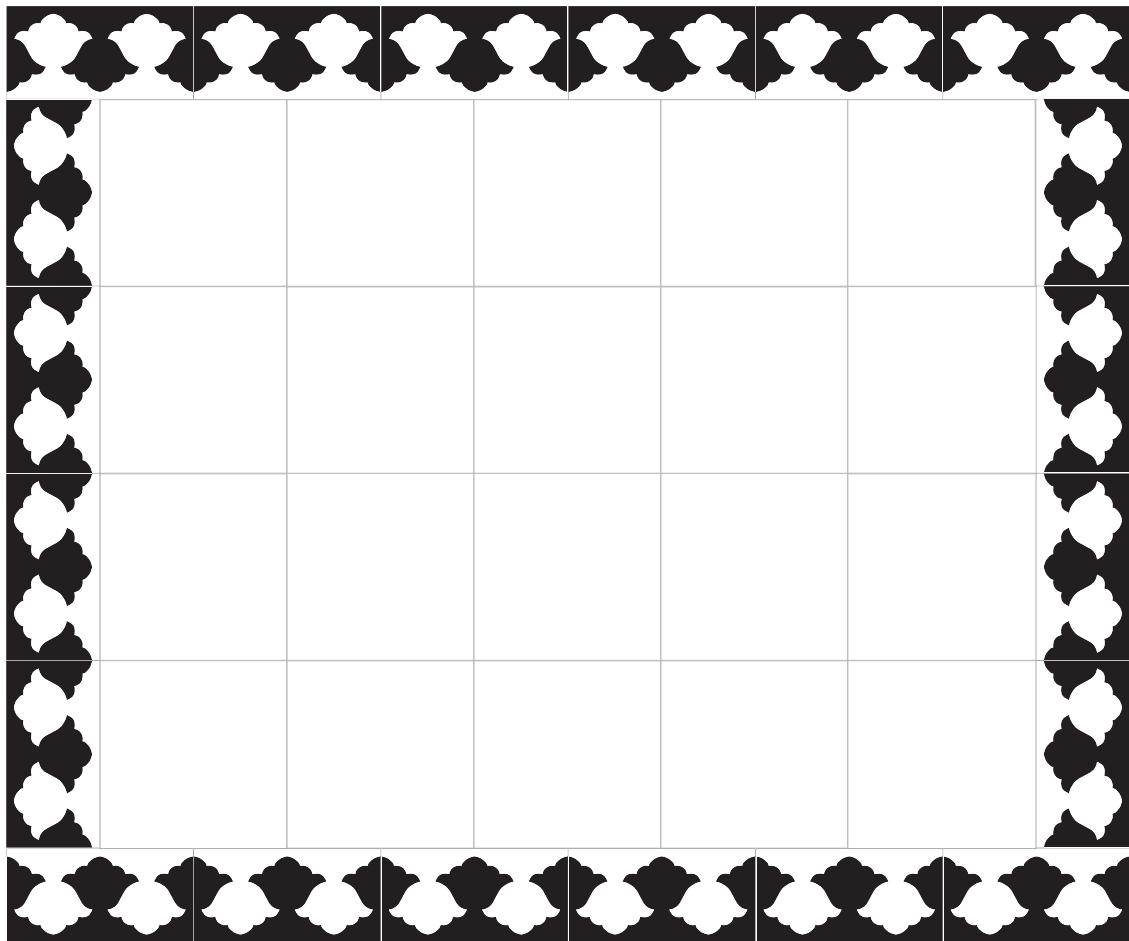
Blue Lagoon

Skirting tile to complete the flooring.
Size of each tile: 20 cm x 10 cm

Farsh

Pavitra Rajaram for
Bharat Floorings & Tiles

Nimmah



Geometry is the basis of all Islamic art, architecture and design. Incredible complex intricate patterns are created in woodwork, ceramics, stone work, textiles and carpets. The design vocabulary of the borders stem from the basic geometric grid of Arabesque design and brings out the spiritual connotations associated with Persian garden motifs. These borders are Mughal versions of a chevron, it represents a rhythmic linear pattern which almost has a meditative appeal. These borders are seen used as marble inlay across the tomb of Nizamuddin Auliya and the tomb of Humayun and its hybrid form references both Persian and Indian motifs.



Charcoal



Husk



Midnight



Black



White



Light Silver Grey



Fawn



Dark Blue



Blue Lagoon

Skirting tile to complete the flooring.
Size of each tile: 20 cm x 10 cm

TECHNICAL SPECIFICATIONS

Farsh Tiles

Conforming to IS 1237

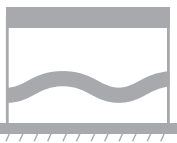
TECHNICAL DATA COMPOSITION

Topping White cement, pigment, filler

Backing Grey cement, Stone Grit/Dust

 Topping Layer ~ 10mm

 Backing Layer ~ 13mm



Wet Transverse Strength
Above 3N/mm²



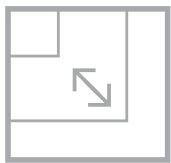
Abrasion Test
Below 3.5mm



Water Absorption
Below 10%



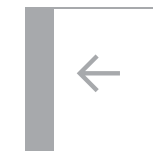
Standard Size
20cmx20cm



Some Designs Available In
10cmx10cm, 10cmx20cm,
15cmx15cm,



Thickness For Flooring Tile
23mm - 25mm

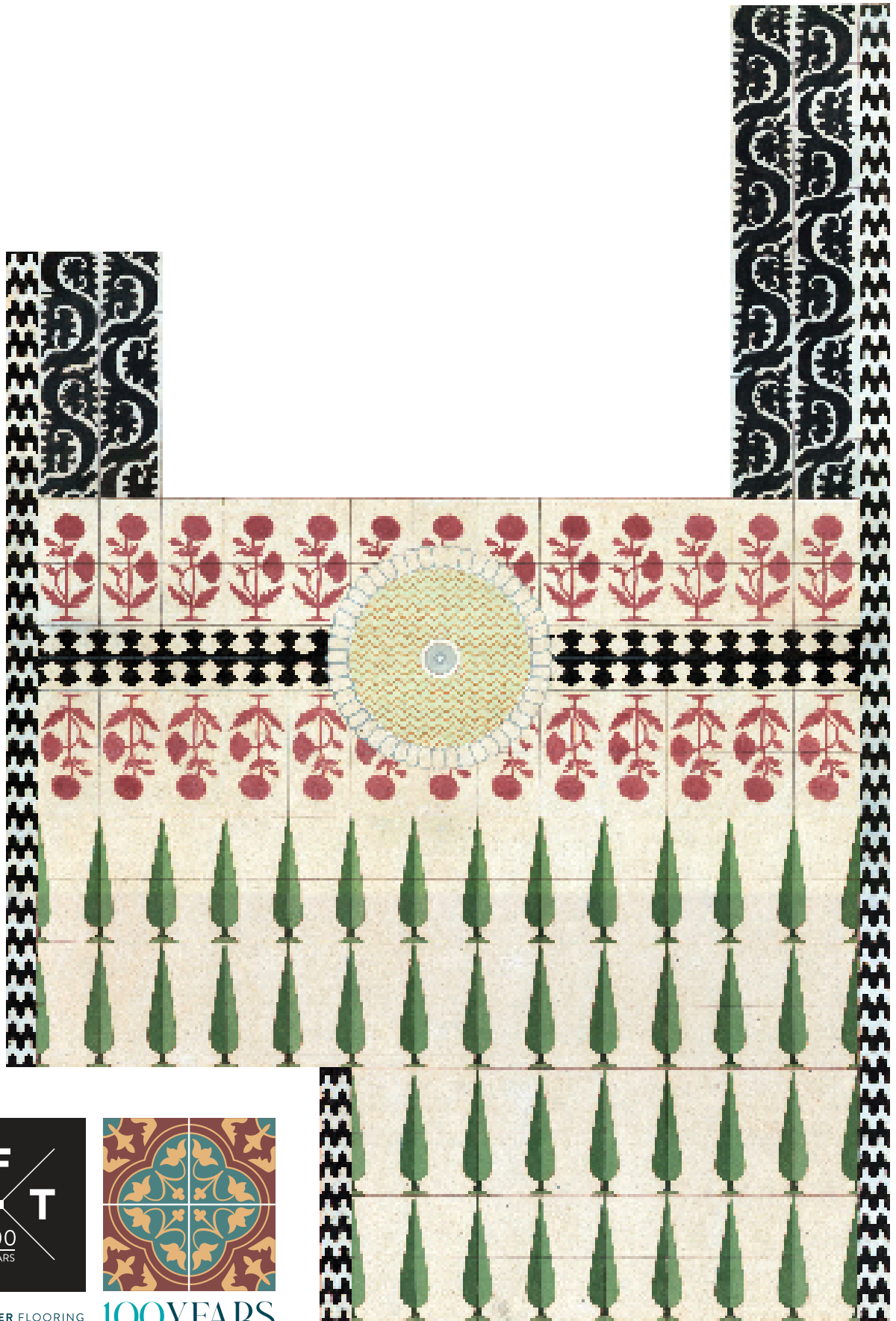


Thickness For Wall Cladding Tile
16mm - 18mm

COLOUR CHART

These colours are indicative. Cement colour shades will be slightly different from printed colours. Though we use the finest ingredients and blend these with utmost care, variations in the shades of raw material can lead to variations between batches. These are the hallmark and charm of handcrafted products.
Note: blue and green colours are not recommended for use in sunlight.





YOUR FOREVER FLOORING



100YEARS

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