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THE OFFICIAL PUBLICATION OF IIID

JUNE 2020 VOL. 01 ISSUE 05 ₹100



THE TALE OF RETAIL  
Pankhuri Goel

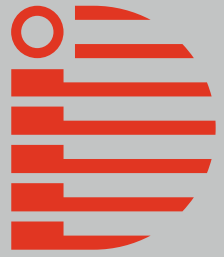
DROP BY PEPPERFRY  
Shabnam Gupta



  
Designer  
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# Retail



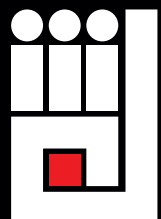


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## Final Dates for Submission

01 June 2020  
Last date for early bird submission

15 June 2020  
Last date for submission



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exterior

## The Original is Anything but Convention-al



Project: Auspacious Convention Centre, Hyderabad  
Architect: Finger6 Architects

### The Max Exterior panel. The Original.

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## Editorial

"RETAIL IS DETAIL" and how!! Navigate through the June Issue of INSCAPE and you will encounter extraordinary innovations of the "retail kind" by extraordinary designers, each project being a product of heart and soul, sweat and tears. While the world gets back to work after days of lockdown, IIID INSCAPE magazine has never let its readers down.....!!

We thank Pankhuri Goel of Studio Lotus, our Lead Contributor for sharing her experiences in Retail design through the vast oeuvre of their work. She writes voraciously on the subject of brand identity, brand ethos and customer loyalty through design and takes us seamlessly through her journey of spatial enrichment and thought-provoking ideas.

The Purple Ink Studio designed AD Retail -a trip down nostalgia.... into a modern vintage era. Quite intelligently highlighted against a backdrop of exposed concrete surfaces, the arched timber pavilion offsets the display of colour and a tinge of ornamentation. Tune in and enjoy the experience!

Shabnam Gupta's studio The Orange lane has designed for pan-India a furniture shopping experience for Pepperfry using eclectic influences. Reminiscences of Indianness in style and colour accompany the furniture settings and the myriad use of material and texture morph into a kaleidoscopic rhythm.

Sameep Padora's Creo at Kemp's Corner so aptly redefines the conventional outlook of shopping while they believe in nothing short of mesmerising! He is the master of membrane structures and has boldly invoked sensuous forms within a double height space. What a game changer!

What strikes me as even more bold and sensuous as Sameep's is the ribbon like forms in a plywood store called Timber Rhyme by Studio Ardet, Chandigarh. Even more mesmerising is Renesa's Terramater which uses the red terracotta brick as its visual language. The brick tone and texture is central to the Dev Mobile Retail Space by I-Con Architects of Rajkot. Addressing both these projects, brick/terracotta as a medium has reflected a versatility of this material, uniquely handled by both the designers. Kudos to them!

On the other side of the spectrum is Aquaterra, a sanitaryware store in the trading suburbs of Tirupur, Tamilnadu by Cubism Architects & Interiors. A carefully orchestrated amalgamation of contemporary materials, various forms get highlighted with melodramatic lighting.

The Indefinite Cave of Wonders is a bookstore in China designed by X+Living. Influences of the Karst Caves of that region served as the analogy and therefore a dramatic reading experience. Realising that the public uses more digital media, it was the onerous task of the Architects to create this theatrical experience!!

We have the works of Artist Yunus Khimani, alumnus M.S University, Baroda and former Director of Sawai Man Singh Museum, Jaipur.

Exceptionally brilliant webinars and talented professionals shared screen space through various Chapters/Centres initiatives. IIID was absolutely buzzing and has been a veritable platform of knowledge and deliberations. We are proud to be IIID-ian!

Thank you all for your contributions!

Happy Reading!!

Shamini Shanker Jain

# Stay safe @home we shall come to you

Dear Readers, We value your health and safety and in the wake of **COVID-19** pandemic, we wish you to stay safe at home. To keep you engaged and posted about the latest trends and happenings in the world of architecture and design we have decided to provide architecture enthusiasts with access to our E-edition on our website **designdetail.in**



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Don't hold hands  
Join hearts





# con tents



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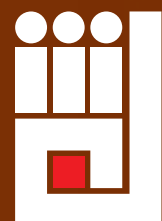




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# Introducing a special category International Project of the Year

15 June 2020  
Last date for submission



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## President's message

Day - after - day - after - day;

Days go by and we keep counting...

How many days since lockdown?

How many days more of lockdown?

How many days to go-ahead to the 'new normalcy'?

How many days to go back to the old sunshine and smiles?

In IIID I must say the days went counted but accounted too. Together we marked these days and times with special 'observances'! Dictionary meaning of the word '**observance**' is 'respectfully noticing and acknowledging something'. Diligently we took note of these special times - the global pandemic with no relief in sight, a fragile ecosystem with no reprieve, a future full of uncertainties, a checkmate situation we led us into! Unsurmountable this may seem, but we believe design is an instrument of change; and we continue with our Vision - Where is North?

Our expedition towards True North is more valid than ever today and we mark it with beautiful milestones laid on important days. We observed World Interior Design Day by announcing our crafts initiative - **Crafting Spaces** - 100 Design Crafts of India to inspire us to celebrate the human spirit and beauty through the spaces we craft. We also observed the birthday of India's biggest storyteller Satyajit Ray and the memorial day of world's best artist designer Da Vinci by launching our **Design and Culture Collaborative**; let our journey be magical with music, dance, art and culture content celebrated with members and even families, with design. World Design Day we observed with a hot topic to pursue **Local Design in a Global World** together with CIDA a force to reckon with in today's world. On World Environment Day - June 5th we too take our goals to the next level to collaborate with IGBC, ISHRAE, IPA, FSAI and ASSOCHAM. We saluted Mother Nature for her cool 'saaya' planting trees and celebrating with a naming ceremony too. All these happening in the month of Eid where we observed the emergence of a new moon; its first rays basking us in the soft promise of a poetic glow inspiring us to believe in dreams as we Designers are supposed to weave.

Enjoy Reading!

Jabeen L. Zacharias

Write to Inscape about your ideas on 'Retail' in 800 words with your photo attached, on or before the 28th of June. Your contribution will be acknowledged. If selected, you shall be featured in the next Issue of Inscape.

Mail in your thoughts to [inscape@designerpublications.com](mailto:inscape@designerpublications.com)

Congratulations **Ms. Shyamala Prabhu** for your insightful perspective on 'Eateries'.

Read your article on page 96.





## PANKHURI GOEL

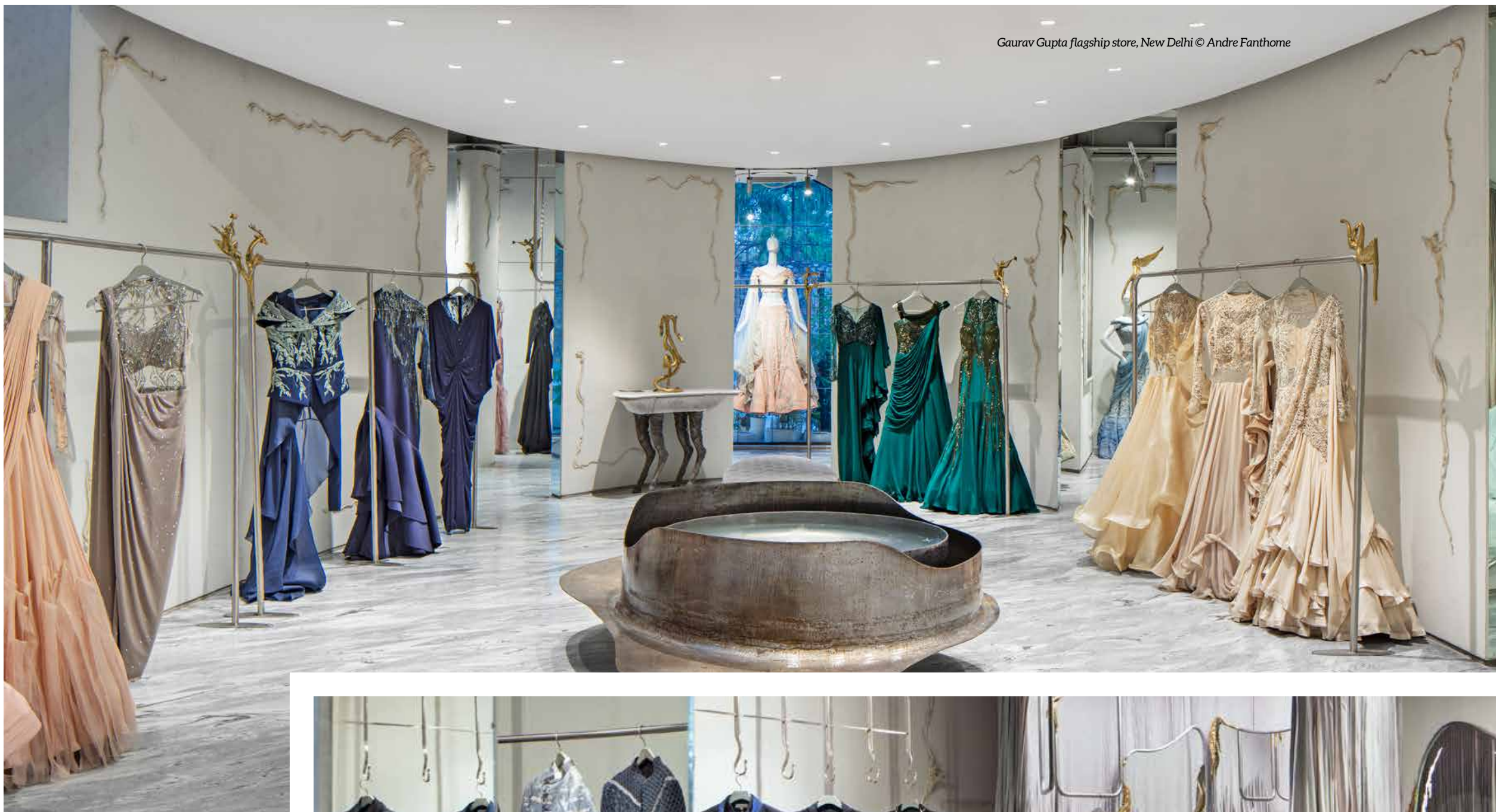
Pankhuri Goel is a Design Principal at the New Delhi-based multidisciplinary design practice Studio Lotus. Spanning the domains of Master Planning, Architecture & Interior Design, the work of the award-winning practice is grounded on the principles of Conscious Design – an inclusive approach that focusses on a rigorous process as much as the end result.

Presently, Pankhuri co-leads the Interior Design vertical for the practice, with a focus on Retail Interiors and Adaptive Re-Use initiatives; Pankhuri is an active proponent of design education and writes regularly for trade publications on contemporary design issues.

Retail, as a concept, has existed since time immemorial. It emerged as an ancient trade practice several thousand years ago from the bartering of cattle and progressed with the advent of coinage and currency. From the sprawling 'fora' of antiquity to big-box stores and multi-storey shopping complexes, and finally, with the 21st-century foray into e-commerce, the selling of merchandise has continued over millennia; the shopping experience, however, remains in a state of perpetual evolution.

Ather experience centre, Chennai © Ather Energy





Gaurav Gupta flagship store, New Delhi © Andre Fanthome

Today, there exists a glaring gap in the shopping expectations among the key demographics in the consumer retail sector. While the millennial generation has taken to shopping via e-commerce platforms like a duck to water, the old-timers are still on the fence and prefer the comfort of brick-and-mortar stores. The former has grown up in a world rapidly transformed by the internet, smartphones, and social media; with vastly different priorities and spending habits, millennials seek comfort, convenience, and personalized experiences. Brick-and-mortar stores are upping the ante to adapt to this change, diversifying and leveraging technology and design thinking to secure their customer base.

While the debate over the relevance of physical stores in today's times continues to rage, the most successful brands are those that have managed to create an omnichannel presence and outreach – an approach that looks to provide a seamless brand presence to govern the consumer's choices and purchase decisions. Such an undertaking unites the brand's online services with its physical outlets. It enables the customers to browse through merchandise, buy it online, or opt to do so in-store.

Physical stores are transitioning from being mere transactional spaces to becoming the 'billboards' for a brand to attract customers. With the rise in AR and VR technology, customers now seek more engaging, immersive experiences – which tell a story – and help cement the relationship between the customer and the brand. For a physical store, to drive better engagement with its target audience, its design takes explicitly into account the brand narrative and its expression within the space. It is crucial to determine the shopping experience the brand wants to create for the customer. It is also essential to identify and improve customer touchpoints that offer an authentic taste of the brand identity and ethos; this helps to build recall and garner customer loyalty.

Today, consumers are more educated than ever; with growing awareness, they are shopping with more in-depth insight and understanding of the world they inhabit. This phenomenon has caused brands to rise to the challenge and highlight their values and, more importantly, their social and environmental responsibility across all channels – digital and physical.



Gaurav Gupta flagship store, New Delhi © Andre Fanthome



## Our Process

At Studio Lotus, we approach the design of retail spaces through the lens of storytelling. It is an opportunity for us to communicate the fundamental values of a brand through subtle touchpoints, which are meaningful and contextual — with the intent to build recall through memorable experiences, and organic sales resulting from the customer's perceptions of the brand.

Our process starts with an in-depth enquiry into the brand narrative to create a unique brief for the project. It sets the premise for every store going forward and helps us define the expected outcomes for our clients and ourselves.

Taking the retail brand identity for Royal Enfield as an example, which we completed in late 2017, the process of creating the brief was extensive — it involved multiple workshops with the clients, the brand partners, and numerous other stakeholders to build upon an idea as simple as 'Pure Motorcycling'. The retail experience set out to represent the spirit of motorcycling and not just the idea of the 'Motorcycle' by creating a space akin to a bike aficionado's garage, infusing the persona of a motorcyclist so in love with his bike, that he decides to live in his garage.



Paro by Good Earth, New Delhi © Andre Fanthome

Here, we employed the industrial aesthetic synonymous with Royal Enfield and introduced Portuguese-style architectural elements to celebrate the rich Portuguese vernacular prevalent in the region. We combined these attributes and modified our material palette to include contextual materials such as laterite. Working with local artists, we were able to translate the client's vision and formulate a comprehensive branded environment.

We later extended the theme to various formats. In a competitive market, a store's success lies not only in its expression or brand narrative, but also its viability — in terms of the material palette used, its availability, value engineering, and the ability to translate the design idea to adapt to different sites and contexts.

Similarly, for the concept store for the wellness brand 'Paro', it was pertinent for

us to conceptualize a store that invites us to pause and celebrate the joy each one of us harbors within. The brand offers a retail mix relying upon ancient wisdom to cater to a contemporary clientele. The mandate was to design a space that would showcase these ideas of holistic well-being without being solely predicated on driving sales, but by creating a richly layered environment that would encourage visitors to introspect, learn, engage, and arrive at a decision.

Sitting in a noisy, commercial mall in Delhi, our first challenge was to design the space as an urban sanctuary, to allow the customers to disconnect from the humdrum of daily life. We were able to address this using a reasonably unusual approach to retail design — we created an almost entirely opaque façade with only a window offering a glimpse into Paro's world.

We modeled the space around the idea of meandering through a home in the hills. The space speaks of ancient wisdom through the tactility and age of its materials: the shell clad in old nanakshahi bricks procured from torn down Havelis, as well as the dark, burnt timber of the door frames, and the patina on the POP walls — all unite to convey this idea.

The entire process, beginning from the conception of the spatial narrative to the outcome on-site, was not carried out in isolation. A saying you may not have heard before — it takes a village to build a retail store — from the vision of the client to the designer's prodding. The translation into tactile elements through extensive prototyping, use of craft, as well as the contractor's knowledge (which converts or defies the designer's fantasies on paper) gathered over time determined the design vocabulary here.





RE Garage Cafe © Andre Fanthome

### What the Future Holds for Retail | the Role of Technology

A gamut of technological interventions has redefined the shopping experience for consumers over the last decade. While Artificial Intelligence (AI) has witnessed an upsurge in large-scale retail for back-end operations such as inventory management, manufacturing, logistics, and delivery, it is also a means to evaluate consumer behavior and to assist brands in providing customized solutions. Going forward, brands will have extensive data to understand and respond to customers' changing needs and expectations. With the emphasis on visual and experiential retail, the in-store experience in the imminent future will decidedly be dictated by the power of technology.

As we learn to deal with the repercussions of COVID 19, predicting the future of retail is challenging, and it will be based on inquiry and assumptions. With supply chain disruption on a global scale, these uncertain times have been an eye-opener for all of us. We can only hope this crisis has a lasting impact on our consciousness, whether it be social or environmental – starting from how brands position themselves to determining how we as designers contribute to their brand equity. We need immense ingenuity and lateral thinking, as well as solidarity and collaboration, to figure out ways towards building a sustainable and resilient future for the retail industry.



RE Garage Cafe © Andre Fanthome



RE Garage Cafe © Andre Fanthome





# Under the canopy

Inscape Insider Rays & Greys: Shanthan J Patil

## PROJECT INFO

PROJECT NAME : AD RETAIL  
LOCATION : BENGALURU, INDIA  
INTERIORS : THE PURPLE INK STUDIO  
GROSS AREA : 650 SQFT  
OWNERS : ANIL DRAPES  
PROJECT TEAM : AKSHAY HERANJAL,  
PRIYANKA BANKAPUR,  
JAIKUMAR  
INTERIOR CONTRACTORS : MM INTERIORS, MUMBAI

“

The Purple Ink Studio has metamorphosed the modest space of 650 sqft into a quintessential space that transports the visitors to the bygone era

A D boutique's upbeat and retro-looking flagship store nestled in the heart of Bangalore city encompasses the brand's contemporary spirit. The Purple Ink Studio has metamorphosed the modest space of 650 sqft into a quintessential space that transports the visitors to the bygone era. The introduction of the arched windows into the design creates the setting for a dramatically themed display. The challenge, however, was to utilize the space to its full potential in terms of the exhibits. The design was hence planned to juxtapose the elements on display with the interior layout making it a seamless.



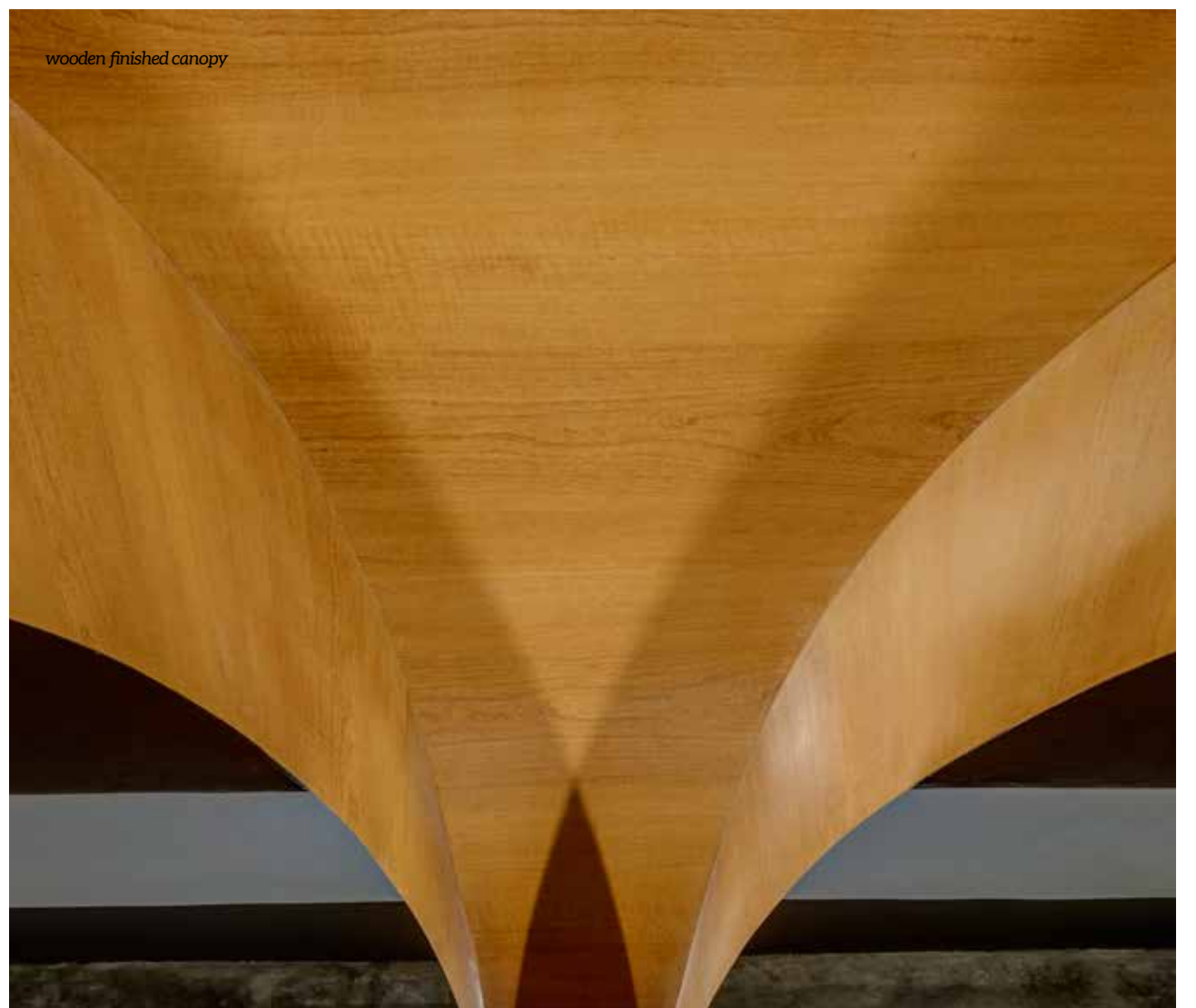
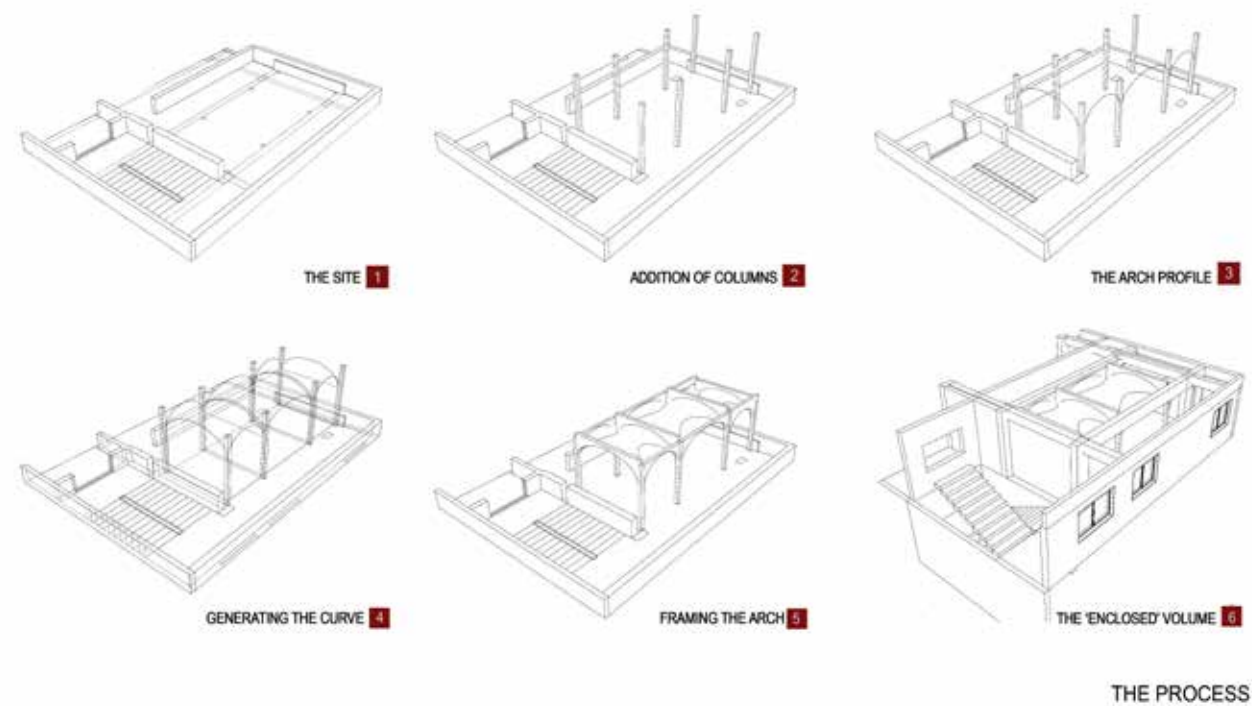
Display racks and counter





Interiors resonates an old-world charm

The interiors are designed to complement the wooden finished canopy-like arches that also act as a false ceiling and a monolithic structure that holds the whole space together. The inside area is exemplified with the use of both modern and traditional materials in the palette. The walls constructed in exposed wire-cut bricks along with the floor, walls and part of the display furniture in the exposed concrete finish are rugged elements within the space which respect the true characteristic of the material. Although the overall material palette is natural and modernistic in approach, the furniture responds to the elements of the by-gone era and adds in a display of colour and a tinge of ornamentation to the overall design scheme. The interior space has maintained its old-world charm from the designer glass doors at the entrance to the logo wall at the opposite side.



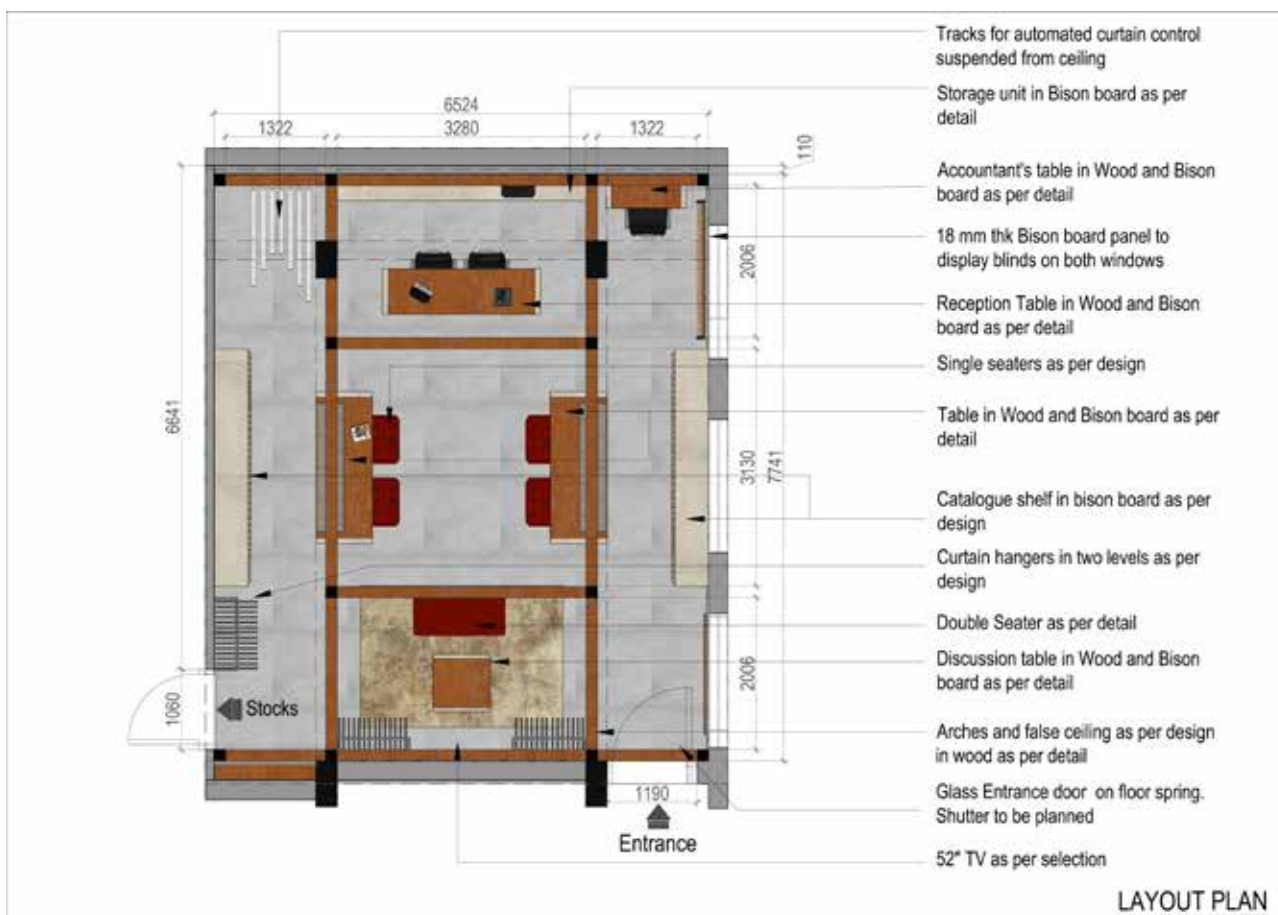
wooden finished canopy





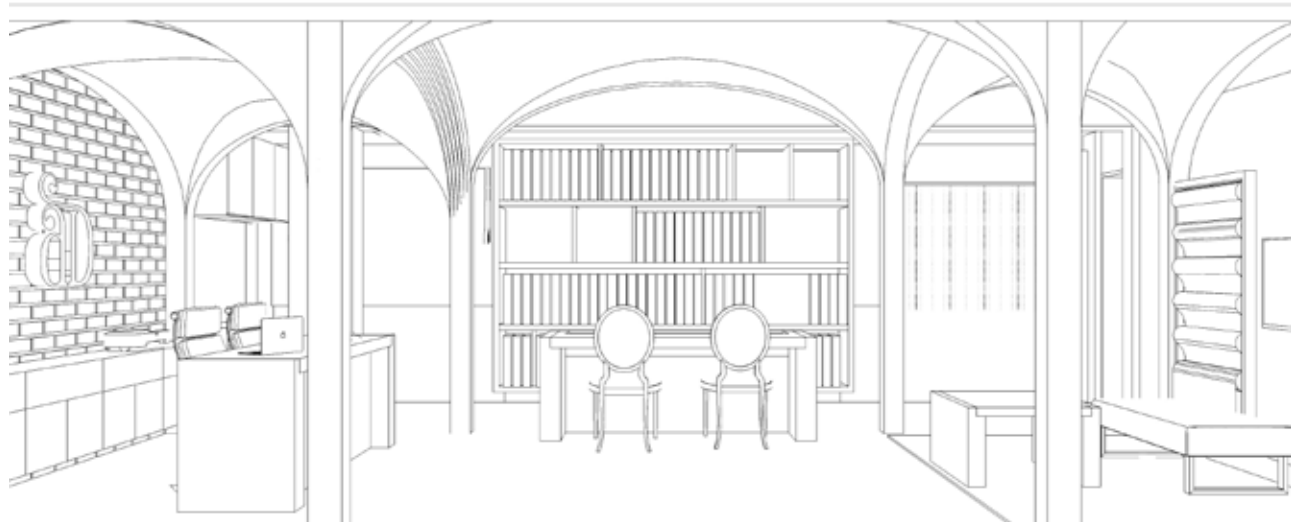
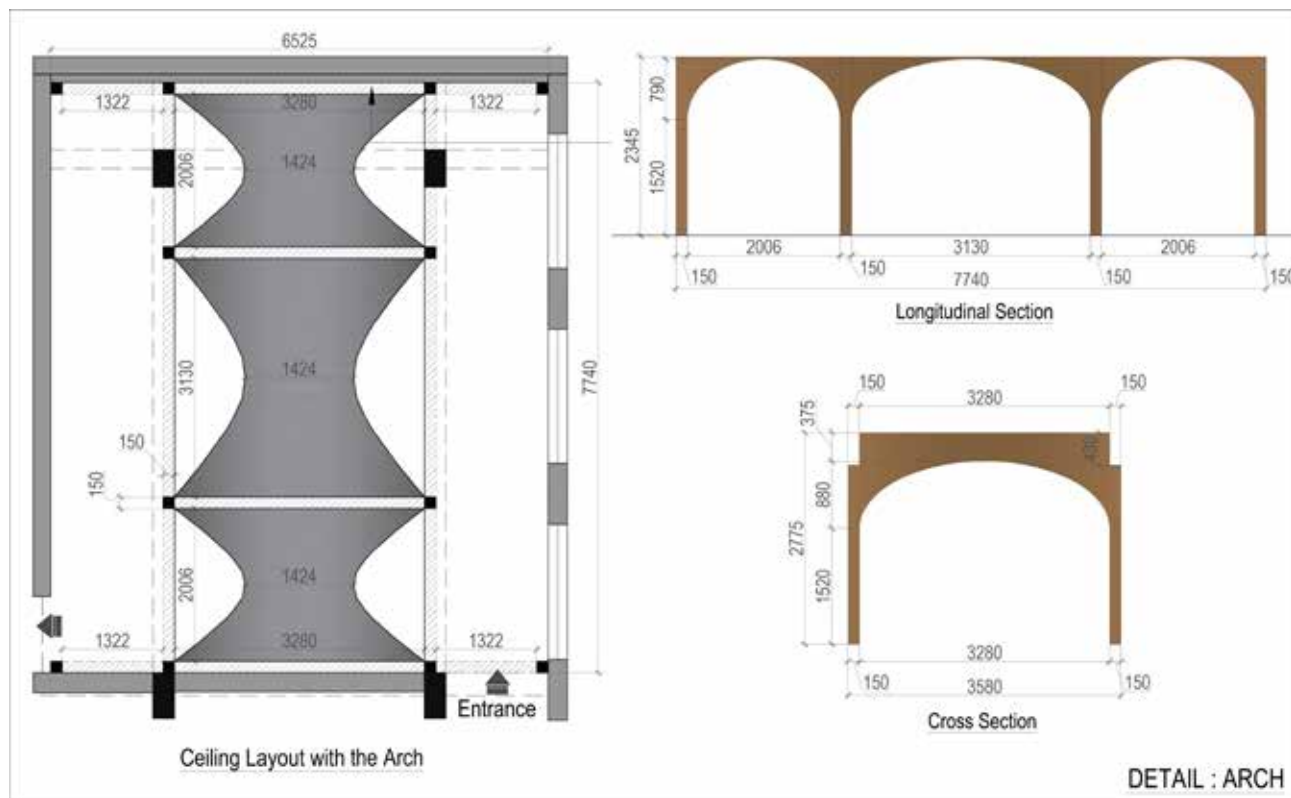
Waiting area

The interior space breaks up fluidically into waiting, meeting and showcasing areas, each of which carefully weaves the materials on display within the interior design dialogue allowing the shopper the freedom to get a look-and-feel all around the retail space.



monolithic wooden arch is the major attraction of the interiors





Ornamental glass door at the entrance



Wooden finish furniture



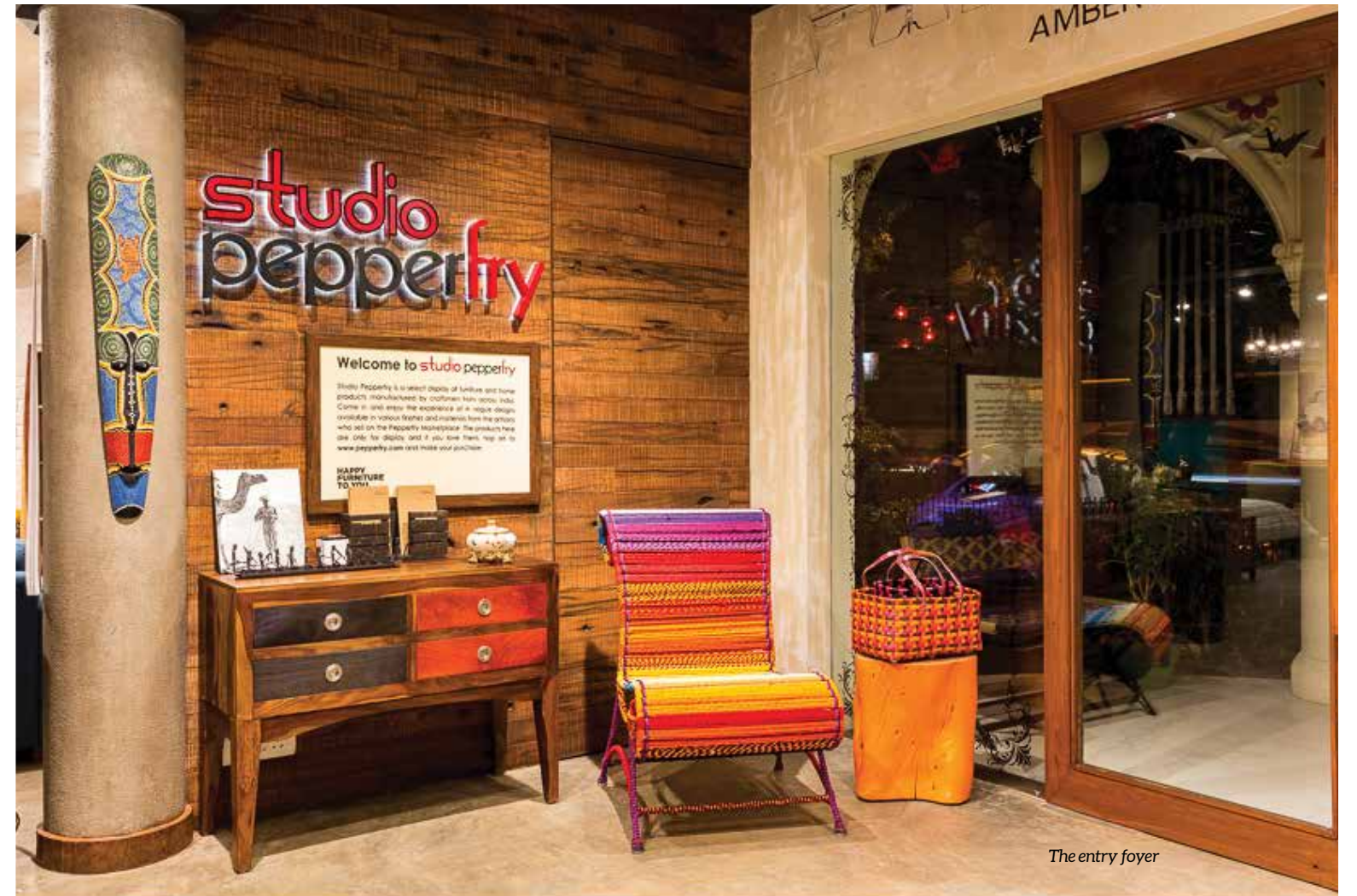
AKSHAY HERANJAL

## THE PURPLE INK STUDIO

The purple ink studio is a multiple award winning practice in Bengaluru, which was started in 2011 with the ideas of two individuals who strongly believed in their respective design concepts and had nurtured the feeling over the past couple of years. Considering that both Aditi and Akshay came from different architectural backgrounds, one being extremely rational, aesthetic yet responsive and the other that is based on strong responses to nature and inclusion of natural elements in design, the studio has had passionate influences of both and sees a continuous evolution in exploring the best of both worlds. The studio believes in constantly exploring the parameters of design and blurring the boundaries between architecture, landscape and sustainability.

The wise use of bright colours for highlighting give the interiors a warm welcoming feel. Since it is a fabric retail store, the product placement was important and it adds a pop of colour to the place. The minimalistic design approach has resulted in creating a space that is equally unique and cosy.





The entry foyer

# Drop by Pepperfry

Inscape Insider The Orange Lane

## PROJECT INFO

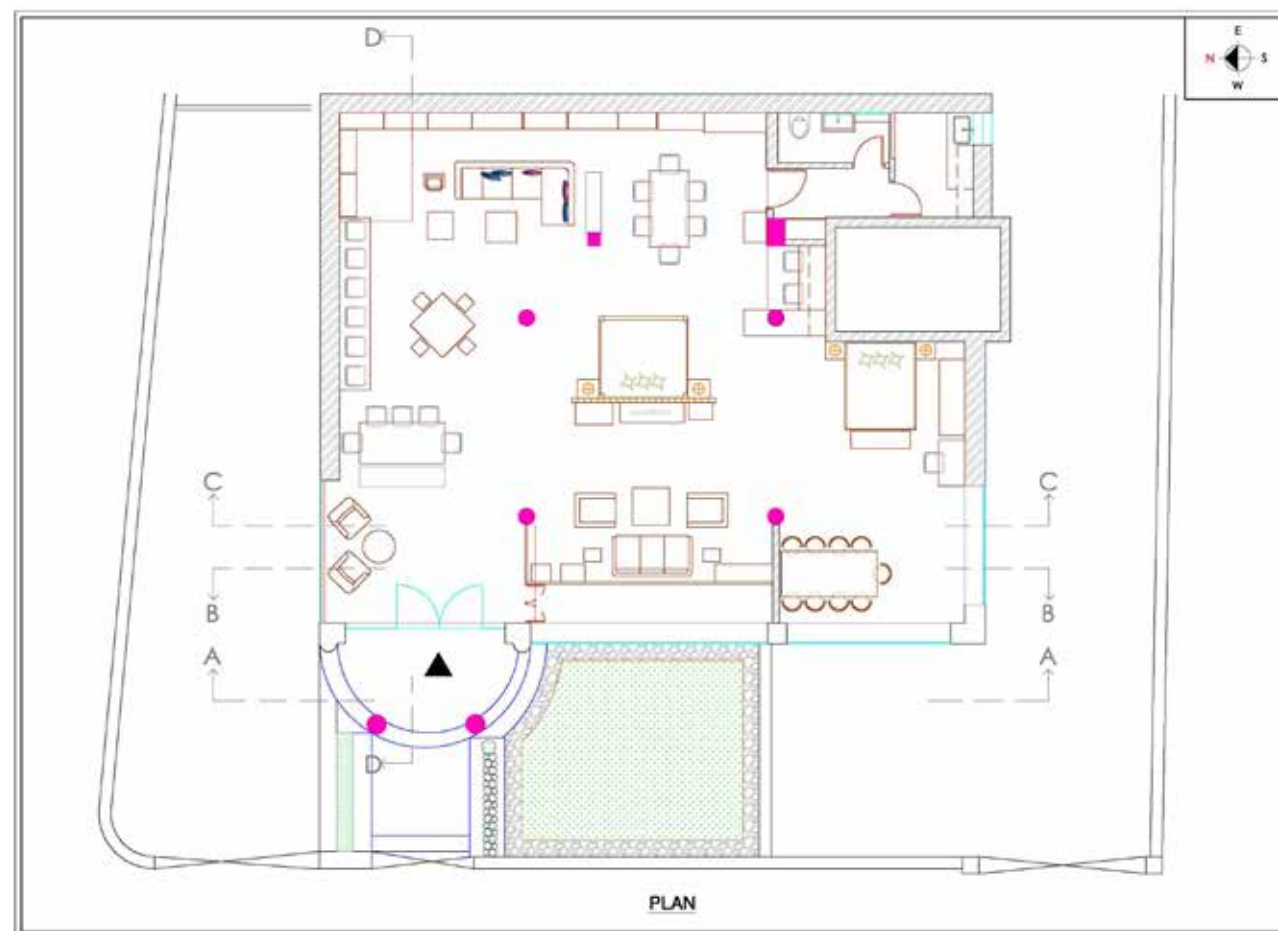
PROJECT NAME : STUDIO PEPPERFRY  
PROJECT LOCATION : PAN-INDIA STUDIOS, MUMBAI  
DESIGN FIRM : THE ORANGE LANE  
PRINCIPAL DESIGNER : SHABNAM GUPTA  
DESIGN TEAM : EKTA DAVE AND ANANYA PATHAK  
GROSS BUILT AREA : 1800 SQ. FT.  
YEAR OF COMPLETION : 2017

“

A concept retail store design that could be iterated and repeated across the outlets in India without the mundaneness of being a cookie-cut store

Pepperfry is a brand that has completely remodeled India's home décor and furnishing market over the last couple of years. Almost a decade since its inception, Pepperfry has transcended over its initial idea of being an online furniture store. Spread across major cities and towns, they have opened up several offline studios that cater to the primarily primitive notion of traditional shopping – the tangibility. Though there are significant perks of shopping with the swipe of a finger, the team's early realization that a prominent section of our society would still vouch for a physical experience more than a digital one, has reaped its due harvest from both platforms. But to set it apart from the multitude of furniture stores in our country, they entrusted prominent architects and interior designers to ensure that their dear customers had a memorable 'Studio Pepperfry' experience.





Situated in Pan-India studios, this store was conceived into reality by the innately innovative designer Shabnam Gupta and her team from 'The Orange Lane'. They brought forth a concept retail store design that could be iterated and repeated across the outlets in India without the mundaneness of being a cookie-cut store. The design facilitated an engaging dialogue between the spaces and customers, thereby building an emotional connect between the two. Since the merchandise on offer ranged from all sorts of home furnishing, right from the a tiny stool to a whopping wardrobe, the demarcation of zones and distribution of the furniture to eventually provide the user with a vague judgement of spaces and sizes, was of significant importance.

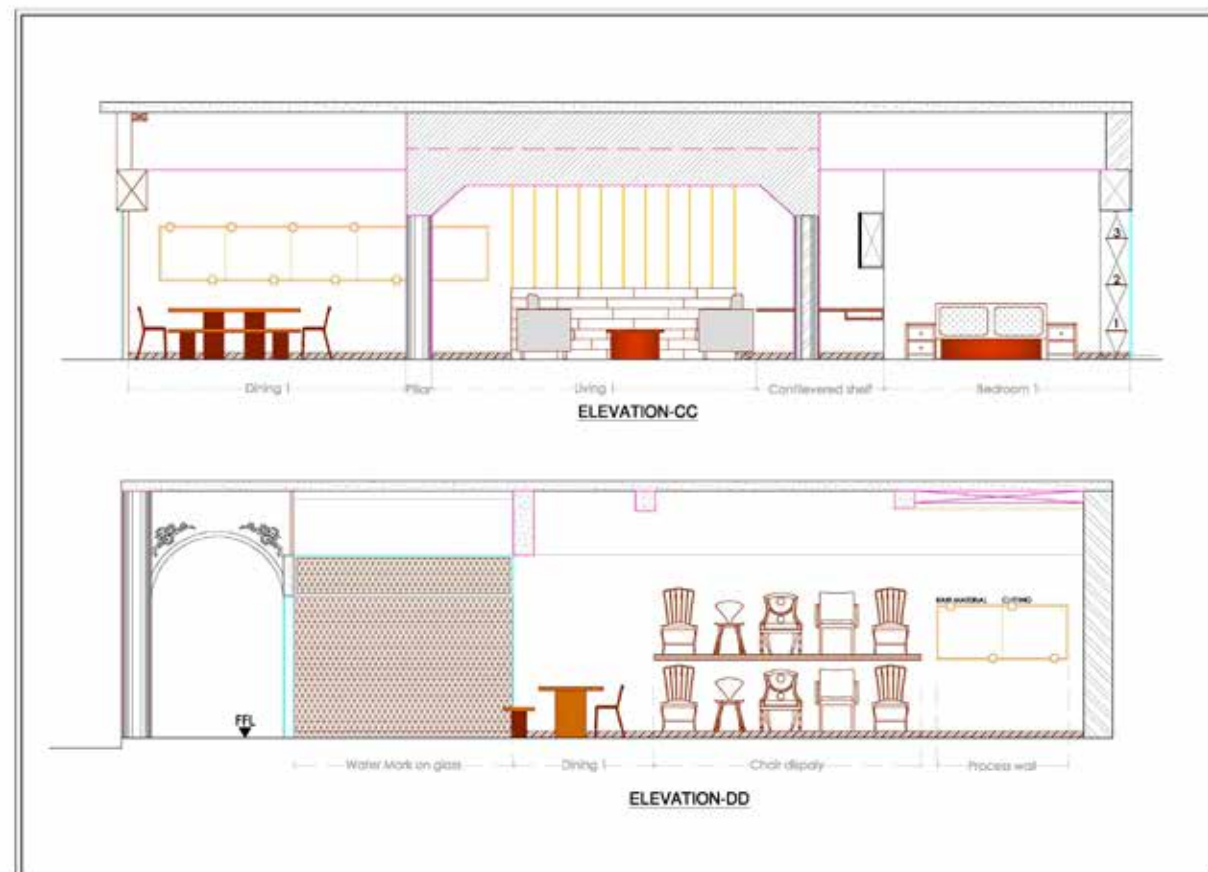
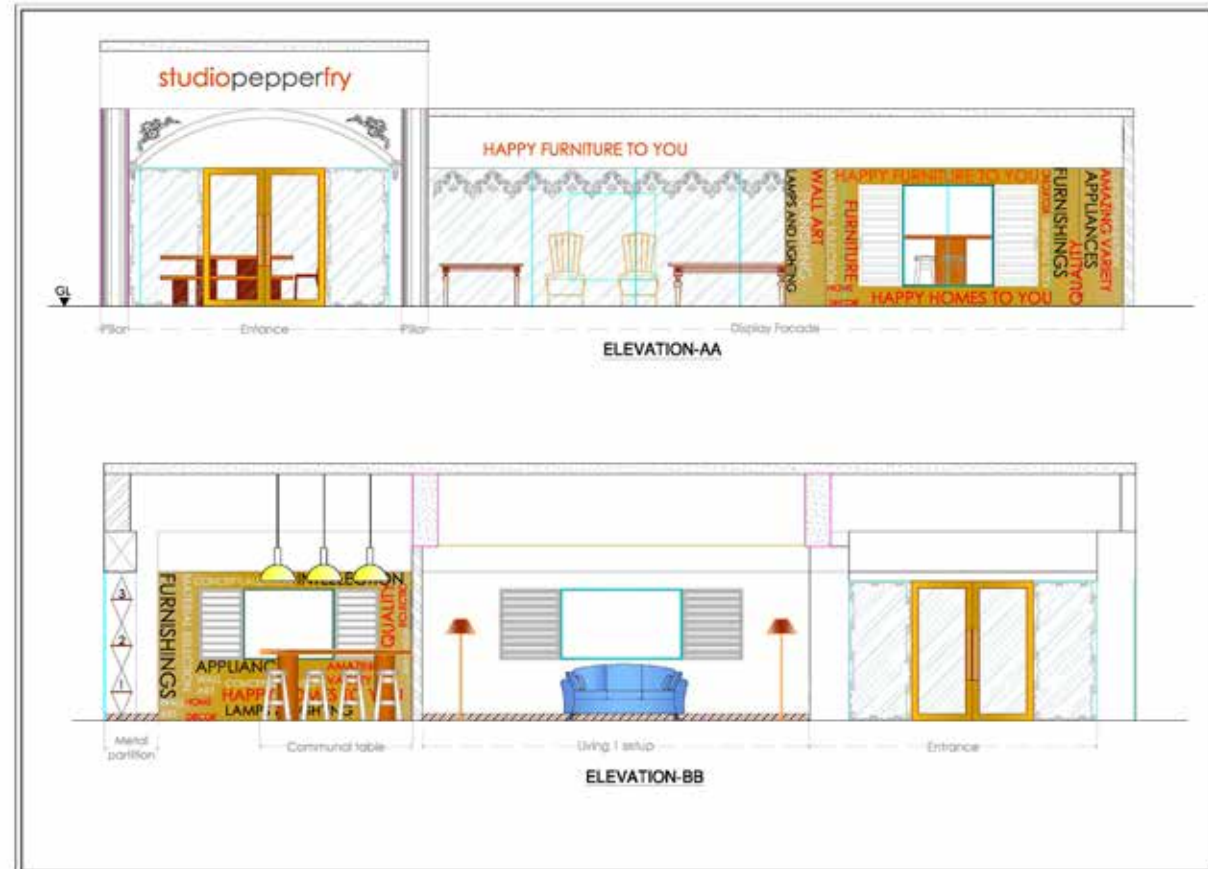


Blacked out ceiling ensures focused attention upon the merchandise

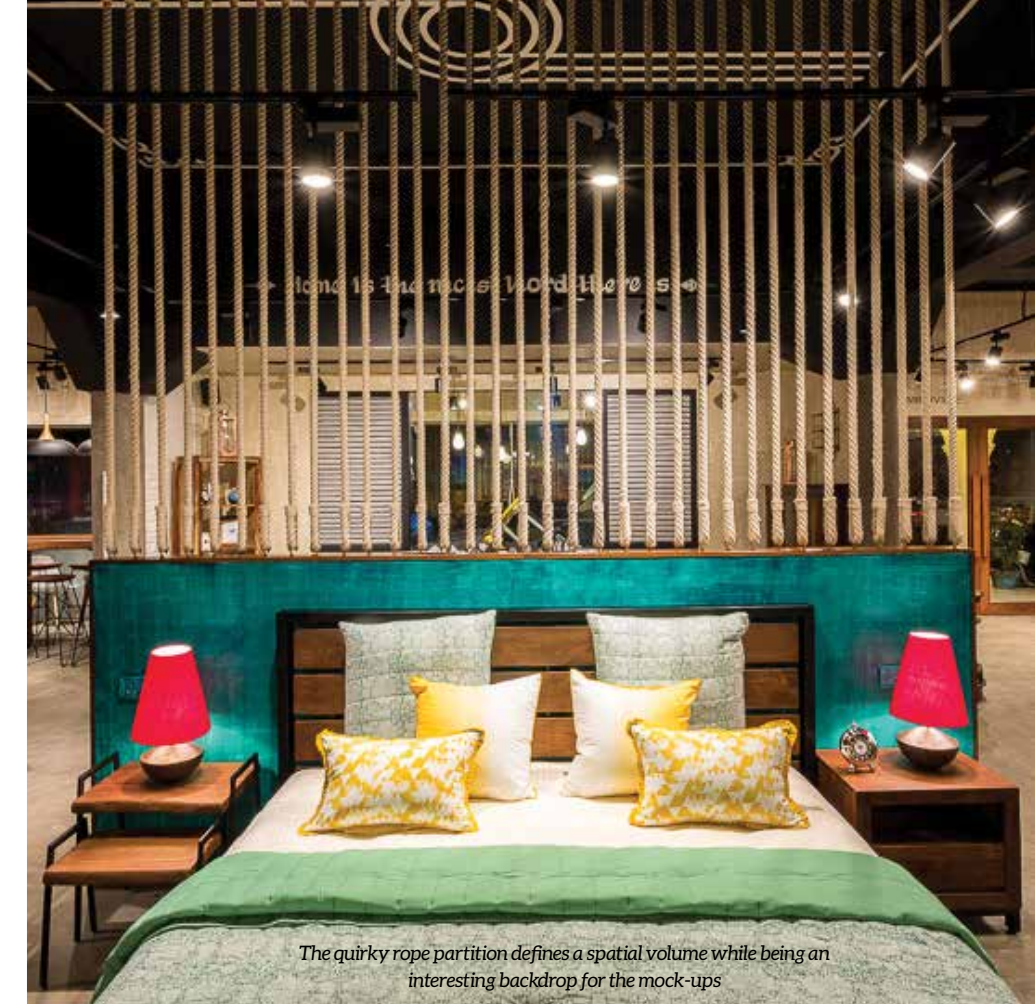


A living room mock-up





Be it the eclectic cage lights with exposed bulbs above dining table, clap boards on columns, wooden boat oars painted red and blue as wall hangings, the egg white wall finish with the furniture artwork in black, the teal blue finish with ropes as a vertical partition or the hand painted architectural plans as artwork, they all undoubtedly help in enhancing the fun and eccentric vibe of the store. The more attention to detail there is, the more it helps in binding the place together. The emphasis was to create a palette of various kinds of wall finishes, ceiling treatments and interactive partitions that could conveniently convey a style signature and be effortlessly recreated in future stores too without compromising on the integral essence of the design characteristics.







The origami installation above the portico

Pepperfry being a furniture brand, the idea was to have a combination of subtle and bright colors that would highlight and complement the furniture display. While some shades are brought in to blend along, some are introduced to stand out; like the painting scheme on a few walls finished in a poppy orange colour was to ensure that the section received its due prominence. Though it isn't always the dash of colour that essays a highlight, at times even the lack of it conveys the same, as evident from the exposed brick walls. The ceiling was painted black so that the eyes of a prospective buyer isn't distracted off the products on display. White coloured hand painted quotes on the beams stand in contrast to the dark ceiling while still being minimal and quirky.

The appeal of a retail store lies in its ability to attract customers and hence innovations in design needn't ideally be restricted to the four walls within but should also suitably reflect in what is portrayed outside. This thought, resonating with the fact that 'the first impression is the best impression', translated onto an entertaining entrance feature as you walk in - Red and black origami birds that excitingly emanate off the company logo colours suspended in flight amidst big bulbs finished in fibre elegantly crafted by 'The Peacock Life'. Doing complete justice to the brand, Shabnam Gupta and team has skillfully struck the right balance with the design of this project -Studio Pepperfry.



SHABNAM GUPTA

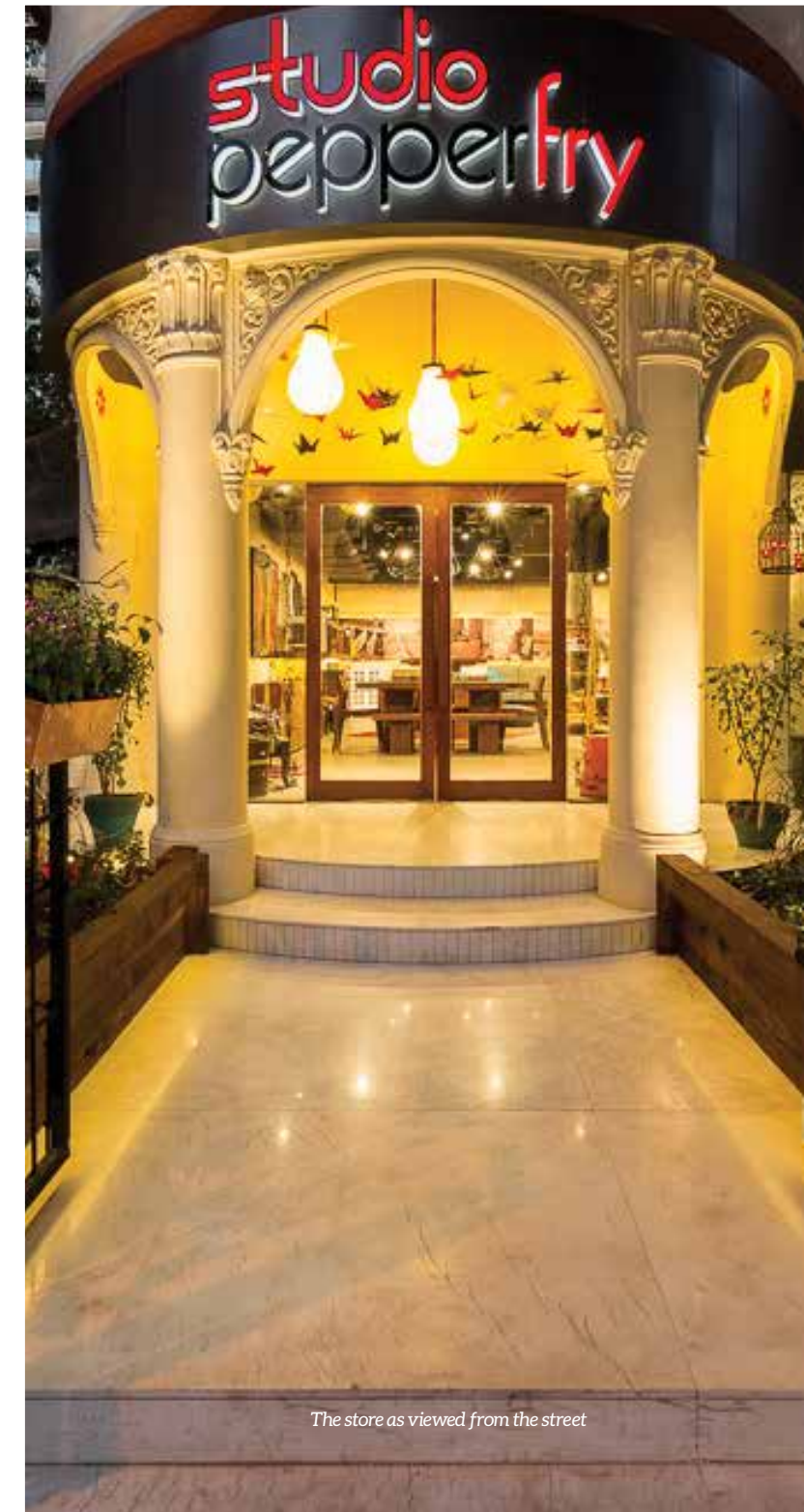
## THE ORANGE LANE

The Orange Lane was born in the year 2003, founded by the passionately creative Shabnam Gupta. A design firm that undertakes interior design projects, it is also a home to holistic design solutions. Today, The Orange Lane has a repertoire dotted with various esteemed projects across the country that vary from farmhouses and residential projects to corporate, hospitality, and retail with clients ranging from corporate honchos to businessmen.

The Orange Lane leverages on its principal designer Shabnam Gupta and her trusted team of designers to create chic yet artistic interiors while carving out a niche for those with good taste and diverse design sensibilities. Shabnam believes that good design is cohesive, cathartic and people-led. She also believes that such powerful design aesthetic can only stem from the right work ethic- one that keeps people before design and function before form. As an interior designer with multiple accolades, Shabnam has a deep understanding of the dynamics that design shares with people and hence of the responsibility that comes with it. Not surprisingly, a study of each of her design uncovers how inherently transforming, each one of them is.



Innovative furniture display techniques



The store as viewed from the street





# The **Creo** chalice

Inscape Insider sP+a

## PROJECT INFO

PROJECT NAME : CREO  
PROJECT LOCATION : KEMPS CORNER, MUMBAI  
ARCHITECTS : SP+A  
DESIGN TEAM : SAMEEP PADORA,  
VINAY MATHIAS  
MATERIALS : CAST ACRYLIC, MS TUBE  
STRUCTURE, IN-SITU  
EPOXY FLOORING  
STRUCTURAL  
ENGINEER : JAYPRAKASH MANE  
GROSS BUILT AREA : 950 SQ. FT.

“

Based on notions of soft form while referencing the sensuousness of the human body in motion, the team proposed an intervention for the space that stays detached from the existing shell thereby revering both the heritage facade and the space it fronts while highlighting the central sculpture

As a retail brand, it is of epitome importance that the customers are provided with an immersive shopping experience. By virtue, it is the array of products on offer that needs to grab the attention; however, an enthralling setting that facilitates such an affair is just as crucial in enhancing the overall appeal from a user stand point. Thus, the role of architects and interior designers should be given due value and appreciation, for it is their design offering that determines the appropriate spatial quality, devised in turn to augment the brand's outreach.



Street view of the store



sP+a is a design studio synonymous with churning out innovative design solutions that redefine the conventional outlook with which we perceive a particular project typology. Rightly so, when approached with the opportunity to design a retail store for the brand 'CREO', their proposal naturally could be nothing short of mesmerizing. Situated in Mumbai's Kemps corner, the store was to be envisaged within a heritage building on the busy bustling street of one of the most iconic shopping destinations of this metropolis. CREO being a lifestyle brand that is well known for its exquisite collection of merchandise, a design that speaks in tandem to the brand's philosophies were paramount.

Based on notions of soft form while referencing the sensuousness of the human body in motion, the team proposed

an intervention for the space that stays detached from the existing shell thereby revering both the heritage building facade and the space it fronts while highlighting the central sculpture.

A set of staggered semi-circular display systems that are mirrored and inverts itself as they rise up in space to a height of 14 feet within the double heighted volume. Built using sleek mild steel tube framework that were custom fabricated to obtain the chalice-like shape. It was then covered in a cast acrylic membrane, a scheme devised as a logical and minimal outcome of the accommodating program.

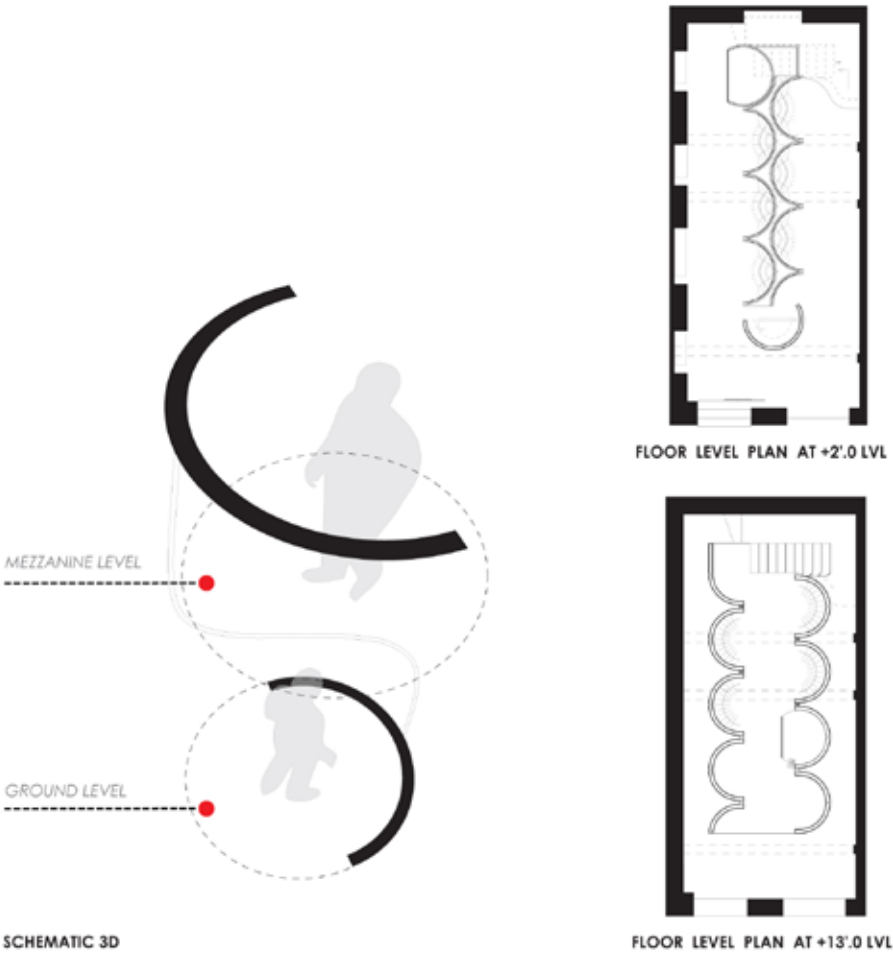
The concaved niches thus provided adequate spaces for product display while enabling a cocooned enclosure for the customers to pause and experience the various items for sale, while not compromising on the



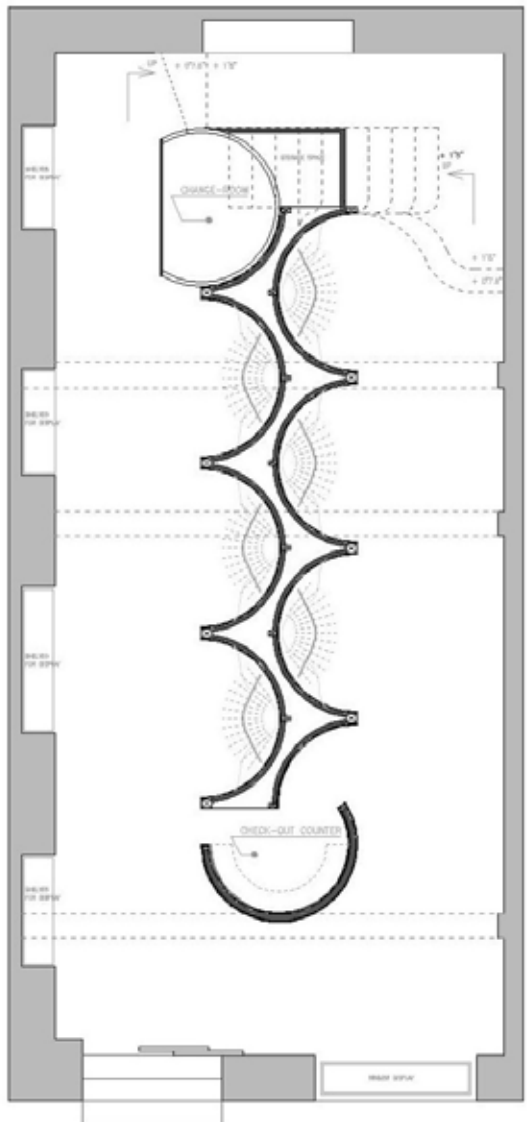
The mezzanine level



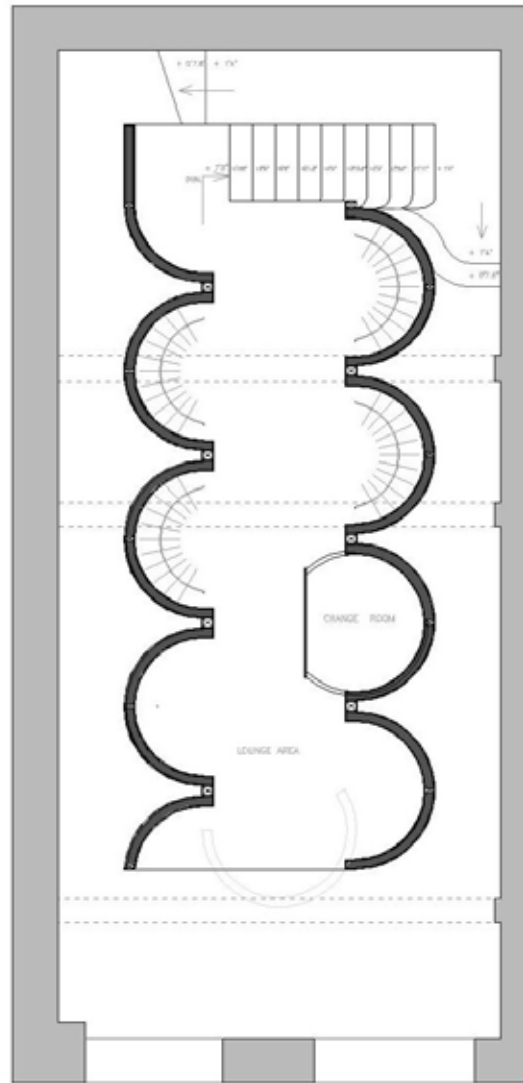
The 'chalice' like central element







The merchandise displayed in the curved niches



functionality by leaving out a dedicated unhindered circulation path all around.

As you move towards the rear of the outlet, you come across a set of steps that take you up and over to the mezzanine level. This additional floor plane maximizes display area and functions as an innovative feature that intrigues customers. The curved niches gradually transform itself with respect to the design to provide inward facing cavities that are both structurally sound and aesthetically appealing. Changing room and lounge area has also been accommodated in this mezzanine level.

Considering the physical limitations of the available space, the proposed design ingeniously works around it to present a retail store that is truly unique in presentation yet functionally more efficient. With positive responses of customers over the years, this CREO store thus sheds light on how big an impact a well-designed retail interior can bring about in your market presence.



SAMEEP PADORA

## SP + A

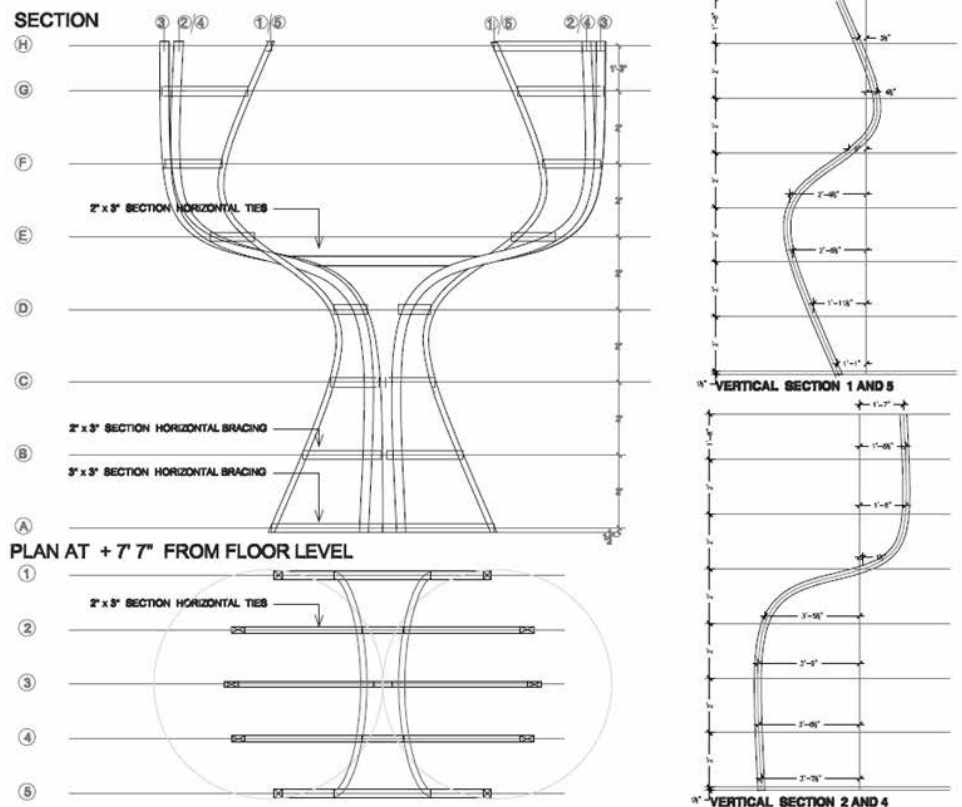
Sameep Padora is a practicing architect and principal of the design studio sP+a in Mumbai. He graduated with diploma in architecture from Academy of Architecture and later went on to study at SCI-Arc in Los Angeles. He further pursued his Masters from the Graduate School of Design, Harvard University in 2005.

The studio's approach is to look to context as a repository of latent resources connecting production process and networks, appropriating techniques beyond their traditional use while allowing them to evolve and persist not just through preservation but more so through evolution. Their ultimate aim is to thus push the embedded typologies in the context of contemporary culture in India.

The team undertakes projects ranging from architecture, interior and urban planning. sP+a's projects have received numerous international awards including The Architectural Review's Emerging Architecture Award in London, the MARMOMACC International Award Architecture in Stone in Verona and the WAN 21 for 21 Award for 21 Emerging International Practices for the 21st century.



The chalice optimizes display area while enhancing aesthetic appeal of the store







The spatial volume considered as a product exhibit

# The mime of 'Timber Rhyme'

Inscape Insider Ar. Purnesh Dev Nikhanj

## PROJECT INFO

PROJECT NAME : TIMBER RHYME  
PROJECT LOCATION: CHANDIGARH  
CLIENT : BANSAL PLY  
CHANDIGARH  
ARCHITECTS : STUDIO ARDETE  
LEAD ARCHITECTS : AR. BADRINATH KALERU  
AND AR. PRERNA KALERU  
DESIGN TEAM : BADRINATH KALERU,  
PRERNA KALERU,  
NISHA SINGH SARAO,  
PALAK PURI  
CONSULTANTS : ELECTRICAL LIGHTING-  
THE LUMINARS  
COMPLETION YEAR : 2018  
GROSS BUILT AREA : 134 SQM

“

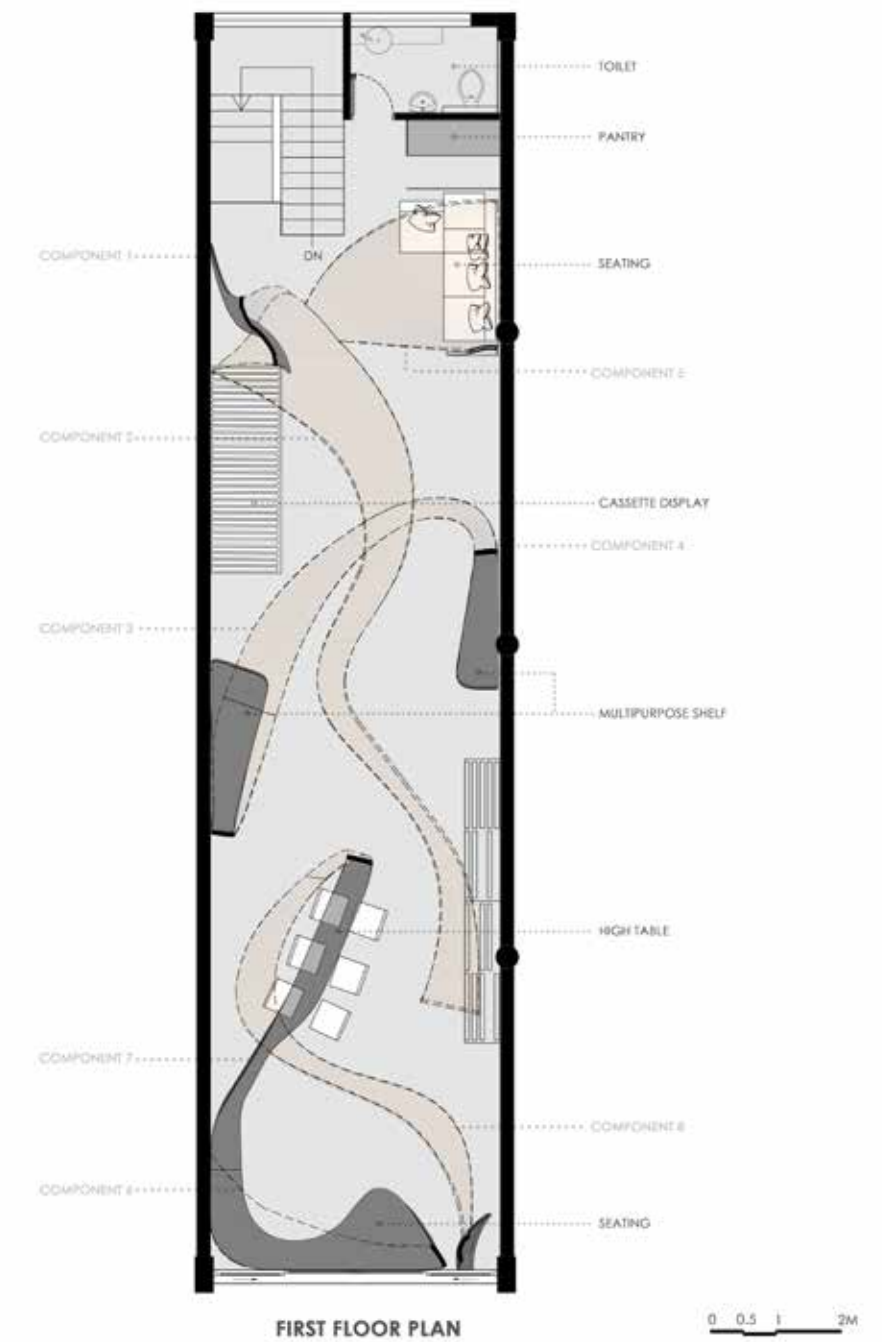
The store opens up a narrative that interestingly puts into play an amusing amalgamation of material, craftsmanship and technology.

The romance with Wood – a wonder material that has fascinated the likes of designers and laymen alike, is a custom deep-rooted in our history. With an abundance of greenery to boast, our uncurbed exploitation over the years has caused a dearly drastic depletion of the country's tree cover. The degrees of deforestation thus had prompted the search for an alternative material that could somehow retain the characteristics of wood, yet be more environmentally viable. Plywood- an engineered material, came forth as one of the most logical solutions. Consisting of alternating layers of wood





The doubly curved sculpture was derived from the free flowing character of a ribbon

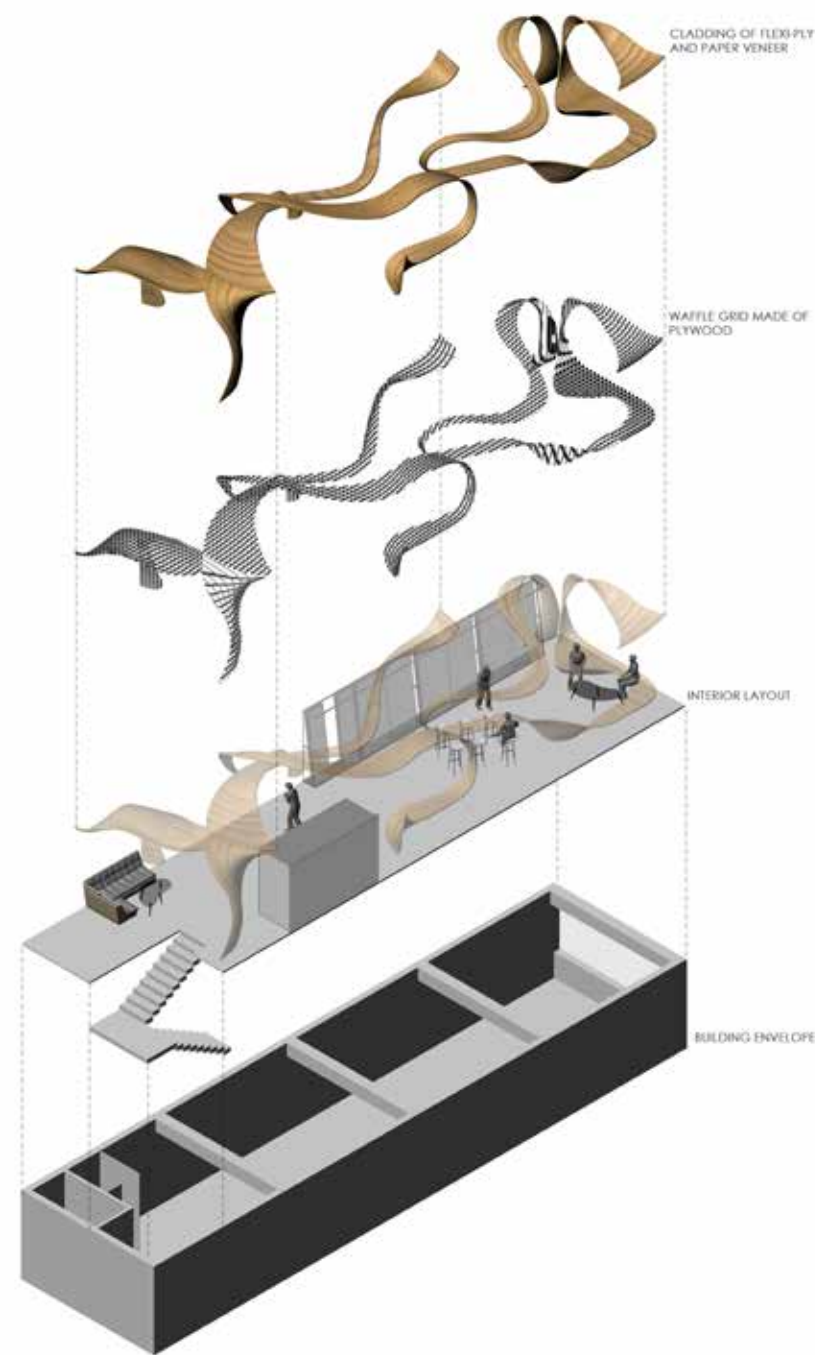


FIRST FLOOR PLAN

veneers glued together to form a sandwiched panel, it presented itself as a material that expressed in essence a few attributes of wood while still being more sustainable than traditionally processed timber. However, with the advent of technology and degrading ecological conditions, just as how natural timber had its clocks ticking, could the demise of plywood be too far? Will the next step of evolution completely take the naturality off the material? Echoing such a concern and essaying it through design isn't something you come across every day. It is the uniqueness in methodology used for addressing this matter, that makes this retail store so prominently peculiar.

Conceptualized by Studio Ardete, the 'Timber Rhyme' opens up a narrative that interestingly puts into play an amusing amalgamation of material, craftsmanship and technology. Housed in the upper storey of a retail outlet situated in Chandigarh, the project treads on an offbeat approach to sell their product. The store is envisaged as an effort to instill in the users a redefined perception of this particular material, eventually bringing about appreciation for the craft and craftsmanship, a factor largely neglected through the ages. The space thus presents an elemental ribbon that can be the subject of a conversation while being a facilitator of the same, a conversi.

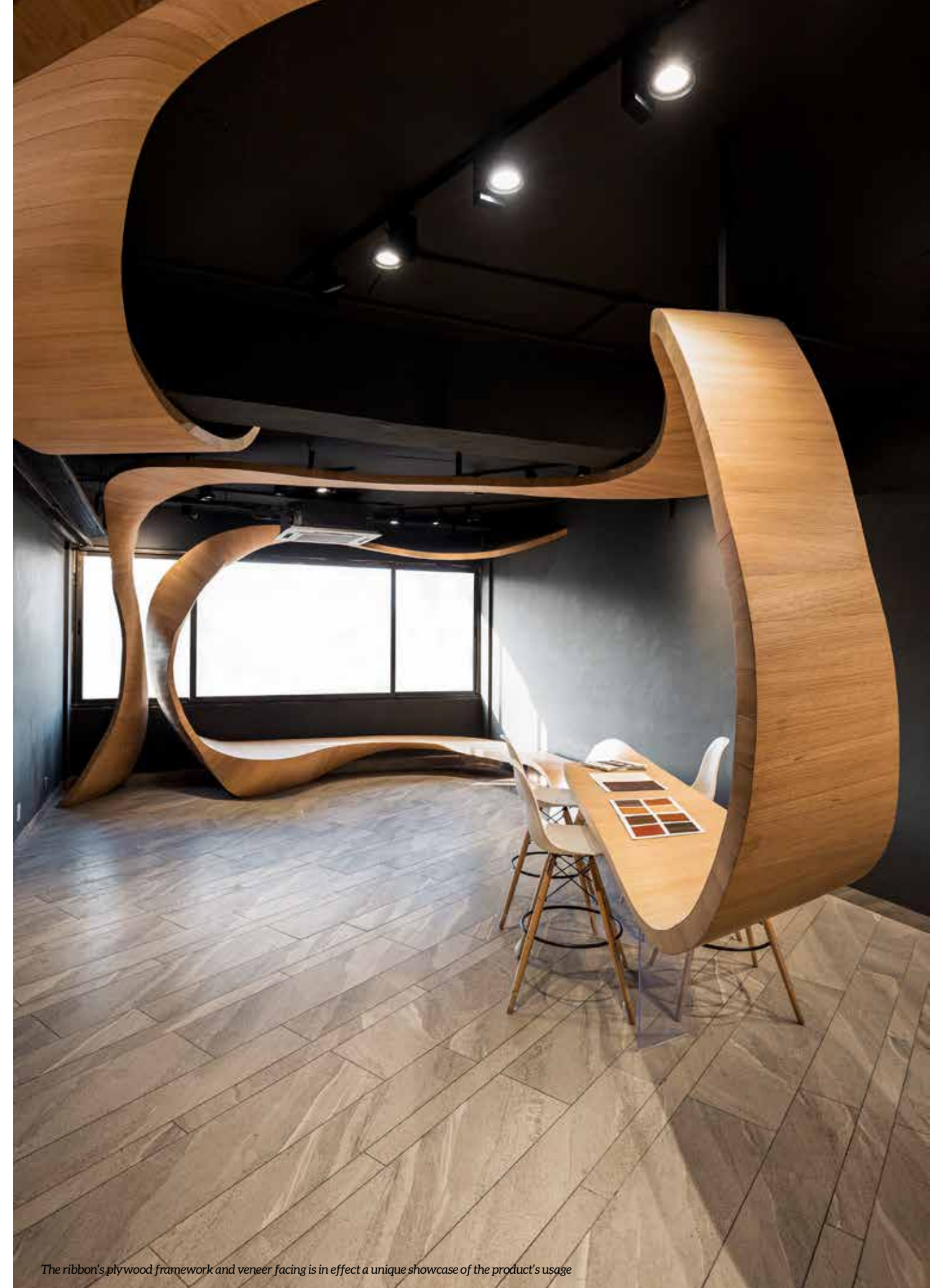
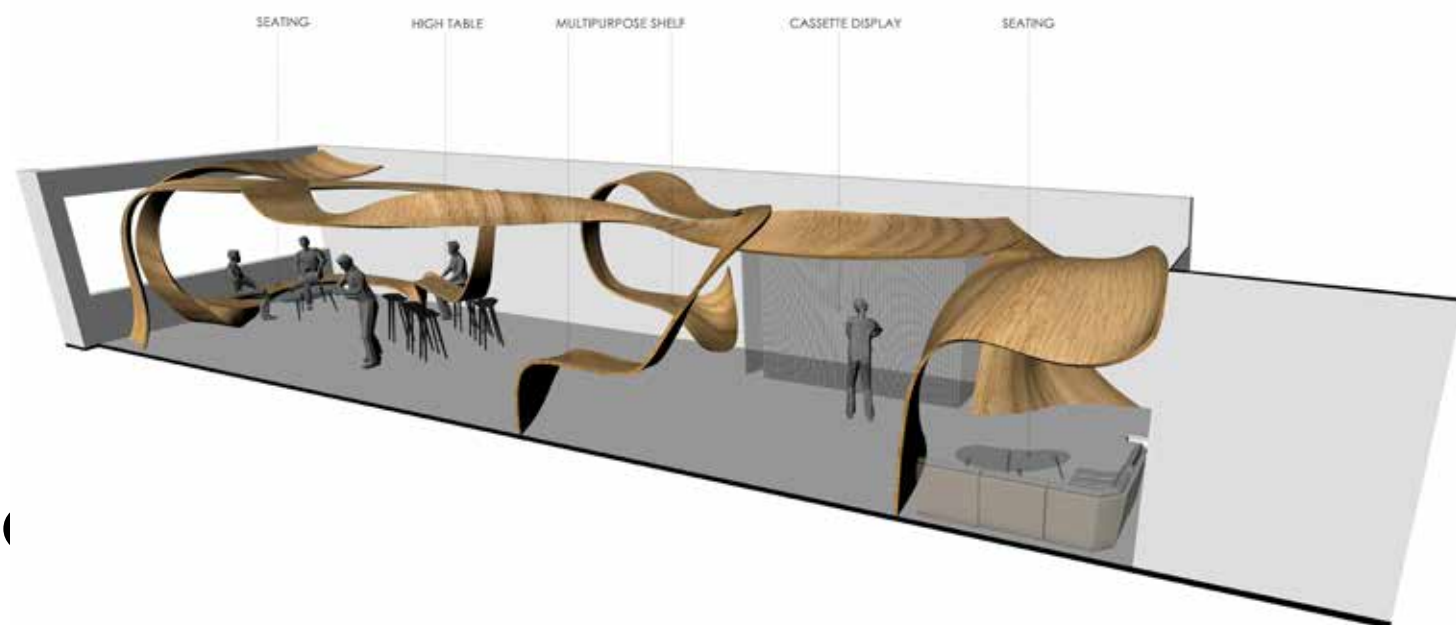




EXPLODED ISOMETRIC VIEW

The volume was converted into a spatial matrix where the ribbon was developed by selecting a series of spatial coordinates joined together to formulate doubly curved solids. This facilitates segmentation of the space, where the eye meets varying focal points each at a different elevation than the previous. The more engaging a space, the more influenced an observer's movement in that particular setting. Hence, as this installation makes its presence felt, it carves out a new perspective with each view point. Propounding as a functional art space, it persuades the users to pause and ponder as they travel across, experiencing the ribbon transform itself into display shelves, meeting tables and seaters, all while harmoniously flowing in and out so graciously. The ribbon is envisioned to blur the boundaries between the static, the movable and the art in-and-on these components of the built space, in effect transcending the idea of a retail interior to an art-landscape.

As engrossing as the ribbon's visual appeal is the effort that has gone into its making. The feature is manifested as a framework of plywood ribs that were digitally fabricated with the help of a definition developed in Grasshopper. To interpolate the doubly curved geometries, these were subdivided into a network of plywood ribs in x and y directions, interlocking at an interval of six inches. Together these formed a waffle structure that served as the main framework that gave the ribbon its final shape. CNC milling was used to cut the individual



The ribbon's plywood framework and veneer facing is in effect a unique showcase of the product's usage





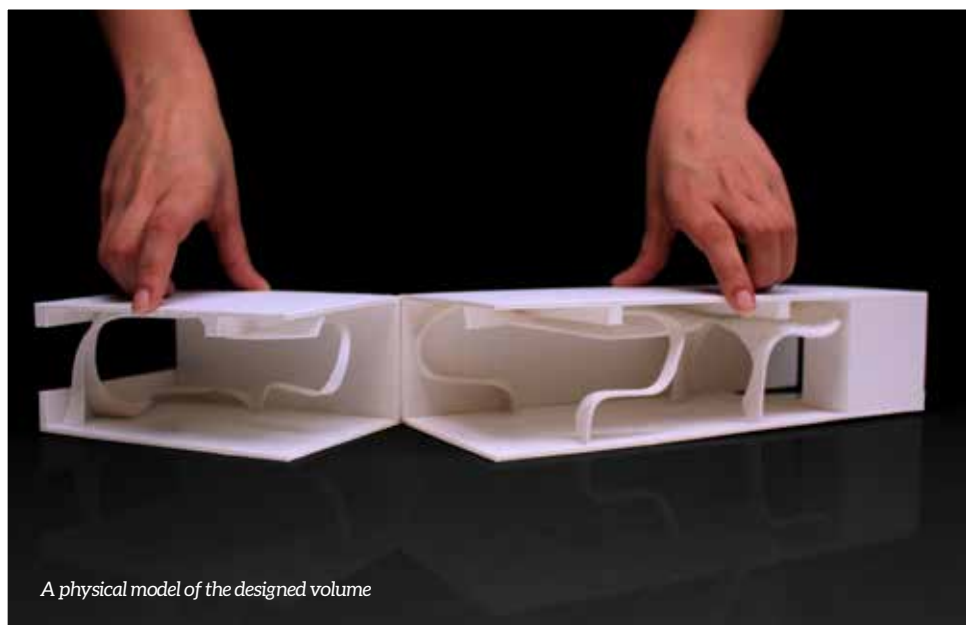
**BADRINATH KALERU**

## STUDIO ARDETE

Studio Ardete is an emerging, internationally acclaimed multi-disciplinary design practice. Since its inception in 2010 by Badrinath Kaleru and Perna Aggarwal, both Alumni of IIT Roorkee, the practice tries to explore unexplored ways of space making and products. Making use of personal experiences of founders working across Europe and Japan, with Master architects like Glenn Murcutt, Dominique Perrault, the practice works on varied sizes of projects from small table ware to offices, private houses to hotels. Without any defined style, the context and the function forms the basis of design philosophy with inspiration from nature and culture, flirting with the boundaries of art and design. Major Accomplishments of practice include Architecture Master Prize 2018, a couple of Eurasian awards in 2018 and 2020, published in Retail Design International, a German Publication, Exhibited Furniture collection part of Salone Del Mobile 2018 and 2019. 3 times finalist at the prestigious World Architecture festival, Finalist at Building of year 2019 at Arch Daily.



*The ribbon transforms itself into discussion tables, display racks and even seaters*



*A physical model of the designed volume*

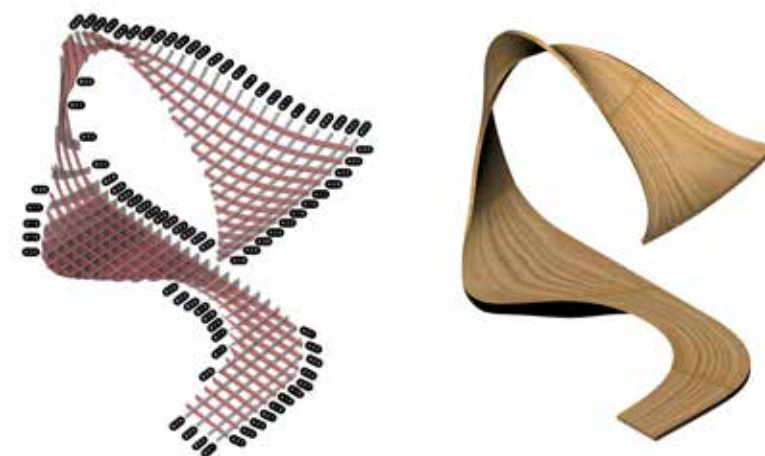
components from a 19mm thick plywood sheet while 3mm thick flexi-ply and 1.5 mm thick paper veneer was used for the facing. For the ease of assembly, each rib was given a unique alpha-numeric connotation that was etched on ply through CNC milling. These ribs were then jig-sawed in-situ by the carpenters, a process that involves tremendous skill and perseverance. Even more interesting is the end detail where in the carpenters seal every flexi-ply joint with wood filler and then sand it to the desired finish. It is this stage of processing that the carpenter takes ownership from technology and uses his experience and 'telltale

knowledge' for ensuring that a work of art has the perfection it deserves.

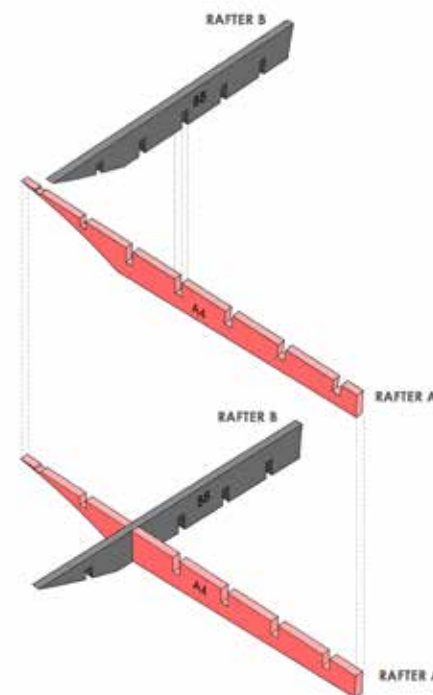
Light oak veneer was chosen for its soft grain, drawing attention to other materials while acting as background noise to put materials against each other. This in-fact coined the second half the project title – rhyme, an uncertain noise and whispering in ears, subconsciously picked up by the soul, but almost always unaware by the mind.

To convincingly pull off such an attempt where an aesthetically appealing decor element actually serves the purpose of showcasing the product you intend to

sell, is something that truly deserves appreciation. The blissful blend of technology for cost, time and ease of making with an advantage of old craft, is a win-win situation for all stakeholders of the project. The idea of a retail shop becoming a setting befitting for a dialogue between a carpenter, an end-user and the retailer is an inspiring proposition that deepens social engagement. Though retail isn't a typology whose design is usually remembered and cherished by the users, 'Timber Rhyme' undoubtedly leaves a lasting impression in its customers, a memory of an experience that lingers long and strong.



EXPLODED VIEW OF COMPONENT A



JOINERY DETAIL BETWEEN TWO RAFTERS





# Terraforming Techniques

Inscape Insider Nivedita Gupta

## PROJECT INFO

PROJECT TITLE	: TERRAMATER
LOCATION	: AMRITSAR, PUNJAB, INDIA
TPOLOGY	: SHOWROOM PRACTICE RENEA ARCHITECTURE DESIGN INTERIORS
PRINCIPAL ARCHITECT	: SANJAY ARORA
STUDIO HEAD ARCHITECT	: SANCHIT ARORA
INTERIOR DESIGNER	: VANDANA ARORA
DESIGN TEAM	: VIRENDER SINGH, AKARSH VARMA, JAGDISH BANGARI, AAYUSH MISRA, PRARTHNA MISRA, TANUSHI GOYAL, NAVDISHA KUKREJA, AYUSHI GUPTA, ANUSHKA ARORA BRANDING/ GRAPHICS - MINIMALISTREE, AKSHITA JAIN.
AREA	: 1300 SQ FT APPX

# “

*The designers sought to contextualize the space as a gallery that provides the consumer with an experience of viewing the products by presenting them in an engaging setting*

Chiselled and composed within a rustic red terracotta brick, studio Renesa has spirited a new language to showroom architecture in Amritsar. The client's objective was to create a space that instantly feels comfortable and familiar, and that would draw people to the place.

TerraMater is an invigorating showroom designed to showcase products in an enticing new fashion. Steering away from the traditional approach, the designers sought to contextualize the space as a gallery that provides the consumer with an experience of viewing the products by presenting them in an engaging setting. The design is such that it allows the customers to interact with the products through the various pockets created to get a sense of their inherent quality.

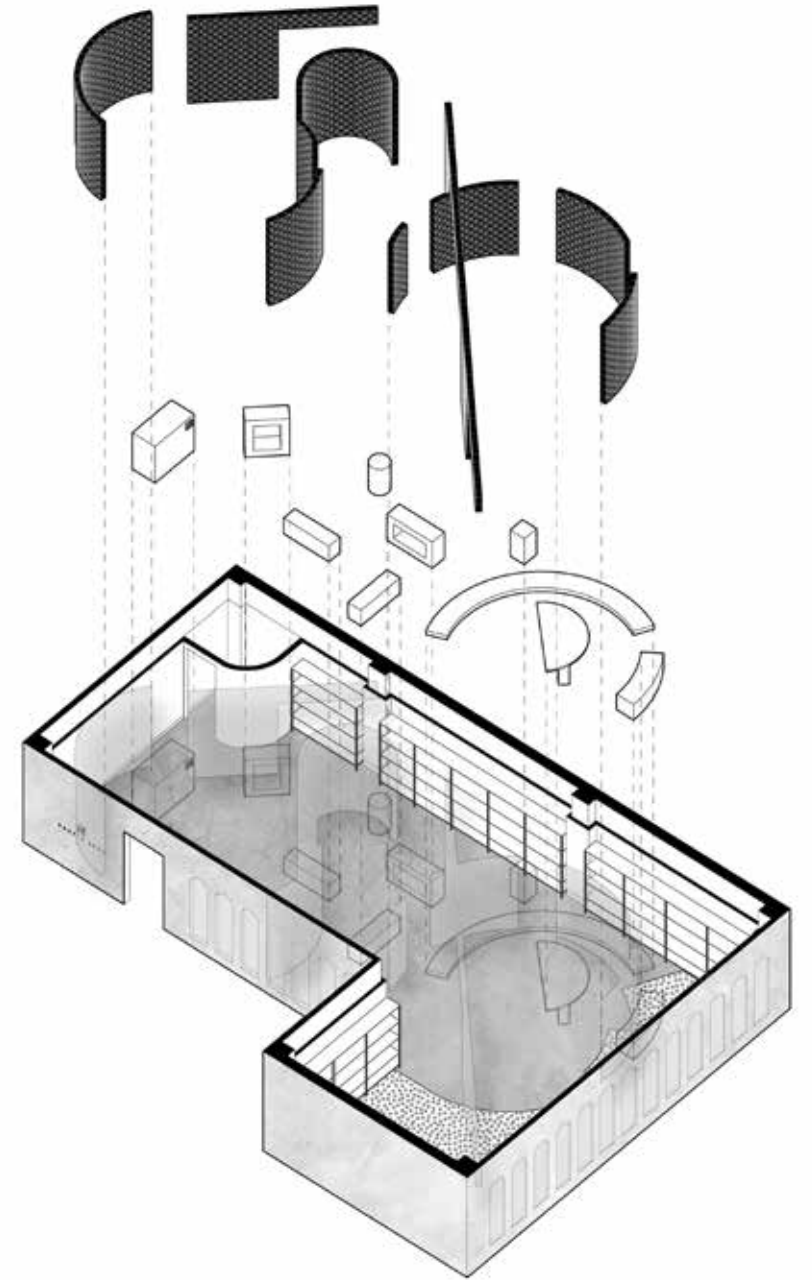


A sculpture adds drama to the interior decor





Every space emotes an intrigue

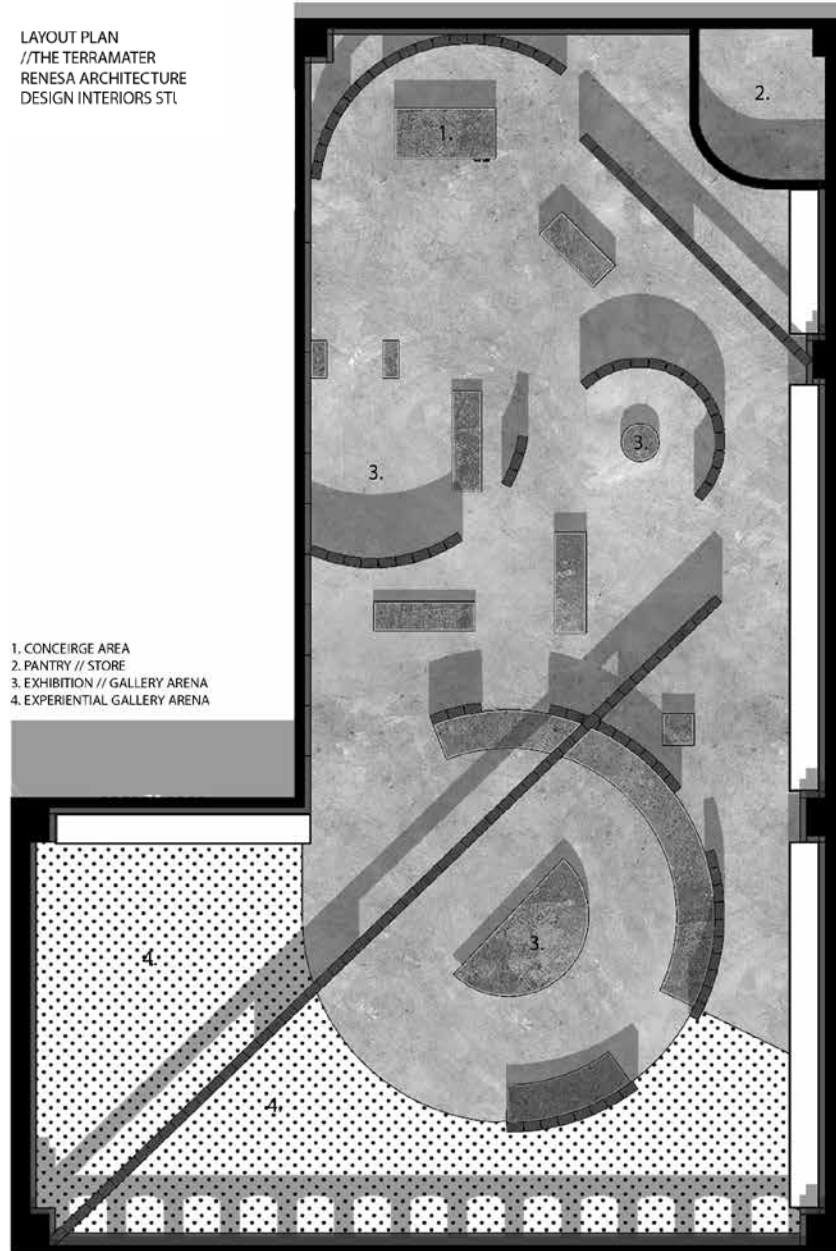


Spatially, the design involves a series of adjunctions which are tied together by red bricks that set the tone for the brand's identity. The plan envisioned on a rectangular volume, with arched niches intricately carves to ensure ample natural light into the site. The project is an experiment using a simple concept of space pushing the boundaries of the showroom, which acts as a gallery where the sculptures and the products become a part of the design.



LAYOUT PLAN  
//THE TERRAMATER  
RENE SA ARCHITECTURE  
DESIGN INTERIORS STL

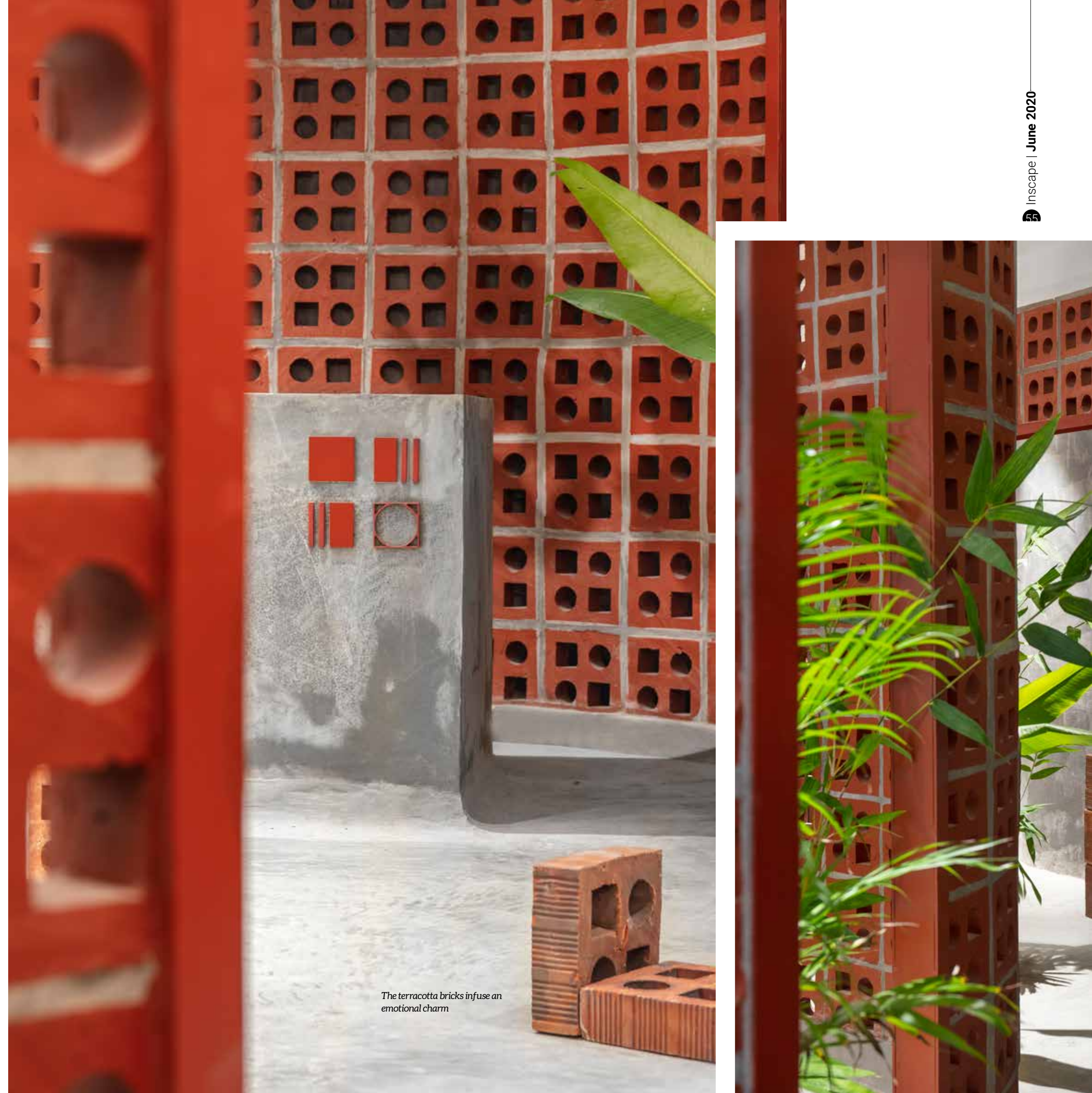
1. CONCEIRGE AREA  
2. PANTRY // STORE  
3. EXHIBITION // GALLERY ARENA  
4. EXPERIENTIAL GALLERY ARENA



Side-stepping the idea of a layout that conforms to its shape, the final concept removes and cuts through the entire space creating a manoeuvring pattern across the store. Simple curves and diagonals are interspersed to create receptacles of the display. These different shapes forming the spatial ideology, dissect and resurrect the design, building a frame for the products. Mainly, a home décor store, the semi-enclosed volumes offer multiple access

points overlapped with the monolithic structures that act as the gallery elements.

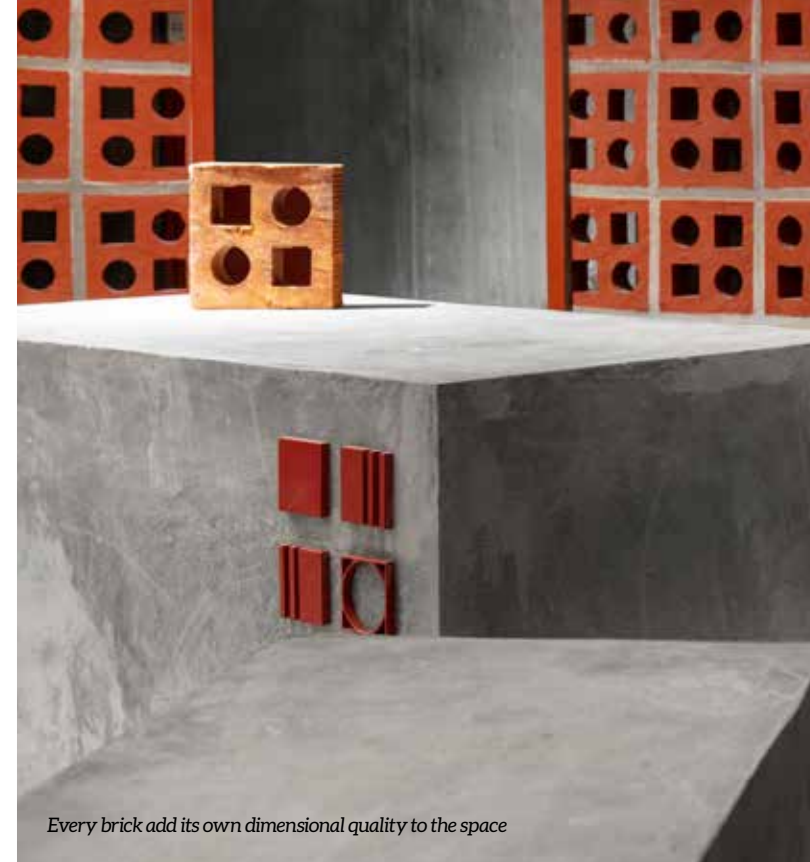
The expressive use of materials adds a unique charm to the whole design. Raw concrete texturization resonates with the terracotta bricks to form a transition space that can act as a gallery and showroom. The natural colours and the textural variation found in the material scheme creates spaces that can curate according to their products.



The terracotta bricks infuse an emotional charm



The arrangement dwells on the user experience



Every brick add its own dimensional quality to the space



Terracotta brick with concrete bring an aesthetic appeal



SANCHIT ARORA

## RENEA ARCHITECTURE DESIGN INTERIORS STUDIO



Renesa is a firm dealing in architectural & interior design consulting services across India. Renesa provides services in all formats as needed. Based in NewDelhi, their design studio and project plan office, comprising of several associate architects and architectural assistants led by Sanjay Arora- highly experienced and qualified licensed architect. Renesa also has several partnerships with industry leaders in the architectural, interior design, furniture manufacturers. The added benefit of these partnerships is that the client receives Renesa's oversight to ensure on-time and on-budget completion of the projects to provide better buying leverage to its client's.

Their primary focus was to create an indigenous, and deconstructed feeling which is in a state of constant change and experimentation, much like a gallery would be. Studio Renesa infuses the visitor on to an organic path carefully devised by the architect. The project celebrates the prominence of brick materiality in the Indian context, where the terracotta bricks add value and quality to the contemporary aesthetic.





## A visual connection

 Inscape Insider  Ar. Nouman Malik, Purple Crab Design Studio

### PROJECT INFO

PROJECT NAME	: DEV MOBILE RETAIL SPACE
LOCATION	: RAJKOT, GUJARAT
ARCHITECTURE PRACTICE	: I-CON ARCHITECTS AND URBAN PLANNERS
PRINCIPAL ARCHITECT	: AR. DHAVAL RANGANI
DESIGN TEAM	: VISHAL AKABARI, CHETNA SHETHIYA
BUILT AREA	: 152 SQM
CLIENTS	: DEV MOBILE
YEAR OF COMPLETION	: 2017

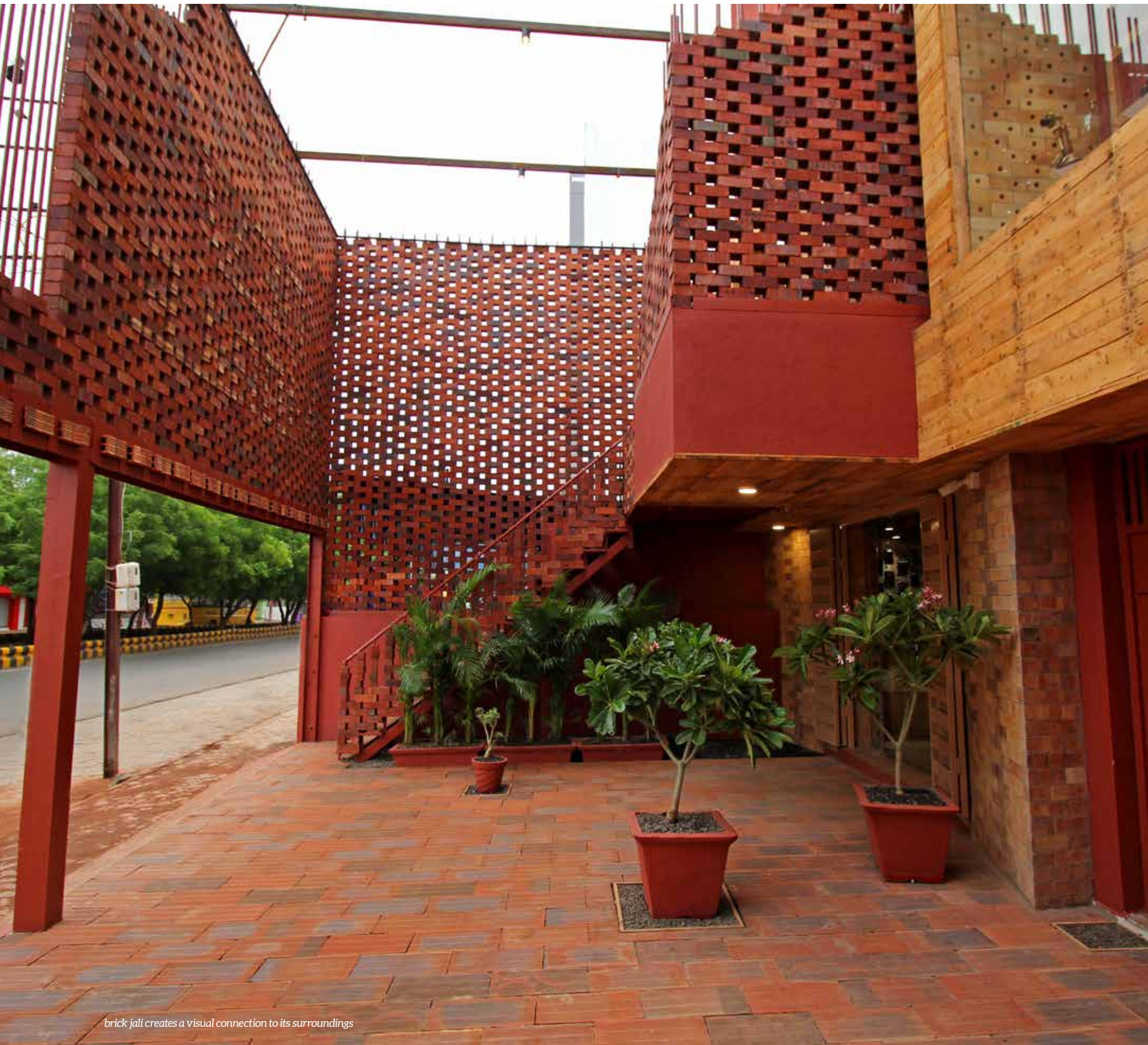
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*The concept of connection and intimacy is reflected through a soft transition in varying brick technology and a warm earthy colour palette.*

**D**ev mobile retail store, located on the main street of Rajkot city in Gujarat, which spans over two floors with a built-up area of 152 sqm was conceived to accentuate the concept of retailing while depicting the importance of connectivity and possesses an aura of tradition. The design not only provides a comfortable shopping space but also presents a unique and memorable experience for its customers. The concept of connection and intimacy is reflected through a soft transition in varying brick technology and a warm earthy colour palette.

Plants marking the entry path





brick jali creates a visual connection to its surroundings



Warm, earthy colour palette reflects intimacy

The outer brick jali façade acts like a porous skin creating curiosity, to encourage the passerby to flow in. The bricks are woven one by one into 19 mm diameter steel rods. The steel bars were projected beyond the brick jali to depict the importance of antenna that catches the connection frequencies in the field of communication. The cut out in the jali façade allows vertical visual connectivity from the road to the display window. It also creates a frame to the display window. The front face display is emphasized with waste wood all around

its edges and background of traditional style window shutters. The display shelves are designed as a pop-up element from the base. The base is inclined towards the viewing glass, creating a majestic appearance of the retail element to be highlighted. The paper tube lights act like a catalyst focusing on each retail element over every display shelf individually. The ground floor space allows straight access to mobile accessories section, pantry and the owner's chamber for easy and fast dealing of retail works.

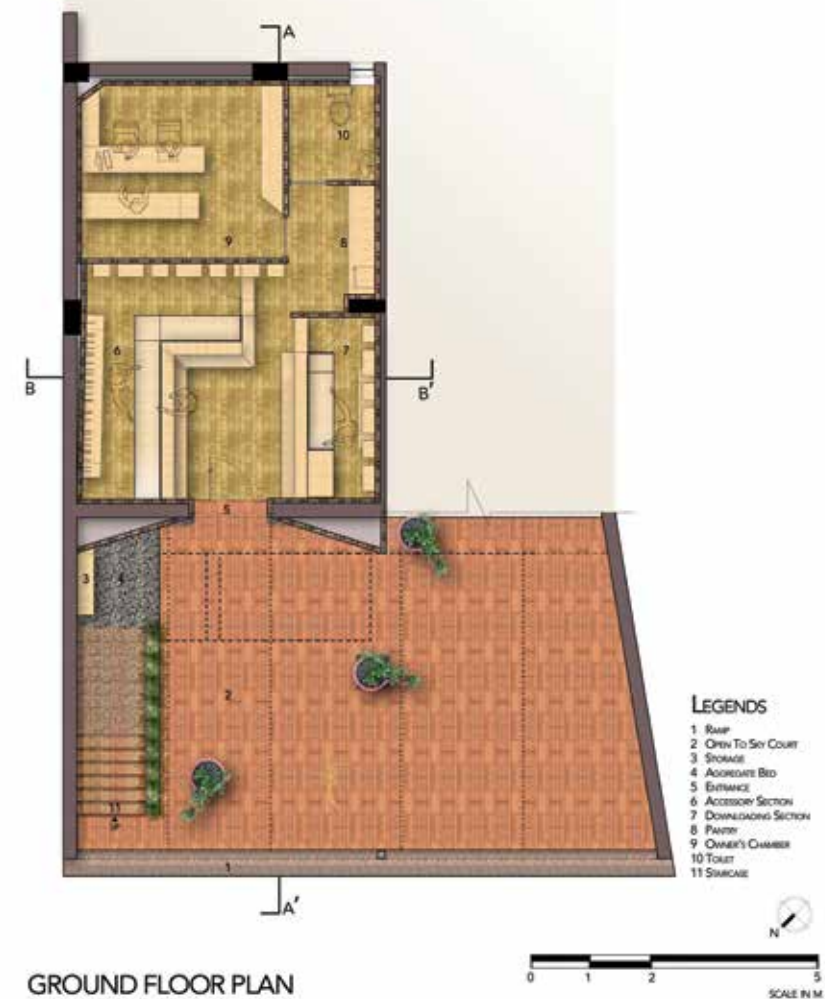




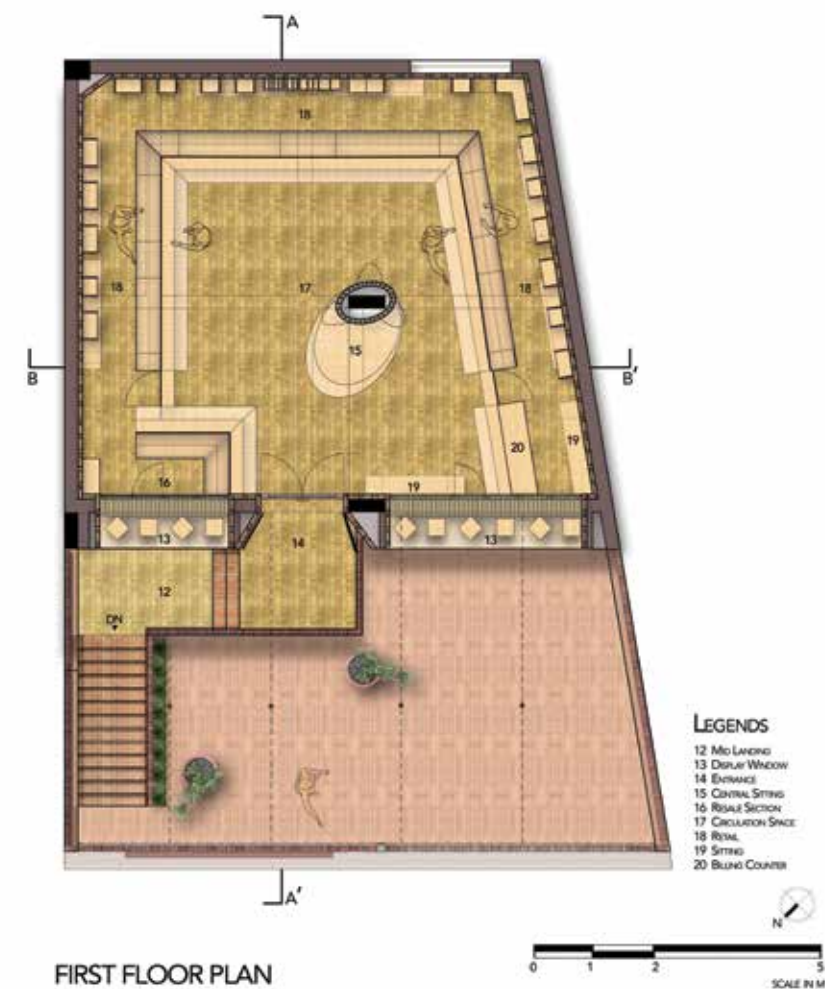
Light units made out of reused waste paper tubes



Furniture carved from waste wood



GROUND FLOOR PLAN

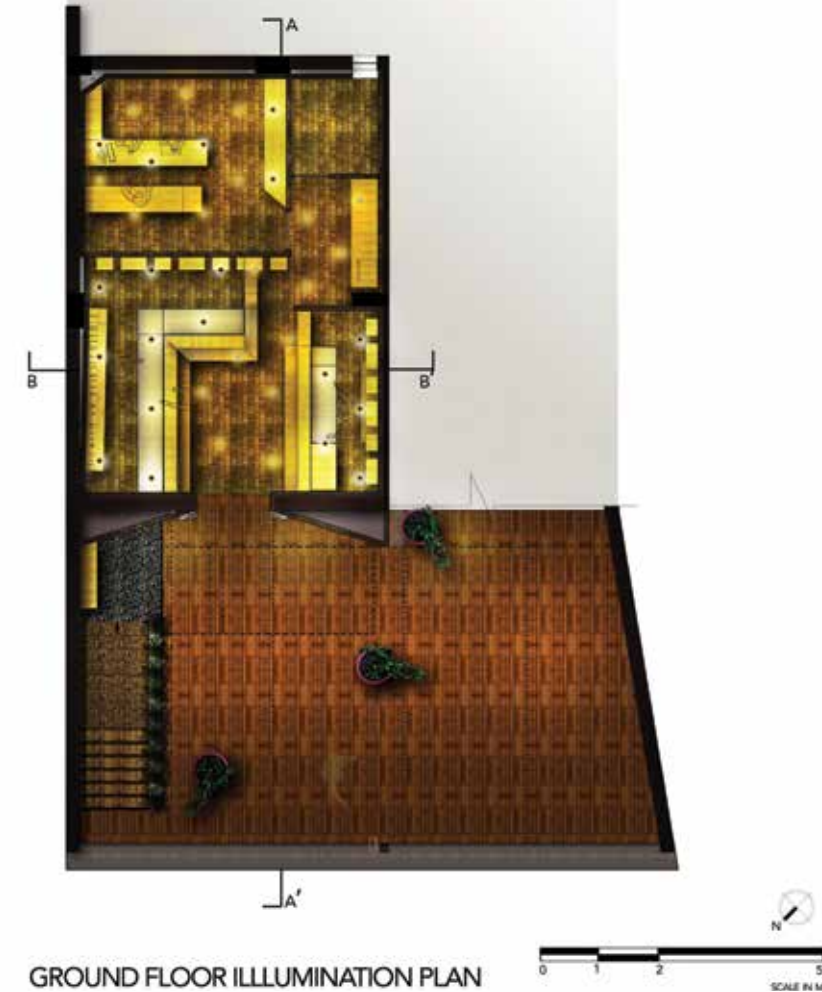
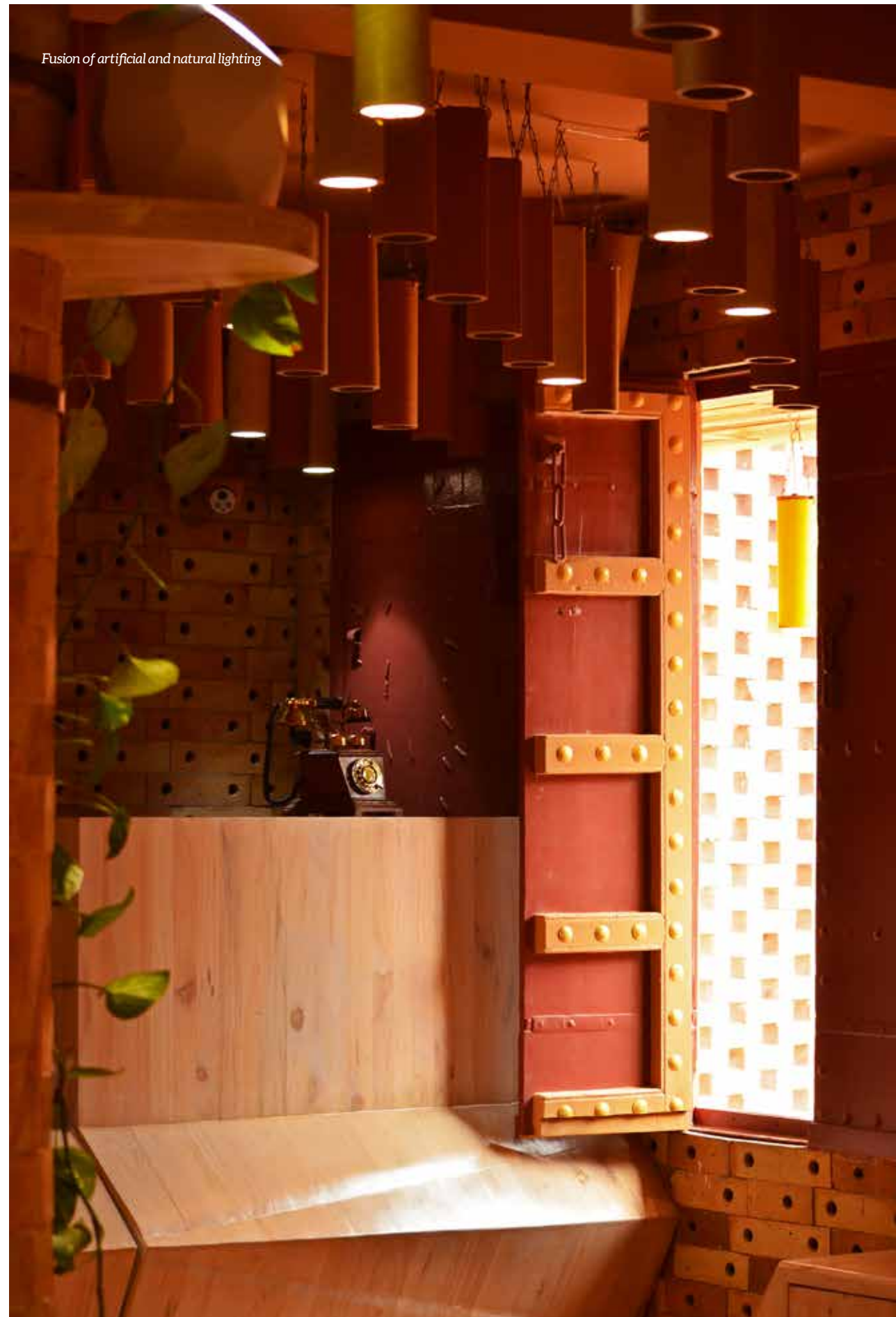


FIRST FLOOR PLAN

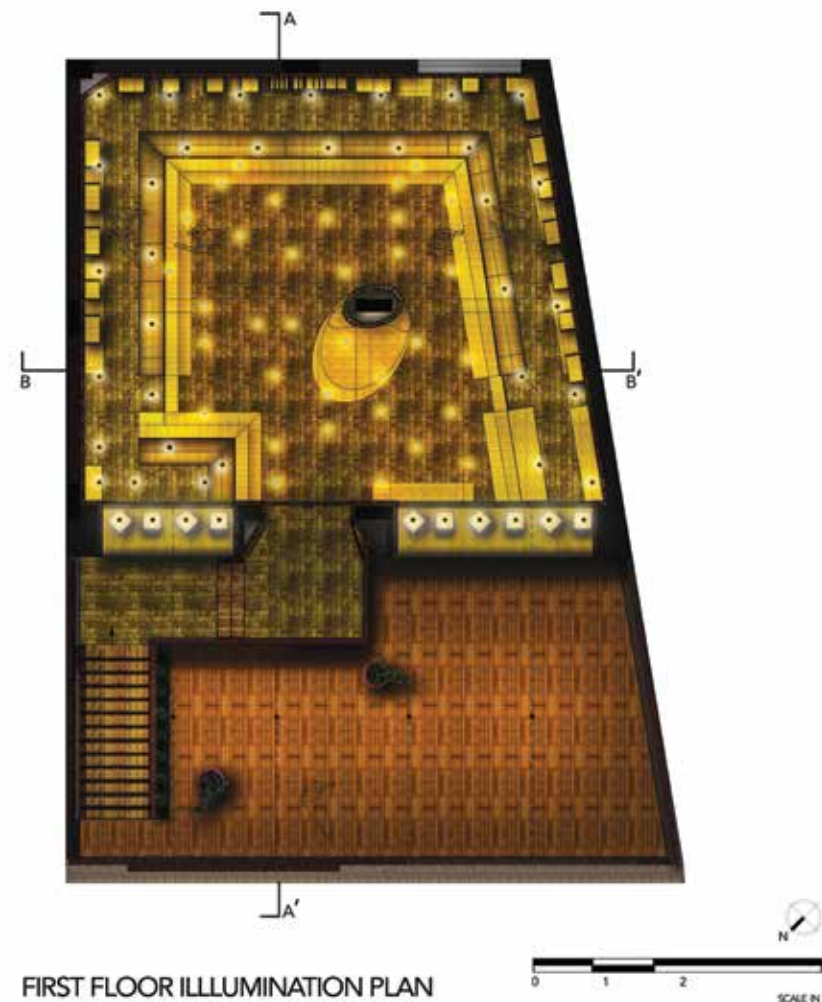
As one reaches the mid-landing, the display squares along the way take one through a journey of evolution and innovation in telephone to create an exciting experience of a museum. While the floor and walls are clad in bricks, the furniture is carved from waste wood and glass to provide a sense of visual neutrality. The furniture seamlessly emerges from the floor, a smooth transition with no barrier or rigidity to a retail space. The brick holes create a visual disguise of extended connectivity throughout the space. The counters were designed along the periphery in a rectangular loop to increase the wide-angle of view. There is a central seating that rises from the floor, helping the customers to sit calmly while having an in-store experience. The continuous display shelf depicts the telecommunication frequency graph with a warm inviting brick backdrop.



Fusion of artificial and natural lighting



GROUND FLOOR ILLUMINATION PLAN



FIRST FLOOR ILLUMINATION PLAN



DHAVAL RANGANI

## I-CON ARCHITECTS & URBAN PLANNERS

I-con Architects & Urban Planners is a multi-disciplinary partnership firm based in Ahmedabad, Rajkot and Surat. I-con offers customized, contextual and comprehensive services in the fields of Architecture, Urban Planning and Building Industry by its diversified experience and cutting edge expertise. The collective domain experience of professionals at I-con spans various scales and sectors like the government and semi-government bodies, non-government organizations, institutions, corporate and developer groups. The project portfolio includes design, planning and management services for individual buildings, large scale integrated townships, real estate projects, formatted affordable housing, regional and local development plans and master plans. With its industry focused verticals, I-con provides a holistic and sustainable design solution, which meets a fine balance between the environment, economics and aesthetics.

The re-used waste paper tube lighting creates a majestic ceiling chandelier, enhancing the dramatic character of the space and a distinctive view of the technological virtual display. The project has a sustainable approach as the construction techniques are in such that the design can be regenerated.





# Inspiring & Imaginative Ingenuity

Inscape Insider Hemant patil

PROJECT INFO	
PROJECT TITLE	: AQUATERRA
LOCATION	: TIRUPUR, TAMILNADU, INDIA
TYPOLGY	: SHOWROOM
PRACTICE	: CUBISM ARCHITECTS & INTERIORS
PRINCIPAL ARCHITECTS	: PRASANNA PARVATIKAR, ROOPASHREE PARVATIKAR
AREA	: 4600 SQ.FT

“Aquaterra is a retrofitted project aimed to deliver an exclusive array of sanitary wares into the beautiful grained community of trading suburbs of Tirupur, city of Tamil Nadu

Revamping architecture is a critical process involving a clear focus and strategy that brings fresh, invigorating energy into the spaces. Aquaterra is a retrofitted project aimed to deliver an exclusive array of sanitary wares into the beautiful grained community of trading suburbs of Tirupur, city of Tamil Nadu.

The building renovation took in terms of designing the spatial requirements necessary for a showroom. The existing height of 10 feet revoked to 11feet 6 inches by lowering the floor level inside the building. The site contained an existing two-storey



Interior space transforms into a vibrant welcome



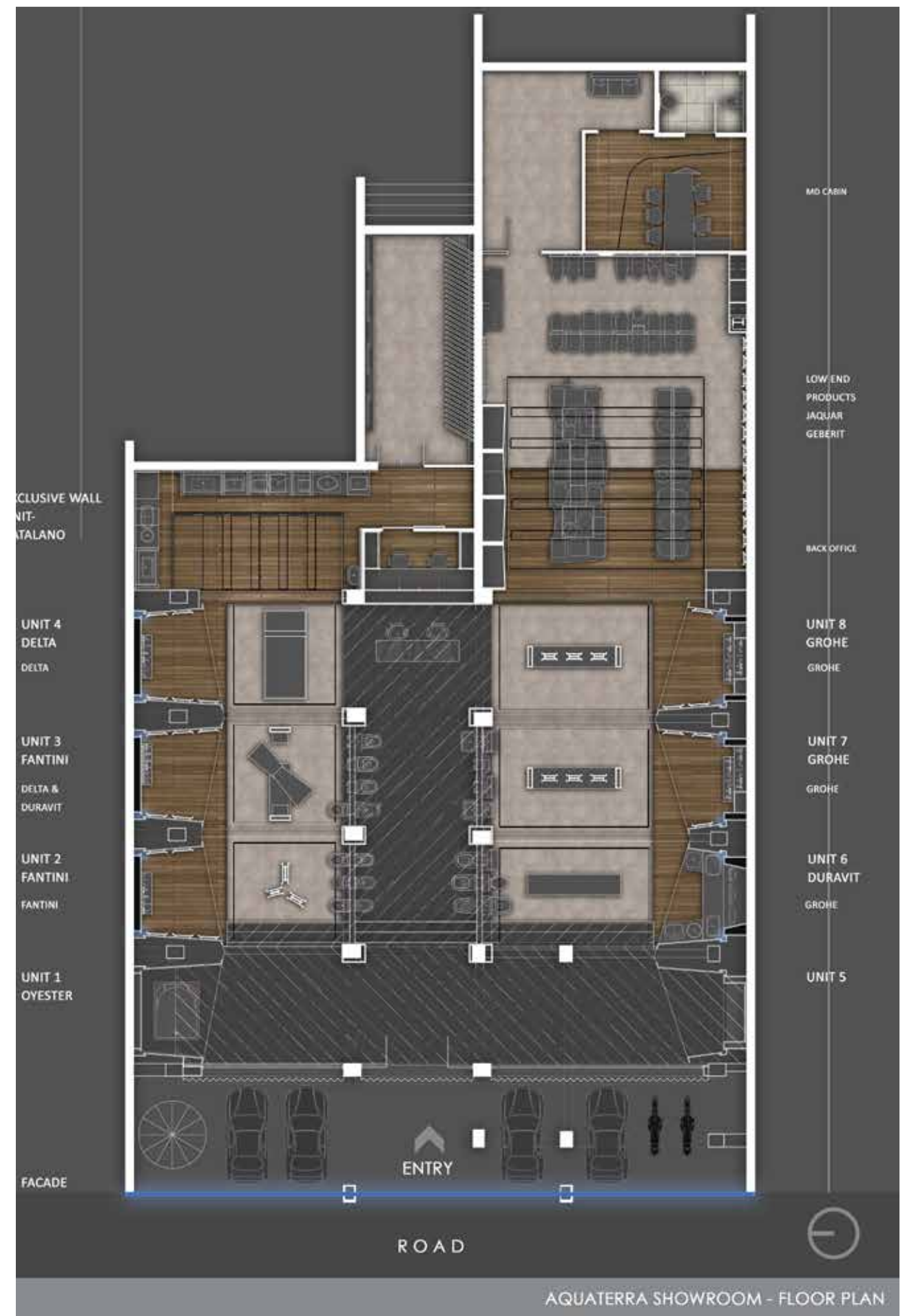


*Different panels exude a colourful texture*

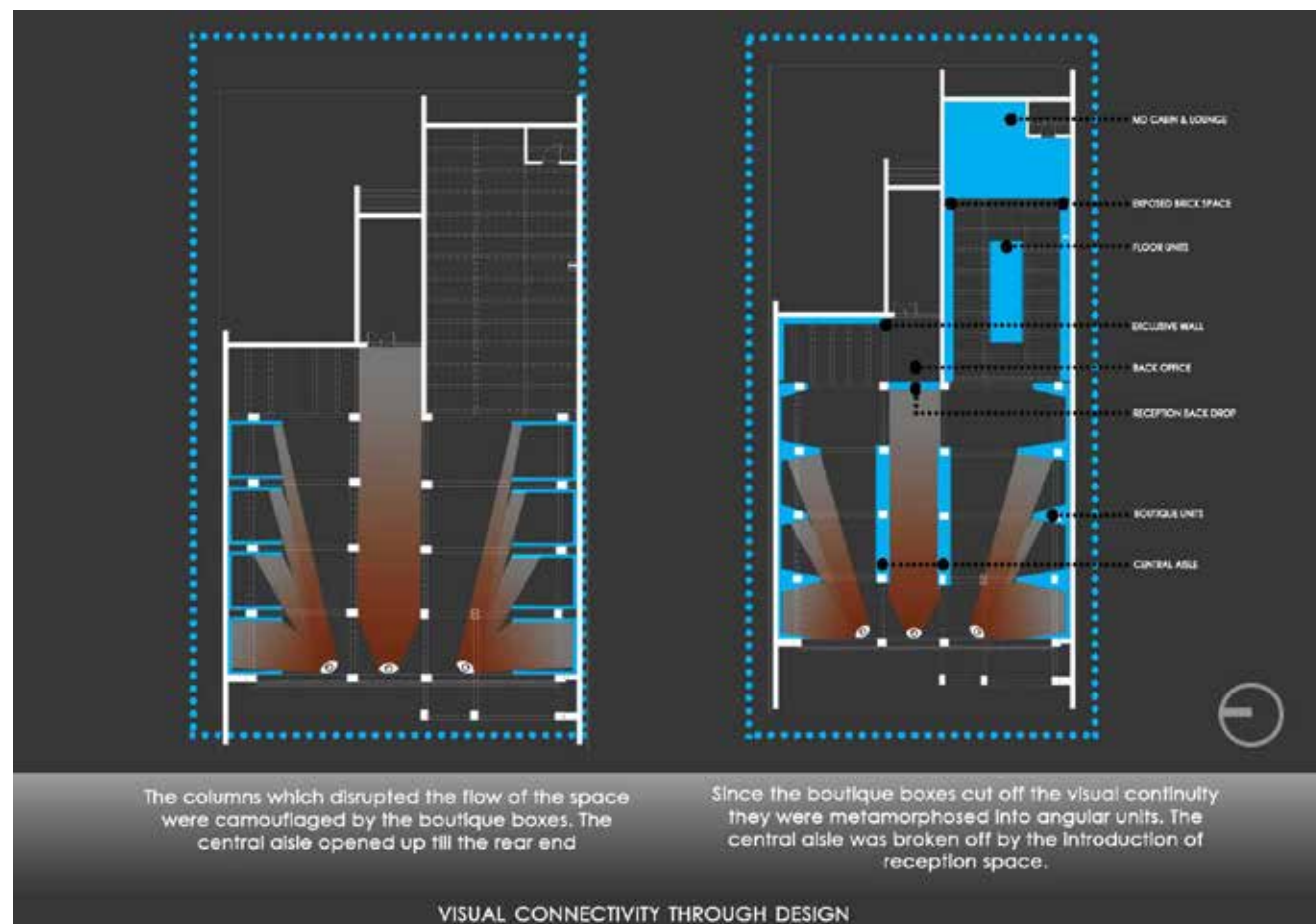
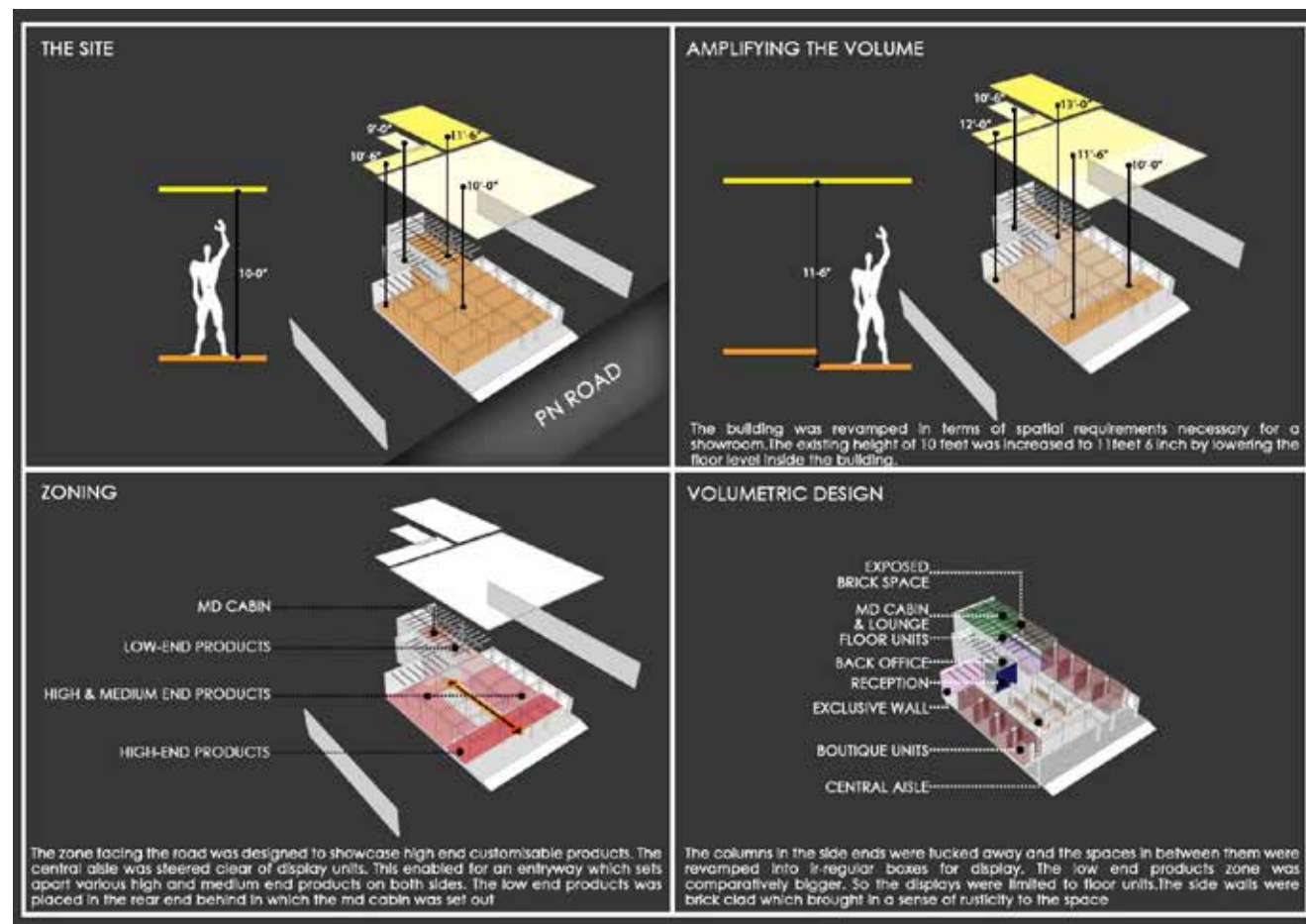
building along with a storage facility in the rear end, the central aisle of the building previously used to be a driveway. The zone that faced the road envisioned to showcase high-end customisable products inviting glamorous views. The central space steered clear of display units allowing a comfortable breathing space. It enabled for an entryway which set apart various high and medium-end products on both sides. The low-end products had to be composed and kept at the rear end, behind which the Managing Director's cabin connects it.



*The setting invokes an innovative charm*







The stretched ceiling created a brighter and sober space to boost imageability. The linear ceiling lights added on to the concentricity of the room, thereby infusing elements of verve to an everyday showroom atmosphere. Illuminations articulated the space further, thus bringing in a hierarchy to the organisation.

Colourful play of GI sheets with Y shaped columns enhanced the imageability of the façade invoking a unique playfulness. The columns on the side end got tucked away, and the spaces in between them revamped into irregular boxes for display—the low-end products zone designed to be comparatively more significant marked importance. So the shows were limited to floor units.





Office cabin is weaved along the spaces



ROOPASHREEPARVATIKAR,  
PRASANNA PARVATIKAR

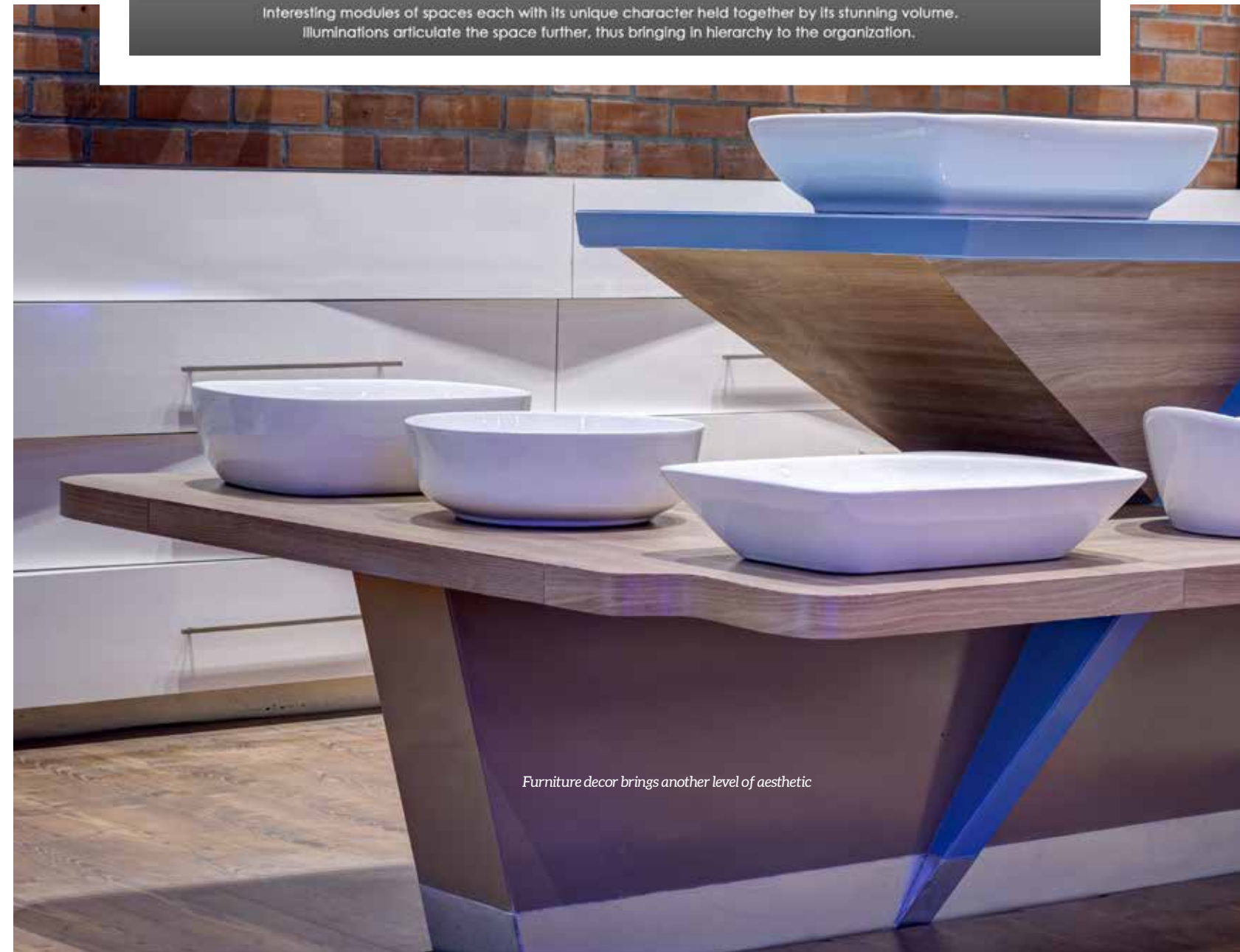
## CUBISM ARCHITECTS & INTERIORS

Since its inception in 1993, the studio has flourished as a professional architectural and design house. Our projects have continued to embody a strong sense of place and identity – attributes which the studio relates with and which we strive to achieve. With simplicity, elegance and functionality at the core of our design ethos, we seek to envision and create meaningful spaces that exude a sense of comfort and an air of tranquillity. With projects spread out across the country, we have garnered an extensive yet diverse portfolio of work that has catered to a distinguished clientele. From Corporate Interiors to Residential Spaces to Adaptive Re-Use, Studio PKA, now located within the Art District (SoBo or South Bombay), is breaking new ground as it expands, evolves its design language and ventures out in search of new typologies in the field of architecture and design.

The display units portrayed every element in avant-garde and artistic way, thereby emphasising every detail unique in its display.

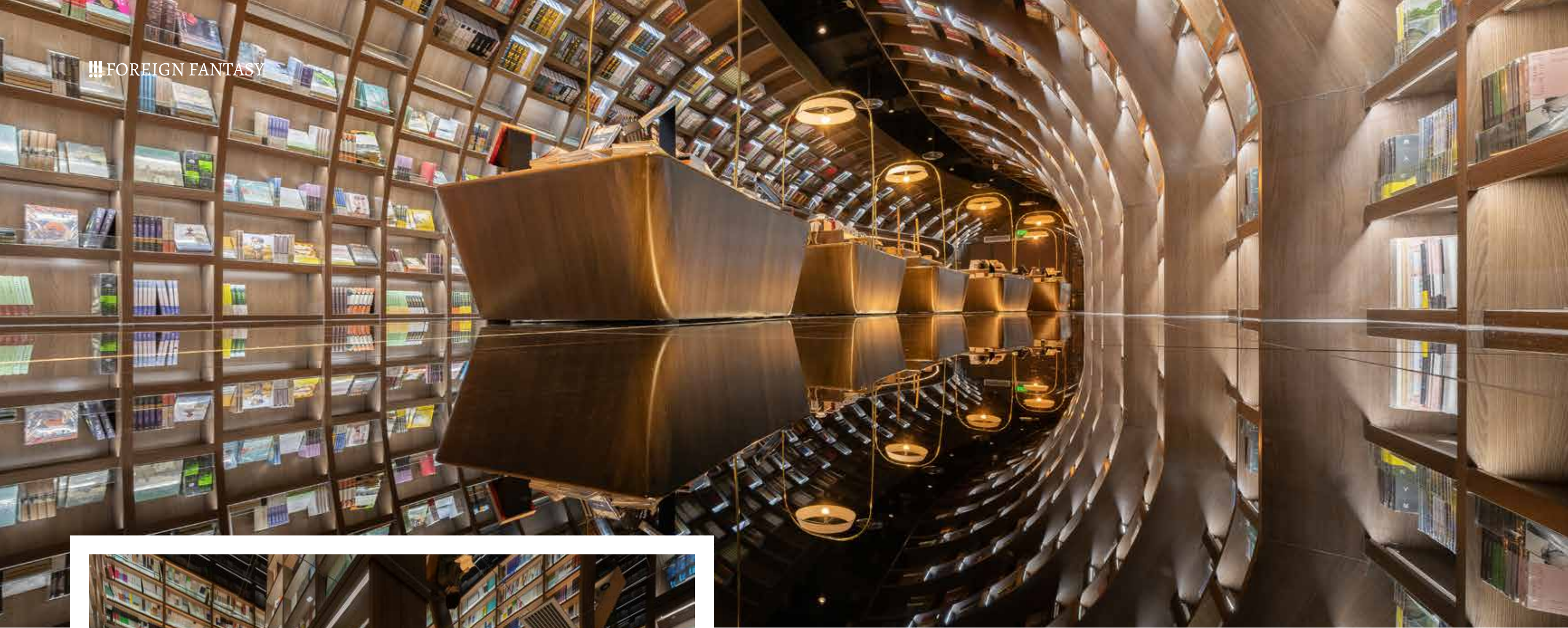
The modules of spaces were kept interesting with each unique character held together by its stunning volume. Essential elements of the design have geometrically expanded into a design language.

On the whole, it a showroom that has a quirky identity for every product displayed—along with an inventive approach and experience in the typology, creating a fantastic expression of architecture and product.




Furniture decor brings another level of aesthetic






Infinity bookshelves

## Optical **illusion**

 Inscape Insider

 Shao Feng

### PROJECT INFO

PROJECT NAME : GUIYANG ZHONGSHUGE BOOKSTORE  
 LOCATION : GUIYANG, CHINA  
 PROJECT AREA : 3400SQM  
 YEAR OF COMPLETION : 2018  
 DESIGN COMPANY : X+LIVING  
 CREATIVE DESIGNER : LI XIANG  
 PROJECT DIRECTOR : LIU HUAN  
 MATERIALS USED : COATINGS  
 FLOOR : BLACK TEMPERED GLASS  
 BOOKSHELVES : WOOD, SURFACE DECORATIVE MATERIALS  
 CEILING : SILVER GLASS (WITH EXPLOSION-PROOF MEMBRANE ON BOTH SIDES)

“

*The black glass that has been used as the flooring and the curved bookshelves create an illusion of an indefinite line of stalactites*

**B**ookstores are an ideal place to whine away your time while your mind travels to places along with the pages you flip. What if the bookstore itself is captivating enough that you don't have to look for anything else to feed your imagination?

The Zhongshuge bookstore in Guiyang, China, by X+LIVING architects which recently opened its doors is literally a cave of wonders. According to the architects, the inspiration behind the unconventional design of the store entrance is the magical karst caves and the cultural elements of the region. It is not an easy task to attract the general



public in this digital era to a bookstore. So the architects have used the design itself as an enticing element to bring people to the store that stands in a commercial plaza.

The black glass that has been used as the flooring and the curved bookshelves create an illusion of an indefinite line of stalactites. The 'water flow' inside the karst caves is recreated with the tricky positioning of chandeliers along with the boat like structures that also serve as bookstands.



Curved book shelves



Facade of the store located in a commercial plaza





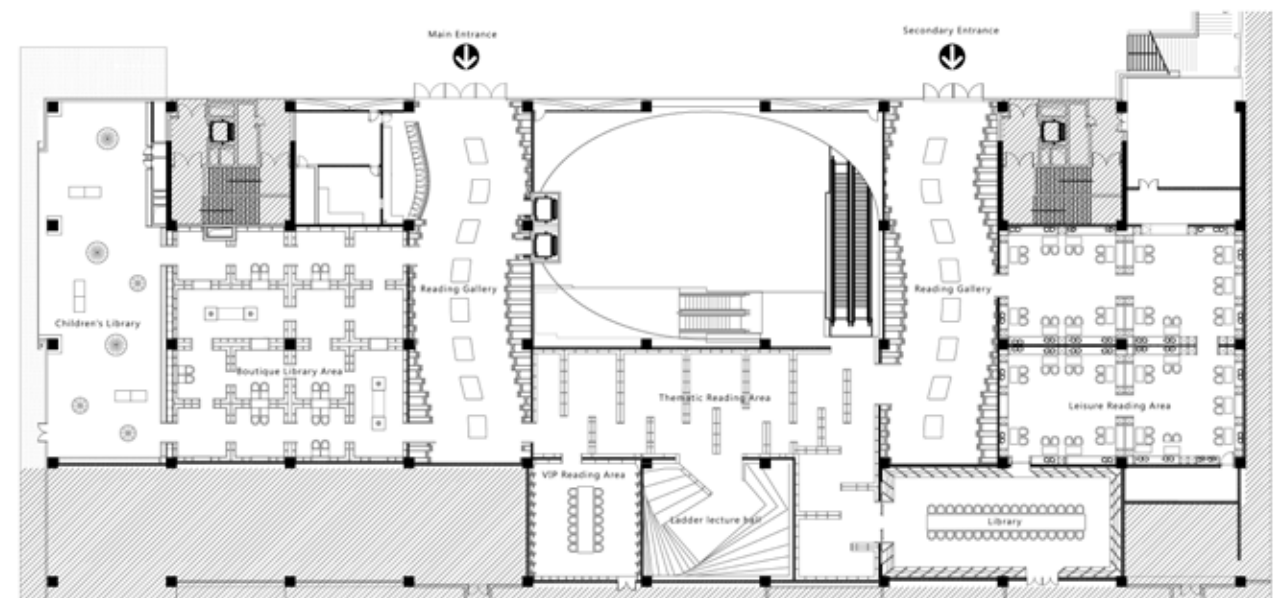
Boat like structures as book stands



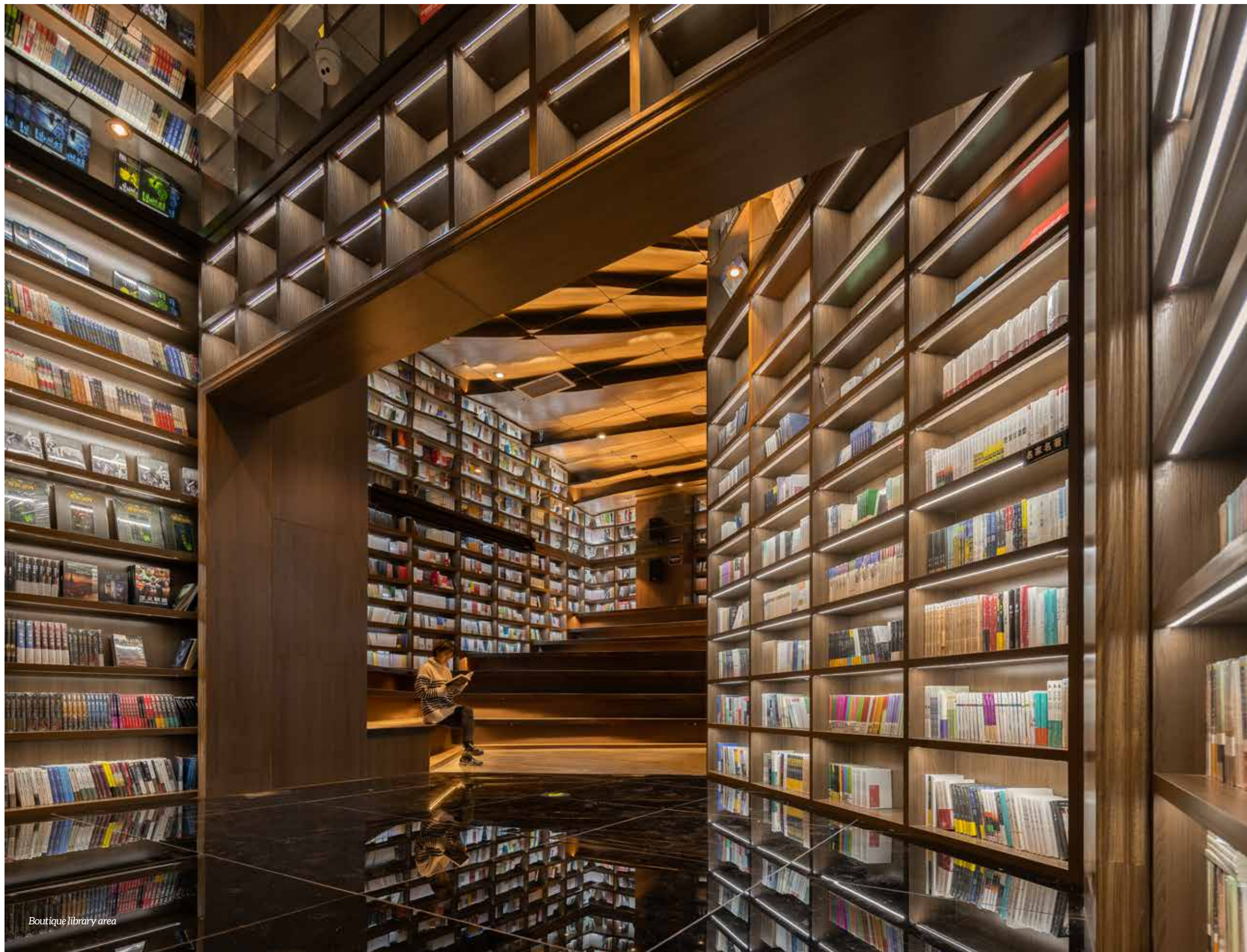
Reading zone and lecture hall



there; it is also visible in the mountain like bookshelves and specifically designed areas for reading. There are desks and chairs for resting in each squared shelf area. The glass ceilings have been used to create an optical illusion of maze.







Boutique library area



CHIEF DESIGNER-LI XIANG

## X+LIVING

This Shanghai-based architectural design firm's core concept is to create value through design. X+living Architectural Design was founded by Li Xiang 2011in Shanghai. Since then she has been building her own design team working at the cutting edge of art, fashion and business. She has gained cross-field achievements by exploring interior design as an architect, creating many design works with commercial and aesthetic values in the culture, retail, hotel and other industries. To master the integration of furniture with space design, Li established the furniture brand XiangCASA in 2015, and has succeeded in presenting optimal spacial integrity. Her utilization of retailing infuses XiangCASA's pioneering artistic ideas into our daily life, aiming to bridge the gap between art and life.

The next-door children's library is akin to fairyland with patterns taken from the minority custom of Guizhou region. So while reading the children could enjoy the ethnic-cultural elements surrounding them. The book store also has a lecture hall and a leisure area.


Staying true to its vision the architects successfully creates the most beautiful reading experience space for readers, where they harvest not only wisdom from books, but also the perception and sedimentation of life.



Garadia Mahadev, Kota



# Phenomenal Portraits

 Inscape Insider

Ideas are random. They need articulation' says the Jaipur based artist Yunus Khimani. He is an exceptional artist whose works are known for their delicate strokes and varied perceptions. He believes that an idea is like a spark; it is when you pursue and nurture it, transforms into something great. His art portrays bold, colourful tones composed using different mediums. Every painting from acrylic on canvas to digital art, his work takes on the character of expressing quality and emotion. He would begin by delineating a form that slowly assumes a life of its own and starts growing organically.

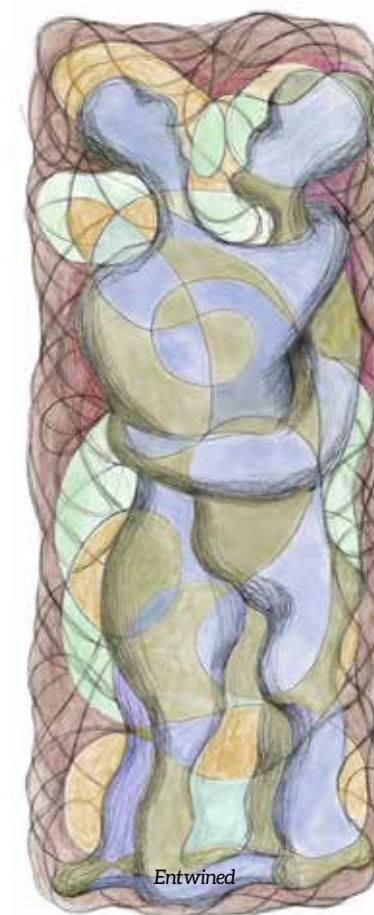
Yunus received his post-graduation in Painting from Faculty of Fine Arts, M. S. University of Baroda. After which, he taught for 24 years in various art and design institutes in India while practising as an artist for over 40 years. He said that the human hand is an extraordinary gift for humanity. He describes the shape of a hand with its five delicate, mobile fingers surrounding the quiet centre of the palm, intimates its connection with the rays and impulses of the five-pointed star, the pentagram. An organ of the sense of touch, it can be used to feel, to grasp, to move, mould, intertwine, or to relate other objects to one another, but also to make free gestures expressive of the inner dictates of the soul.







Fishing boats at dahanu



Entwined



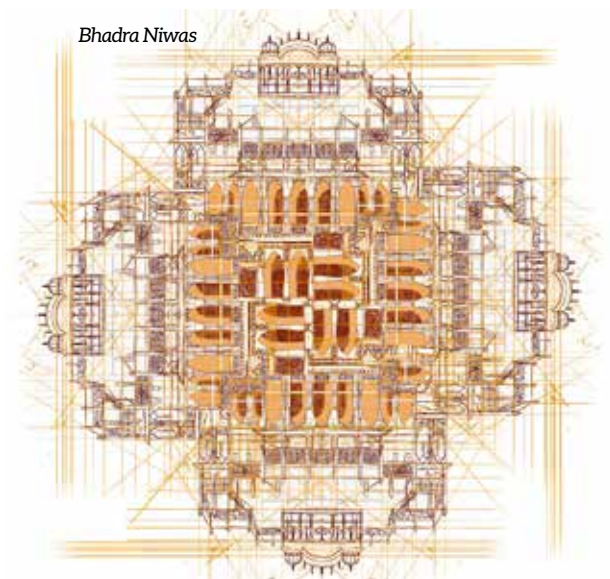
## YUNUS K HIMANI

Artist Yunus Khimani's work oscillates between painting, sculpture, relief, digital art and craft. Hence it becomes exploratory. Rather than following a method, his style of approach is through developing an attitude to work. He reflects on sometimes the subject becoming the focal centre or else the medium/material becomes subjectively essential. The content and style seem to develop a fascinating synergy then. His work with hands is the most appreciated. He had been the Director of Maharaja Sawai Man Singh II Museum Trust and Jaigarh Public Charitable Trust in City Palace, Jaipur for nine years. Since January 2019, he is working as a self-employed freelance artist in Jaipur.

'Through infinite variations of all these, it has thus become one of man's most creative and, at the same time, selfless organs' he adds. Rudolf Steiner has spoken of the hands as the eyes of the rhythmic system. And one who works much with his hands may well feel how an essential part of his being would be blind without them.

From landscape paintings to architectural sketches; display an eloquent zeal surfacing beneath his lines. Some of his works, like the 'Water lilies at Dhakti' to 'Fishing Boats at Dahanu' emote the natural land in vibrant strokes. 'Bhadra Nivas' has an intricate charm to the angular lines that crisscross to expose the architectural heritage in a contemporary fashion. While 'The City' is an image of the urban jungle in bright colours skillfully framing the essential figure of a city.

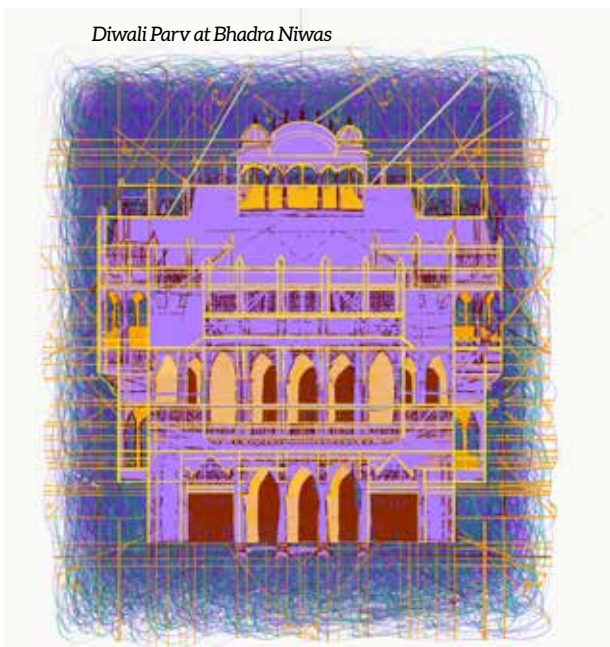
Yunus Khimani's works do chant a poetic hum that intuitively captures the real surrounding it and presents his interpretation that is beyond boundaries.



Bhadra Niwas



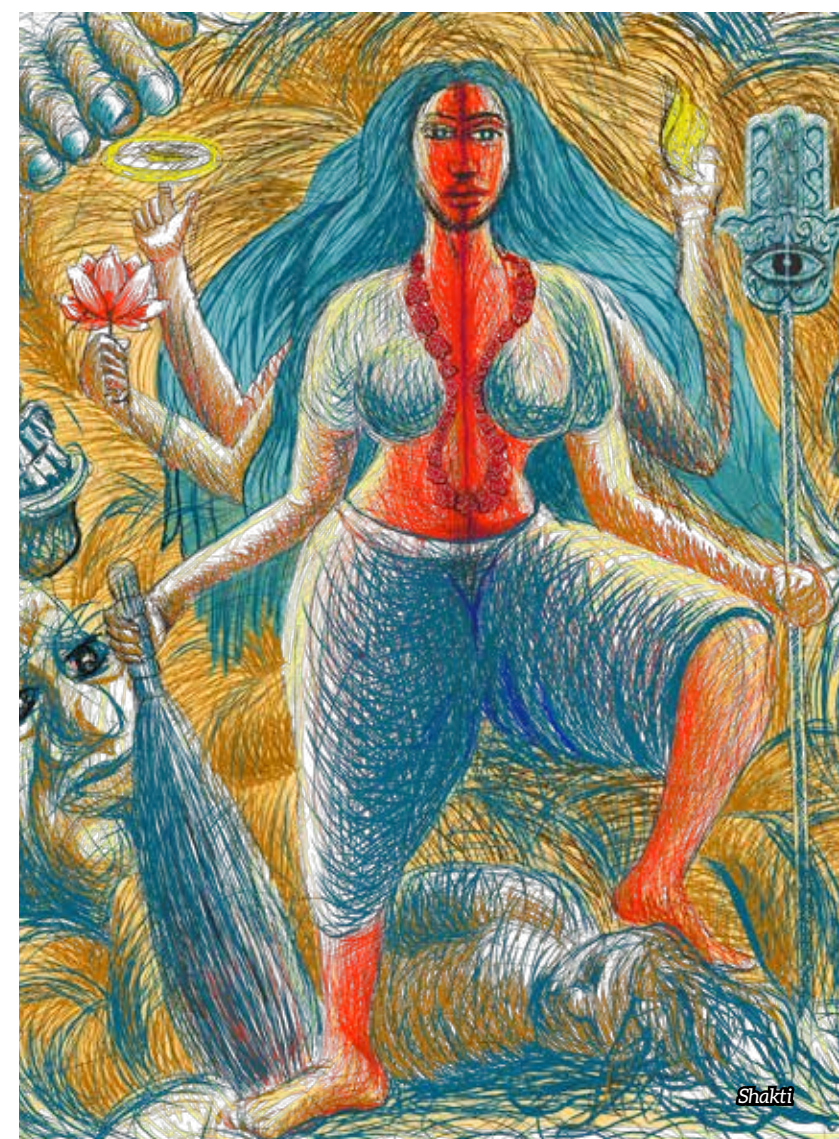
Tukde tukde



Diwali Parv at Bhadra Niwas



From far away



Shakti



# Unmasked

## Design Episodes

by IIID BRC



It was the Ester Sunday of 12th April 2020, we were all in the thick of the Covid-19 driven lockdown. IIID BRC group chat revolved around "what can we do to lend a helping hand to stranded construction workers?" Ideas and suggestions poured in. During a time when most of us were learning nuances of virtual meetings, we concluded on a series of virtual events. Then there was the name hunt, which concluded with an apt title - 'Unmasked'. BRC team within the next eight days had to bring together a host of speakers, experts, content, hosting and sponsorships. Every participant we approached responded with a resounding YES. What started as 6 episodes, quickly grew to 10 thanks to the interest and enthusiasm of the fraternity.

The mission was clear 'not letting social distancing lead us to social disconnect'. To stay connected, learn collectively and contribute by putting technology to use.

UNMASKED, design episodes a webinar series with renowned architects, designers and design leaders - Sanjay Mohe, Gayathri Shetty, Ajesh Kumar Shankar, Rakesh Kodoth & Prarthana A G, Siraj Hassan, Amrita Guha, Iram Sultan, Swanzal Kapoor, Rajesh Shivaram, Akshay Heranjal, Senthil Kumar Doss, BL Manjunath, Sathish Desai, Siddharth Rajsekar, Sharukh Mistry, Shyamala Prabhu, V Vishwanath, Gunjan Das, Anshul Chodha, Bijoy Ramachandran, Prof. A. Srivathsan, Smita Khan, Bhyrav B.R,

Aatira L. Zacharias & Naresh Narasimhan who would share their expertise & strategies over engaging ten episodes.

In partnership with Ethos ACEDGE, the team worked under the leadership of Chairperson Ar. Dinesh Verma and curation and mastermind effort by Chairperson Elect Kavita Sastry and Hon. Secretary Gunjan Das. Ar. Andre Camara composed the captivating poster and hosted a few sessions along with Ar. Sahana Shetty, Ar. Akshara Verma and Ar. Sathish Desai.

It is said "When you are more fortunate build a longer table not a taller fence". With this idea in mind the UNMASKED IIID Design table and virtual room extended to over 2000 participants from Mumbai, Delhi,

Hyderabad, Chennai, Kolkata, Pune, Kochi, London, Dubai and even USA apart from home Bangalore. It was a 'cloud conclave' of Architects, Designers, Students and Trade Partners over ten episodes which left many inspired bringing connect, laughter and even tears.

Over 6 Lakhs of sponsorship and delegate participation contribution was directed towards 3 NGOs Gubbachi - for migrant construction workers, Vimor Foundation - for handloom weavers, Guardian Of Dreams - for children's homes.

In this article we present you with snippets of these varied and engaging conversations over the ten episodes of IIID BRC UNMASKED.

### Episode 1 - 20 April Monday - Holistic Design

Ar. Sanjay Mohe in conversation with Ar. Gayathri Shetty anchored by Ar. Sathish Desai; Sponsored by Fundermax.

Holistic design was narrated in two components - of Measurable and



Immeasurable aspects. The primary one involving 1. Site context 2. Functional Parameters 3. Climatic references and 4. Technological attributes. The secondary aspect involves all the five senses and the intangible qualities.

Mohe highlighted the seamless transition between the inside and outside explaining how it forms the crux of his concepts. He emphasized how our childhood memories and our upbringing shape subtly the way we encounter design.

Application of various holistic design principles across buildings of varying scale and size were touched base upon. The key takeaway from this dialogue between Mohe and Shetty remained that, approach towards different typologies could be varied, however the BASE or Core principles remain the same.

### Episode 2 - 22 April Wednesday - Legalities and Design

Panel discussion with Advocate Ajesh Kumar Shankar, Ar. Siraj Hassan, Ar. Rakesh Kodoth & Prarthana, Moderated by Anshul Chodha; Sponsored by Skipper Furnishings.

The intention of this discussion was to unmask all the contentious issues related to our profession. Feasibility of having standard watertight Contract Documents, protecting our interest without succumbing to client pressures and other issues that could easily put us at the receiving end of professional

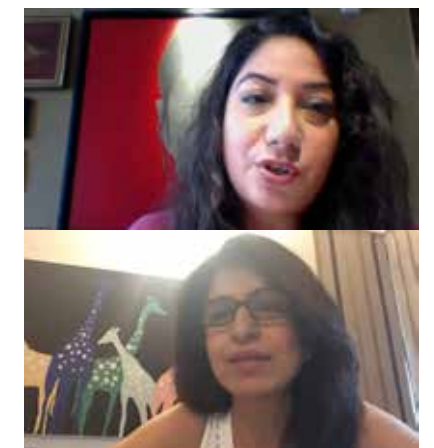
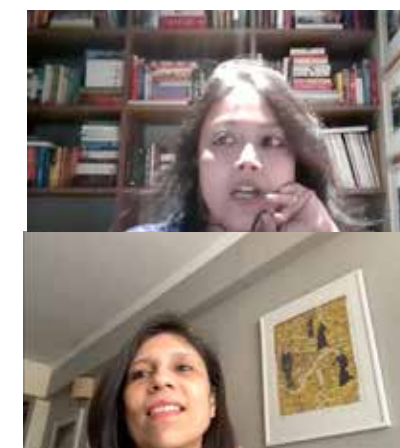
engagement, if we are not mindful. An action plan was drawn up further on how to come together as a community for this cause.



Anshul's handy props and impromptu skit gave the event a humorous twist, with role play to illustrate common problems, leaving the audience in virtual splits.

### Episode 3 - 24 April Friday - Global to Personal

An 'all women' panel discussion with Interior Designers Amrita Guha, Iram Sultan & Ar. Swanzal Kak Kapoor, all from Delhi.



Moderated by Gunjan Das; Sponsored by Twiggr Furniture.

The panel discussion was in 4 segments where a question was posed to each panellist.

Global - Iram spoke of 'glocal', highlighting design without borders. Amrita on relooking at design practice, Swanzal on gratitude for the invisible, greater emphasis on sustainability & the fact that we cannot survive without surrender.

Urban- Central Vista project- why are designers against it? Swanzal focussed on the environmental aspects, Iram on heritage issues and Amrita on the high costs.

Design Practice - a showcase of each of the designers' projects highlighting principles of practice, reinventing craft in contemporary setting and quiet drama in design - leaving the audience in awe.

Personal - all three of them opened up their homes and spoke about what inspires them. Iram's inspiration & comfort- her books, Swanzal, her music, she also shared a video of herself in a concert & Amrita presented her home with all the craft and furniture designed & executed by her.

### Episode 4 - 25 April Saturday - Young Practice

Conversation between Ar. Rajesh Shivaram and Ar. Akshay Heranjal, Sponsored by Confio.

Akshay and Rajesh engaged us in a conversation traversing through the journey of their practice from inception to the current stage of award-winning commissions. While Akshay recollected his three Gurus and his work experience prior to Purple Ink Studio, Rajesh highlighted that he had minimal work experience and took the bold step of starting out as Techno Architects.





In a Jugalbandi of sorts they spoke about their struggles and triumphs, taking turns and showcased their most humble early works and the latest in the offing. The session was inspirational for both young as well as mature practices.

#### Episode 5 - 27 April Monday - Design Inception

Panel discussion with Ar. Senthil Kumar Doss and Structural Engineer BL Manjunath, Sponsored by Neeladhari Ceramics.

Senthil Skud's experimental studio Play Architecture explores the various "isms" in Design. Together with Manjunath he engaged in a friendly 'martial art combat', highlighting how after few experiments he had to run to BLM for structural rescue. Skud would recollect his journey from Auroville days and how he learnt a new paradigm of design while working on the Inge House. BLM adding a philosophical twist to each of Skud's moves, the conversation was complemented with stimulating visuals of courage, playfulness, experimentation, and sensitivity. BLM emphasized how structure is integral to the language of design and how it complements the narrative.



#### Episode 6 - 29 April Wednesday - Digital Marketing

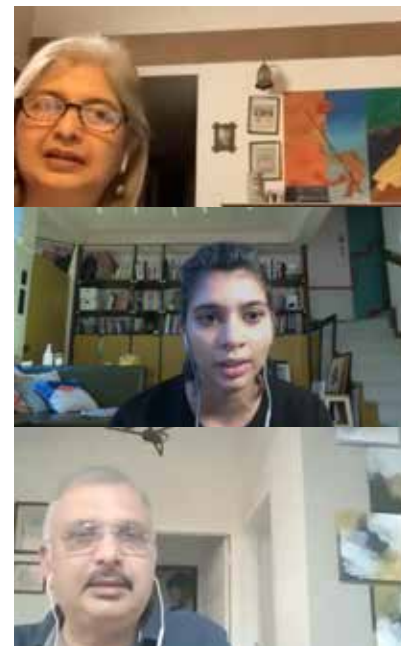
A Webinar by Digital Entrepreneur Siddarth Rajshekhar (Sidz) moderated by Ar. Sathish Desai; Sponsored by Stencil.



The intent of webinar was to unmask Digital Marketing fundamentals for Architects and Designers. Sidz covered the subject in two tracks. Part 1 - 8 pieces of the digital puzzle to integrate. Part 2 - 9 Skills to Digitally Scale Business in 2020. Introducing the audience to how rapidly digitization has taken over our lives, he stated digital consumer spending in India as \$100 Billion opportunity. Website, Content, Landing Pages, E Mail, Social Media, Blogging, Paid Ads and Analytics are the 8 Pieces of Digital Puzzle narrated by Sidz. He also listed Influence, Videos, Community, FB Funnels, Content, Optimisation, Automation, Affiliate Marketing and Outsourcing as the 9 Skills to Master for scaling up any business. The session concluded with Q&A session on challenges and customization needs of Digital Marketing for our profession.

#### Episode 7 - 30 April Thursday - Impact of Education on Design

Panel discussion with Ar. Bijoy Ramchandran, Prof. A. Srivathsan, Ar. Smita



Khan, Ar. Akshara Verma, moderated by Ar. V Vishwanath and Sponsored by Espa. The session included video inputs from Ar. Habib Khan President – COA

Discussions revolved around strengthening of teaching tools and skill sets for faculty, Master's Programs in Indian context across various institutions and subject offerings, faculty training programmes and role of research in Design education.

Hand holding newer Architecture schools by established Universities and Schools. Concept of Workshop on wheels and finishing schools as part of the curriculum and stress on physical interaction as crucial to learning Design subjects post COVID-19 were few of the subjects touched upon.

Prof. Srivathsan spoke about CEPT having workshops on wheels touring different cities building bonhomie between student and professional communities across the country. Smitha spoke on various criteria of selection of students in NITs through JEE, as against the standard norm of entry to most of the schools via NATA. Bijoy spoke on the impact of education on practice when one graduates from Indian Architecture schools and the acclaimed Universities abroad. Akshara presented perspectives on the newer schools of Design and Architecture with growth of youngsters at start-up Institutions.

Whether Interior Design profession requires a separate body like COA to streamline education and practice along with IIID was deliberated upon.

#### Episode 8 - 01 May Friday - Design Empathy

A discussion with Ar. Sharukh Mistry and Ar. Shymala Prabhu, Sponsored by Astones.

Shyamala started off mentioning that Shahrukh's middle name is 'Empathy' and read out her 'Sher' couplet about 'soul connect' during physical disconnect. Discussion started with "what happened to people centred design". Shahrukh started off dedicating the session to Dr. Prem Jain for his contribution to green building movement. "Empathy is not just a human attribute but all encompassing" he said and showed us



evidence, stating that 'sharing and caring' are essential. "People centred design is not out of fashion" proclaimed Shahrukh, narrating how he and his family survived 'Tsunami'. He shared the work they did for Tsunami relief housing and how the experience has been of a new meaning to Mistrys over the years. While narrating the Lakuri Danda, Nepal Community participation effort, Shahrukh grew emotional showing the humble soiled hands of local people. He also narrated his work with Agasthya Foundation and SOS Villages. His presentation left many of us moved, particularly a good lot of Mistry alumni present during the event. He concluded by mentioning that 'Artificial Intelligence' in amalgamation with 'Embedded Universal Intelligence' can take the planet to a whole new level.

#### Episode 9 - 01 May Friday - Handcrafted Interiors

A presentation by Ar. Aatira and Ar. Bhyrav, Sponsored by Twiggr Furniture.

Presenting a series of skilfully and sensitively designed interiors each with its own unique story and discovery, the young couple stole the hearts of our audience. Their innate



values of crafting each project and narrating a unique story based on the personality of client and the space was commendable. Looking for meaning, setting the mood, keeping it real, listening to client and even challenging the brief! the duo seemed to get the recipe right each time. Bringing in cheer and colour where needed or leaving the walls 'frankly blank', the painstakingly detailed work Aatira and Bhyrav demonstrated was well received and lauded.

#### Episode 10 - 02 May Saturday - Kiss of life

A Presentation by Ar. Naresh Narsimhan Sponsored by Fundermax.

The last of the UNMASKED series! This presentation was both a reminder and wake-up call. A very thought-provoking



presentation where Naresh spoke about the impact of a 'tiny virus' on mankind and the repercussions of our retreating presence on



the planet. Specifically, he spoke at length about "Namma Uru" (our city of Bangalore) and how the design fraternity can no longer ignore the damage to our environment. From each of us ensuring that no waste leaves our respective sites, to a visionary approach to city planning he covered all this and more in his hallmark witty style. With slides hoarding enormous data and facts, Naresh emphasized that it is time we come together as a community to figure out the way forward not just as activists but as 'Catalysts' in a real sense by involving local bodies which otherwise work in silos.

The episode of UNMASKED series emphasizes 2020 as being the year of realisation of mankind's place on the planet.

IIID BRC thanks all who have been a part of this and before we see you on the other side!! Get ready to welcome Unmasked 2.0.





# The Secretary speaks

Dear Friends,

As you are aware over the past couple of weeks a huge shift in office culture has occurred, with teams spread across multiple homes instead of one studio. This has forced all of us to adapt.

This scale of the shift is unprecedented which has led to new ways of working and we hope that we will learn positive lessons from the current situation.

We are learning new styles of management that depend on the ability to disperse assignments efficiently across team members and rely on their deliverables without as much supervision or guidance as normal. However, until recently, despite having the technical capacity to work remotely, people overwhelmingly chose to sit in an office. To most of us, working includes social relations and communication.

It is also time to question if it is really necessary to always be travelling, far away or not, in order to carry out our work. While we have got 21st century technology, we still maintain last century habits. So far, things are running quite smoothly, and it is impressive with how we manage to see the positive sides of this situation.

IIID across all its Chapters and Centres has made the most of this 'Work from Home' situation and has spent quality time on sharing ideas and 'way forward' through various online platforms. There's no question that our use of technology has amplified during this unprecedented time. The IIID Design-Culture Collaborative, an online platform launched to discover the passion for arts from amongst our members, the Local Design in a Global World series, launched in collaboration with APSDA member nations, and the forthcoming World Environment Day celebrations, speak volumes about IIID's commitment to its members and technology alike.

**Jignesh Modi**

National Honorary Secretary, IIID



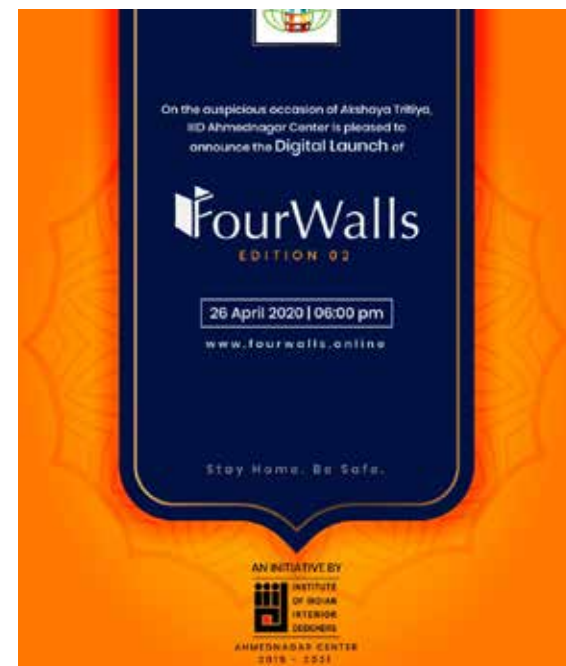
## In & Happening



**Amaravati: Nonsense in Design**

16-05-2020

The webinar began with the introduction of the theme followed by the introduction of the moderator and the panelists. The session addressed six themes of Nonsense in design (Architecture and Interior Design) through a panel discussion. The discussion had various opinions of the panelists on the Nonsense detection and how it can be a tool that could be applied to design in a logical, rational or a practical sense. The discussion showed how enquiring into nonsense in design leads to greater understanding of design potential. Then the panel discussion was followed by a Q&A session. The webinar was concluded with the Vote of Thanks.



**Ahmednagar: Webzine**

26-04-2020

Launching of Webzine "Fourwalls" Edition -2.

Website: www.fourwalls.online



**Bharuch: Zoom webinar - The lockdown series 7**

08-05-2020

Understanding the space from the Perspective of an Artist



**Bhopal: Master Forum with Ar Revathi Kamath - Kamath Design Studio**

20-05-2020

IIID Bhopal Centre organised a Master Forum Webinar with Ar. Revathi Kamath - Kamath Design Studio Delhi

A pioneer of mud architecture in India, Ar. Revathi highlighted on how mud has to become an aspirational material.

"I believe that the purpose of human civilization is to accord dignity to all forms of life and to recognize the holistic nature of the environment and value its regenerative and self-organizing principles," she quoted.

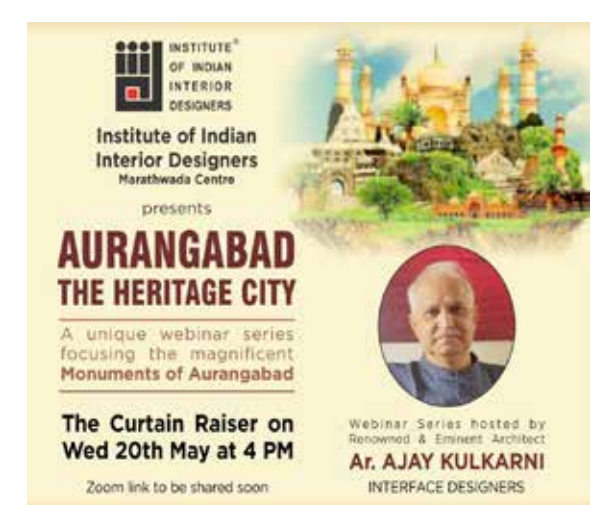
While discussing her various projects -Kamath House, The Tribal Museum of Bhopal & Jehan Numa Retreat- Bhopal, Revathi placed emphasis on the ability to understand the principles of organising ecosystems and using those principles for creating sustainable human communities. She spoke on how important it was to converge two diametrically opposite perspectives where technology doesn't have to destroy the relationship of the human beings to the ecosystem.



**Hyderabad: Architects Connect 2.0**

29-05-2020

IIID Hyderabad Regional Chapter had a talk series Architects Connect 2.0 in association with Ethos & ACEDGE. Architects Connect 2.0 is an ONLINE live streaming session held 29th and 30th April 2020 by architects to architects, architecture students, faculty and the extended fraternity. Sonali Rastogi- Morphogenesis, Mona Doctor Pingel- Auroville, Shilpa Gore Shah & Pinkish Shah - S+PS Architects shared their expertise and strategies. Bijoy Ramachandran hosted a discussion with the BASE group- Prem Chandavarkar, Edgar Demello, Sanjay Mohe, Navnath Kanade & Clare Arni on architecture and more. Net proceeds from this Architects Connect Talk series will be directed to the work by Association for Promoting Social Action and their COVID-19 relief fund for Construction Workers and daily wage labourers by Ethos. We also had a series of Knowledge sharing webinars of Continuous Education Programme by industry experts. 'Solutions for Window Furnishings and their System' covering various solutions in window fashions and furnishings by Mr. Adarsh Todi, Managing Director from NBT Curtain Systems, and 'Sleep Solutions' by Mr. Anand Nichani, Mr. Hari Prasad and Ms. Sujata Pandey from Magniflex India were two webinars in this series conducted on 6th and 9th May 2020 respectively. The winners of IIID-HRC Art Competition were decided by the jury members - Ar. Aditya Singaraju, Ar. Aparna Bidarkar, Ar. Harika Edara, Ms. Priyanka S.V and Ar. Srinivasa Babu Angara through a Zoom meeting on 7th May 2020.



**Marathwada: Aurangabad-Heritage City**

20-05-2020

After pondering over what kind of Webinar do we conduct for a month or so, we thought why not focus on the strength of our city and highlight its value and educate everyone about the evolution of the city throughout all these years! Ar. Ajay Kulkarni graciously obliged our invitation to be the guest speaker for this webinar and shared some remarkable slides and information about "Aurangabad-A heritage city!" We are planning to have more such webinars which are educative and at the same time can create curiosity amongst the members!

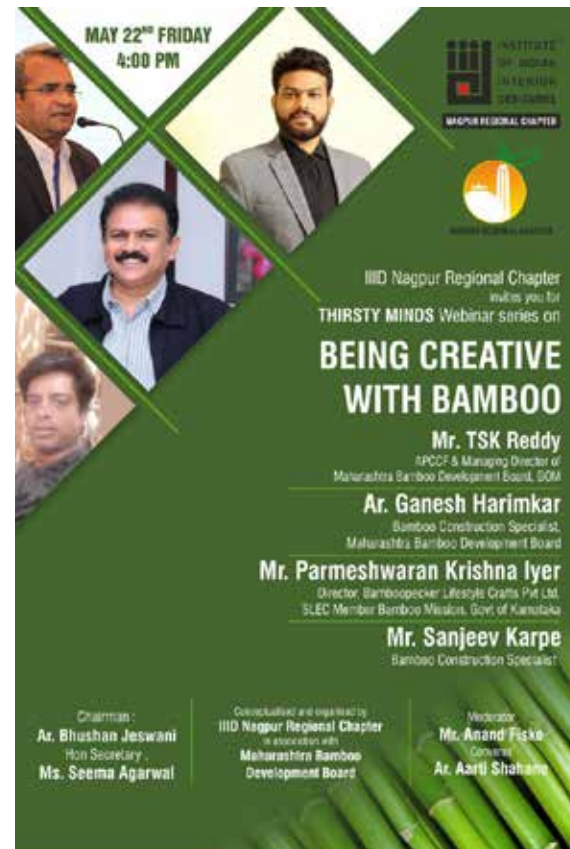


# Nagpur

## Being Creative With Bamboo- Webinar 22-05-2020

THIRSTY MINDS, eKNOWLEDGE SERIES: On the 22nd of May 2020 IIID Nagpur Regional Chapter had organized its very first webinar of the series on "Being Creative with Bamboo" with the objective of spreading a word about this wonderful building material. This was done in collaboration with Maharashtra Bamboo Development Board for which Mr. TSK Reddy, APCCF & Managing Director of MBDB was present. The panelists for the webinar were Mr. Sanjeev Karpe, Bamboo Construction Specialist, Mr. Parmeshwaran Krishna Iyer, Director, Bamboopecker Lifestyle Crafts Pvt Ltd, Member Bamboo Mission, Govt. of Karnataka and Ar. Ganesh Harimkar, Bamboo Construction Specialist. The panel discussion was moderated by Mr. Anand Fiske who is a bamboo plantation specialist for MBDB and founder of Green Planet Social Foundation, a no profit organization engaged in Bamboo Development for climate mitigation. The presentations given by the panelists had all the content of the material, right from the projects done by them also the upcoming ones along with the treatments done to bamboo and briefing of different varieties of bamboo. We had an amazing amount of participation for the webinar, with more than 1200 registrations.

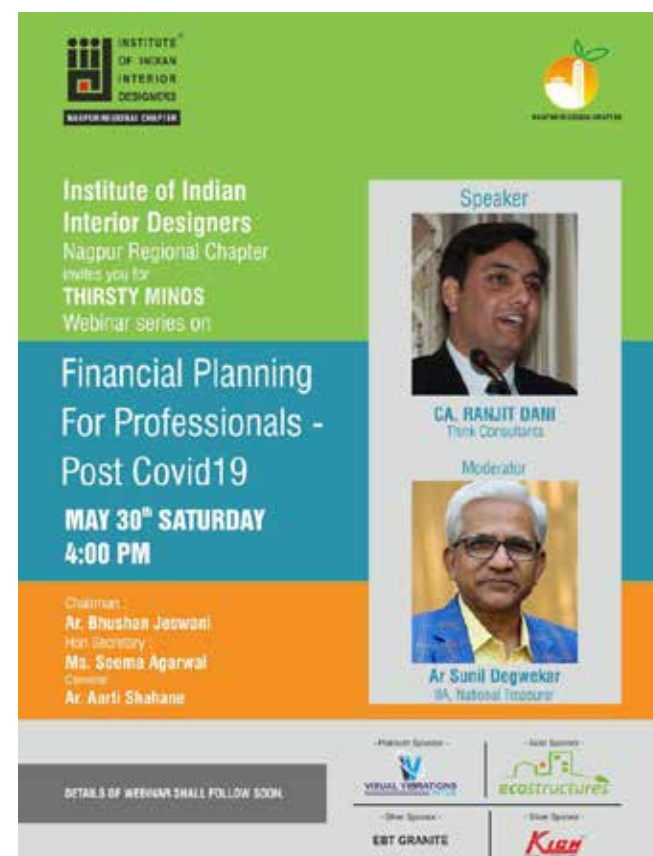
The webinars was addressed by Ar. Bhushan Jeswani, Chairman IIID Nagpur Regional Chapter. The convenor for the Thirsty Minds webinar series is Ar. Aarti Shahane. The Series is been very well conducted by the cooperation of the entire IIID NRC team.



## Financial Planning For Professionals Post Covid19- Webinar 30-05-2020

The second webinar was conducted on "Financial Planning for Professionals-Post COVID 19". The panelist for this webinar was C A Ranjit Dani of Think Consultants who pioneered the concept of financial planning and wealth management in central India. He is amongst the top 10 Certified Financial Planners in the country and has won many awards. For this webinar we had Ar. Sunil Degwekar as the moderator. He is the Treasurer IIA National Council and has an experience of 36 years of Ethical Professional Practice.

The webinars was addressed by Ar. Bhushan Jeswani, Chairman IIID Nagpur Regional Chapter. The convenor for the Thirsty Minds webinar series is Ar. Aarti Shahane. The Series is been very well conducted by the cooperation of the entire IIID NRC team.



# Surat

## Ball Bat tournament 12-01-2020

IIID SRC and IIA SC always amide to developed fellowship event among its members. The fellowship Event started with the auction event followed by cricket tournament. As Ball bat tournament and games for family enhanced relationship among the designers and trade fraternity along with their family members. It encouraged team work and fellowship among the members, irrespective of company, designation, age. Every single individual in field enjoyed thoroughly and went back home with a smile. One question from everybody – "when will this happen next".!!



## Pin the City 14-02-2020

IIID SRC and IIA SC jointly along with his members celebrate the love for our city - SURAT, which is popularly known as the TEXTILE HUB of the nation and here member can indulge themselves to explore the possibilities of using lots of variations in type and colours of cloth, which is discarded as a waste, and witness it turn into passionate mural of love for our city..... All members put together their hands and efforts, towards marking a green footprint and making a colourful canvas of city in the event.

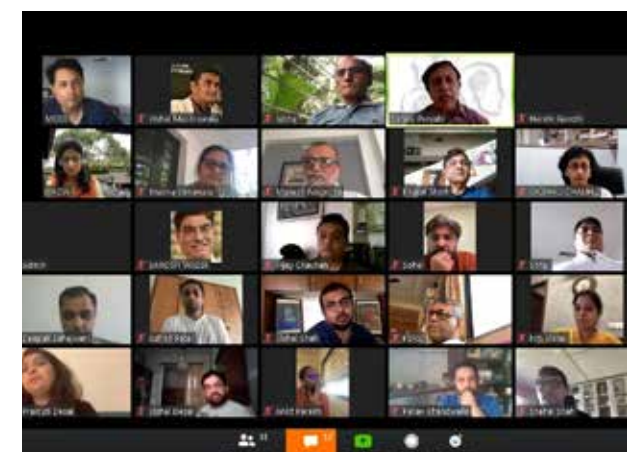
## Opening of Showroom 08-02-2020

Opening Of Show room of ALTA VISTA TRENDZ PVT LTD, "E -Space" Showroom was of Flexform made in Italy, FOCUS LIGHTING and PVC CLADDING PRODUCTS.



## Current and Post COVID situation 20-04-2020

IIID SRC and IIA SC had already arranged the zoom meeting concerning the current and post COVID Situation. The meeting was attended by many senior and young designers from our fraternity.





## Thane

Zindagi na milegi dobara.....

Teen hafto ka har lamhe hamara

Glamorous city,

With all the glitz

Getting a makeover... Going natural,

Without Make Up!

Sunsan, Veeran rahein Breathing deep...

real deep

Getting healed

Roads, with zero load Signal lights-getting

recharged!

Air is suspended but,

With flower fragrance Chirpy birds....

flying high!

And there is something magical happening inside too...

People are decluttering.. House getting the perfect touch

Living room is actually living.... filled with laughter and epiphany!

Dining table,set with fresh food

Kitchen is the new experiment Zone!

Study table is piled up but with storybooks

Skin, oh yes it's breathing People sitting on window, Getting that natural tan!

Drinking tons of hot water

No make up, nothing artificial

And with all the healthy food

Skin getting that natural glow

And yes, this is the best dose of Naturopathy!

And something is changing Deep Deep inside...

People are introspecting... loads of food for thought

Recollecting/ Re-organising thoughts

Calling long lost friends and testing time for the newer ones!

And wait, amidst all this.....

Someone is cleaning road

Someone is taking rounds for pick up of garbage

Someone is volunteering to water plants

Someone spraying Jwar for pigeons

Someone volunteering for elders to get their stuff

Someone risking their life,

Working in WHITE COAT and KHAKHI UNIFORM!

And that someone,

That someone is Everywhere.....Near you, Next to you or maybe You only!

Yes, this is real Mumbai....

The zeal, the passion to grow

Is the same as to help fellow Bro!

**Rashmi Tiwari**



## Mumbai : 1st Webinar Series- Parametric Algorithms In Design

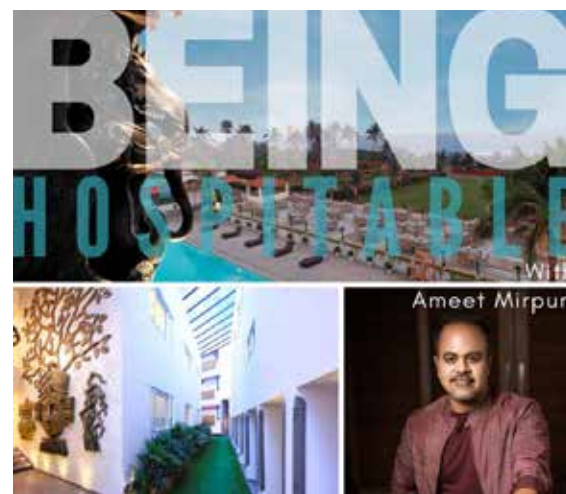
28-04-2020

Institute of Indian Interior Designers Mumbai Regional Chapter has jumped on the Webinar bandwagon in April-May 2020, powered by Hybec Lighting. PMCARES fund donation has been also taken care of on behalf of IIID MRC.

Instead of dwelling on the pandemic & its aftermath, this series appealed to everyone as it totally deviated from the norms. This four-webinars primarily focused on the new, trending paradigm. It was quite exciting to see eminent Indian designers exploring with forms and materials using parametric algorithms. We had with us Ar. Amit Gupta, Ar. Sushant Verma, Ar. Nuru Karim, Ar. Seeja Sudhakaran & Ar. Khushbu Davda.

This was mooted by Chairperson IIID MRC Ar. Leena Nimbalkar, mentored by Past President Ar. Rajesh Patel, moderated by Past President Mr. Conrad Gonsalves, co-ordinated by IIID member Ar. Milind Pai & was supported by managing committee members.

This event not only became talk of the town but also received applaud from all over the globe.



## Vizag: Being Hospitable with Ameet Mirpuri

28-04-2020

The webinar series VIZAG WANTS TO KNOW, progressed into the extended lockdown with two more episodes. The 2nd Episode titled as Being Hospitable with Ameet Mirpuri, Saw the ace designer ID. Ameet Mirpuri take us through his journey into the Hospitality segment to a full house with all the webinar slots taken up. Ar.Abhignya Grandhi, hosted the webinar and ensured the audience was represented well by putting forward their queries. It was an interesting and captivating session that covered Hotels, Restaurants & Villas. All three episodes of the webinar series are now available on our Facebook page, <https://www.facebook.com/iiidvizag>

## Vadodara

### The Memory Lane

Came 17th May 2020 and took me to the memory lane some 25 years back when Ar. Karan Grover was invited as a speaker in IIID event and was introduced to a association formed by architects, interior designers, traders, contractors and students and grabbed the chance of incepting similar association. Thanks to his vision and progressive thoughts that got IIID Vadodara Regional Chapter chartered on 17th May 1997 and Ar. Karan Grover was bestowed as charter chairman.

IIID VRC hosted NATCON in its initial years where it surpassed all standards set under the leadership of Ar. Karan Grover who passed the batten to Ar. Amit Rathod and team who despite hard financial times kept the flag flying high. Being the initial years the aim was to run it successfully within the limited resources.

The torch was then taken up by Ar. Anirudha Dehade and team who took IIID VRC on a public platform by starting Fort Making Contest in association with Maharaja Fathesinhrao Museum Trust for the kids of Vadodara city. It was during same term when Interior Designers and other designer fraternity started associating with the institution and IIID Ahmedabad was assisted to get its charter.

Later Mr. Dipen Gada and team headed the chapter and the aim was membership growth which was successfully achieved and started pre-planning and organizing group of events. The term also saw for the first time financial growth.

The lead for two terms was then taken by Ar. Tanuj Desai and team where IIID VRC saw the highest spike in terms of popularity and IDL (the most cherished event) was introduced and the team worked on bonding of members and making institution cohesive and chartered Bharuch and Charotar centre.



The batten was passed to Ar. Hitesh Modi and team who streamlined financial and administrative system and made events self sustainable and paved way for VRC education centre by making the chapter financially surplus.

The chapter moved with Ar. Rahul Dalvi and team taking charge where the team successfully worked on maximizing deliverables with minimum financial implications, the module followed till date. The term also saw collaboration with Vadodara Municipal Corporation in few prestigious public projects and the dream of owning Education Centre was achieved.

The lead was then taken up by Ar. Minesh Shah and team where women started getting actively involved in management due team's proactive support. The focus was also on knowing your own members professionally. The team also critically analysed the programs undertaken till date and modified and channelized them.

In 2019 Ar. Mayur Shah and team took the charge with "Confluence of Design and Culture" as its motto and are working with total focus while marking its own space.

VRC has its unique concept of having a working committee beyond managing committee where active members are involved in organizing events and progress of the chapter. The future of VRC is trying to mark new generation leaders to lead the institution in the new era with new ideas, energy and zeal.

The journey of IIID VRC has seen many upwards trends and constantly churns new ideas marking an impact pan India while trying to set benchmarks and surpassing them with ideas and cohesiveness within members. The flag of IIID VRC will fly high and wishes to reach unreachd.





# Iconic Eateries

The past can never be outdated, as it has our existence rooted in it. The same is relevant for eateries, and our Design culture!

While chefs have been experimenting, and embracing global cuisine across the world, designers too have been adventurous!

Both are creating an experience that enhances your feel, for Space and Spice!

Iconic eateries carry with them a whiff of nostalgia, that never fails to warm a heart craving for the days bygone, and a palate which is rooted in memories!

Visiting these eateries has been all about revisiting history!

A visit to "India Coffee house" is pure nostalgia for those who have lived in Kolkata (or Calcutta!) during the pre, and post-independence era!

Many a poet, artist, and intellectuals, were nourished in this "eatery", where conversations flowed, as freely as the coffee! This is where the visitor got transported to an era where the coffee house was not frequented only for a hot beverage, and a confectionary, but also for the environment as well. It is enchanting to note, that the likes of Tagore, Satyajit Ray, Manna Dey, Amartya Sen, and Ravi Shankar, frequented this place!

Kolkata brings to mind a vision of a city where the hustle bustle of people, Tram cars, smoke belching motorised traffic, on the one side, and on the other lay another Kolkata - the swinging city, whose focal point was the posh Park Street, where an Usha Uthup belted those English numbers, with her baritone voice, at the ' Trinca's' !

Across the road from Trincas' is ' Flury's', the Tea Room founded by J Flurys and his wife, in 1927! It served traditional European confectionary, and was a rendezvous for old and young. Ray apparently visited this cafeteria, for his favourite pastry!

Leopold is situated in south Mumbai, on Colaba causeway, and this eatery has had its fair share of infamy, for various reasons. The most recent one being the terrorist attack of 2008! Today the bullet marks are highlighted as part of the 'decor'! It has been extensively referred to, in the novel Shantaram.



Shyamala Prabhu  
IIID BRC

However, for the old Mumbaikar, it is his regular 'Irani Cafe' where he goes for his Chai and Bun Maska! For the tourist and millennials, the attraction is the wide range of cuisine, and the eclectic decor of a high ceiling, and the red & white chequered table cloth, reminiscent of a bygone era!

Coming down South, in my very own Bengaluru city, the two most Iconic places are MTR (Mavalli Tiffin Room) and Koshy's.

MTR is not just about the Udupi Cuisine of Coastal Karnataka. Legend has it that, during the Second World War, the shortage of rice got the Maiya brothers (owners) to invent Semolina Idlis, which is a hot favourite, till date! Pictures of the owners with celebrities like Nehru & Indira Gandhi adorn the walls of this legendary place!

I remember reading an article, where the writer said you don't just visit 'Koshy's' - you make a pilgrimage- and it rang true! The Brick red walls, the high ceiling, cranky fans, and the reverberating voices of the customers, all makes a heady experience, where history floats around, making its presence felt!

If we fancy a trip back in time, the way to a craving heart is definitely through the stomach!

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## Compass



### Ruminating upon the Retail Revolution

In spite of being a prime factor that enhances outreach and brand visibility, design is an aspect largely undervalued and often overlooked. From across the globe, we stand witness to how ingenious innovations in retail interiors can augment the overall customer experience. This Issue of Inscape sheds light onto a few creative projects that essay design derivatives uniquely enthralling. However, the essence of some insights have focused my attention onto a more riveting revolution set into play.

Shopping experiences have undergone radical revisions over the course of the last decade. Aided by trailblazing technological innovations, the concept of 'walk-in' stores are gradually being invaded by the intangible idea of digital shopping. The upsurge of E-commerce platforms and their apparent appeal amongst the younger generations stand testament to a prospective future of the retail industry being primarily online. But having said so, though primitive, the physical quotient of such an experience is a factor that needs to be duly acknowledged and addressed.

Interactions between service providers and consumers may also undergo a paradigm shift. With constantly learning artificial intelligence models that shadow the World Wide Web, the cognitive characteristics of mankind might soon turn obsolete - what then, is a question only time can answer. The role of architects and designers being confined to mere generators of 3d interactive environments for the augmented reality (AR) / virtual reality (VR) systems, probably might be a norm that is right round the corner.

In light of the COVID-19 pandemic, we might need to recalibrate our perspectives and general approach across the domains of our lifestyle. The social and environmental repercussions of our deeds cumulated over the years now have given us an awakening call. To act upon wisely and cohesively through sensitive and sustainable solutions is the way forward without doubt. These adaptations though channelized in different ways, ultimately set the course for a future dictated through the power of technology.

Nevertheless, 'the tale of retail' as rightfully titled by architect Pankhuri Goel, is a story that is far from over; for good, bad or better is left to time.....

*Rema Kartha*

**Dr. Rema S Kartha**

Co-Editor

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