

SPECIALIST : ODYSSEY

ART FORM : JEAN-MICHEL BIHOREL

LANDSCAPE : KALPAK BHAVE

HOME REVIEW

VOL 15 ISSUE 09 SEPTEMBER 2016 TOTAL PAGES 136

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WHERE IDEAS BECOME REALITY
BY W DESIGN STUDIO

DEFYING GRAVITY
BY DIPEN GADA & ASSOCIATES

LOCALLY ROOTED

A VERNACULAR DESIGN SENSIBILITY BY VDGA

RENOVATE & DECORATE FURNITURE AND ACCESSORIES TO AMP UP YOUR HOME THIS DIWALI

DESIGN

Intelligent design need not be restricted to mammoth-sized spaces. Sometimes even a small idea can lead to stunning, brilliant themes in the designing of interiors.

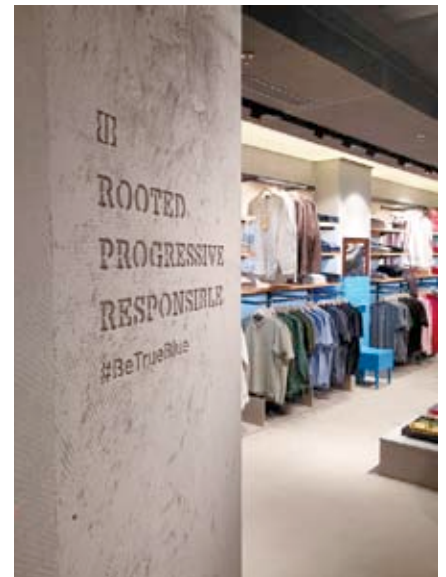
TRUE BLUE STORE, MUMBAI

I-AM, an international multi-disciplinary branding and interior design agency, won the integrated branding mandate for True Blue, a premium menswear apparel brand and created and designed the branding and interior concept for their first store in Mumbai. After a research on True Blue's competitors and target audience, I-AM worked in close collaboration with True Blue to incorporate the results into their brand and concept store.

The design process started off with understanding basic attributes within Indian art and architecture, ranging from geometric patterns to architectural forms like arches and columns, which was then interpreted in a modern context. I-AM developed a brand identity that is inspired from geometric Indian patterns found in art and architecture, while holding the initials of the brand name in a mark that is elegant and contemporary.

The store is unique in its approach starting from the façade, which was inspired by a simplified and contemporary version of an Indian jaali. Subtle branding details are found throughout the store, such as the use of custom-designed patterns inspired from the identity that add to the heritage-inspired interiors.

www.in.i-amonline.com



MIXOLOGY

Every month, Design Mixology - our latest entrée in the design arena will spotlight innovative design in various domains such as showrooms, bars, clinics, spas and salons and much more.

MEUBLE INDIA, MUMBAI



Meuble India is a 3,000 sq. ft. studio housing artefacts and furniture that has been manufactured by the founders Hardik Naik, Parikshit Deshmukh, Bhushan Kapase, Harshad Jadhav and Chirag Chopra with designs inspired by the current style trends. Situated inside a loft, the studio is a perfect blend of commercial, home and restaurant decor offering chic and edgy artefacts.

The furniture is a fun mix of classic and contemporary designs giving it an edgy and unique look. Ranging from quirky décor for the living space to chic and vintage furniture for the office, this store promises to meet your art cravings. Meuble India is a luxurious interior store that believes in "Furnishing Excellence". The studio has an in-store café for you to sip on your cappuccino while reading your favourite novel.

This multifaceted design studio also comprises of a co-working space which has its doors open to people looking out for an inspiring working environment. At just Rs. 1000 per day Meuble India offers a private desk section inside the store, a couch corner for meetings, free Wi-Fi connection and access to Meuble Café at discounted rates.



JAMIE OLIVER'S RESTAURANTS, NEW DELHI & GURGAON

Jamie Oliver launched two outposts, Jamie's Pizzeria and Jamie's Italian, in Gurgaon and New Delhi respectively. Each restaurant is unique and carefully designed to incorporate the history of the building, the personality of the city and to create an atmosphere where the focus is on exceptional food and good company.

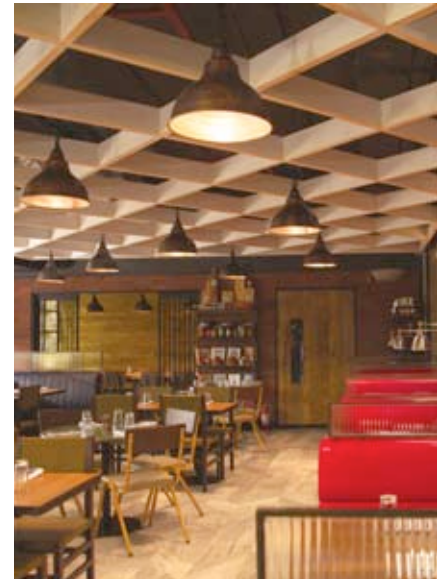
Designed by Studio Lotus with Jamie's Indian International (JII) design team, Jamie's Pizzeria is very similar to Jamie's Italian; the sites are rustic and have a sense of being a part of the community. They have large open kitchens, displays of hanging vegetables and their planks. Menus and design take into account local ingredients and culture. The walls are scribbled with drawings and paintings giving the place a casual feel.

The design of Jamie's Italian takes design cues from the warmth and vibrancy of India yet maintains links to the Jamie's Italian family throughout the world. A bespoke light fitting designed by Stiff + Trevillion makes a striking focal point as you enter the restaurant, made from many thousands of traditional bracelets found in markets across India. This project was a collaboration between Stiff & Trevillion, Studio Lotus and the team from Jamie Oliver.

www.studiolotus.in
www.stiffandtrevillion.com



Jamie's Pizzeria



Jamie's Italian