



INDIA & GULF'S FIRST B2B INTERIORS MAGAZINE

interiors™

VOL 8 • No 1 • September 2015 • ₹150 • USD 10 • Dhs 30

INDIA

10TH CW ARCHITECT AND BUILDER AWARDS



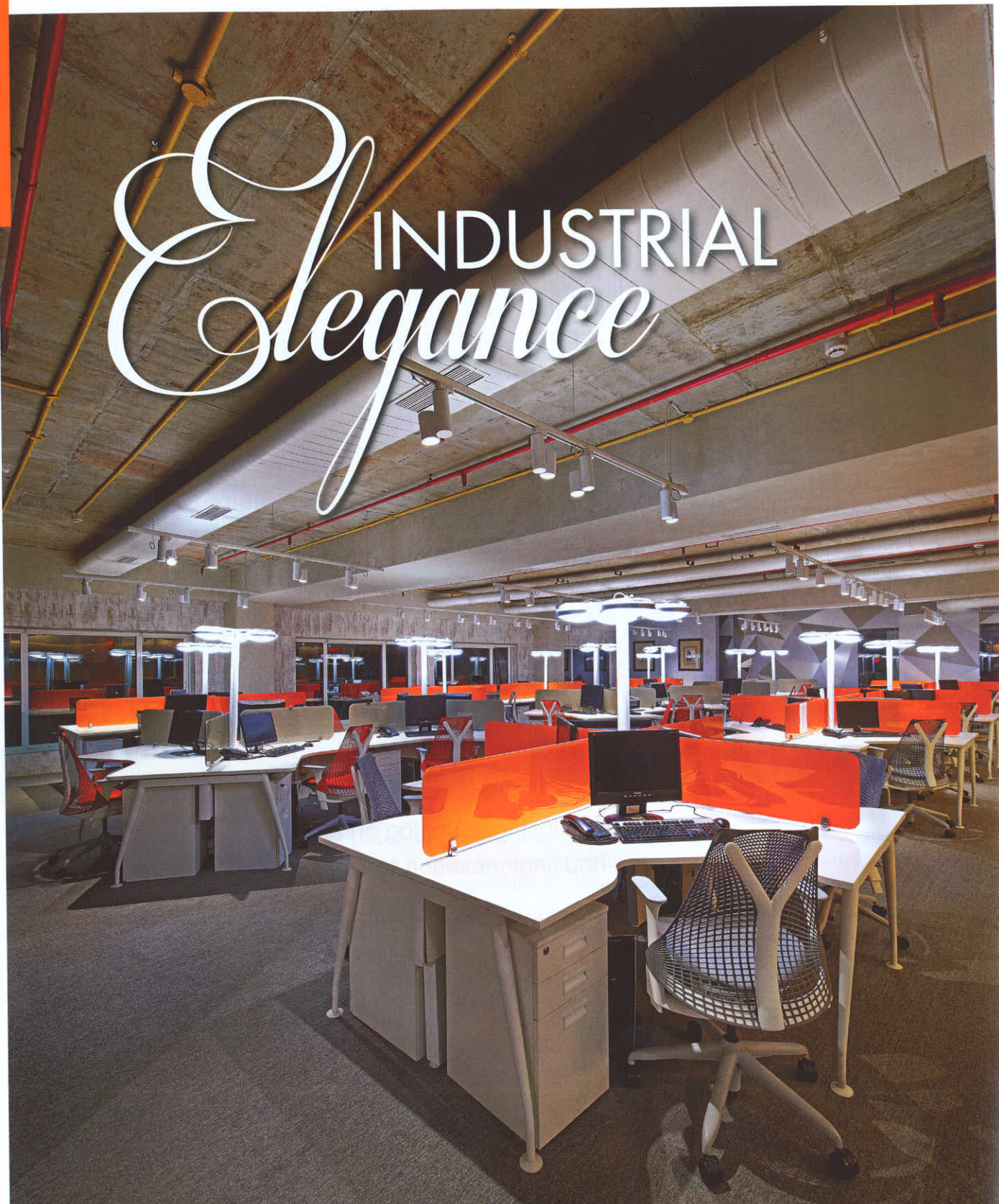
Oscars

OF THE DESIGN
AND BUILDING
INDUSTRY



www.CWinteriors.in

INDUSTRIAL Elegance



With elements like an open air cafeteria and ergonomic furniture, FADD Studio manages to blend serenity into the Alufit office at Bengaluru.

The exposed concrete ceiling and white, grey and black colour palette make-up an industrial backdrop.



The smaller conference room maintains the continuity of the white and orange colour palette, complemented with chairs from the Luxe brand.



A complete disconnect from the office space inside, this breezy outdoor café area is located on the upper level of the office. The metal industrial chairs painted in vibrant hues incorporated here



A large conference room on the upper level overlooks the lush landscape outside. It seamlessly merges with the outdoor lending it a relaxed and breezy vibe.

The glazing and aluminium façade cladding experts, Alufit, roped in FADD Studio to design their 12,000 sq ft office space, spread across two levels at Meanee Ave Road, Bangalore. The company's primary requirement was that of a clean-lined, free flowing space that maximises natural light. "The client wanted a simple and crisp design that's open to interpretation," says **Farah Ahmed, Principal Designer, FADD Studio.**

Overcoming challenges

The space presented its own set of trials. "The office needed to be segregated into cabins, work stations, printer room, file storage room, pantry and server room. To create so many pockets, without disrupting the flow of the space, was a challenging task," she elaborates.

The design team envisaged a space that amplified the natural light filtering in. To achieve this, they zeroed down on a black, white and grey palette. Justifying this choice, Farah explains, "The need to weave their products, tinted or lacquered glass and ACP sheets, into the décor was another essential requirement. Therefore, we settled on a colour scheme that would help create a showcase for the coloured glass, by making it stand out across the monochrome palette."

The presence of Ulsoor Lake in the vicinity is a feature, which is used to its fullest. The designer wanted to make sure that the spectacular view is accessible from any point in the office.



The cabins, aligned against the outdoor area on the upper level, maintain the continuity of weaving Alufit's material into the design of the space.



Alufit's own lacquered glass is used as partitions in the Vice President's cabins, allowing visitors to see the product in application.

Meet the designers

Dhaval Shellugar and Farrah Ahmed



FIRM: FADD Studio founded in May 2012.

FIRM SPECIALISATION: Interiors.

DESIGN PHILOSOPHY: To not just be different but to also constantly reinvent ourselves from our past projects; to never repeat and to strive to create something unique in all projects.

PHILOSOPHY TOWARDS LIFE: "Stay Hungry, Stay Foolish. Stay Inspired!"...Steve Jobs.

FAVOURITE ARCHITECT/DESIGNER: Sandeep Khosla, Bijoy Jain, Serie Architects, Phillippe Starck, Kelly Hoppens, Marcel Wanders and Patricia Urquola.

The inside story

Inside the Alufit office, a visitor's first encounter is with the pastoral-looking reception area. A towering Buddha sculpture sits across the seating arrangement. Drawing cues from the vertical garden, a feature wall behind the reception area is created by aligning potted plants. This patch of green, the empowering wooden tone and the Buddha statue infuse the space with a mystical Zen flavour.

The rustic reception area is contrasted with the minimalist design of the managing director's cabin and the adjoining conference rooms. The furniture and decor of these rooms are sleek and contemporary, effectively merging with the broader design current of the space.

The industrial nature of Alufit's work is further articulated with the use of distressed-finished paint and the concrete ceiling



The rough and tough look of the Managing Director's cabin brings to mind an old English cigar-lounge.

MATERIAL CHART

AREA	MATERIAL	DESCRIPTION	COST	SOURCED FROM
Flooring	Carpet	Plain grey	₹55/sq ft	Plaunshe, Tel: (0) 98457 59246
Walls	Wallpaper	Distressed look	₹550/sq ft	Petals, Tel: (0) 98453 50918
Signage Wall	Green wall	Plants	₹ 1,200/sq ft	Emphasis, Tel: (0) 9900 11176
	Coloured lacquered glass	Gradient in colours	N/A	Sourced internally
	Lacquered glass	Glossy	N/A	Sourced internally
	Wallpaper	Abstract world map	₹ 350/sq ft	Petals, Tel: (0) 98453 50918
	Wall	3 different ACP panels in triangles in 3D effect	N/A	Sourced internally
Conference Table	Duco finish	-	N/A	Gehlot, Tel: (0) 98446 05695
Table	Laminate	Beaten metal finish	N/A	Gehlot, Tel: (0) 98446 05695
Miscellaneous Furniture	Leather finish	-	N/A	Stanley
Conference Chairs	Luxy chairs	White leatherite	₹ 70,000	Herman Miller, Tel: (0) 98450 00175
Work Tables With partitions	Laminate with vermillion glass partitions	Colour pop	N/A	Featherlite, Tel: (0) 93424 55550
Chairs	Grey chairs	-	₹ 35,000	Herman Miller, Tel: (0) 98450 00175
Reception Desk	Finished in polished veneer	-	N/A	Gehlot, Tel: (0) 98446 05695
Furniture	Work tables	Laminate and veneer	N/A	Featherlite, Tel: (0) 93424 55550

Crompton

NEW LAUNCH

TITANIS

Awakens the rebel in you...

LUSTER EROS

Light up your life...

- Inbuilt 3 colour LED (natural white, cool white and warm white).
- Aerodynamically designed for high speed and maximum air delivery.
- Available in two stunning shades : Pearl Silver White, Roast Brown.

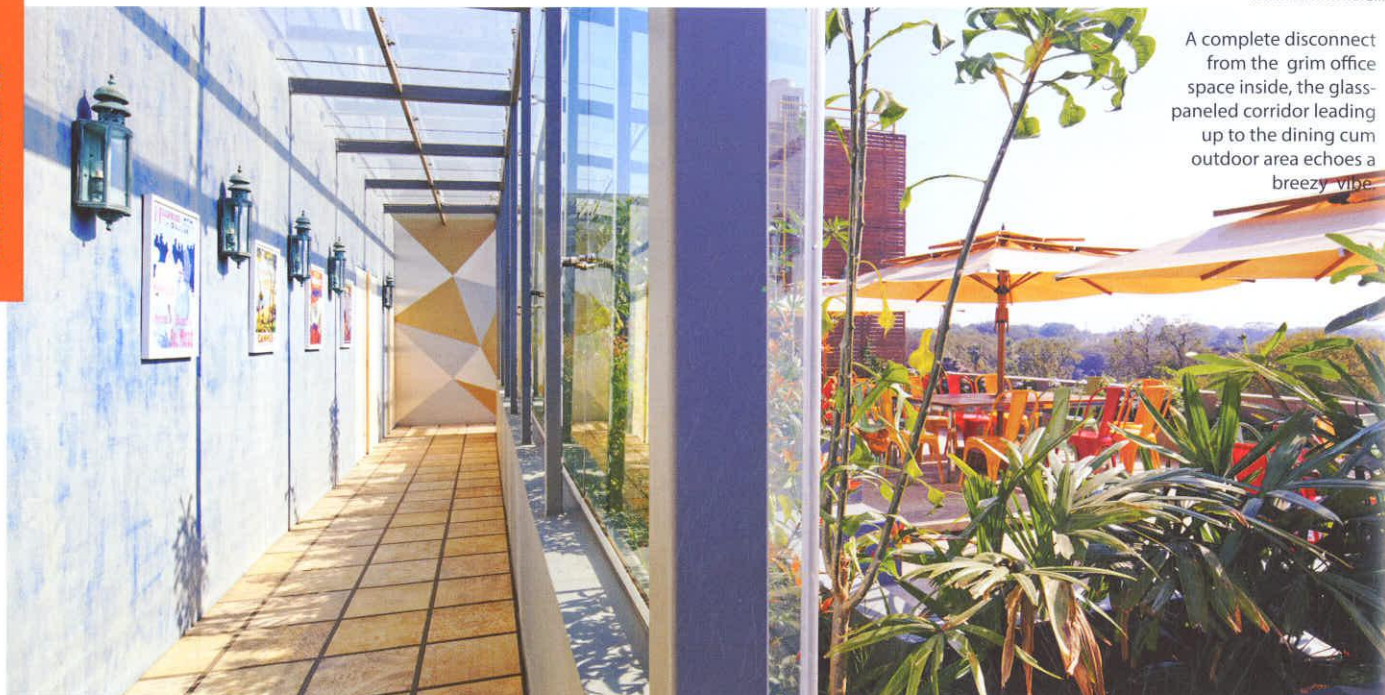
Sweep size	1300 mm
Speed	330 RPM
Air Delivery	210 cu.m/min
Input Power	78 Watts

- Aerodynamically designed for high speed and maximum air delivery.
- Available in two stunning shades : Vanilla, Roast Brown.

Sweep size	1200 mm
Speed	350 RPM
Air Delivery	210 cu.m/min
Input Power	70 Watts

Crompton Fans

FANS DIVISION: Plot No. 1, G.I.D.C Bethora, Ponda, Goa - 403409 | Tel: (91) 0832 - 2331230 | Fax: (91) 0832 - 2330155 |
 email: custcare.fan@cgglobal.com | website: www.cgglobal.com |
 REGIONAL SALES OFFICES: Delhi: 011-23460720, 23460715 | Kolkata: 033-22829681 - 85 | Mumbai: 022-61929415 - 16 | Chennai: 044-42247500, 42247575 |



A complete disconnect from the grim office space inside, the glass-paneled corridor leading up to the dining cum outdoor area echoes a breezy vibe.

sporting an exposed grey finish, which is reminiscent of industry workshops. It offers a perfect background for the confluence of the vintage and the contemporary. Every work space intersection is fitted with a light that is reminiscent of lamp posts from the bygone era. Tables from Featherlite's Zen series and Herman Miller chairs adhere to the norms of ergonomics. Run-of-the-mill wooden partitions are replaced with orange-tinted glassy ones to serve as dividers for the desks.

"We pushed the Vice-Presidents' cubicles along the wall to prevent the space from breaking up and to allow lucid flow of light throughout," says Ahmed. Each of the cubicles features a fiery orange lacquered glass across one side to serve as a highlight. This colour gradates to a burgundy as you walk past each cabinet along the length of the passage.

Unique elements

The Managing Director's cabin is akin to a cigar lounge in the English countryside. A twisted table clad in metal Sibulamin laminate, Andrew Martin chairs and a leather sofa from Stanley create the right ambience here. The star element is the Match pendant light by Spanish lighting company, Vibia. Situated opposite is the smaller conference room, as opposed to the bigger one on the level above, which is exclusively for staff meetings.



The patch of green on the wall behind the reception desk breaks the monotony of the wooden tone.

The upper level has a few more cabins and the larger conference room. A glass-paneled passage leads to the breezy terrace-cum-cafeteria. Seating arrangements here comprise brightly coloured industrial chairs tucked under parasols.

The interiors of Alufit's office are a testimony of FADD Studio's innovative journey of creating required spaces within a limited area and weaving the elements of water, wind, earth and fire with the milieu while using various decor materials.

The result is a luminous space with an industrial-chic appeal. **i**

TOTAL AREA: 9,000 sq ft
PHOTOS: Pallon Daruwala

CONTACT

FADD Studio, Sophie's Choice, Office
102, 1st Floor, No 7, St Mark's Road,
Bengaluru -560 001.
Tel: 080-2222 3661.
Website: www.faddstudio.com