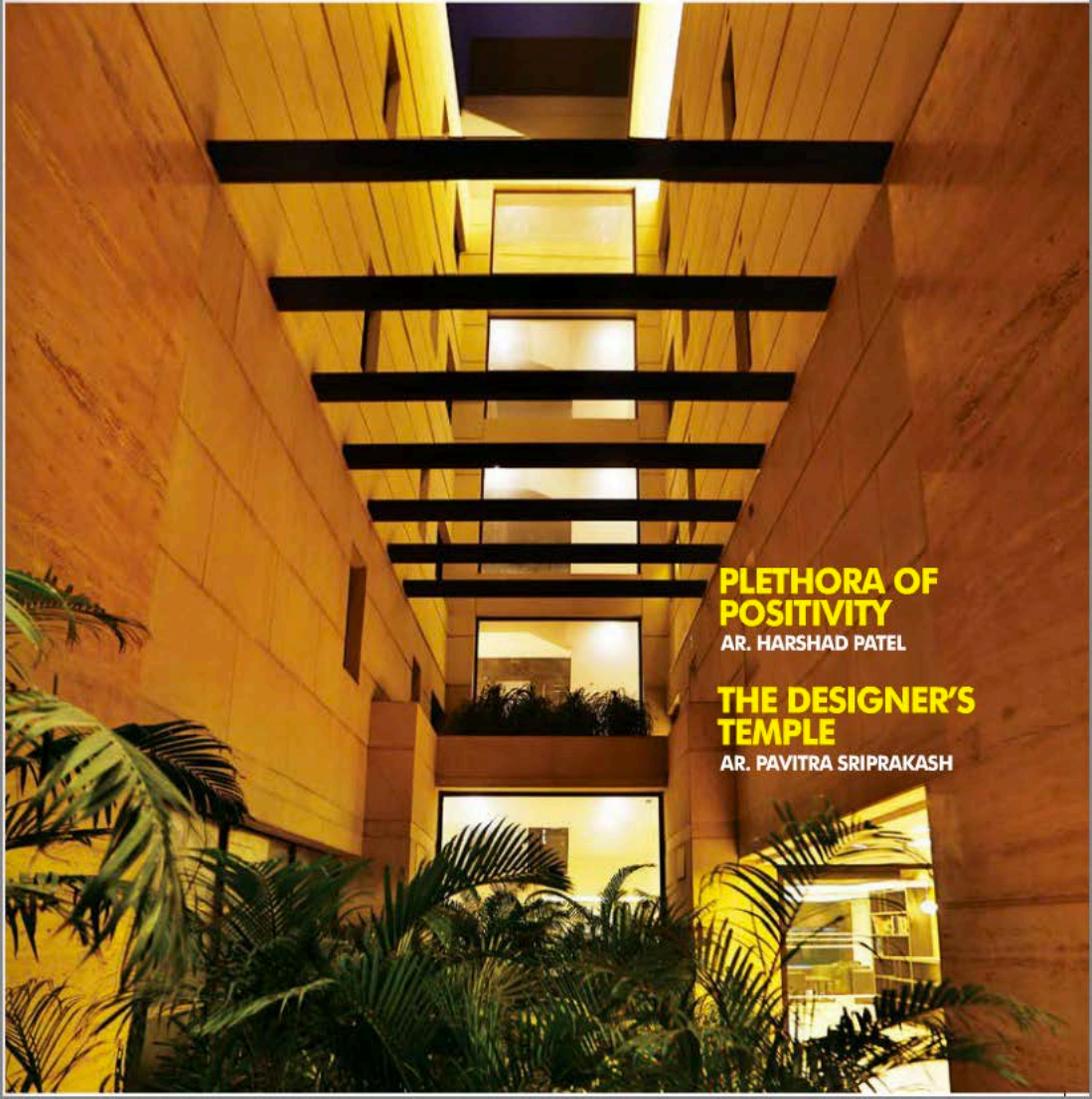


May 2016 | Vol. 3 | Issue 25 | ₹120

DESIGN detail

the architecture magazine



**PLETHORA OF
POSITIVITY**

AR. HARSHAD PATEL

**THE DESIGNER'S
TEMPLE**

AR. PAVITRA SRIPRAKASH



Tradition and the Individual

Text : Team Design Detail

FADD, an acronym for Farah and Dhaval Design, is also a play on the word, to spell out that change is a constant for design. The team at FADD firmly believes in exploring ideas, concepts and trends to evolve.

The team enjoys revisiting older patterns set decades ago to reinterpret them in contemporary ways. FADD Studio's projects range from residences to offices and retail spaces to hospitality.

FLOWER BOX - CONCEPT

Of all retail spaces one can design, a florist's boutique is truly a unique project for a designer in our country. While flowers play a huge role in Indian culture, little importance is given to the shops





ABOVE
Entrance gate

TOP RIGHT
Display area for flower arrangement accessories

BOTTOM RIGHT
Japanese Zen garden with casual seating provision

OPPOSITE PAGE BOTTOM
Reception area

that house these beauties. Perhaps, it is because flowers are so vibrant and colourful, that one thinks that a flower shop can be an afterthought.

Not with Megha Arya, who had a vision about her flower shop. She wanted her Flower Box to look as beautiful as her flowers. Her brief was to make it simple and stunning and to make it fast. She highlighted certain concepts that were close to her heart. Since she had studied Ikebana, the Japanese art of flower arrangement with emphasis on shape, line and form; and visited Japan several times, she requested FADD to use elements from the country. For instance, she had visited some Japanese temples, where most gates are predominantly a particular vermilion. So she wanted to incorporate them in some way. She wanted a garden with a bamboo water body like the one she had seen in Japan.

In 28 days, the old ground floor space of three rooms with a parking space metamorphosed into one of FADD Studios' best projects. The dominant paper bamboo veneer ceiling installation, translated from the earthy concentric Zen garden circles, unites with the gently shaded white and grey walls to form an equilibrium that enhances the natural vibrancy of the flowers. The grey cement floor meets the





ABOVE
Office room

RIGHT
Bamboo shoots
turned into
interesting light
fixtures



grey shade of the walls. All the shelves and furniture are made of maple so the entire space forms a shell of neutrality to allow its products to stand out.

The facade of the shop is inspired by the vermilion of the Japanese temple gates and fences. However, instead of using it on the verticals of the fence it was used in horizontals on the glass of the entrance door and the fixed glass on either side. The retail display of the show window consists of swings and old oil measuring jars for the flowers to sit and be in respectively; both delicately suspended by ropes, highlighting the importance of balance and stability of Ikebana.

Outside the display, raw wood pieces act as sculptures and support for the white painted oil jars which also house colourful flowers as an attraction for passers-by.



FADD STUDIO

The studio was founded in 2012 in Bengaluru by Farah Ahmed and Dhaval Shellugar. Farah studied at Istitutio Marangoni in Milan and Dhaval Shellugar at Rachana Sasand's Academy of Architecture in Mumbai. Both met while working at Khosla Associates under Sandeep Khosla and Amaresh Anand.



SECTION D-D



SECTION C-C

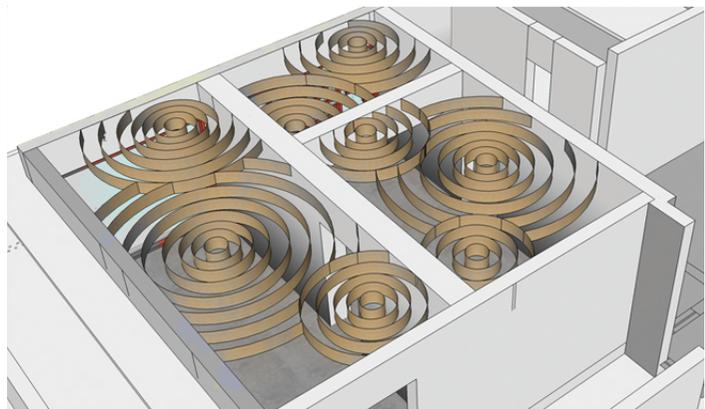


SECTION B-B



SECTION A-A

Sections



Conceptual view of ceiling showing the dominant paper bamboo veneer installation





ABOVE
Plan

RIGHT
Design of display racks and furniture has a very minimal yet sophisticated touch



FACT FILE

PROJECT	: FLOWER BOX
LOCATION	: BENGALURU
AREA	: 900 Sq. Ft
CLIENT	: MEGHA ARYA

The car park is converted into a Zen garden, where the staff create concentric circles every day just as the Japanese do in their homes as a spiritual practice. Tree logs are used to create a small casual seating for Megha to meet her clients in her Zen garden and to enjoy the outdoors.

Juxtaposing the ideology of Ikebana along with the visual inspirations from the Japanese Zen gardens, the design of Flower Box represents minimalism in colour, balance in form and harmony in shape.

HOUSEBOAT-CONCEPT

FADD Studio, in their first year of practice, was asked to design the interiors of a 100-ft Kerala houseboat in Goa. The boat is operated by Lyndon Alves of Sunset Getaway and can be rented for short vacations. It operates on the scenic Virgin Chapora River in North Goa (near Morjim), has three bedrooms, and the 'Sunset Deck', where one can book a private massage as the boat lazily sails across the river.

'Elements of Nature' was the short and simple brief. The team used bamboo and wood lacquered matt, typical of any Ketuvallam (Kerala houseboat), for the interior as it projects the boat from all-weather types and is easy to maintain.

RIGHT
Exterior view
of the
houseboat





ABOVE
Dining area overlooking the front deck

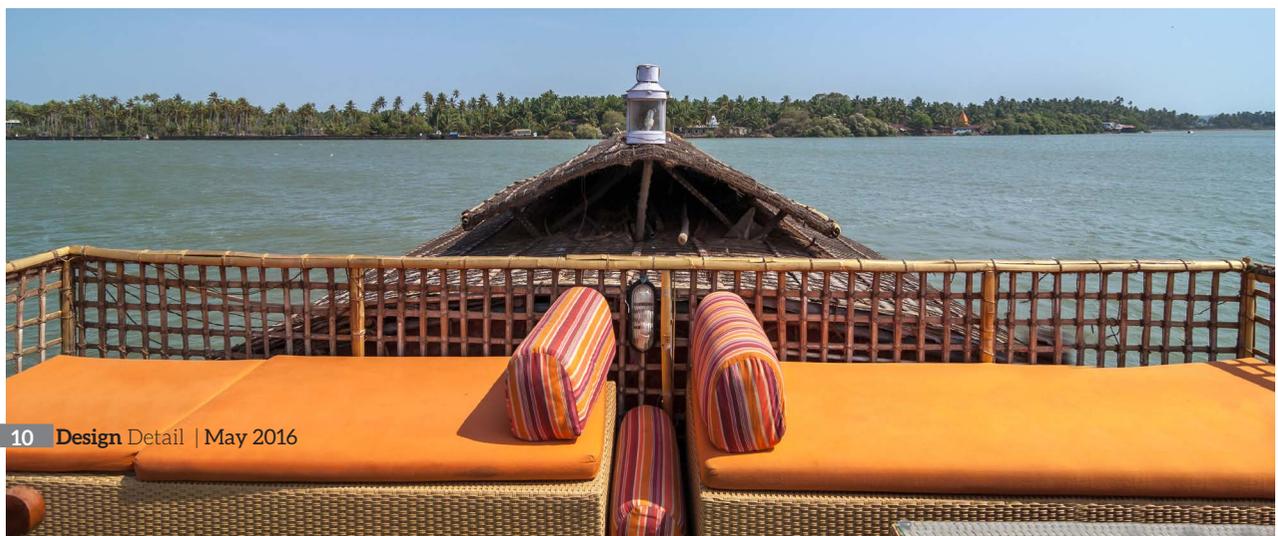
BELOW
Open air seating space

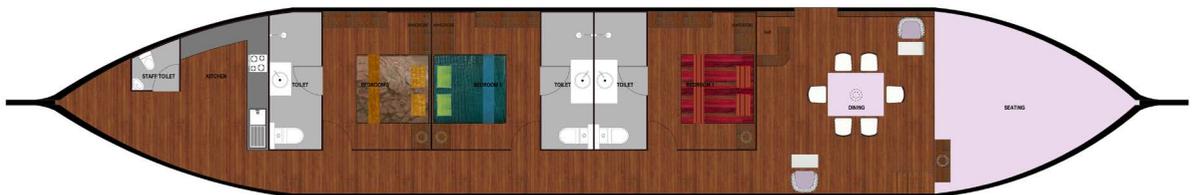
OPPOSITE PAGE TOP
Wine rack at the bar counter

Since this material makes it difficult to treat the walls with paint or wallpaper or anything that needs adhesive, the team turned to colour and fabric to adorn this boat. In this way, the natural colour and weave of the bamboo and wood gave the flexibility to pick saturated or muted colours as it provided an earthy and natural backdrop for the design. Each bedroom was assigned an element of nature – Water, Fire and Earth – as the core

theme. The dining room was assigned the fourth element - Air - since this area has open spaces, allowing sufficient amount of breeze to pass through.

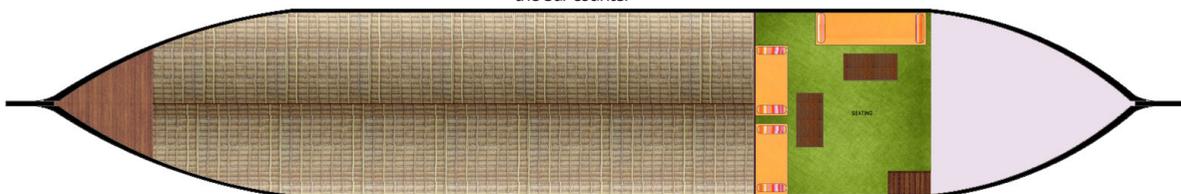
Duvets, curtains and dining sets were custom-made. The water room's cool blue duvet was folded to achieve a running water ripple-like feel and has shaded shams in greens, blues and yellows. The duvet of the Earth room





BOAT HOUSE PLAN - LOWER LEVEL

OPPOSITE PAGE
TOP
Wine rack at
the bar counter



BOAT HOUSE PLAN - UPPER LEVEL



FACT FILE

PROJECT	: HOUSE BOAT
AREA	: 1600 Sq. Ft
LENGTH & WIDTH	: 100 Ft X 16 Ft
CLIENT	: SUNSET GETAWAYS

TOP
The water room

TOP RIGHT
Open air seating space

ABOVE
The Earth room

RIGHT
View at night from the open air seating space

was pleated to give the effect of sand piles along with small green flowers which were randomly stitched. The Fire room's duvet was of vertical strips of textured red, ochre and orange fabric, emulating streaks of fire. Accessories such as lights, bins, lamps, robe hooks, towels rods and vanity boxes from Fabindia were meticulously matched so that each room conveyed its element well. Hand-painted abstract signs replaced room numbers.

Fast-paced and exciting, this was one of the most unique projects the team embarked on, and it strongly reflects the ethos of the studio in relation to out of the box design concepts. 

