

DESIGN TODAY

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FLOWER POWER

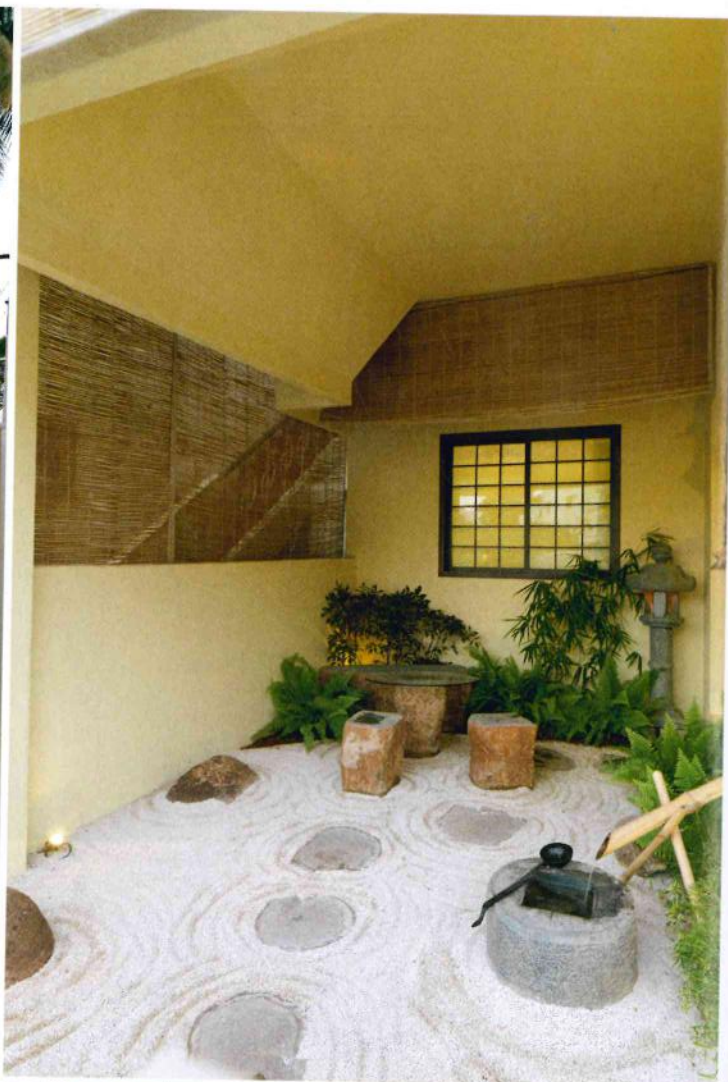
BENGALURU-BASED FADD STUDIO DRASTICALLY TRANSFORMED A NONDESCRIPT, COMPACT STORE IN Indiranagar, Bengaluru, into a stunning new home for Flower Box, a florist's boutique. The design, like the flower arrangements on display, is an exercise in restraint, balance and harmony







While flowers play a huge role in gift-giving in the Indian culture, scant importance is paid to the actual shops that house them. Perhaps it is because the flowers are already so vibrant and colourful one thinks the flower shop can be an afterthought. But not with Megha Arya, who had the vision to have her flower shop, Flower Box, as beautiful as the flowers. Her brief was: make it simple and stunning and make it fast. So in 28 days, the



The lighting fixtures make a strong visual statement without taking away from the products on display. An innovative ceiling installation crafted from paper-backed bamboo veneer arranged in concentric circles subtly references Japanese aesthetic traditions. A similar theme continues in the Zen garden outside (above), reclaimed out of the space that was earlier a car park





900sq ft area—with old ground floor space of three rooms and a car park—was metamorphosed into one of FADD Studio's (Farah and Dhaval Design) best projects.

The dominant paper bamboo veneer ceiling installation, translated from the earthy concentric Zen garden circles, unites with the gently shaded white to grey walls to form an equilibrium that enhances the natural vibrancy of the flowers. Grey cement floor meet the grey shade of the walls. All the shelves and furniture are in a maple shade, so the entire space forms a shell of neutrality to allow the 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 in and be

housed respectively; both items are delicately suspended by ropes, highlighting the importance of balance and stability referenced from Ikebana (the Japanese art of flower arrangement with emphasis on shape, line and form).

Outside the display, raw wood pieces act as sculptures and support the white-painted oil jars which also house the colourful flowers as an attraction for passers-by. The car park is converted into a Zen garden, where the staff creates the concentric circles everyday just as the Japanese do in their homes as a spiritual practice. Logs of trees are used to create a small casual seating in the garden.

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.

—Text compiled by Geeth Gopinath