

Network 18

better

JUNE 2020

100-page Issue

₹ 125

www.betterinteriors.in

interiors

IDEAS AND DESIGN FOR BETTER LIVING

Raw Geometry

Renesa Architecture Design Interiors give terracotta a contemporary form, creating a simple but stunning gallery-like space for lifestyle store Rustickona in Amritsar



BEST BUYS

50 decor products that embrace the minimalism and elegance of Scandinavian design

Also featuring: Chromed Design Studio, Hiral Jobalia Studio, NA Architects, OpenIdeas Architects, P&D Associates, Project 810, R+R Architects, SML Architects and Urbanmistrī Studio

ISSN 0975-2913



3 776975 201300

 MAGZTER

Clipped from - Better Interiors - June 2020

Read it digitally on the Magzter app



THIS PAGE The experience centre has been designed along the lines of a well-appointed home. Seen here is the glass-encased conference room that is visually connected to the 'living room'.

CONCEPT: To create a workspace-cum-experience centre for an automation company by articulating philosophies and ideologies of the founders.





THIS PAGE The office eschews 'glossification' of any sort, as seen in the understated reception area. This is from where you can either enter the experience centre or the workspace proper.

approached us to design their office, there was a welcome sense of comfort for both of us."

The upward trajectory of the young firm, intent on leaving a larger mark within their product segment, was fittingly reflected in the location of their office-to-be — a completely open terrace on the penthouse level (12th storey) of a commercial tower in Ahmedabad. After obtaining the requisite permissions to create an office on a terrace, the prelude to place-making started with understanding the site vis a vis structural strength, waterproofing and services. Ensuring a sound intervention to the building and creating a comfortable internal environment (given Ahmedabad's searing summers) were all in a day's work for the architects. What was trickier, Monarch tells us, was capturing the personality of the clients. "While their entrepreneurial venture is driven by technology, all three founders exhibit a strong rootedness in traditional values and sensitivity towards the well-being of both, the environment and self. This contradiction of sorts prompted us to think outside the box of a routine workspace format," he states.

This dichotomy between product (technology) and personality (grounded to earth) was bridged through materiality —