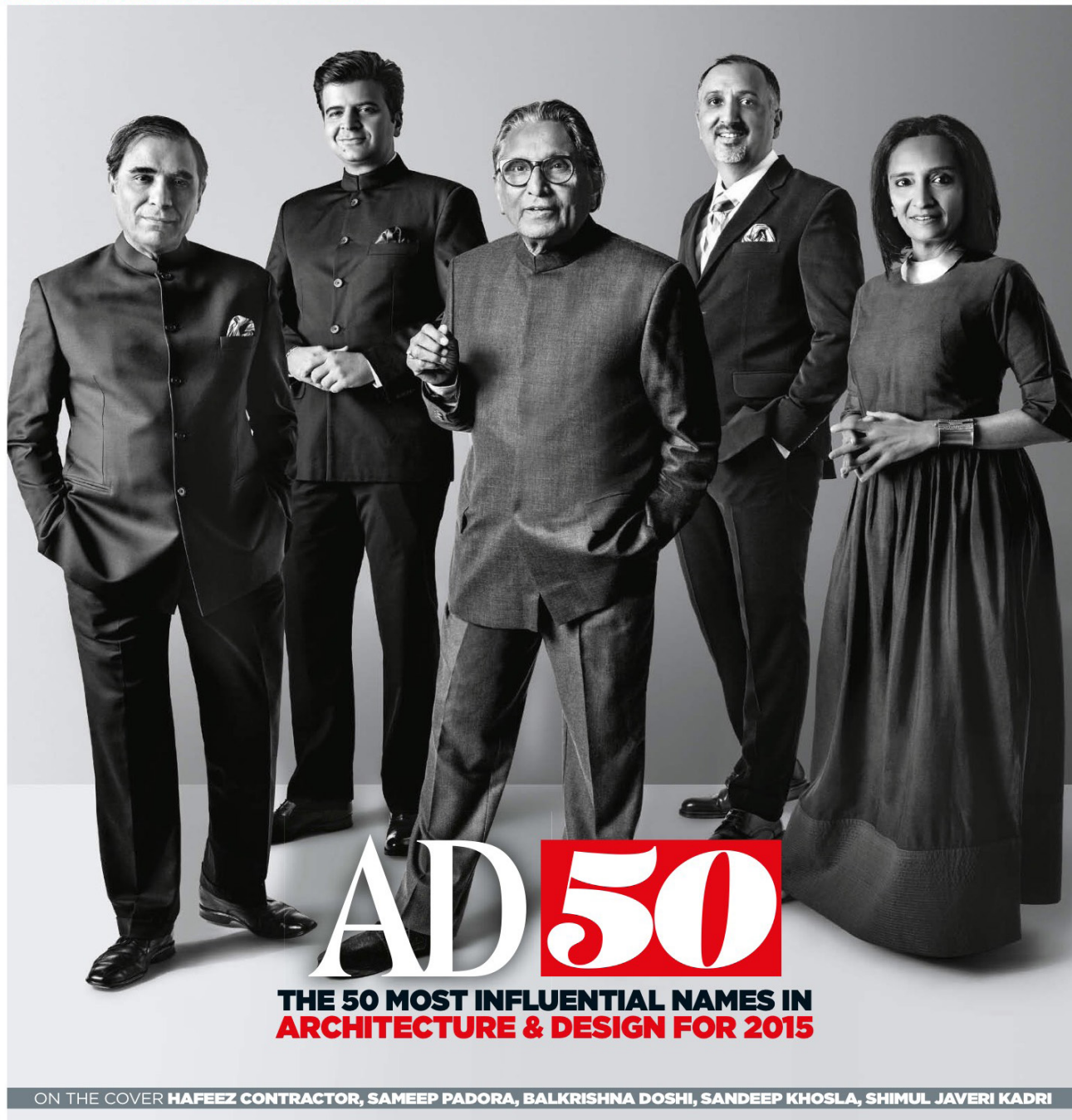


AD



MARCH-APRIL 2015
INDIA
₹150

ARCHITECTURAL DIGEST THE MOST BEAUTIFUL HOMES IN THE WORLD



AD 50

THE 50 MOST INFLUENTIAL NAMES IN
ARCHITECTURE & DESIGN FOR 2015

ON THE COVER HAFEEZ CONTRACTOR, SAMEEP PADORA, BALKRISHNA DOSHI, SANDEEP KHOSLA, SHIMUL JAVERI KADRI

DECOR'S ANATOMY

Showcasing some of the most outstanding talent in India, this is where amazing ideas are brought to life. The Godrej Design Lab presents eight creative geniuses and their objets d'art ...



Whether it's a multifunctional chair or quirky plates as wall art, every piece born out of the Godrej Design Lab has a story to tell.

Godrej Design Lab launches to give independent Indian designers a platform to interface with design industry

leaders and manufacturers to convert their creative ideas for home décor into marketable design solutions.

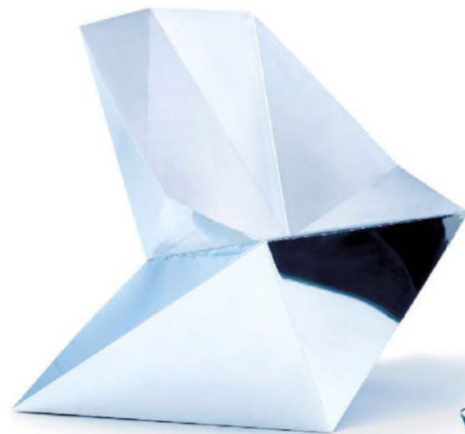
The result: unique, innovative and contemporary ideas for the 21st-century home. The future is now. Are you ready?

GODREJ
DESIGNLAB

CALL IT ORIGAMI

ROOSHAD SHROFF

Inspired by the art of origami, young, talented Rooshad Shroff conceptualized a designer chair from a single sheet of metal. He's evolved a look that's clean and contemporary. The main challenge of this invention was to maintain the thinness of the chair while preserving the firmness of the folds. This enhances the rigidity and creates a kind of design motion, which gives it a unique contour.



ROCK. PAPER SCISSORS

SARTHAK & SAHIL

Sustainable, artistic, nature-inspired. Sarthak & Sahil's 'Pebble' chair—much like nature itself—has evolved rather than been designed. Awarded the Asia Talent Award at the 2014 Bangkok Design Festival, this designer duo prides themselves on creating the unimaginable. The metal frame of the chair is hand-cut. The pebbles look as if they've been scattered randomly—giving it an authentic, organic look. However, every placement, angle and arrangement has been tirelessly calculated and meticulously put together ergonomically.

SHOWCASE

AD 50

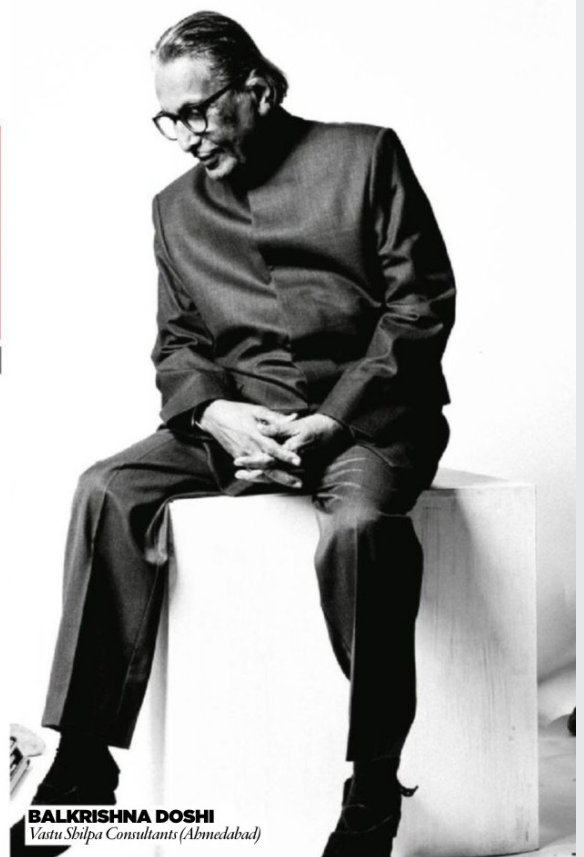
THE 50 MOST INFLUENTIAL NAMES IN ARCHITECTURE & DESIGN FOR 2015

PHOTOGRAPHER MANISH MANSINH

When the time came to work on the 2015 edition of our annual AD50 list, we thought we knew what to expect. We had done it before, so it should have been relatively easy. It wasn't. And we wouldn't have had it any other way. Because it proved what we knew: architects in this region are consistently putting out projects that push the envelope, experiment with design and enrich societies.

This time around, we decided to broaden our horizon and narrow our focus. So at our first internal meeting in October, we listed non-residential projects, casting the net wider, to include our illustrious neighbours. Since its launch, *AD India* has featured significant work from Sri Lanka and Bangladesh. It was only right that we include architects from these two countries as well as Pakistan.

Our research revealed spectacular work from truly inspired individuals and outfits, which made paring the list—from nearly 200 down to 50—hard work. After months of debate, revisiting projects and sleepless nights, we are proud to present the 50 most influential names in architecture and design for 2015. Among the game-changers for this year are some making their debuts and others carrying on their influence from last year. And right at the top is Balkrishna Doshi, whose legacy transcends the passage of time, without whom this list would be incomplete. We know you concur.

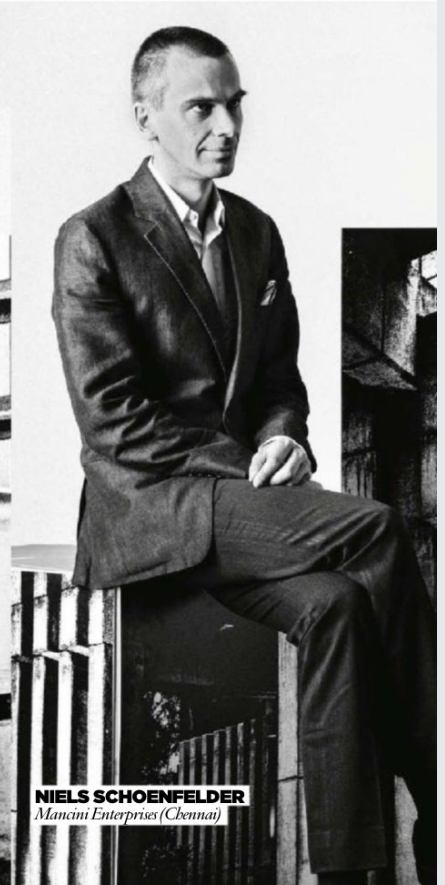


BALKRISHNA DOSHI
Vastu Shilpa Consultants (Ahmedabad)



SAMEEP PADORA
Sameep Padora & Associates (Mumbai)

SHIMUL JAVERI KADRI
SJK Architects (Mumbai)



NIELS SCHOENFELDER
Mancini Enterprises (Chennai)

AD50

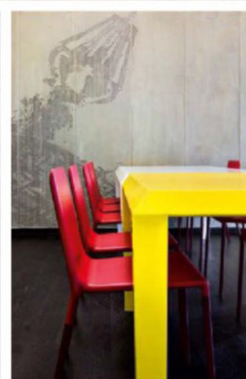
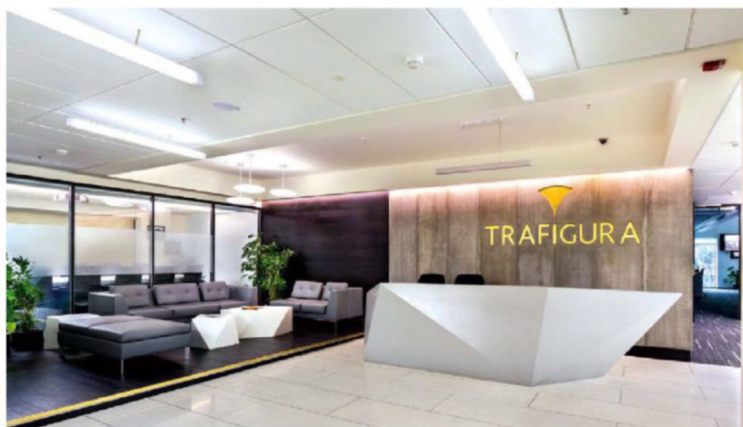
EXPERIMENTERS

LAB

LOCATION: **Mumbai**

PRINCIPAL: **Shonan Purie Trehan**

The name is rather revealing—LAB, which stands for “Language. Architecture. Body.” It inspires visions of structures that have passed through every known scientific permutation and revealed themselves as technologically sound. This is a firm that combines the fluid unpredictability of art and the rigour of science. Only such a firm can produce an award-winning Roti Kapda Makaan retail store that put a new spin on reusing old discards, as well as the office of a metal and mineral trading company, Trafigura India Private Limited (*pictured*) in BKC, Mumbai. Contradictions seem inherent in the aesthetic, with the brief for a minimalist office offset by bespoke functional objects and contrasting materials against a grey palette, and furniture inspired by the client’s work. labwerk.in

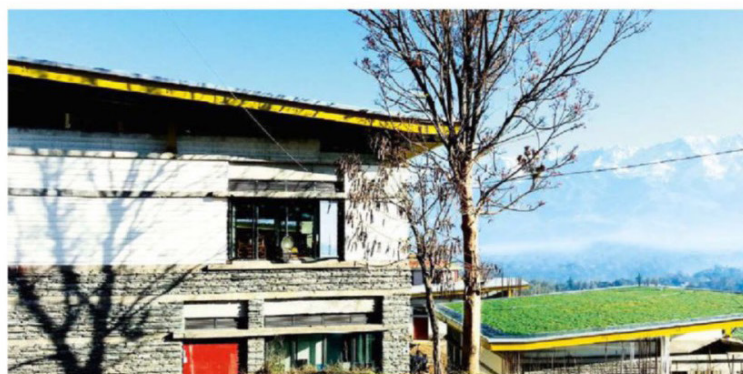


M:OFA STUDIO

LOCATION: **New Delhi**

PRINCIPALS: **Manish and Tanushree Gulati**

A firm that provides sustainable architecture and urban design solutions, M:OFA Studio (Manifestation of Fluid Architecture) was established in 2007, a new incarnation of Studio GSA (2002–2006). With a name that has fluidity at its core, M:OFA treats architecture as ever-changing and mutable. It’s the kind of aesthetic that has made the ongoing campus for the National Institute of Fashion Technology (*pictured*) in Kangra win awards. With nature playing a fitting supervisor and arbiter, the campus has been planned to fit around the surrounding greenery. Manifesting its diversity in making even corporate spaces adhere to a fluid theory, the design for the office of IPL team Delhi Daredevils defies any preconceived notion of what corporate headquarters should look like. The highlight is undoubtedly the think-tank lounge: imagined, quite literally, as a swirl of energy, with an installation of recycled wood panels. At M:OFA, design bends to the will of its creative team. mofastudio.com



PHOTOS: MANISH GULATI, ABHINAV CHAUDHARY, KAMAL SIDHU, AND SHIV ASHOK SINGH

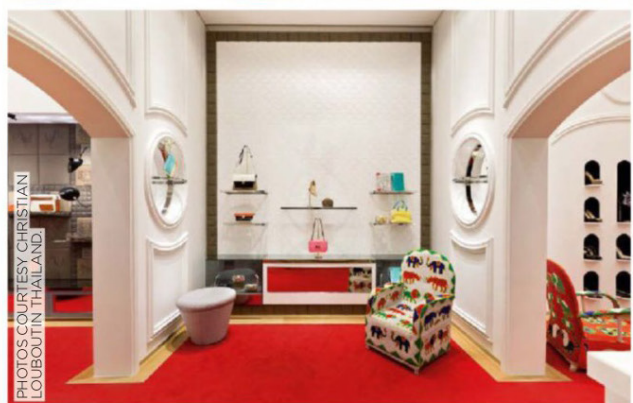
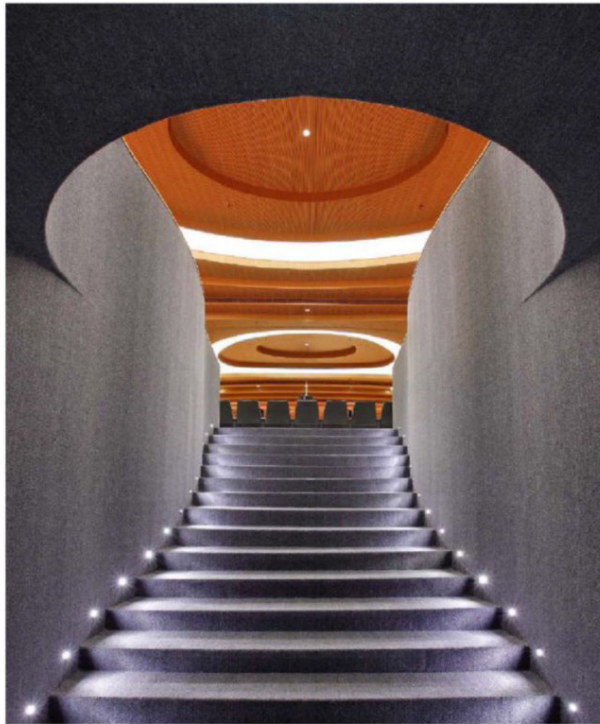
PLANET 3 STUDIOS ARCHITECTURE

LOCATION: **Mumbai**

PRINCIPALS: **Kalhan and Santha Gour Mattoo**

If there is a conventional way to approach design, you can be sure that Planet 3 Studios will explore another route. Inventive, quirky and armed with future-forward design concepts, this young, internationally renowned, multidisciplinary firm prefers to come up with inventive solutions within given contexts and constraints. A case in point is a design that overturns traditional concepts of modular furniture assembled on-site, with work stations that literally evolve out of a box to provide space for last-minute capacity requirement. The design for the M-Auditorium (*pictured*) in Mumbai showcases the way the contoured wood interiors, not only optimize acoustics, but add a dramatic element. With this practice, you can be assured of being constantly surprised.

planet3studios.com



ROOSHAD SHROFF ARCHITECTURE + DESIGN

LOCATION: **Mumbai**

PRINCIPAL: **Rooshad Shroff**

Rooshad Shroff's talent for design may be part of his genetic make-up—given that he comes from a family of architects—but it's his exploration of crafts in India that has enriched his aesthetic. The Christian Louboutin store (*pictured*) in Bangkok's Central Embassy mall is as much about the products as it is about his clever use of local crafts. A 1,000-square-foot narrow space has been broken up into three distinct areas, which evoke Thai and French influences. The women's section has white stone-cut marble walls. The men's section has a dark grey palette with trademark Louboutin leather cladding. "Every inch of this store has been designed and fabricated," says Shroff, with all of it being done in India. It's a design that holds its own, even in the company of Louboutin products.

rooshadshroff.com

DESIGN

FINISHING TOUCH

What happens when eight designers reinvent their furniture using unique finishes from Asian Paints? AD's SONALI THAKUR finds out

ROOSHAD SHROFF

AD50 architect, designer and founder of Rooshad Shroff Architecture + Design, Shroff uses his minimalist approach to prove that "God is in the details"

Which piece did you choose to reinvent?

I chose to reinvent my 'Belly' table, made of solid Burma teak wood. I was inspired by the vivid patterns of Fordite, a by-product of the automotive industry. First, the table was coated with eight different colours from Asian Paints' WoodTech Emporio PU Palette. I then sanded it at different intensities, which allowed for various layers to be revealed. Once sanded, the table was finished with the high-gloss WoodTech 'Polyester' clear finish.

What space do you see this piece as a part of?

The original piece was used as a dining table. In this new avatar, I see it as a console or standalone piece within a reception area, like a lobby, where it adds a burst of colour in a muted environment.

What is the one design period you want to live in and why?

Definitely art deco! It is the one period I am constantly revisiting in terms of research for materials, patterns and geometry.

What projects do you have lined up for the coming year?

A ski-lodge for a Japanese family in Daisen, on the outskirts of Osaka, Japan; a villa for a private client in Kodaikanal; four residential interiors in Mumbai, including a 15,000-square-foot heritage bungalow and a second show flat for Oberoi Realty; a patisserie in Palladium, Mumbai; a new furniture collection in stainless steel; and I'm developing a carpet collection.

Which material would you like to experiment with?

Resin, though it's been impossible to find a good vendor or craftsman working with resin to collaborate with in Mumbai.

(rooshadshroff.com)

COLOUR THEORY

In the reinvention of his 'Belly' table, Shroff struck the perfect artistic balance between minimalism and colour.

PHOTO: NEVILLE SUKHIA. LOCATION COURTESY VOLTE ART PROJECTS.