

interior exteriorTM

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PROJECT HIGHLIGHTS

UNDERTAKEN & COMPLETED BY ASSOCIATED ARCHITECTS (I) PVT. LTD.

A RAJKOT OFFICE & SHOWROOM

BY VIRAL PATEL & SHABANA SADIKOT

BUILDER'S PROFILE (SAVVY GROUP)

PROJECTS, PERFORMANCE & PHILOSOPHY

INTERNATIONAL DESIGN

AN ARCHITECTURAL & ENGINEERING, AMAZING DESIGN STRUCTURE

AGA KHAN AWARDS WINNER PROJECT

THE GREEN SCHOOL, DESIGNED BY JOHN & CYNTHIA HARDY

HI-TECH OFFICE IN SYDNEY

BY WILKINSON ARCHITECTS



PROJECT

Size : 975sq.ft.

Location : Rajkot(Gujarat)

Cost : 550rs. per sq.ft.of carpet area

Cost : 5,00,000rs. total cost

TEXT : AFTAB GHOGHARI & SHAILY POBARU
PHOTOGRAPHS : DINESH THAKRAR
COURTESY : AR. HETAL PATEL

RED CARPET - SHOWROOM

Contextual Reference

The furnishing outlet is situated at Rajkot, Gujarat. where the approach towards selection of fabric is limited within pivoted fabricated frames, with rolls of fabric, this does not allow the client to visualize about the final look. and it also occupies lots of space.

Concept

Generally showrooms give sophisticated feel but this showroom(ambience) will let you rethink, Interiors kept existing condition as a design idea. it uses very raw, earthen rooted materials like kota, sand textured wall, exposed wiring, rough polished over plywood reflect, ripple space which only suggest their presents and not crowd your sight.

Here structural grid of the building imposed with informal regulating grid to generate new perspectives sensitively with functional criteria, horizontal surfaces like ceiling and floor follows dynamic regulating lines and vertical element for display and lighting follows regular structural grid. Eventually this lead to subtle background for upholstery showroom whose need is to be flexible and functional. This decor compliment it the best.



MISS. SHABANA SADIKOT



DESIGNER'S PROFILE

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A touch of innovative designing, located in the heart of the city of Rajkot. Initiated in 2005 by interior designers Viral Patel and Shabana Sadilot. The team of two young designer came together in 2005 after making many efforts towards their profession. Till date the young entrepreneurs have reached a magnificent count of more than 50 extraordinary projects most of them in Rajkot and Morvi.

To explore new working paths "Sparsh Interiors" have recently joint hands with an upcoming young architect Mr. Rupesh Patel & Mrs. Hetal Patel so as to accept the involvement in architectural projects, making it a one place solution for architecture and interior designing.

The word "SPARSH" defines "TOUCH" where in the team ensures that the word plays its important role toward the satisfaction of its clients providing high quality Customer Services by Valuing the Consideration and involvement of clients choices. The Team is committed towards the motive of implementing and exploring natural, modern and contemporary articulated designs. Ensuring clients an opportunity to innovate and experiment the partial face of their own personality.

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MR. VIRAL PATEL



Rajkot (Gujarat) based Interior Designer Mr. viral Patel & Miss Shabana Sadilot designs a Luxurious Showroom "Red Carpet" in Rajkot, who have taken great pains to fill it with soul, The project was approached with a knock down concept.

"SPARSH INTERIOR"

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Chowki, Near Shree Colony,
Rajkot, (Gujarat), India.
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Red Carpet

Final touch to your emotions

Lighting was rendered in such a way that it does not illuminate the ceiling and only highlight the area below ceiling level. Background of all the product display niches was rendered with indirect lighting.

Neutral interior color palette was selected to enhance the beauty of products. Color was directly applied on the rough plastered walls to get the feel of rustic texture. All the walls and ceilings were painted dark, excluding product display niches.



CORPORATE OFFICE

Project : advocate office

Location : Rajkot (Gujarat, INDIA)

Carpet area : 1700 sq.ft.

Project Duration : 2 ½ months

Completion date : October 2010



The space had been created with a Dynamic ambience along with simplicity. The form of furniture elements, ceiling, wall units, etc. were given a dynamic look but their dynamism was subdued by the simplicity of colour effects. The basic furniture layout was worked out on simple linear grid pattern to avoid complexity. The configuration of the place was played in such a way that the whole place was visible from the entrance without any blockages.

DESIGNER'S PROFILE



Indirect lighting play in single colour was used to create a decent and pleasing ambience.

We had freedom in the choice of materials as there was no cost constraint. Hence to show the luxury in the place, we used combination of Korean material with wood. Korean is easy to maintain, simple yet a luxurious product which reflected the nature of the client. Glass partitions were used to create transparency and illusions in the space. The super-imposed layers of glass partitions with respect to the space created dynamism along with bounding different areas.

The client had a peculiar need with a fixed bright colour palette. To satisfy the client's need we used different patches of bright colours in acrylic. The lesser quantity of bright colours subdued its striking effect and added dynamism to the ambience.

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