



More is More!

PHOTOGRAPHS: SAMEER TAWDE COURTESY: THE ARCHITECTS



A store for India Circus in Palladium, Mumbai is designed by MuseLAB Design Engine in an exercise which carries forward the colour saturated aesthetic of the brand. Devyani Jayakar takes note of the bold strokes which showcase and highlight the statement products.



JASEEM PIRANI



HUZEFA RANGWALA



NAMRATA TIDKE



The customised printed floor tiles have an arabesque motif in teal and grey sprinkled with gold. The wall surfaces are donned with framed art and wallpapers, also from India Circus.

What would you do if you're designing a store for products with eye-popping colours and patterns? Use neutrals which fade discreetly into the background, so as not to create too much visual noise, right? Think again. If this is a store for Krsnaa Mehta's India Circus, you're going to dive right in from the deep end and use more colour and more pattern for the shell. And if you imagined this is going to detract from the products themselves...that's not hap-





pening in a hurry.

Totally unafraid of juxtaposing a myriad hues or multiple patterns, this store in Palladium, Mumbai, takes the design bull by its horns. Jasem Pirani, Huzefa Rangwala and Namrata Tidke of MuseLAB Design Engineers encouraged to think out of the box by Krsnaa Mehta – consequently, the result is a delicious coming together of the colours and patterns synonymous with the designer's name.

'We have eliminated the storefront completely, giving the shopper a more welcoming experience. A teal back painted glass cashier counter extends to form an additional tiered display in front of the store room, also in teal,' says



10-foot-tall charcoal coloured display units are fabricated in mild steel with polished plywood or clear glass shelves.



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Jasem. 'A customised hot air balloon installation with 25 balloons covered in India Circus fabrics is the piece de resistance of our design... it greets customers at the very entrance,' says Namrata of this enticing design gesture which beckons passers-by, inviting closer inspection. Constructed on a wire frame and suspended from SS cables, these balloons appear to land

on a black mirrored box, their baskets being replaced with curios and accessories from the brand itself.

The shoebox store is a linear cuboid with 16-foot-high walls, painted part white and part charcoal. The latter continues onto the ceiling, which is a melee of layered services, all coloured in charcoal too. Apart from the white track lights and suspended lights,



the ceiling also houses suspended wallpaper frames. 'Since the premises are rented, budgetary restrictions were to be expected. The charcoal colour serves to disguise many of the flaws on the surface of the walls,' says Jasem.

Taking the imagery of a circus forward, some of the display is on 'pedestals' of different heights which recall



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the big ring. While some of these are solid in bold black and white harlequin patterns, others are created only as a metal framework with black mirrored glass tops. Both varieties function as speed bumps in the store, encouraging customers to browse.

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shelves. The array of display units consists of a stepped tiered display by the entrance, an island tower display and deeper within the store to an L-shaped corner display unit,' says Jasem. A deep charcoal shelving unit with angled partitions is housed in the left corner of the store. 'This unit is complemented by furniture from Baro and a large 8 ft x 8 ft frame with prominent wall-

paper from India Circus. The customised printed floor tiles have an arabesque motif in teal and grey sprinkled with gold. The wall surfaces are donned with framed art and wallpapers, also from India Circus,' says Namrata.

Bringing together contemporary Indian sensibilities and heritage motifs to create a colour drenched space, this store epitomises

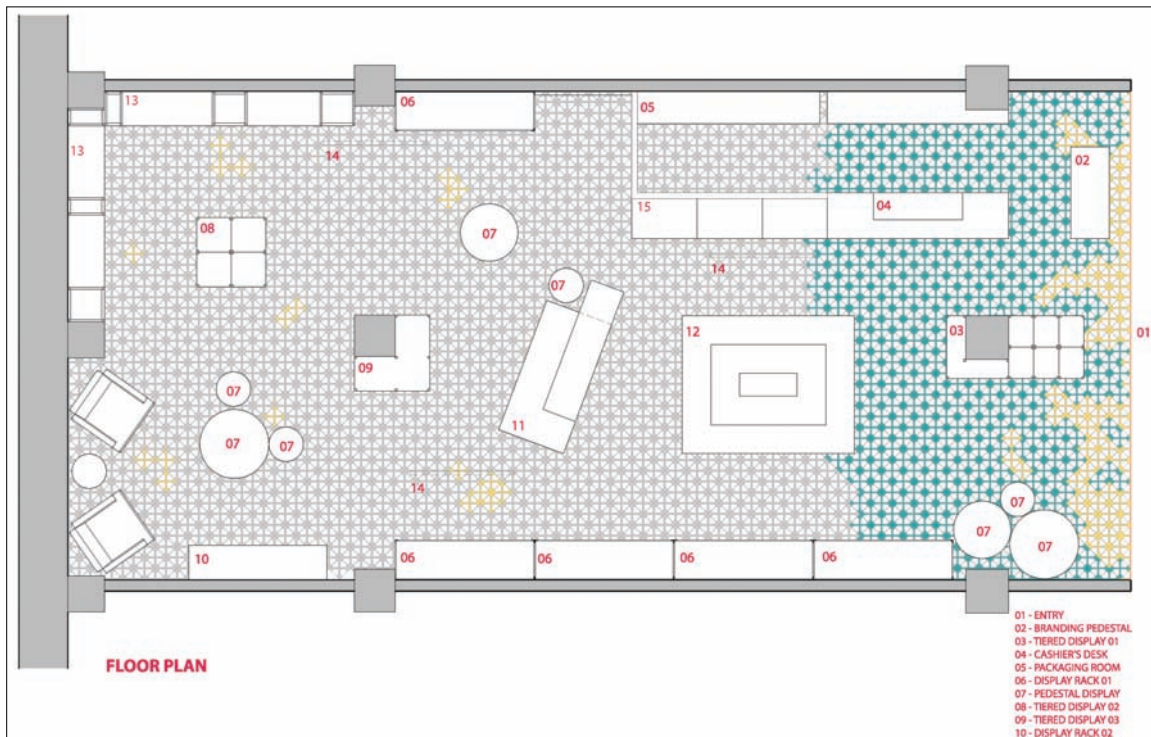
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store



FACT FILE

PROJECT TEAM

JASEM PIRANI, HUZEFARANGWALA AND NAMRATA TIDKE

PMC

MASS INTERIORS

AREA

975 SQ FT

COMPLETION DATE

OCTOBER 2017

LOCATION

HIGH STREET PHOENIX, MUMBAI
MUSELAB DESIGN ENGINE (WWW.MUSELAB.IN)



the India Circus brand. 'The shell shouldn't just sit in the background. Most people are afraid to use colour and pattern, but Huzefa, Jasem and Namrata were able to understand my brand. The bursts of colour don't take away from the products – this is what we are about,' says Krsnaa Mehta. **O**