



"I had the good luck to have had extraordinary teachers, who taught me that beauty makes a difference to life because, as Dostoyevsky said, 'The world will be saved by beauty'"

VITTORIO LIVI



INSIDE :

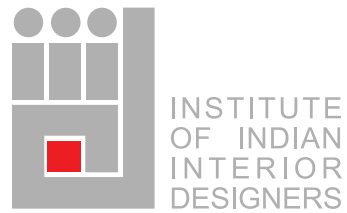
而 FOCUS : BPOs | 而 COMPANY PROFILE : FIAM ITALIA | 而 INDUSTRY FORUM : BATH INDUSTRY

而 PERSONALITY : AR. ASHESH SHAH | 而 TECH+DESIGN : FURNISHINGS

NEELSUTRA: uniting traditional with contemporary haryana, india

Neelsutra is a boutique showcasing the work of India's top designers and offering themed and curated fashion apparel for women. The 2,200 sq. ft. project at The New Oberoi, Gurgaon, sports a clear glass façade and an installation of threadwork (sutra) in shades of blue (neel) and orange, referencing the branding. Key features include a blue carpet running through and terminating at the end of the store, emphasizing the axis through the store.





IIID ANCHOR AWARDS 2013 :
Regional Winner – Retail
(North, East and Central Zone)

Conceptualized and designed by Ar. Akshat Bhatt, Principal Architect, Architecture Discipline, the store boasts 23-foot ceilings, composed of glued slats of 11 species of indigenous woods, which is the same number of labels represented at the boutique. Underfoot, gray carpet hand-tufted in Indian wool is accented in a color that ties in to branding. Panels of distressed zinc, inspired by the corroded tin used for slum shelters, enclose fitting rooms. The hand-crafted design approach of the store creates its three basic ideas: the presence, play of spatial volume and a resilient identity. *ifj*

