



Zolijns Furniture Boutique, Nizamuddin West, New Delhi.



APRIL 2010

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As we move into 'april', it is time again to prepare for a trip to Milan for the famed furniture fair, where the world's renowned design brands and designers congregate for the space of a few days in a mad environment of exhibitions, gala events, and hectic partying! In fact it was thanks to my earlier visits to Milan that I received an invite from 'Sicis' for a product launch at their Delhi showroom.



I am reproducing the invite which incidentally features a Hollywood actress in one of her famous poses. The first to write to us with her name wins a year's subscription to all our newsletters!

This iconic image reminds me of one of the geniuses of the 20th century- Andy Warhol-



the graphic artist to whom is attributed the famous phrase - "everyone gets their 15 minutes of fame". How true a statement in today's era of Page 3 celebrities and marriages conducted on reality TV! Warhol of course is best known as one of the protagonists of what is now known as 'Pop Art', an example of which is shown here:

In response to one of your queries as to what exactly was *Talesin*- well it was the studio-community created by Frank Lloyd Wright in Arizona. Here is an image of this design utopia - which still exists.



A piece of trivia that came in from one of our readers- the popular game of scrabble was invented by Alfred M Butts - an unemployed architect! He did this during the Great Depression. Well it seems architects are definitely the most multi-faceted professionals in the world! (For the record- I have just demonstrated that it is possible to pat one's own back!)

This month we have Angeline Loiseau with her views on 'Zoljins', a Mecca for those who seek truly designer furniture in central Delhi; an article by Mohit Mathur on the awesome SGAE building in Spain, Aditi Sharma - also on Zoljins - and Sourabh talking about bathrooms.

Please keep sending us your views on this journal - we love receiving your feedback!

- Kunal Savarkar

FEEDBACK: Please address all feedback to Atisi at archometer@archohm.com

editorial

archohm works



From a 'house that could not be lived in and hence a furniture store' to 'a store for European furniture' has been overshadowed by the spaces within the house.

Here each aspect of design has been controlled thoughtfully. One can see a fantastic demonstration of Archohm's strengths in space creation, from the play of volumes, materials and control of natural light.

The house is planned as an upside down house with a rooftop garden and pool, coming down to the living and dining areas and further down to the private sleeping spaces. The unit responds well to a tight location, compact site and exciting client expectations.

Lot of the light is brought in without views of the neighbouring houses infringing- through the concrete fins spanning forty feet. As one climbs the double flight of steps that brings you to the living floor one sees the double volume with a glazed top connected across three levels through natural light.

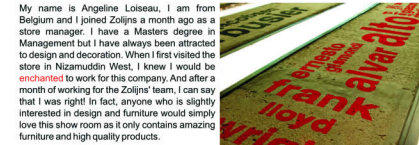
As a store, the entire concrete face brings in the 'art and design' feel to the space. Basic finishes like Kota stone, wooden floors and exposed concrete ceilings accentuate the furniture in the store. A few walls are highlighted by wall coverings and lit with focused lighting. The fabrics and soft furnishings bring in a certain informal 'cozy feel'. The challenge was to create a neutral yet powerful space within which clean European furniture can be displayed, and yet changed and modified without making much effort.



Personally, being a part of researching the various furniture firms to selecting the pieces to coordinating and accessorizing them together has been an incredible journey. A learning that I feel I could only get from being in the right place at the right time as a concept like 'Zoljins' is only going to be conceptualized for the first time once!



Aditi Sharma - What hasn't already been said about Aditi in this newsletter? That she is hardworking, talented and focused, that she seems involved in all of Archohm's high profile interior projects? Well it's all true, as those of you who know her will attest.



My name is Angeline Loiseau, I am from Belgium and I joined Zoljins a month ago as a store manager. I have a Masters degree in Management but I have always been attracted to design and decoration. When I first visited the store in Nizamuddin West, I knew I would be enchanted to work for this company. And after a month of working for the Zoljins' team, I can say that I was right! In fact, anyone who is slightly interested in design and furniture would simply love this show room as it only contains amazing furniture and high quality products.

Zoljins is working with leading European designers such as D&D, RAPSEL, VENERAN, ARFLEX, RIVA, etc. Each of these partner companies has its own speciality and therefore they all provide high quality products. For example ARFLEX is a company specialized in sofas. As a European I am very proud to represent these original products in India. Moreover, working with European enterprises allows me to stay in touch with the European culture and to travel to Europe once in a while. Next month, for example, I am travelling to Milan for the International Furniture Fair.



Zoljins also has a collaboration with four Indian companies - Shades of India, Artisan, Odyssey and CJ's Living. I am in-charge of the Indian-partner relationships as well as the European-partner relationships. Having direct contact with the Indian partners allows me not only to understand how business is done in India but also to get to know a lot of people in Delhi which is quite important for a person like me, who is new to Delhi.

Before closing this article, I would like to talk about my favourite partner-RIVA. Why do I like Riva so much? This environmental friendly company specialises in making hard wood furniture. It is a pleasure to see all the features of the wood in their finished products, so much so that even the small wood is evidently retained in them. Looking at some of their products, you actually feel that you can imagine how the tree from which the chair/table has been crafted, must have looked!

I hope you enjoyed reading about my experience at Zoljins. If you are interested to know more about the company, it will be a pleasure for me to introduce you to our products. You will find all my contact details on our website: www.zoljins.com.



Angeline Loiseau - young and hardworking, Angeline is the dedicated manager of the first Zoljins store at New Delhi. A Belgian who has made India her home, she is passionate about her work- as is evident from her article!

guest thoughts

in focus



Archotour II was a different visual experience altogether with the buildings in Spain and Portugal varying from the part of Europe we saw in Archotour I, but that did not diminish the surprise of each passing day and hour of our travel through the myriad city lanes or highways on the ten day long tour.

Again being the only non-technical member of the team (a plea I usually use to excuse myself from technical discussions - but one which none of my colleagues want to hear anymore; especially now that I am in my tenth year with Archohm). Although I see all the buildings with a very different perspective from my co-travellers with architectural/interiors/engineering backgrounds - mine is probably a more common point of view - which is that of a 'layman tourist'!

It was almost the middle of the tour with 50 buildings visited and seen and another 50 odd lined up for the next few days when we saw this building: the office of the General Society of Authors and Publishers situated in Santiago de Compostela or the SGAE Central Office in Santiago de Compostela as it is popularly known.

The building puts forward the confrontation of three walls which run along a space of varied constructive, material and perceptive scales. A stone wall looking into the garden, an interior wall made of CDs and a translucent glass wall facing the street.

The outer façade of the building was made of large slabs of various sizes of Mondartz Grey stone juxtaposed at such geometrical angles and with such precision that the mere sight of the structure leaves you spellbound. The interior façade is made of plastic CD covers. Thousands and thousands of CD covers very meticulously glued to each other to create the main interior wall. A most innovative way of using this otherwise non-biodegradable item. The translucent glass wall offered a discreet face to the street, controlling the light and views of the spaces inside, according to their activity and needs.

The interiors of the office were equally impressive as the exteriors; simple and crisp with a museum in the basement level and a library for referencing on the ground level. The office area had an access from the garden and the street. Three thousand square metres in total constructed to serve the city and its artists. For purely academic appetites I would want to mention that the designers for the building were a Spanish team of architects by the name of 'Ensemble Studio'.

All in all, Archotour II was a fun trip with lots of interesting buildings, learnings and experiences. To end my article I would want to wish many more such Archotours to Archohm and its team!



Mohit Mathur - To those who know cricket, Rahul Dravid is known as 'The Wall'. Well, to those who know Archohm- Mohit is 'THE WALL'. And find us a nicer wall Diligent, sincere, friendly to one and all; always willing to help anyone, that is Mohit Mathur. Not an architect by training, he is more than one purely through experience!

design news

News:

Green Consulting: In another step towards enhancing its Green Building design capability, Archohm deputed Archana Anand, Senior architect with the company, to attend a seminar organized by The Energy Research Institute (TERI) at New Delhi, where the focus was on understanding design and construction guidelines for evaluating buildings, and ensuring 'green building' compliance.



American Revival: Aggressive work on the outsourced American projects. Anindya Ghosh and his team make the best of the American economy revival with establishing new and re-establishing old associations.



Archotour Three: Dreaming and working on Archotour Three has begun. A typical start with sketching on a tracing over the times world map to map the route. Team assessment and building identification works underway. Usual optimism from Roark and Archohm Holland and unusual enthusiasm from other Archohm associates.

Also, a brainstorming session was held to address the issue of taking the Archotour to the next level, a more meaningful message that could be spread across the country in design faculties to excite and explain people the importance of exploration and experience.

Archohm gallery: Extending its expertise on interior fit outs, Archohm undertook photographic documentation for one of its clients to organise material for a corporate exhibition. Teaming with the renowned photographer from Mumbai, Joy Datta, an intense week on ground was spent. Post production activities are underway to bring together this new experience and expertise to its logical conclusion.

The entire team of Archohm got an insight into Zoljins and its great collection of furniture. An intense training for a selected few ensured the specification of furniture in all future Archohm projects.

Design Feature:

Some interesting staircases.



Upcoming Projects:

Vestergaard Frandsen's fourth office is being designed by Archohm now. The office aspires to a pool table, golf strip and a foosball set besides some regular workstations as a stressbuster!

Another private residence in Lutyns Zone, Ashoka Road on a mad timeline of completion.

BIRTHDAYS THIS MONTH:

Davendra Rawat sixth
Ashok eighth
Arpit fourteenth

sourabh's desk

'I spend a big percentage of my awake weekday time at home in a bathroom'. discounting 6 hours of sleep from the 9 hours of being home from nine in the evening to six in the morning, twenty percent time is an easy back of the envelope calculated number.

house constructions budget a big number for bathrooms. to bring things in perspective, the entire lighting budget of a house is equal to the price of two wc's courtesy the former's origin in china and the latter in italy!

these two insights have pushed me to write on the poetics of bathroom design. some products have left a powerful imprint on our design sensibilities on bathroom furniture.

'the lounge' by hoesch took luxury to another level.

'the clean wooden basin and tub' by agape also brought in a new dimension to bathroom furniture.

the philippe starck and zaha hadid taps bring in a signature around which entire bathrooms could be developed.

'the bathtub' by kohler redefined the water closet engineering by accommodating the tank within a double skin of the pot.

'no tap tap' as a hole and the hot and cold coloured water further punctuate the design potentials in this field.

the company that completely takes your imagination to the next level is rapasel, with its innovative parapapan basin boxes, wooden solutions that have won multiple awards, under lit basins and curling showers, they define a design school.

last but not least, with its collaboration with this esteemed company, archohm and rapasel have developed a unique solution to bathrooms with basins on doors. to continue with our philosophy of fun and design, archohm came up with solutions to bathrooms that solve the space issue in tight situations and also answer the vastu directions of pots and pans in larger ones. the idea is to mount the wash basin and water closet on a central wall which could rotate to facilitate use and space orientation.

