

IN STORE



The vertical shifting panels along the store gives a tunnel-like feel to the interiors



SHANTANU & NIKHIL

AS one pushes open the frosted glass doors of the Shantanu and Nikhil Mehra designer boutique at the Crescent at the Qutab, what strikes the eye immediately is the spatial theatrics of the store. For a moment one is left wondering, “Where does it begin and where does it end?”

Martand Khosla of Romi Khosla Design Studios, who was given this micro-retail store space to design, calls it the “pod”. He initially showcased this concept at an ideating competition held by a Japanese glass company titled, ‘Reinterpretation of the Silk Route’. Here, the pod zones flowed one into the another where each zone shared the same space but served a separate purpose.

Two years later, in 2006, Martand replicated the pod idea at the Delhi Trade Fair. That is when Shantanu and Nikhil spotted him. The ingenious undulations within the store interior complements the western diffusion line of the designers. An avant-garde expression in

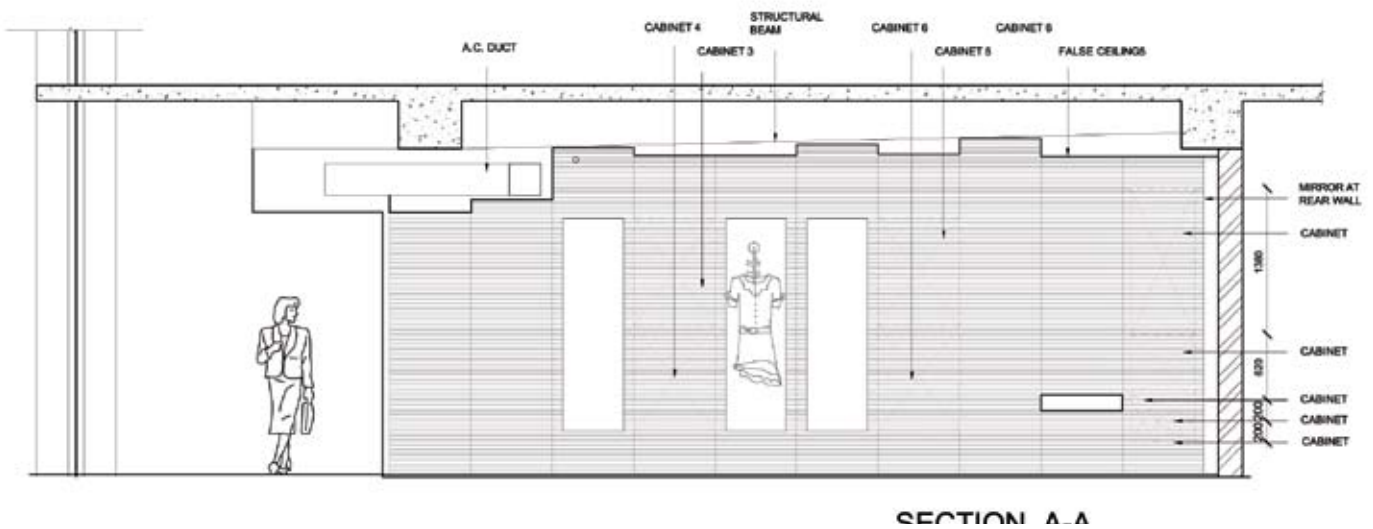


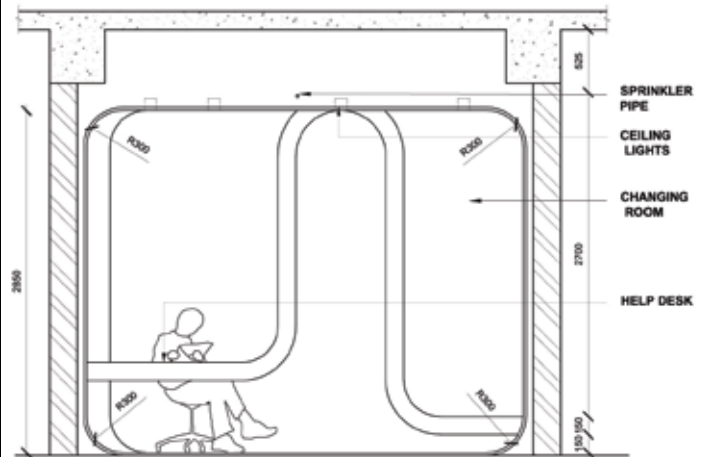
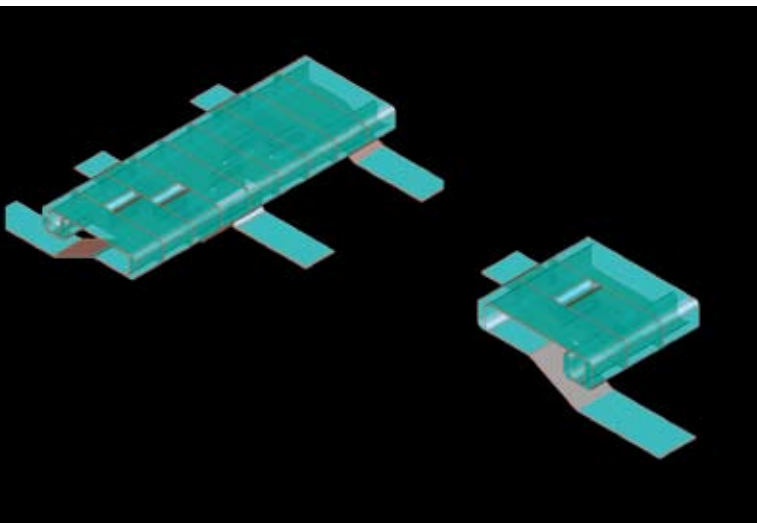
Seamless fusion of the ceiling with the wall and the floor creates an optical illusion of space

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Steel strips interspersed with pinewood on the floor guards against damages of excessive footfall





Shelves, trial rooms, storage racks are cleverly hidden behind ribbed panels

design, Martand accentuated the vertical planes to achieve a tunnel effect that makes the most of the store space—that is approximately 300 sq ft space—lending depth and intensity.

Soft pinewood that one would normally see in packing

An uncluttered feel to the store comes from the display racks stacked against the walls and the use of neutral palette

cases and crates attains a new dimension of curves and twists at the store. The shifting planes from the floor become part of the ceiling to fold into a shelf, a bench or a desk. And as Martand confesses, “Mirrors were the classic way of giving an impression of space”. And unless one sees a panel opened, you would never know a shelf existed behind it! Mood lighting only accentuates the chic, minimalist wear available.