

J.S.W. Centre

Bandra-Kurla Complex, Mumbai

CLIENT : J.S.W. Group
SCOPE : Interior Design
PROGRAM : Corporate Head Office
BUILT-UP AREA : 2,10,000 Sq.Ft.
STATUS : Completed

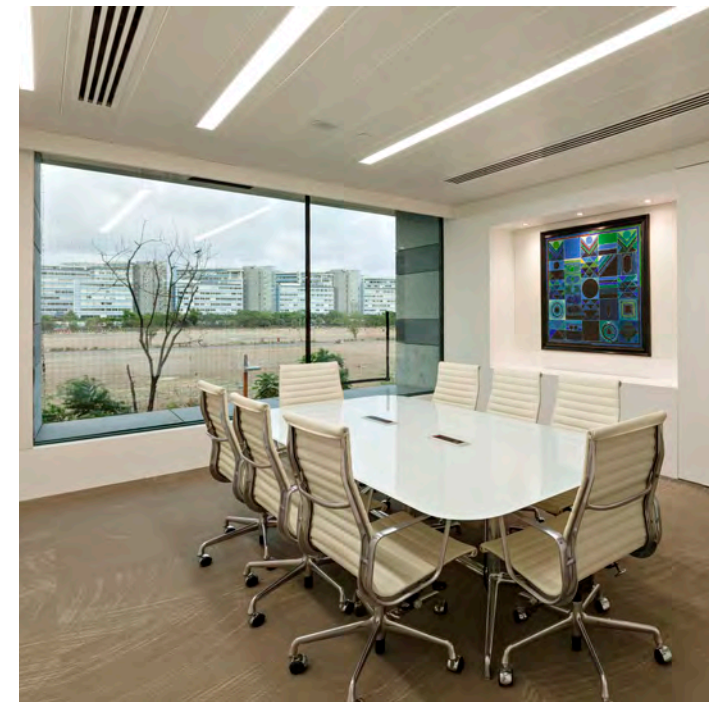
AWARDS : Design Is... Award - Commercial: Big (2015)
Artists in Concrete Commendation Award
(AICA) (2015)

The clients brief for their corporate headquarters called for a design that would be minimal, one that would project and exude tranquillity and refinement while breaking away from their extant closed office culture.

Considering the chaotic and busy setting of the site in Mumbai, there was a deliberate intent to fashion lucid spaces, using light and transparency to create a prolific, composed yet open office design. Also knowing the clients as being renowned patrons and connoisseurs of art, we endeavoured to infuse avant-garde art installations in the design.







Working with the advantage of abundant natural as well as diffused light we adopted a palette of whites as our base colour, to craft a non-intrusive, luminous backdrop that would enhance the sculptural forms and act as a canvas for the art and sculpture to be installed at pertinent locations in the office. Each work of art gets its own highlight and renders its individual space without trespassing on either the functionality of spaces or artistic clashes with other installations.

The furniture is crafted so as to visually fuse the concept of housing avant-garde art with a refined corporate office space, thus becoming a minimalist and synchronized canvas that refreshes the users, cutting them away from chaos and monotony creating an ambience of productivity and calm inside.

