



ARTFORM: EMNYW

SPECIALIST: COPPERSMITH CREATIONS

MY SPACE: NOTE-D

HOME REVIEW

VOL 16 ISSUE 11 NOVEMBER 2017 TOTAL PAGES 140

RS 100 HOME-REVIEW.COM

URBAN SANCTUARY
RED ARCHITECTS

WHO'S AFRAID OF COLOUR? OR PATTERN?
MUSELAB DESIGN ENGINE

NURTURED
BY NATURE

A VILLA BY ARCHITECTURE BRIO RESIDES IN NATURE

MODERN OFFICE SPECIAL EXPLORE THE LATEST WORKPLACE DYNAMICS



A triad formed by Varun Shah, Keta Shah and Harsha Mistry leads the dynamic diligence of Workshop Inc. - an interdisciplinary collective inceptioned in 2014 focusing on projects of multifarious scales across experiential design, product design, graphic design, installations to space design.

The trio shares, "The three of us became friends while studying at the CEPT University, Ahmedabad and formally established the firm after collaborating on a couple of projects". Spirited and young, the team practices with a standing belief to "look at each project as a chance to experiment and learn".

Describing themselves as an enthusiastic bunch of people working towards constantly pushing the envelope, the practice takes a consistent, holistic approach to spatial design and interior architecture and offers a profound understanding and interpretation of the full range of creative possibilities. **What sets them apart is that, irrespective of the size of the project, they are constantly challenging themselves to do something innovative in each project, trying not to define them within a set aesthetic language.**

The group shares, "We seek out narratives in each project and focus less on form-making. Our project springs from a core idea that governs the design, using simple solutions to achieve the end-product. The resultant of our cross-disciplinary work allows us to fuse art, graphics and space as a part of a single canvas".

Their work has been covered by a host of magazines. They also unleash their wacky sides through their other passion called, "The Photo Booth" (www.photobooth.in), where they design and set up customized photobooths and were amongst the pioneers of the trend when they started way back in 2011.

Making office design fun, they have been rendering commercial design a new dimension. Offices like Navdeep Tradex, Exclusif Travels and Accutax LLP, tread along the subtle lines of sophistication and glamour. Their design for the office of Event Tadka wedding planners incorporates the vibrancy and flamboyance of Indian weddings without making the workspace look too kitsch. Their approach towards design has also made them come up with an interesting mix of spaces where they have fused art, retail and dining into one.



Eclectic and contemporary their spaces resonate the taste of the young and the mind of the untamed.

Creating spaces totally out of the box, giving design a new name with a vocabulary they've converted into their very own vernacular; Workshop Inc. has been delivering spaces to their clients in which they can explore, indulge and relax.

✉ www.workshopinc.in

