

countdown to ID 2013 INDIA'S DEFINITIVE DESIGN WEEK

ELLE DECOR

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EDIDA
2012
winners

FEBRUARY - MARCH 2013, ₹150

in conversation with...

PRIYA PAUL

ABHA NARAIN LAMBAH

PIET HEIN EEK

SUNIL SETHI

SONALI RASTOGI

22 pages

fresh options that get you
lounging in style

GET UP CLOSE AND PERSONAL WITH OUR

NAMES TO KNOW

LITTLE KNOWN FACTS OF OUR ID 2013 SPEAKERS;
PEEK INTO THE HOMES OF BV DOSHI, CARLA FENDI,
JONATHAN ADLER, HARSHVARDHAN SINGH

WHAT'S NOW

frida fever, fifties revival, neel



KTribe S3 Suspension Lights from Flos are hung in the passageway

QUICK WORD

ONE PHRASE THAT DESCRIBES IT
ALL **Exciting mess**

GADGETS YOU CAN'T LIVE WITHOUT
My phone and laptop...connectivity to children and work

DAILY FIX IN OFFICE **Coffee**

ONE PASSION **Collecting art**

A TYPICAL DAY Starts with a open, inverted journal waiting to be read

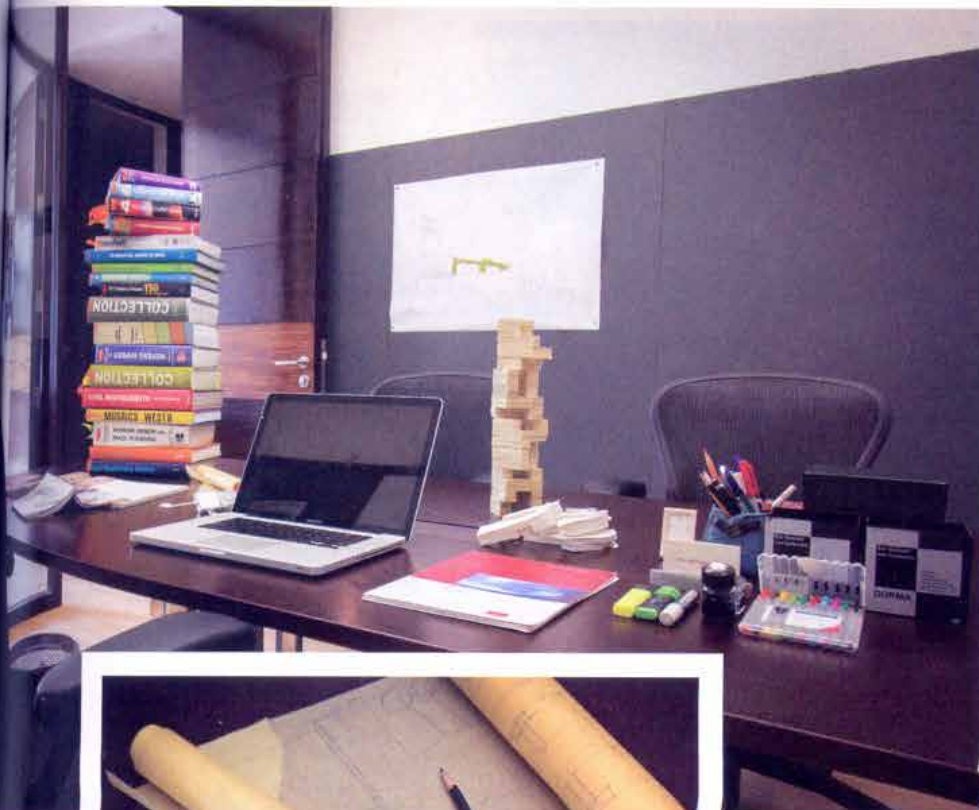
Clockwise, from Top Left Tactically placed ceramic pen stand adds a dash of fun to the otherwise contemplative space; Copper tree installation at the entrance accentuates the character of the interiors; Concept model with blocks



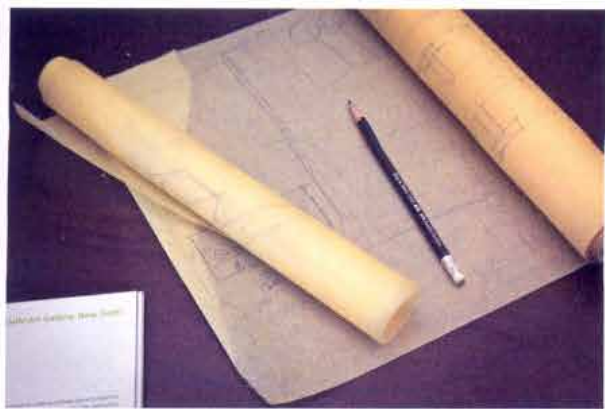
IN THE STUDIO OF **SONALI RASTOGI**

We take you to the drawing board of your design favourites, giving you a glimpse of what keeps them ticking – tatty postcards, invaluable scribbles, priceless notes, et al

PHOTOGRAPHY BY **GAURAV** and **THIRU/WHITE LIGHT**
PRODUCED BY **SONIA DUTT**



From Left Sonali's long wooden desk piling with paraphernalia; Felt parrot figurines lends a tropical touch to the ambience Below A jagged, scaled-down prototype of a built form



Concept sketches of a project in progress



Sonali and Manit Rastogi were still studying at AASA, London when they decided to set up their own practice in New Delhi. "We wanted to do things differently, bring design to the fore and the emerging domestic economy allowed that to happen." From humble beginnings in a Sarvapriya Vihar garage in 1996, Morphogenesis has come a long way to become one of India's leading architecture firms. A decade later, they moved to Panchsheel Park with a team of over 70.

THE STUDIO

The basement is where the heart of the office lies. A large expanse housing a glass walled library and discussion area, based on the belief that ideas don't follow any hierarchy. "We all congregate. It is a workshop that is constantly evolving and conveys a sense of progress." She takes great pride in her collection of books, commenting, "Our library being the best in the city, it's our style statement."

The presentation rooms on the floors above follow a more serious treatment. A cafe, surrounded by trees, sits outside the underground zone. The environment is conducive to products and vibrant with images of present day trends along with samples and current fascination, employed to catch one's attention.

SONALI'S WORKSPACE

"In my job, I am aggressive, focused and mean business. And my desk is usually very organised." My day requires both a bit of isolation and tapping into the collective imagination, so time is equally divided in analysis and spent in the reading section. "Space is important but not the clincher. We aimed to be an award winning, game changing team from the very start. This office allows us all to have a good time working together." ♦ **Shachi Parmar**



Above, from Left Her personal workspace, as seen through the glass panel beside the veneered wood entrance; A meticulously placed collection of architectural and stationery essentials