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SPECIAL FEATURE

Human Ecology and Urban Planning

by Ar. Dikshu C. Kukreja

retro *— chic —* *décor*

Ar. Amitha Madan of Treelight Design creates retro-chic interiors for the Bengaluru's newly launched Magari store which blends traditional art with modern design and displays a play with different textured planes.

Standing true to its name Magari, which means a 'sense of hope,' the store has been launched as a one-stop solution for interior design and décor needs. Founded by Karun Mathew, Vishal Wadhwa and Ar. Amitha Madan, the store was recently opened on Indiranagar's 80 feet road in Bengaluru. Spread over three floors, the aesthetically pleasing interiors of the store has been designed by Ar. Amitha Madan herself. The interiors has been tastefully designed in a way which gives the customer the option to customise details with the aid of an in house

design team, besides being a platform to showcase design talent locally and from different parts of the world.

Magari boasts a vast range of products which not includes furniture, but also fabrics, lighting, accessories, wallpaper, rugs, wooden flooring, bedding, wardrobes and kitchen solutions. Speaking about the store interiors, Madan said, "It has an open culture that celebrates difference. We should be able to evolve and grow with the times and yet not lose the soul of the space. The idea behind the design was to play with different textured planes



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Design details

The beautifully designed store with its distinct brick walls and retro-chic interiors draws attention to various focal points which helps the customer to witness the state-of-the-art craftsmanship and international designs. The talented designer has created an open layout which makes the store look spacious and allows flexibility in arrangement of furniture and other accessories. The material palette includes use of exposed brick masonry, exposed cement block masonry, cement flooring with metal inlay, wood flooring and exposed concrete. Based on the client’s brief,



Ar. Amitha Madan



the designer has used exposed brickwork in the façade which adds to the visual element of the store. The exposed brick masonry and block masonry are laid vertically instead of the conventional horizontal pattern. This play of different texture of planes defines the areas instead of having walls to divide the space.

Double storey exposed brick planes placed parallel and perpendicular to the periphery of corner façade, travelling into the space, gives the indoor outdoor connection to the space. The indoor double height volume along the façade connects the two levels, allowing for the exposed brick planes to have the vertical linearity which is exaggerated with vertical pattern of the brick masonry. Besides, the designer has developed a unique hanger on the first floor to display the fabrics; the design was inspired by the logo, which represents a thread loop similar to the infinity symbol. The designer has effectively used the metal rods bent in the shape of the loop as the suspension rods for the hangers.





On display

Being divided in three levels, the ground level of the store houses furniture, wardrobes and accessories, the first floor has the fabrics, wooden flooring and carpets on display and the second floor has modular kitchens. Besides, the store also has an in-house studio space, located in an open courtyard.

Housing carefully curated pieces, the current collection of the in-house furniture brand Magari revives past traditions and art forms with its 70's inspired sofas, ergonomic chairs, sleek tables made using joinery and rich grained four-poster beds which greets one as you walk into the ground floor.

That apart, the store houses unique collection of handpicked mirrors, candle stands, picture frames and vases placed intelligently around the space which forms the accessory range. An array of lamps, fixtures and statement pieces were used to adorn the interiors in order to create the perfect ambience for the space.

The first floor of the store houses a collection of eye-catching designer fabrics, drapes, throws, cushions, upholstery and wallpaper by its strategic partner Yavanika which adds texture and colour to the space. Besides, samples of trending and modern tiles by European brand Parador jigsaws across one corner, while a striking collection of hand-tufted and hand-woven rugs from the Rug Republic hangs above it.

The second floor houses modular kitchens by international brand Bofi kitchens along with wardrobes by the brand Mora. Each inspired collection brought to the floor is influenced by various global cultures and accentuated with signature accessories. From the wood that is chosen to work with, the fabric used, and the skilled workmanship that is employed, everything is selected to enhance one's experience. 

