

# HOME & DESIGN

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# TRENDS

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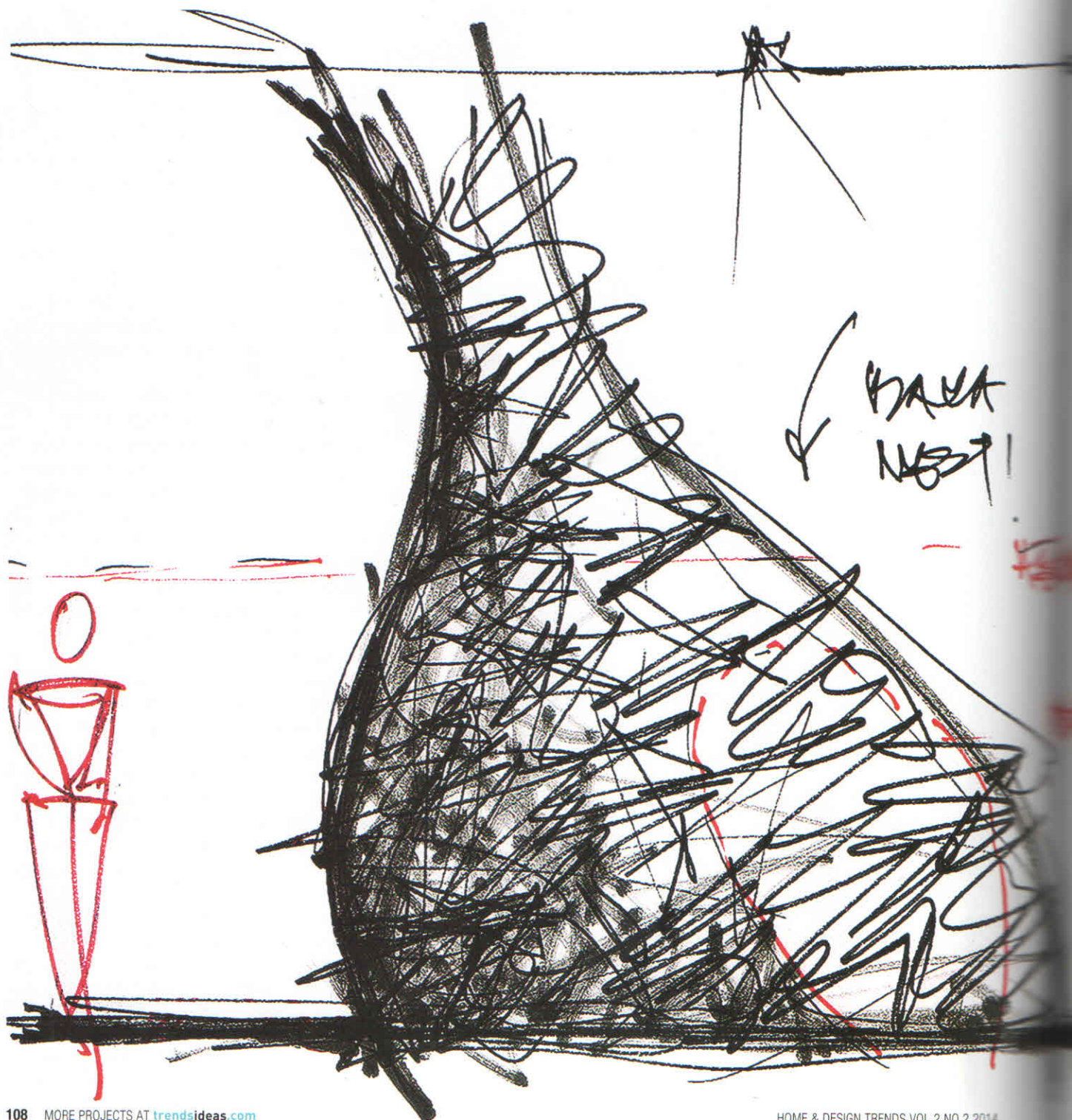


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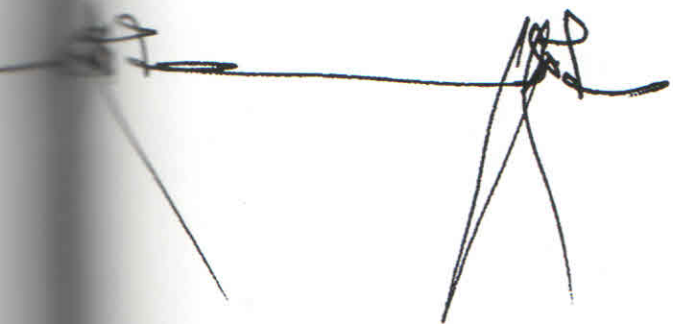


# FOLLOW THE BAYA

This Mumbai sales office subliminally showcases The Baya Company's green architectural identity through its use of natural materials



**Below** Taking inspiration from the brand's name- The Baya Company, architects Kalhan and Santha Mattoo of Planet 3 Studios created a baya nest (hand sketch) as a key feature in this 2500 sq ft office.



**"We approach each project from a beginner's perspective,"** says architect Kalhan Mattoo of Planet 3 Studios, a Mumbai-based firm he set up with architect-wife Santha Mattoo. "We try to understand how each owner and project differs from the next and this understanding helps us pitch designs that are very contextual and anchored to that instant."

"For this project with The Baya Company, it was clear that we had to communicate and enable the brand in three dimensional," says Santha. "Although they are a new real estate firm, they have a strong brand identity; one that focuses on redevelopment projects, which also revitalises the urban space."

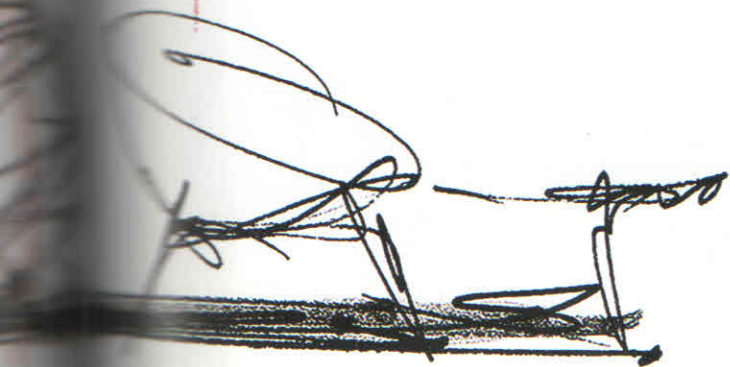
Located in the commercial district of Mumbai and spread across an area of 2500 sq ft, this space functions as the sales office for The Baya Company. To reflect an open dialogue with potential clients, the space is visually divided into seven zones - the reception, five open seating areas and a sixth more private and formal one, which is concealed in a partially glass conference room. The owner's professional identity shaped the design of the office, right from the baya bird's nest concept to the choice of materials, colour scheme, and furniture being used.

"The *pièce de resistance* of the office is the bird's nest, not only from the aesthetic point of view, but it also exemplifies the brand," says Kalhan. "It was the pressure point of the project and after multiple sketches; it took us a few weeks to get it just right."

"The nest could be made into a four person meeting area because of the double-height of the space. We used this to our advantage and made the structure run up to the ceiling at a height of 15 ft."

The idea was to have the right staging area for impact. The 'weave' pattern was created from recycled packing material, pine, while the base was done in ply. The organic shape of the nest and the material subconsciously reaffirms the company's 'green' quotient, adds Santha.

Santha and Kalhan further translate the green





**Below** A black and white wall mural depicting the context of the building graces one of the walls in the office.













**Facing page** The basic framework of the 15 ft baya nest is constructed in ply, while the weave pattern is made of pine strips. A light fixture illuminates the four-person meeting zone and continues the organic form of the nest.

**This page** A partially glass conference room allows for more private discussions. A checkered wallpaper and lime green walls continue the colour scheme.









**Facing page** A Moooi light fixture in black acts as a contrast to the pine bird's nest.

**Legend for plans** 1 entrance, 2 reception, 3 open seating area, 4 conference room, 5 facilities, 6 pantry

concept into their design through extensive use of wooden surfaces and white and green colours that are borrowed from the firm's logo.

To communicate what the brand stands for at a subliminal level, the architects use a live hydroponics wall as the backdrop over which the logo is projected at the reception. Wooden veneer along the walls, on both sides, act as a contrast to this as well as the white reception counter made in Corian. The wooden veneer extends along one of the walls to frame another seating area.

"Opposite this space was a wall where we needed to display some information," says Kalhan.

"And instead of exhibiting it in a typical format, we decided to showcase it through an illustrative sketch. We thought it was important to give the context of the building.

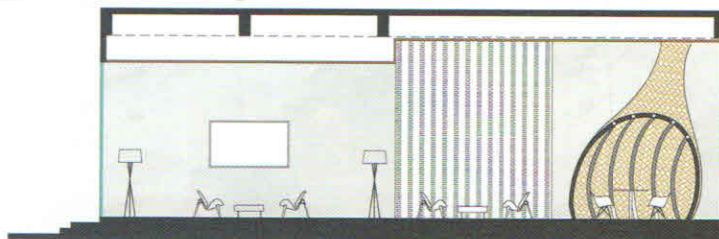
So the core element of the sketch was the structure and around it was the context; like the fact that it was in Mumbai, in Dadar, near the Plaza theatre. All these elements were graphically represented."

The furniture in the office further echoes the brand with mid-century modern and a few contemporary pieces that have wooden accents. While a Moooi light fixture in the corner continues the organic theme.

**Sales lobby layout**



**Sectional elevation of the sales**



**Location:** Mumbai, Maharashtra

**Designers:** Kalhan Mattoo, Santha Gour Mattoo, Henal Prajapati; Planet 3 Studios Architecture Pvt. Ltd.

**Contractors:** Colosseum Infrastructure

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