

TOUCH, FEEL, EXPERIENCE HOT INNOVATIVE TRENDS FOR 2010

# ELLE 50<sup>TH</sup> ISSUE DECOR

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FEBRUARY - MARCH 2010, RS 100

SALUTING WOMEN  
IN DESIGN

ARCHITECTURAL  
LEGENDS AND THEIR  
LANDMARKS

A SNEAK-PEEK INTO  
EXCLUSIVE HOMES  
AROUND THE WORLD

DECORATING THE  
BOLLYWOOD WAY

FABRICS & COLOURS  
OF OUR COUNTRY

AND THE BEST  
OF THE REST...

*Celebrating India*

## COLLECTOR'S COPY

CONVERSATIONS  
WITH MF HUSAIN &  
DASHRATH PATEL

SRI SRI RAVI SHANKAR  
ON HOME TO ME

MANISH ARORA'S KITSCH MAGIC



## DECOR EVENT



Kalhan Mattoo

**THEME THREE URBA-NITE** interpreted by Kalhan Mattoo  
**LEAD COLOURS** Dapple Fabric Pink, Moody Maroon, Blooming Blue, Iris Impact

**KALHAN'S TAKE** "Inspired by Roy Lichtenstein's comic strip paintings, I wanted the space to be animated – with or without the inhabitants. Thick lines and bold colours come together to create a very pop art setup."

**STYLE CHECK** Young, vibrant and unexpected. If the party always ends up at your place and the celebrations go on 24x7 then this is for you. Get together with your friends, up the music, engage in delightful banter and enjoy the energy.



Nature Networks

### THEME FIVE NATURE NETWORKS

interpreted by Sanjay Puri

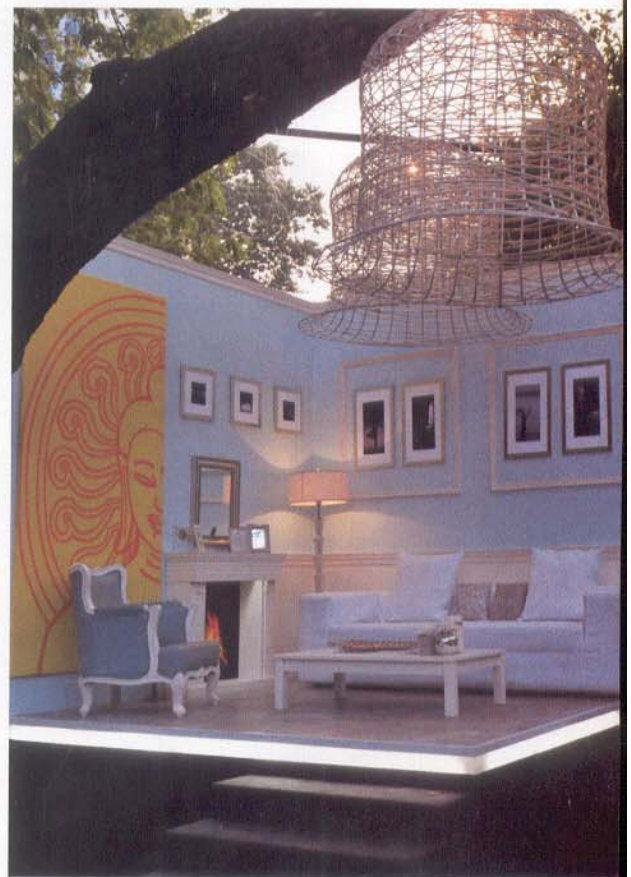
**LEAD COLOURS** Silvered Streak, Weathered Oak, Deep Water, Dropping Leaves

**SANJAY'S TAKE** "Inspired by nature, a combination of graphics and eco-friendly materials have been used to promote the green movement."

**STYLE CHECK** Green, Smart Technology and Responsible. If conscience plays a big part in your everyday living then this one is perfect for you.



Sanjay Puri



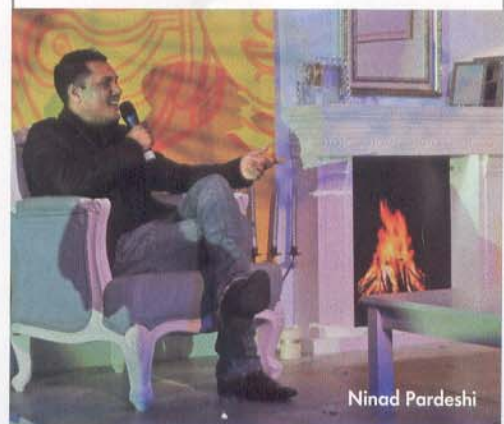
### THEME FOUR AURA

interpreted by Ninad Pardeshi

**LEAD COLOURS** Icy Cool, Summer Yellow, Crystal Peak

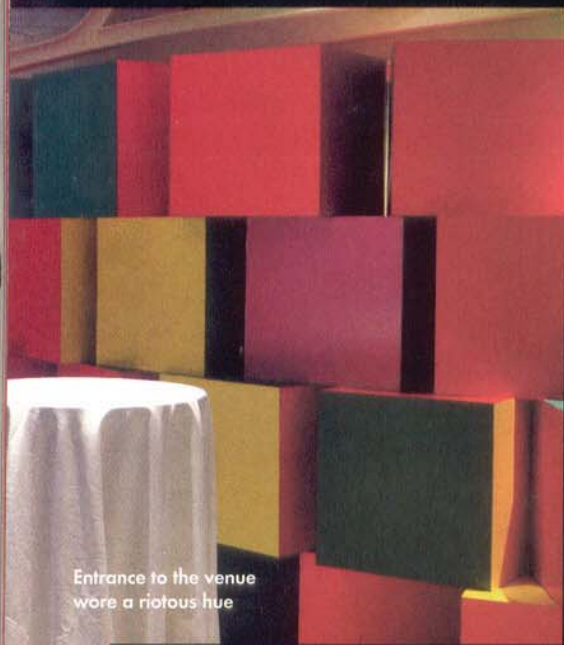
**NINAD'S TAKE** "To me it is about connecting with self and the immediate surroundings – finding the balance between body and soul."

**STYLE CHECK** Positive, pure and conscious. For those of you who seek a sense of calm and solitude. It is about seeking the simple pleasures in life – whether it's reading a book on a lazy afternoon or just conversations with friends.



Ninad Pardeshi





Entrance to the venue wore a riotous hue



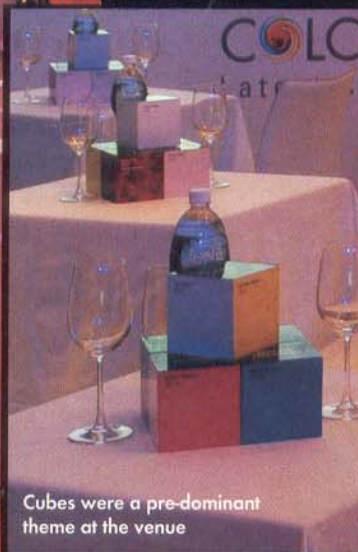
## CURTAIN RAISER

Paint a new look as Asian Paints launches ColourNext10 – your guide to the trends this year

**L**ike most Indians, we've got a soft spot for colour. And when it comes coupled with trend + forecast + launch, we're sold – the brighter, the better. So let's travel to a place where the blue skies beckon you to follow your dreams, yellow daffodils wave a cheery hello and the white wicker chairs encourage a conversation. After all, colour speaks a language – one that straddles the world of emotions and memories. Find a new meaning to everyday living with the five new colour philosophies by Asian Paints. A few snapshots... ♦



An all white decor in the presentation zone played the perfect foil for the splash of colour to follow



Cubes were a pre-dominant theme at the venue



The countdown begins... the setup in progress





1. Sanjay Puri, Kalhan Mattoo, Ashiesh Shah, Asim Merchant, Ninad Pardeshi, KBS Anand, President, DBU, Asian Paints; Pramiti Madhavji, Editor-in-Chief, ELLE DECOR India 2. Pravina and Jamal Mecklai 3. Amit Syngle, Vice-President, Sales and Marketing, DBU, Asian Paints 4. Jaideep Mehrotra 5. Bose Krishnamachari 6. Niels Schoenfelder 7. Ankur Khosla 8. Performers take position as mannequins at the Gallerie installation 9. Jalaj Dani, President, IBU, Asian Paints, Gauri Pohumal 10. The Asian Paints team - Satish Kulkarni, Vijay Prakash, Navdeep Kaur, SK Srikanth 11. Shafali Diwanji 12. Terence Lewis Dance Company add a fourth dimension to the Nature Networks theme 13. Rupesh Baid 14. Anshul Chodha 15. Sonali Bhagwati



## DECOR EVENT



### OUR GUESTS FOR THE EVENING



1. Supraja Rao 2. Holistic living takes a whole new meaning with the Aura theme 3. Farzana Contractor, Bharat Dhabolkar 4. Nurul Karim 5. Arvind D'Souza 6. Nitin Killawala, Sonia Bajaj, Executive Publisher, ELLE DECOR India 7. Nina Puri 8. Rahul Bhatnagar, Marketing Manager, Retail, Asian Paints 9. Saurabh Agarwal 10. Sudha and Kamal Malik 11. Manish Gulati 12. Complementing the fast-paced lives of our times is the performance for Urba-Nite 13. Abhay Maskara 14. Brinda Miller 15. Being comfortable in your own skin and stylishly so, is underlined by the performance for the Smart Comfort theme 16. Arvind Soni 17. Rupal Bhat, Manish Choksi, Chief, Corporate Strategy and CIO, Asian Paints; Anant Bhat 18. Chandrashekhar Kanetkar