

**IAG**  
INTERIOR ARCHITECTURE GROUP

CREATIVE INDIAN  
**OFFICES-2**  
NEW TRENDS IN INDIAN OFFICE SPACES

## CONTEMPORARY STYLE

An engaging, vibrant interior space, the office houses a variety of design elements that come together as a cohesive whole.



### Della Concept Stores Pvt. Ltd.

Location: Mumbai, Maharashtra, India

Website: [www.della.in](http://www.della.in)

Principal Architect: Mr. Jimmy Mistry

Design Team: Jimmy Mistry & Bandini Motani

### COMPANY PROFILE

Della by Jimmy Mistry is one of India's largest upcoming high-end luxury interior product supply company for homes, offices and hotels, targeting architects, builders, interior designers and a vast stream of design enthusiasts. The wide product range offered includes Indoor and Outdoor Furniture, Lighting, Sanitaryware, Faucets, Vanities, Tiles, Flooring, Wall cladding, Kitchens, Doors, Mirrors, Decor, Tableware, Furnishing and Nursery.

Della covers all phases of product development and supply from design to manufacturing, in company owned factories as well as outsourced.

Spanning across 4 floors, the 43,000 sq. ft, Della Design Gallery provides a retail experience that is at par with the leading international brands.

274

## ASHWANI & ASSOCIATES

Client Name- Mr. Ashwani Kumar, Project Location-Ludhiana, Punjab, India, Built up Area- 1395 sq. mtr., Photography Courtesy- Prashant Bhat

### OVERVIEW

The client firm, Ashwani and Associates is a Tax and Auditing firm, spanning across 15,000 sq.ft. Located in Ludhiana, the clients wanted the design to reflect their firm's ideals and values.

From a modern reception and vibrant lounge to vivid libraries and state-of-the-art cabins, this office of two generations is distinctly designed to reflect their individual personalities. The reception is embraced with marble flooring, elegant furniture, décor and chandeliers to complement the modern theme. A level up, the red library with white display units and vibrant red chairs extends the new age appeal even outside the executive cabin. This space is accentuated with a chandelier, a stunning red swivel chair and a resplendent console with a jaguar sculpture creating an unconventional office space.

Positioned on the second floor, the senior management cabin with state-of-the-art automation comprises of a desk, a complementing credenza that accommodates a finger-scan safe and a meeting area for eight with ergonomic chairs, all of which have elements of gold. The entire interiors from furniture and lighting to décor are curated by the designers, bringing to life an innovative genre coalescing earthy wooden tones with the touch of gold even in an office space.







To compose a contemporary lounge area, a striking orange sofa, eccentric yellow lounge chairs and accent tables have been reposed.







The Lobby is an extension of the reception area and enjoys a calm, black and white visual language.



Being a place of business for chartered accountants, remarkably designed libraries have been incorporated on every floor.

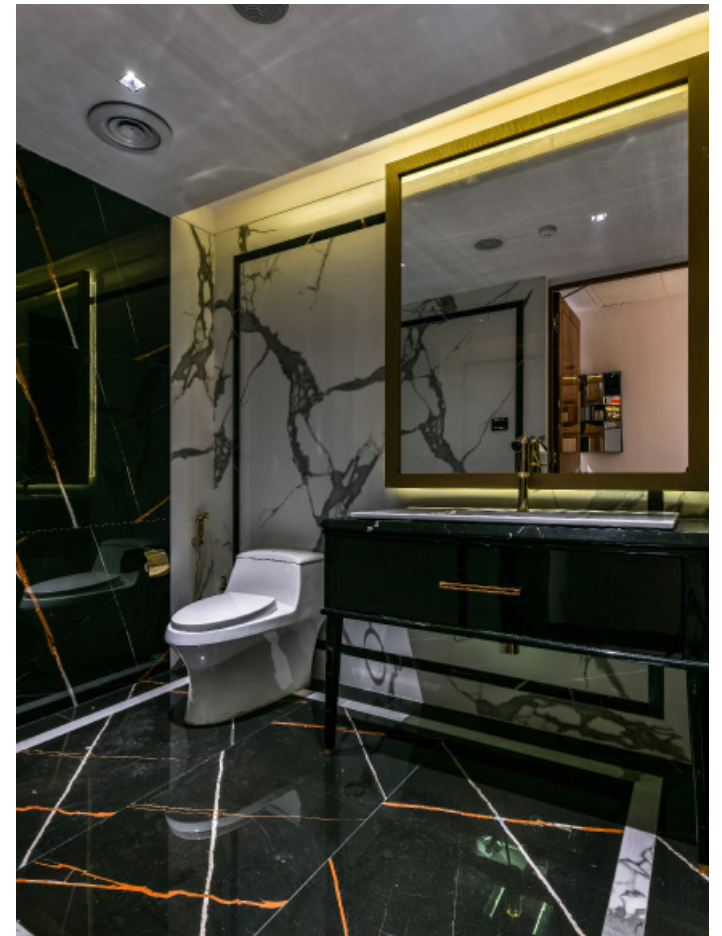


The black and white lunch room with minimalist cafeteria furniture effortlessly finishes the ground level.



The meeting rooms on the ground floor borrow from the design language of a typical law office but interprets it in a more exciting, contemporary language.

The powder room on the ground floor is designed elegantly in a darker palette of colours with carefully designed illumination.







One the first floor, the most striking space is the reception cum library; designed in red and white, it seems something right out of a science fiction book.





The work spaces are calm, carpeted areas that induce a relaxed work environment to promote a healthy work culture.







The cabin is furnished with Della by Jimmy Mistry's Senior Management Cabin Collection that has a high-gloss executive desk with features like wireless i-phone charging and in-built USB charging. The seats resting on a wooden base are clad with veneer to match the desk.



The washroom on the first floor is designed in the classic black and white palette and is an elegant space.





Illuminated by magnificent chandelier, the boardroom is anchored with a fourteen-seater, high gloss table and chairs with leather seats and gold base.





The quilted high-back executive chair has a plush leather seat resting on a golden base adhering to the regal gold theme of this cabin.



Unlike the customary office, this cabin is adorned with flute chandeliers and black accent chairs overlooking an electric fireplace embedded in the display unit showcasing a black and gold theme.



A transitional lounge space outfitted with a palatial library and tufted seating has been created within the boardroom as a venue for client and investor meets.



The executive lounge comprising of a tufted sofa with a marble accent, marble top tables, plush leather chairs and ethereal décor that has a view of the vertical garden in the atrium that brings in the natural light.







1. ENTRANCE
2. MEETING AREA
3. PLAY STATION
4. KITCHEN
5. PASSAGE
6. LIBRARY
7. LIFT
8. LOBBY & RECEPTION AREA
9. LOUNGE
10. EXISTING FLOORING
11. SERVANT'S ROOM

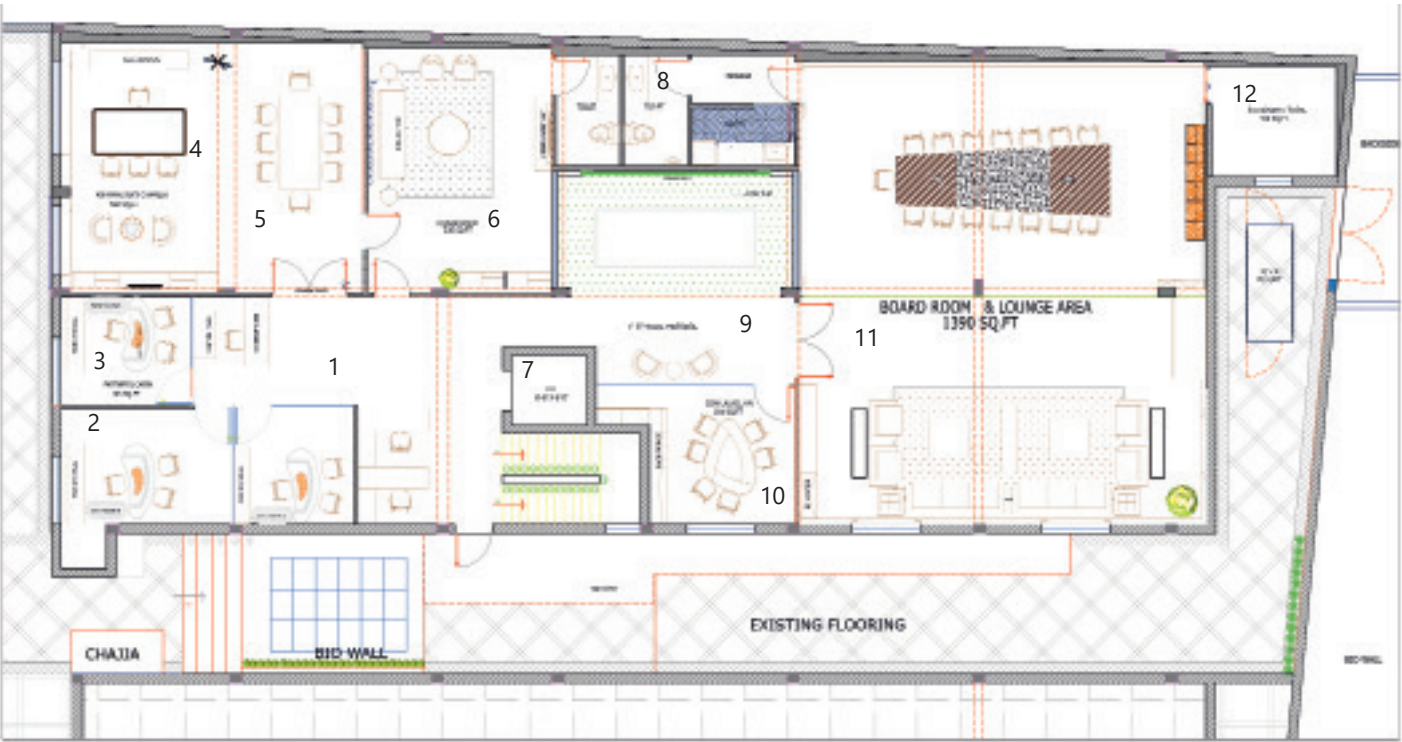
LOWER LEVEL FLOOR PLAN



1. ENTRANCE
2. DIRECTOR'S CABIN 1
3. DIRECTOR'S CABIN 2
4. RECEPTION & WAITING AREA
5. LIFT
6. LIBRARY ROOM
7. TOILET
8. WORK STATION
9. SERVER ROOM
10. WORKSTATION AREA

MIDDLE LEVEL FLOOR PLAN





UPPER LEVEL FLOOR PLAN

## LEGEND

### UPPER LEVEL FLOOR PLAN

1. CUBICLE AREA
2. DIRECTOR'S CABIN 1
3. DIRECTOR'S CABIN 2
4. DIRECTOR'S CABIN 3
5. CONFERENCE ROOM 1
6. LOUNGE ROOM
7. LIFT
8. TOILET
9. WIDE PASSAGE
10. CONFERENCE ROOM 2
11. BOARDROOM & LOUNGE AREA
12. STATIONERY & STORE

## MATERIALS

|                    |  |
|--------------------|--|
| Flooring:          | Parquet flooring and marble tiles from Della by Jimmy Mistry             |
| Wall Cladding:     | Della by Jimmy Mistry  |
| Interior Finishes: | Della by Jimmy Mistry  |
| Light Fixtures:    | Decorative, interior and architectural lights from Della by Jimmy Mistry |
| Kitchen:           | Jaquar   |
| Bath Fixtures:     | Della by Jimmy Mistry  |
| Furniture/Decor:   | Della by Jimmy Mistry  |
| Others:            | Building façade is cladded in Teak Stone from Della by Jimmy Mistry      |