

# INTERIORS

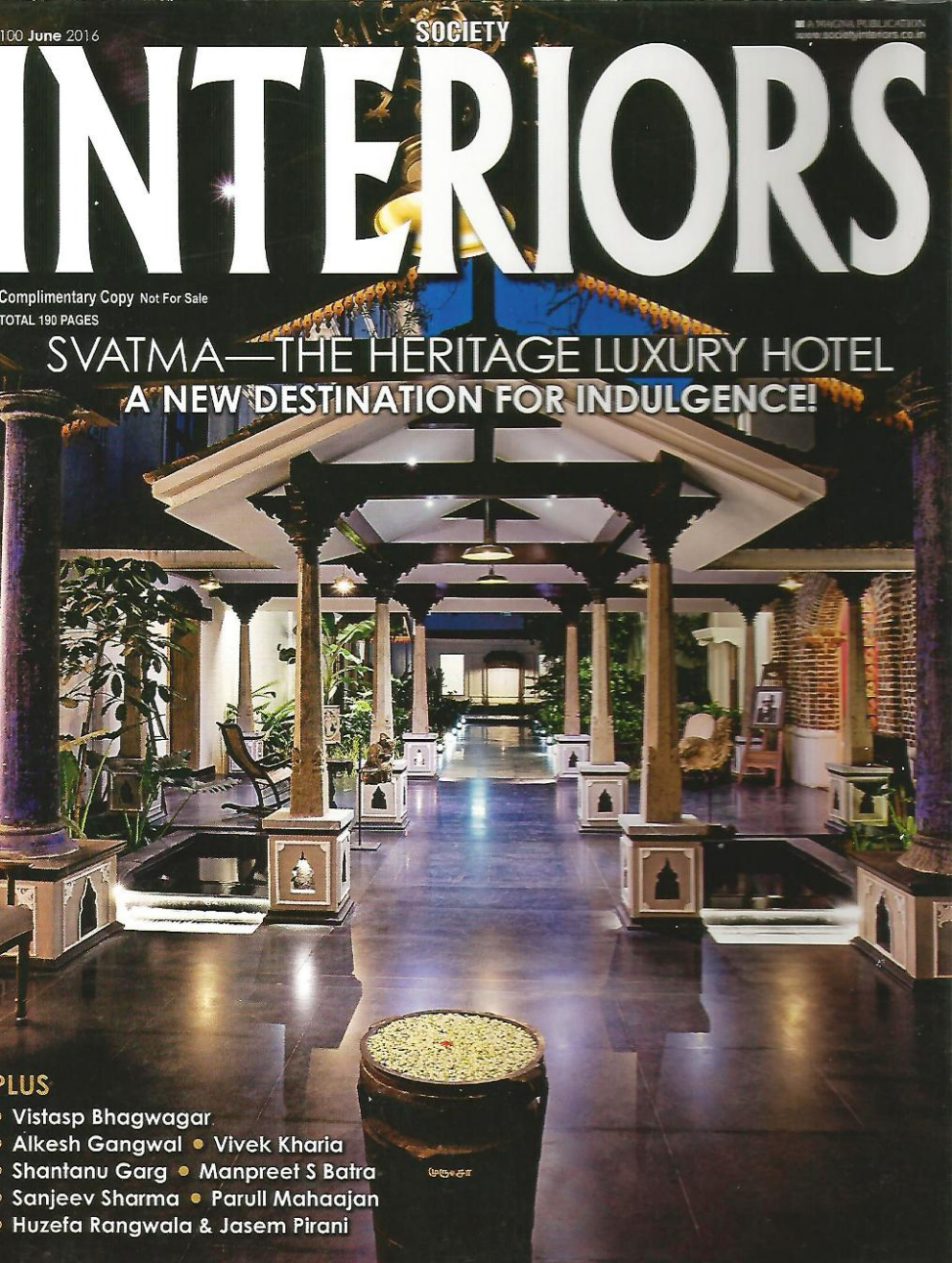
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# INNOVATIVE AND INVITING DESIGN

THE MULTIFACETED **FEATHERLITE** SHOWROOM CUM DISPLAY CENTER IN KOLKATA FACILITATES AN ARRAY OF EXPERIENCES PROMISING TO POSITION THE BRAND FOR A WHOLE NEW PHASE OF GROWTH.

**Text:** Sudeshna Chakravarty **Photographs:** Designers Guild



*F*eatherlite since its inception has focused on the speciality sector of system seating and ergonomically-designed furniture, essentially comprising of upmarket chairs and modulated tables. With a defined competitive edge over other furniture manufacturing companies, Featherlite scores over the others through its design-driven philosophy.

This display showroom in Kolkata aesthetically showcases their impressive range.

Designed by Bengaluru-based Architect **Mansi Deshpande** and executed by Kolkata-based interior designer **Devika Banerjee** of **Designers Guild**, Featherlite Showroom cum Display Center in Kolkata is characterized by stylish design and impeccable executions.



1. The vastness of the space on first floor is experienced through high ceiling and enhanced lighting.



2. Cross section of the showroom showing the payment counter, 3. Another cross section of the showroom, 4. A display panel with LDC screen for presentation along with a discussion table for clients. Desk placed with sofas or discussion tables give it a real office feel.



The designer was armed with a brief from the client where the brand not just wanted a striking façade that is noticeable from the busy road below, but also each products to be displayed aesthetically. The location of the showroom was also a challenge as this was above a large luxury car showroom. Explaining her challenge Devika says, "A luxury car is far more attractive than an office product to be noticed from the road level. So we had to ensure that the glamorous showroom's ceiling and lighting gets highlighted and few chairs are placed for display. The façade and the signage were designed to complement the ground floor showroom and bold granite frame of the building," she says.

The 4,700 Sq.Ft showroom is spread across two floors – the entrance is designed in such a way that there is a very subtle transition from outdoor furniture display at various levels. As one reaches the first floor, the vastness of the space is experienced through high-ceiling and enhanced lighting. The workstations are placed against mirror panels so that they look like continuous linear workstations. This area dominated by white and grey colour scheme has LCD screen for presentation along with a discussion tables for clients. Each desk is placed with sofas or discussion tables to lend it a real office feel. The straight wall prompts the visitor to the chair gallery. Devika says, "It was a challenge to design the chair gallery such that each chair is highlighted and yet be compared with the other chairs. The solution was to design partitions with LED lights. One can walk through the gallery experiencing different models. The vertical elements delineates the various models and also enhances the feeling of height. The object was to add some pizzazz to an otherwise boring office chair." At the end of the chair gallery is the lounge chair wall. Colourful chairs encased in wood finish laminate add warmth to the space.



5. Cross section of the showroom showing arrangement of sofas and workstations.  
6&7. Cross section of the showroom showing arrangement of sofas and workstations.



The back office is located with partially transparent glass and is near the client discussion area. Services like toilet and pantry are also closer to the office. The walls and floor of the washroom and floor have dark tiled finish which gives a dark, impressive look and is easy-to-maintain.

She further adds, "Featherlite products are high-finished, crisp, contemporary and eclectically colourful and stylised. So to complement the product range, the interiors are also finished with similar elements of dark grey vitrified tiles and grey carpet on the floor, some linear walls painted grey and the others in white with LED strips running in ceiling to offset and partition." These white, dark and grey tiles give it a crisp professional look. Hanging lamps on various desks and conference table accessorize the display as do the various artefacts throughout.

The whole design has a resplendent yet professional look. It has the flamboyance in style while a seriousness of the office, thus maintaining a subtle balance. ■

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