

ARCHITECT and INTERIORS INDIA

Inspiration and insight for architects and interior designers

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Looking Back

LOOKING FORWARD

SALUTING THE NAMES THAT MATTER WHILE TAKING STOCK OF LANDMARK PROJECTS
IN THE WORLD OF INDIAN ARCHITECTURE AND DESIGN



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Shweta Mewara & Saurabh Ailawadi

GULMOHAR LANE

Evocatively named design atelier Gulmohar Lane is the result of that fundamental emotion which goes into making a home: being house-proud. For corporate couple Shweta Mewara and Saurabh Ailawadi — one, a fashion designer, the other a visual merchandiser, both from NIIFT (National Institute of Fashion Technology) — an unfruitful quest for affordable, aesthetically-pleasing home products inspired them to set up the studio. They spent two years in developing the product range for Gulmohar Lane, which was finally launched in 2015.

The response they received was encouraging, and their choice of aesthetics was endorsed by celebrities like Parineeti Chopra, Kareena Kapoor, and businessmen such as Shamit Bhartiya, as well as corporate entities such as Nandos India and the Adani Group. “With every project, the learnings are unique.

Each client comes with their specific requirements, and that called for customisation and new development,” the duo tells us. For example, Parineeti Chopra’s large-size custom sofa had to be made in two parts, and it proved to be a precursor to their sectional sofas line. “Recently, we did a project for Anil Kapoor Production’s *Veere Di Wedding*. Working with set designers to design furniture based on each character was a fun experience.”

The roll-out offering of upholstered furniture for the living room was later augmented with the addition of products for bedrooms, dining rooms, offices, etc. This gradual unfolding is deliberate. While Gulmohar Lane’s founders refocused on becoming a complete home lifestyle brand, they were also aware of the time that goes into developing an impeccable product. “We are not in a hurry,” they maintain. “Whatever we offer should make aesthetic sense.”

Whether it is new launches or initial designs, the one common vein that runs through their work is world-class design aesthetics and quality. “We invest a great deal in creating products and print designs that are timeless and find a deeper connect,” reveal Mewara and Ailawadi. “We have a bigger list of don’ts than do’s in terms of product design philosophy.” Using classic silhouettes, traditional techniques such as the eight-way hand-tied suspension system for sofas and Tarkashi inlay work, and natural materials, they aim to create products that combine nostalgic charm with contemporary nuances. ■

LOOKING BACK

Mihir Shahi’s Vadodra residence, designed in collaboration with MSA Architects, stands out in their portfolio. Every corner of this abode reflects Mewara and Ailawadi’s fondness for natural materials and warm, comfortable homes, where design solutions emerge from form, function and context.

LOOKING FORWARD

Gulmohar Lane is excited about their soon-to-be-launched wallpapers. “It will exhibit our brand ethos of creating designs that are not bound by time,” state the duo. They are also working on WeWork’s co-working shared offices, Isprava Luxury Villas, Goa, and Reliance Brands Limited’s head office in Gurgaon.