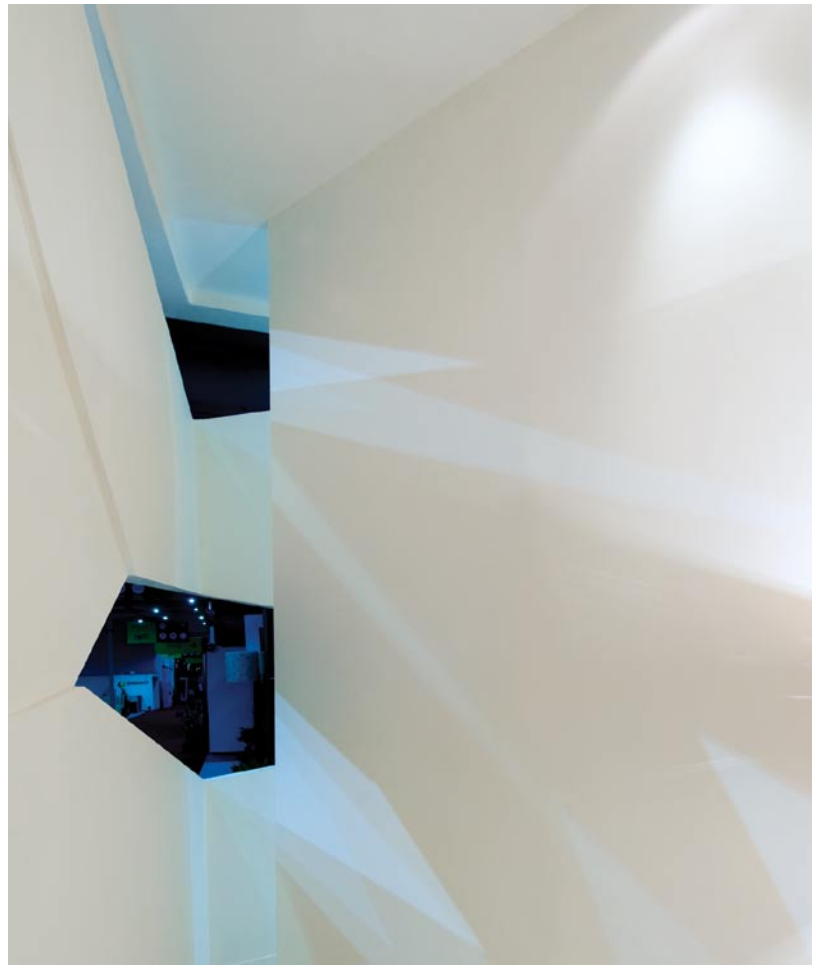
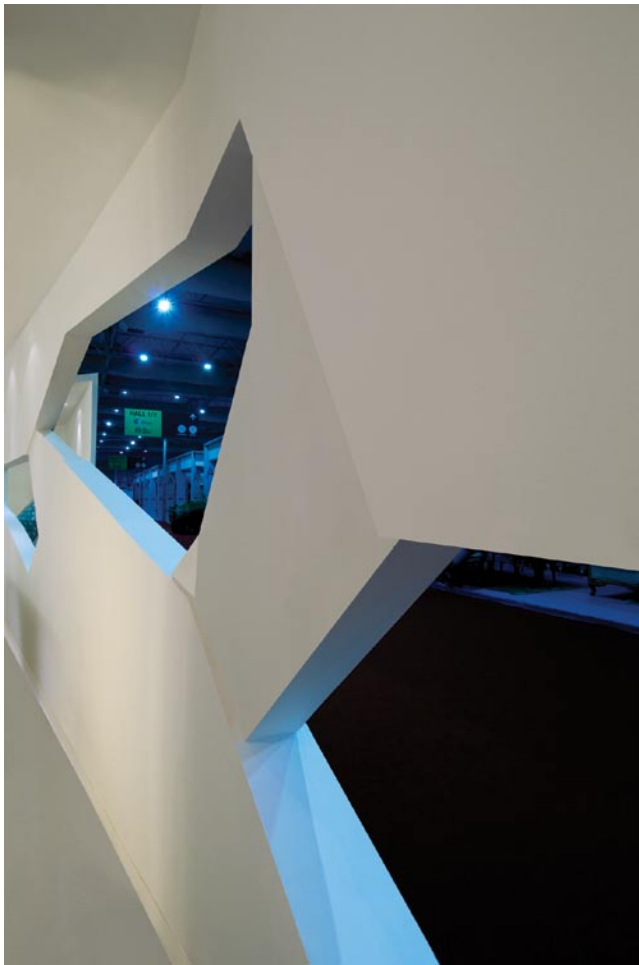


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Wedge-1

Mumbai, India

DESIGN

Collaborative Architecture, Mumbai, India

Lalita Tharani/Mujib Ahmed/Vineeta Ashraf/Mazhar/Munib & Shoukath

PHOTOGRAPHY

Lalita Tharani

This multi-award winning design by the relatively young architectural firm, Collaborative Architects of Mumbai, serves as an exhibit space/showroom for a furniture company. According to the design team, “The architectural intent was to dissect the simple ‘shoe box’ and manipulate the architectural character of the box in the most economical way.” The project not only had a limited budget but was further restricted by the tight delivery schedule.

“The peripheral wall set the tone of the encounter with the exhibits — with the unique cut outs — which reveal and mask the displays simultaneously to lure the public in.” As the viewer enters the space and walks around the sweeping white partial wall with its assorted cut outs at different levels, the views seen through these openings are framed by the shapes of the openings. The two dimensional cut outs of the “skin” transforms the project from a simple container of products to “an architectural ensemble of multiple meanings and unparalleled perceptual values.” The entire unit — peripheral walls and the actual exhibit space were painted white to point up and enhance the product display.

The name “Wedge” for this project comes from the character of the mostly trapezoidal spaces within the “dissected box.”

