AD discover

Jewsflosh

A round-up of events, ideas, innovations and names to know right now

Writer Sanhita Sinha Chowdhury









We at AD are fans of Spanish photographer Manolo Yllera, who often shoots interior spaces for us. His latest project is a supermarket and restaurant in Madrid called Mama Campo. Comprising an organic market, a children's market and a restaurant that serves time-tested recipes with a modern touch, this project is the brainchild of Manolo's brother David Yllera and his business partner Nacho Aparicio. They roped in Manolo to design the space, which showcases the work of 45 designers including Ronan and Erwan Bouroullec, Tom Dixon and Jasper Morrison. Having worked with designers, he secured discounts from them, sometimes in exchange for food! "Our budget was limited, not our ambition," says Manolo.

www.mamacampo.es

2 THE BUSINESSMAN & THE ARCHITECT

Architects need indulgent clients to create masterpieces. Frank Lloyd Wright found such a client in Herbert F Johnson Jr, third generation leader at SC Johnson who "wanted to build the best office building in the world." He appointed Wright to design the company's Administration Building in 1936. He later described it as a "financial and construction nightmare". But when the company—the manufacturer of household items like Mr Muscle®, Glade® and All Out®—had to build a second building, they sought Wright again!

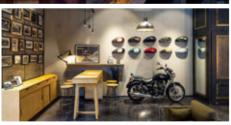
This second project, the Research Tower (pictured) in Wisconsin, has recently been opened up for public viewing, over 60 years after its completion. On display, until September 28, are drawings, photographs, correspondence between Wright and his client and a mock-up laboratory that recreates how the Tower operated in its initial days in the 50s. Home to the company's research and development scientists, the most interesting thing about this 15-storey structure is its cantilever construction—a 54-foot-deep inner core that supports the 153-foot-high, 16-million-pound-heavy building.





in AD's 2014 January-February issue. So, it made us happy indeed when Virkar made it to the list of 12 finalists at this year's Prix Émile Hermès, a biennial design award by Fondation d'entreprise Hermès, for the ecofriendly 'Rocking Lounge' (above). While Virkar typically works with wood and builds cabinets, this time he experimented with seating and used bamboo. The other entry from India that was a part of this list and won the Special Jury Commendation was the warm and fuzzy 'Mola' (left) by Suman and Poulami Biswas from Kolkata. Their work was appreciated by the jury for "being able to give an industrial finish to a hand-made product." The theme 'Time to yourself' allowed the trio to design objects they would want to use.







RIDING HIGH

PHOTOS: ANDRÉ J FANTHON

Ever wondered what a biker's home would look like? Royal Enfield's new flagship showroom in Saket, New Delhi is AD50 architect Ambrish Arora's interpretation of that. Arora's firm Lotus had designed the brand's first showroom nearly a decade ago, and now that Royal Enfield is reinventing itself, they came to Arora to design their retail spaces. The store has been imagined as a garage, a concrete shell with intimate settings. Lotus worked with Royal Enfield's factory workers in Chennai to cut bike parts into half, made a chandelier from headlights and even installed tanks on a wall! This store will serve as the template for the brand's 300 upcoming stores across the world.



Delhi's IDUS, a

furniture store, has launched a stylish

collection of book-

shelves, including

the geometric

'Wally R' unit.

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The creative force bebind the fasbion label Tocca, designer Marie-Anne Oudejans talks to **AD** about ber debut as an interior designer with the Bar Palladio in Jaipur, which draws inspiration from Indian beritage and adds a European aesthetic to it

Architectural Digest: How did you decide to take up this assignment of designing a space in Jaipur?

Marie-Anne Oudejans: Barbara Miolini, the owner, contacted me to create a concept and design [for the bar]. I was in Jaipur at the time, and was delighted to do a project in India. It was a first for me, though I have been to India many times and have been living here for a while.

AD: Bar Palladio is quite the international amalgamation—a Dutch designer working on an Italian restaurant in Jaipur.

MO: I have been living and working all over the world—Paris, New York, Rome and Madrid—so I find it completely natural and interesting to work with people from different countries; it provides a good mix of culture and design.

AD: What kind of Indian elements did you incorporate within the distinct European aesthetic to achieve that mix?

MO: Since the bar was going to serve Italian [cuisine], I took the best of both worlds. I was super-inspired by the beautiful Indian heritage treasures—the palaces, the Mughal art, block prints, nomadic tents, colours and Jaipur itself. I was lucky to work directly with artisans who were masters of their crafts to achieve this.

AD: What kind of atmosphere were you aiming for?

MO: The restaurant has a typical 60s, gentlemen's club, masculine vibe with a

touch of India's royal past—the idea being to create an attractive and inviting space where you could spend hours. Also, I was really inspired by Harry's Bar [in Venice], which has impeccable service and where people enjoy spending time. As for the colour scheme, Jaipur is the pink city, so blue was an inspiring option!

AD: What is your opinion about the design aesthetic in Jaipur currently?

MO: I think it's great. Lots of new places are opening up; Jaipur Modern has a great new restaurant. Then there is Idli, a lifestyle and design store by Thierry Journo that just opened and, of course, the concept store Hot Pink at the Narain Niwas Palace Hotel.

AD: How is designing a space different from or similar to designing clothes?

MO: For me, design is design; it all comes from the same space when I am creating. And I found this to be a wonderful experience. I can't wait to do another space!

-GAURI KELKAR