

store
WISE

An enticing combination of LEDs and CFLs create the blue, wavy underwater effect at Acrylica Atelier.



▲ The grass surface that lines the tubs lends a fresh, outdoor appeal to the space.

Live from AHMEDABAD

Design must stretch the boundaries of the conventional to lend a tangible effect to a space. Architect Naman Shah uses this principle in his design for Acrylica Atelier.

Test drives to buy cars are common, but 'test baths' to choose bathrooms are only offered at Acrylica Atelier's one-of-a-kind showroom in Ahmedabad – a bath studio where users can experience each anthropometrically-perfected design and add their unique touch to the water fantasy. Designed by Ahmedabad-based Naman Shah, Principal Architect, Sfera Blu, the studio is a hydro-experience that cannot be missed.

INVITING EXPERIENCE

It is India's first try-it-out-bath where the customer is free to soak in a bathtub, stand under shower jets or pick a favourite product at leisure. Like Archimedes, they can experience their own Eureka moment in a spa-like

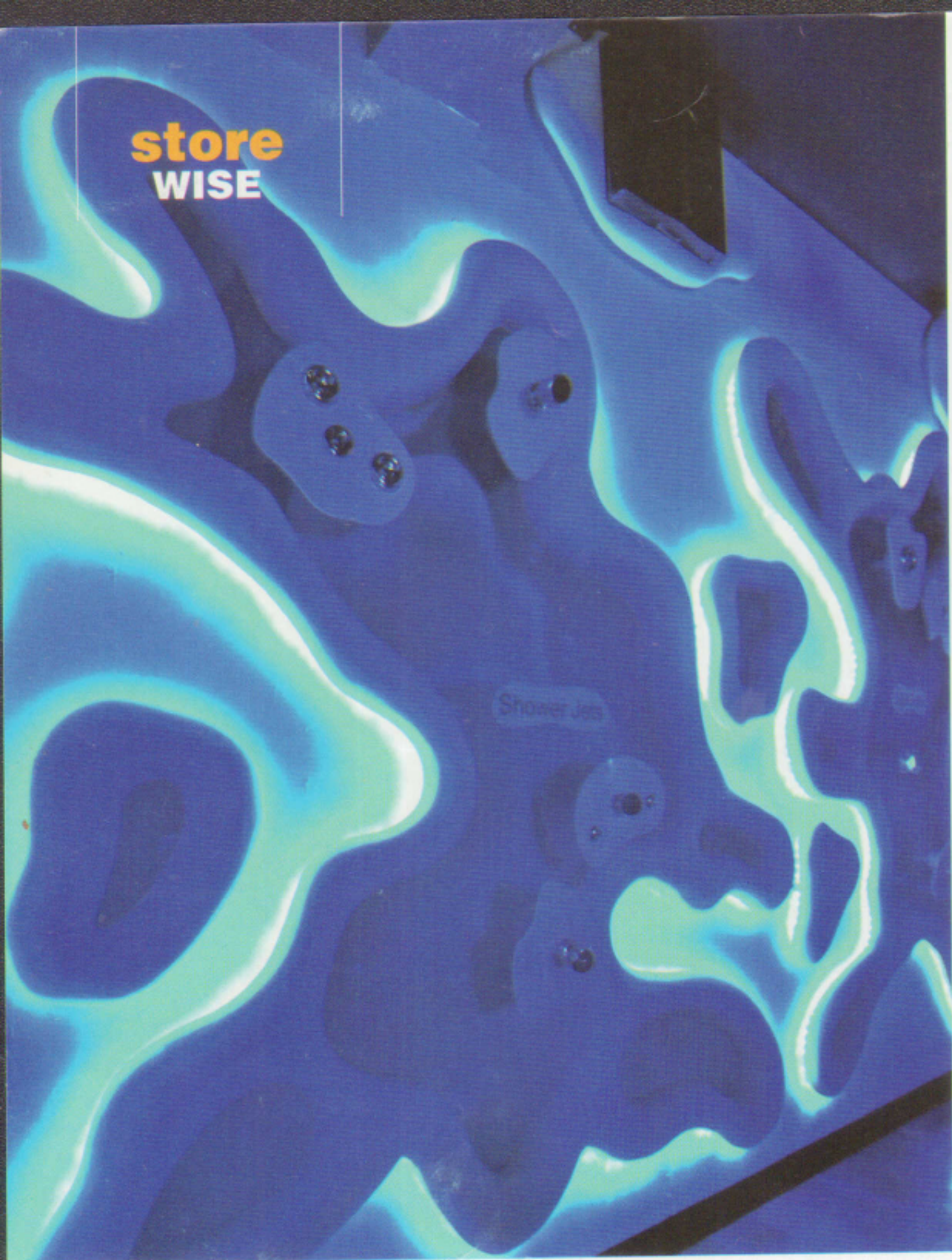
bathing space, complete with effervescent walls and ceiling.

INSPIRING IMAGE

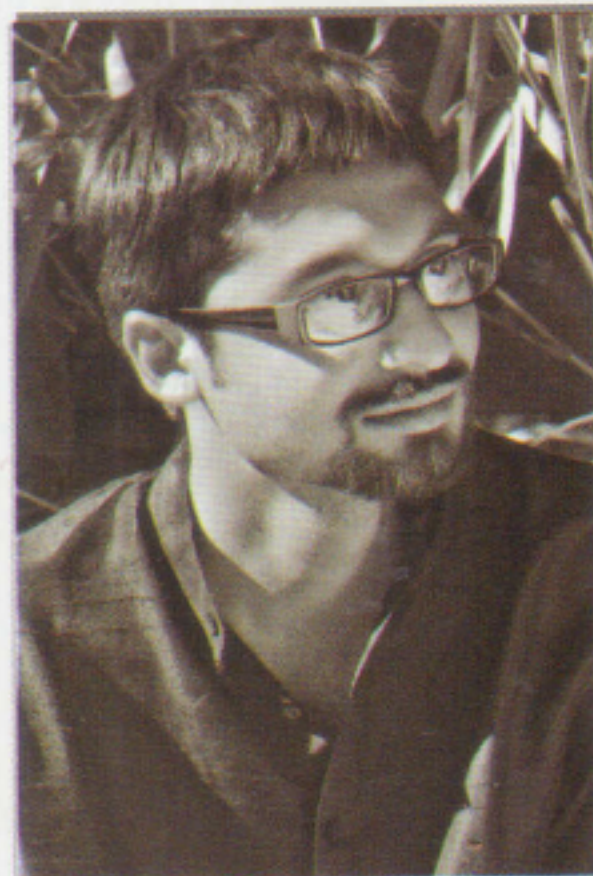
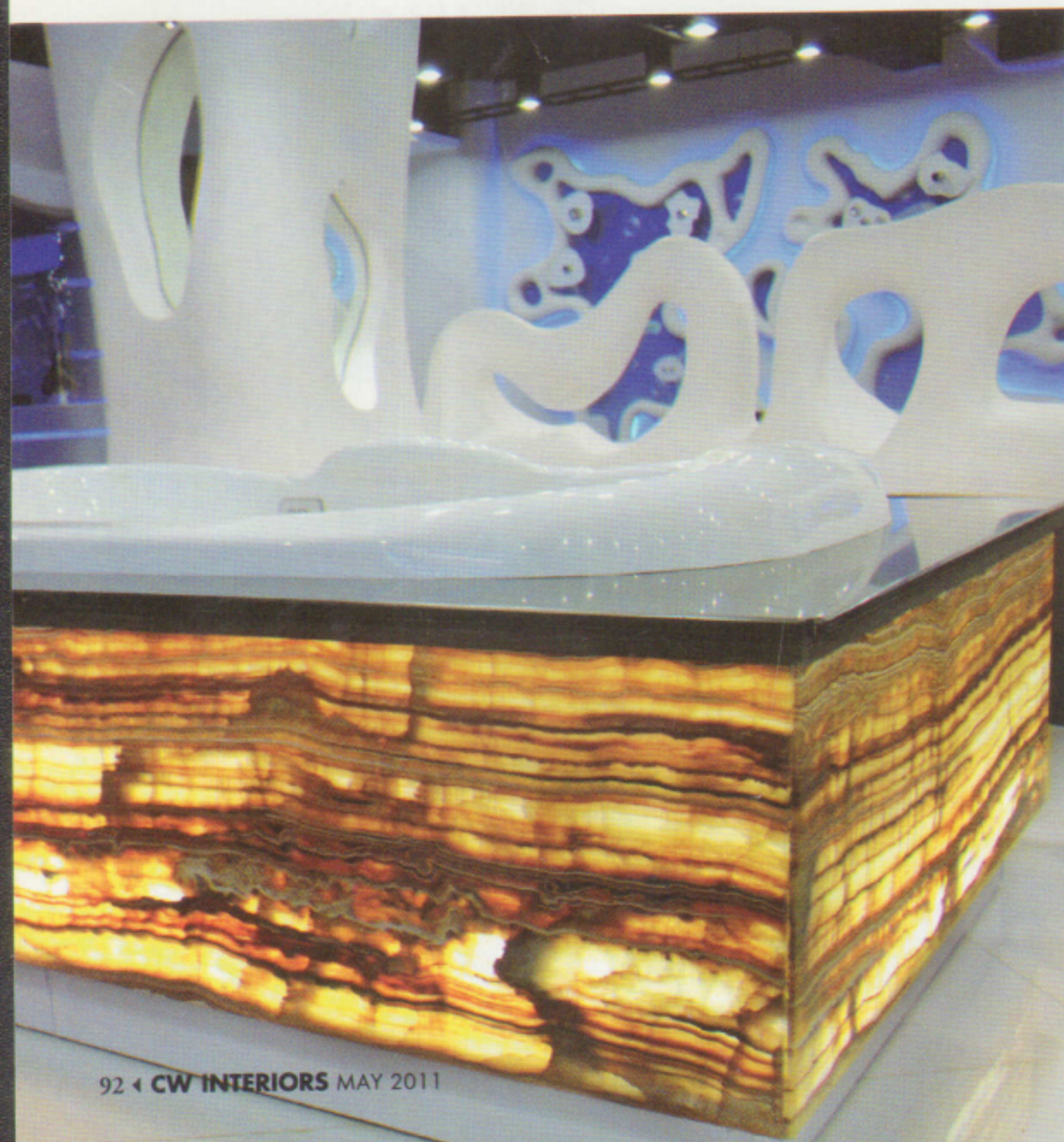
Shah explains the concept, "We imagined a child playing in a bath tub with the ubiquitous yellow duck." This image inspired him to present an idea that was both intriguing and tangible. And so the appearance of the entire showroom evolved from a basic element of bathing – the fluid nature of water.

FLOWING SPACES

According to Shah, "The design embodies a child-like freedom. Our experimental approach applies material dynamics to the organisation of forms to create an



- ▲ The walls are adorned with sculptures resembling foam and froth highlighting Acrylica's shower jets.
- ▼ The bathtubs lie gleaming in the intricate lighting at the centre of the studio.



NAMAN SHAH

❖ **Firm:** Sfera Blu Architects; founded in 2006.

❖ **Firm specialisation:** Corresponds to all design issues.

❖ **Design philosophy:** To provide interesting and dynamic spaces that add to the spice of life, away from the mundane –

creations that excite the psyche and are a pleasure to experience.

❖ **Philosophy towards life:** Siesta and fiesta are as important as work.

❖ **Favourite designer/architect:** Enric Miralles and Benedetta Tagliabue.

organically spread out studio.” The walls feature sculptures of lather and foam to highlight the display of shower jets. Here, a wooden base is used in combination with POP and a light-weight binder to lend a spongy effect to the wall. And intimately lit, gleaming bathtubs sit on a grassy surface at the centre of the studio creating an illusion of freshness.

BEHIND THE SCENES

Lighting is integral to the design – CDM-Ts highlight products, and a combination of LEDs and CFLs create a blue, wavy, underwater effect, while streaks of light enhance the fluid forms of partitions and displays. Exhaust and ceiling fans help discharge the moisture in the showroom. The variety of showers and bathtubs in the showroom demand optimum water saving; for this, the Acrylica bathtubs themselves store water, which is ozone filtered and can be used for up to six months.

Besides creating an appealing and invigorating design, Shah succeeds in delivering a live experience that enables customers to realise their personal aquatic fantasies. i

PHOTOS | DARSHIT RINGWALA

Contact: Acrylica Atelier, 204-208 Silver Square, Thaltej, Ahmedabad 388 058; E-mail: sferablu@gmail.com