

ISSN No. 3194077 Reg. No. MCS/124/2015-17 Date of Publication: 1st of every month. Printed at Parka Channel Sorting office, Mumbai-400001 on 15th and 16th of every month.

# Inside Outside

THE INDIAN DESIGN MAGAZINE

[www.insideoutside.in](http://www.insideoutside.in)

ISSUE 380

APRIL 2017

₹100



**Restoration of Mumbai's Town Hall by ANL Associates**

### Tulips store in New Delhi



Tulips is a leading home furnishings brand that has been crafting beautiful curtains and linen since 1990. The brand has opened its third store after Pune and Bangalore at Defence Colony, New Delhi which is built in an architecturally modified standalone space of about 5000 sq ft spread over two levels. The brand's vision is to create a premium aspirational space built on the tenets of collaborative curated design, customization and craftsmanship. The store layout is planned to facilitate a consultative engagement with the customer, both visually and in personal service, right from the store's welcoming threshold. A lot of emphasis has been placed on the 'discussion tables' for consultative decision making across different categories of the store offerings.

### Intersekt Launches Showroom in Delhi

Intersekt, an experiential design showroom encompassing a wide array of products including floor & wall coverings and bathroom & wellness products from various exclusive brands like Porcelanosa, Sicis, Zucchetti, Villeroy & Boch, Florim, Inkiostro Bianco and many more, has launched its flagship showroom in New Delhi. Spearheaded by Vidur Arora and Ridhi Arora, Intersekt is the retail venture of the parent company Marmo Home, a national level wholesaler and distributor of imported tiles primarily sourced from Spain, Italy, Germany, China and Malaysia with a distribution network of over 300 dealers spanning across 90 cities in India. The showroom, designed by architect Kapil Aggarwal of Spaces Architects@ka, with a surface area of 30,000 sq ft, is distributed over four floors with a retail space over three floors and an exclusive floor dedicated to their corporate headquarters.



### Ottimo Launches Design Studio

Designers, Italian furniture lovers, home owners and those who seek fine interiors will have a place to find the furniture of their desire as Ottimo, the premium furniture and interiors brand launches its design studio at Ghitorni, New Delhi. Showcasing some of the most influential interior brands from Italy alongside the home-grown Ottimo, the design studio is an experience centre for Italian style living. The display studio is spread over 3100 sq ft of space that has been creatively partitioned into different areas. The areas are accessible through each other, thereby, giving one the feel that one is moving about in a home.

