



GAJENDRA SINGH



Antakshari, Sa Re Ga Ma, Voice of India, etc...these superhit tele-shows would definitely ring a bell. We take you to the workplace of the man behind them — Gajendra Singh, CEO Sai Baba Telefilms. Designed by Archana Gandhi and Asit Karekar, the office is situated amidst the bustling area of MHADA, Andheri in Mumbai. Spread over two levels with an area of around 3,000 sq. ft, the office was created keeping Vaastu in mind. With complete freedom for the choice of colours and materials, Archana and Asit have given the office a very contemporary look with more emphasis on functionality. The ground floor has the accounts and administration rooms; first floor is dedicated to the creative people; and the second level houses CEO's room on one side and editing room on the other.

The entrance gives a warm welcome to the guests. An element of continuous flowing water is created on the glass panels on both sides of the main office. The entire ceiling at the reception is veneered. A set of six LCD screens behind the reception desk play all the latest shows produced and directed by Sai



Baba Telefilms. A small meeting room has been created adjoining the reception desk that allows the office members to interact with various people without them entering the main office.

"Looking at the structure in both the levels which is fairly linear (80" x 17"), the idea was to considerably reduce the linearity; which we achieved by dividing the spaces into two zones with a connecting passage in between," says interior designer Archana Gandhi. "As the structure had minimum source of natural light flowing into the office, we used materials like glass to provide maximum light, not intruding anyone's privacy.

"To allow continuous light to pass through the staircase shaft, we broke down the outer wall right from ground level to third floor level and replaced it with full height clear glass," she adds. Materials such as artificial marble, steel and backlit jalli patterns were used while climbing through the staircase to cover up the exposed beam structures in order to make the surface look even. The first floor is the creative area where the designers have tried to experiment with the design by giving it a different look.

Owing to their expansion, an in-house



recording studio was created with complete soundproofing and all the technically advanced editing equipment. Also, a new type of imported window system (PVC heavy duty windows) is used to avoid sound passage.

The second floor is divided into two parts – one is completely CEO's area and the other half has an array of editing rooms with a dedicated server space. All the editing rooms are acoustically treated to ensure soundproofing with the help of sound absorbing wallpaper. Further, the





FOUNDED TWO YEARS BACK BY ARCHANA GANDHI AND ASIT KAREKAR, ABSTRACT-INC DESIGN CONSULTANTS UNDERTAKES VARIOUS CORPORATE, RESIDENTIAL AND OTHER PROJECTS. WITH MORE THAN FIVE YEARS OF EXPERIENCE IN THE DESIGN INDUSTRY, THEY HAVE BEEN TRAINED UNDER RENOWNED ARCHITECTS. WITH THE PRIME FOCUS ON CREATING INNOVATIVE DESIGNS, THEIR DESIGN MANTRA RIGHTLY SAYS "CONSTANTLY INNOVATE".


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entire office is also Wi-Fi enabled.

Gajendra Singh's cabin has been treated with utmost care to stand out from the rest using wood as the basic element. A simple glass table, a wooden *jalli* ceiling and wood flooring mark this area. Most striking, however, is the use of wooden window blinds textured in gold. A small library for books on one side and an open shelf behind his desk for all the trophies won by the company hold pride of place. A smart yet elegant sofa is specially designed for his high profile guests.

White walls are maintained in the entire office except for the ground level where wallpaper peeps up the area. The designers have also played with lights. "Considering their line of work where creativity has no limits, we introduced a new type of lighting system made of an imported stretched fabric called Barrisol and achieved the sleek straight-line look," shares the designer.

"The biggest challenge was to achieve the right proportions of spaces within the given linear structure," concluded Archana. With the use of creative elements and different materials, this office design strikes a balance between simplicity and elegance 

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