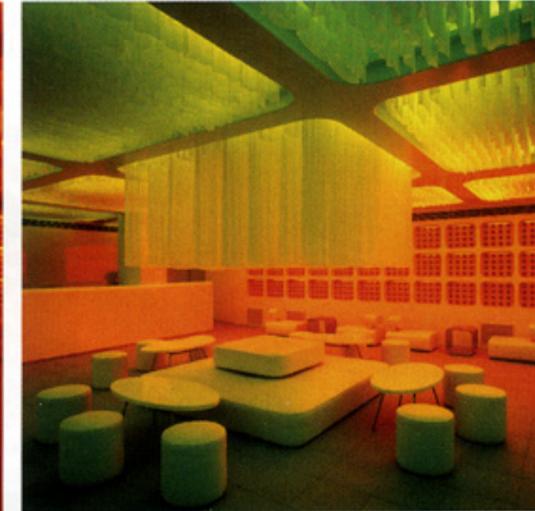
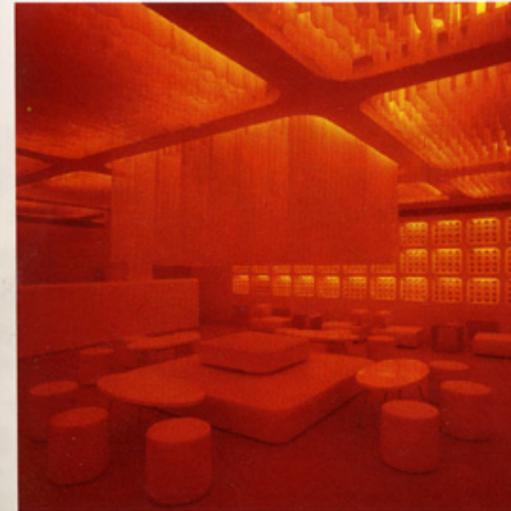




BUILDING BLOCKS WITH SANDEEP & TANIA KHOSLA



THEY HAVE INTERWOVEN
THEIR EXPERTISE, ERASED
THE BOUNDARIES
BETWEEN DIFFERENT
GENRES OF DESIGN AND
COLLABORATED ON
MANY AWARD-WINNING
PROJECTS.

They each come with their individual sensibilities and stand tall in their respective disciplines. They are experimental, versatile and inexhaustively creative! For graphic designer Tania Khosla of *Tsk Design* and architect and interior designer Sandeep Khosla of *Khosla Associates*... design is seen as a holistic approach.

A trained architect, the world of interiors was natural progression for Sandeep, "both disciplines feed off each other. Being an architect, my approach to interior design concerns the architectonics of any interior space, its artistic structure and its experience." His passion for design and experimentation has led him to adorn different hats while designing different projects. "Residential design usually requires a sense of calm, a feeling of timelessness and longevity, whereas bar and club design is usually hyper, trend based and short lived." This very multi-talented designer has clubbed many of his projects with his wife and one of India's leading graphic designers, Tania.

Chosen by *Wallpaper** as one of the top 100 emerging designers of the world, Tania's penchant for design lies in the dynamism and multiple dimensions that it offers. "I work across industry spaces from lifestyle and hospitality, pop culture and music, IT and healthcare, fashion and retail, to arts and culture. The range is pretty wide, exciting and tremendously challenging. With each project, we have to understand the nuances of each industry along with the mind-set of its viewer, so that our design is bang on."

Individually and together, Tania and Sandeep have created spectacular sites and innovations. They are leading figures in their respective disciplines and have designed for an array of impressive clients ranging from *Mtv* to *The Park Hotel* and have together mastered the hospitality industry in India

In a detailed interview we understood the nuances of their individual design sensibility and connected the dots that bind architecture, interior and graphic design...

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ARCHITECTS IN TODAY'S WORLD OUGHT TO BE THINKING ABOUT THE ENVIRONMENT, SUSTAINABILITY AND THE EFFECTS OF GLOBAL WARMING, BUT IN DOING SO NEEDN'T SACRIFICE AESTHETICS.

— Sandeep Khosla

Q&A

Architect and Interior Designer
Sandeep Khosla

Khosla Associates

Our work here at *Khosla Associates* is the collaborative effort of a body of highly energised and driven architects and interior designers including my associate of eleven years, Amaresh Anand, who is an integral part of the design and ideating process. Distinct trademark elements subtly weave through the work of *Khosla Associates*. Our palate of projects is varied and ranges from tropical, climate sensitive residential and resort architecture, to the interiors of hotels, bars, clubs, restaurants and offices. We are contextualists and have found ways of innovating and rooting our contemporary design sensibility within the local context.

What are the key influences in your work today?

Our work is versatile and varied — at any given time we could be designing a piece of furniture, a light fixture, a showroom, an office building, a school or a luxury resort. My influences and inspiration are as diverse, a lot of it coming from extensive travel, observing the urban fabric of exciting cities, absorbing global and local trends, pop culture, lifestyle, fashion, and contemporary art.

It is really exciting to view creative work and I make it a point to seek out fairs, shows and exhibits that showcase contemporary design. *Design Mail*, a week of design shows through the city of Berlin was stimulating, seeing architect Zaha Hadid's retrospective show at the *London Design*

Festival was inspiring and so was Japanese visionary pop artist Murakami's recent show at the *Brooklyn Museum*.

There seem to be two major schools of architecture these days: one with an eye on development and environmental issues, the other with more of an artistic flair. Which do you fall into?

Both schools are relevant. Architects in today's world ought to be thinking about the environment, sustainability and the effects of global warming, but in doing so needn't sacrifice aesthetics. I think it is necessary for both schools to co-exist. We are working in conjunction with energy conservation experts to advise us on bringing more environmental design into our work, so as to integrate sustainability wherever we can. For example, our design for a new arts complex at *The Doon School*, Dehra Dun will be a *Teri Griha* rated green building, and a farm house in Alibagh near Mumbai, built to harness its own wind energy.

With the landscape of Indian cities changing drastically, which city according to you has been bitten by the architectural bug?

My choice would definitely be Bangalore — where I feel some of the most experimental work is emerging. If you look at prominent Indian Architecture and Design awards for the past five years, you will see as a rule of thumb that 60% of awards have been picked up by Bangalore architects. This must give some indication of the vibrancy of Bangalore's design scene.

Tania & Sandeep Khosla



Q&A

Graphic Designer
Tania Khosla

Tsk Design

At *tsk* we thrive on innovation and experimenting. We work across various mediums — print, web and environmental graphics — with writers, brand strategists, architects, interior designers and product designers. Each person brings to the table his/her own area of expertise. This collaborative approach to design is the way ahead and it makes my work that much more exciting and effective.

How would you personally define your design style?

I don't know if I can define a 'style' but what I find extremely exciting personally, is negotiating a balance between a contemporary international design aesthetic and an inherently Indian one — a modern Indian design language in graphics. It is this space in between the local and global that drives much of our most creative work. At *tsk* each project is analysed and turned inside out — in that sense, our work is extremely deliberate and well articulated. This is of course, offset with the intuitive and magical. Our attempt is always to create fresh and exciting design that is unique, memorable and simply put — works!

What is your favourite genre within graphic design and where do you get to be most dynamic creatively?

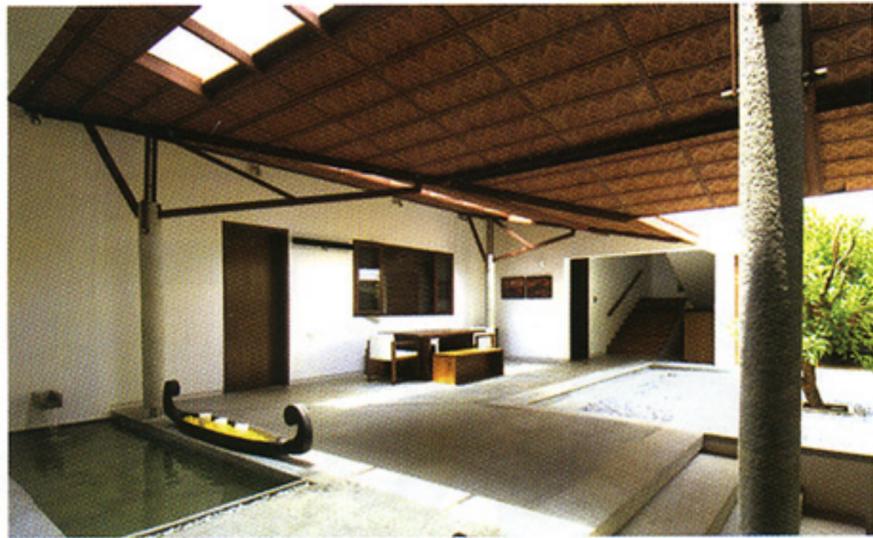
That's a hard one to answer. I absolutely admire the *Swiss Modernists'* clean and structured approach to design. The sense of clarity and lack of clutter, the clever use of very basic graphic tools of scale, contrast and colour — to communicate effectively with just the right

amount of form that is needed. And then, there is the thrill and excitement of uninhibited expression. The beauty of excess, be it the ornate, decorative, illustrative or narrative. This genre has gained huge momentum in recent years and one has seen some of the most exciting work — where graphic design crosses boundaries and becomes art.

How has the Indian design scene evolved since you became a part of it?

The evolution has been dramatic and very exciting. When I moved back from the US in 1996, people would ask me, "What is graphic design? You mean advertising right?" And today, you have ad agencies setting up design cells because they see the potential in the growing demand for graphic design work. We have a graphic design conference in Goa every year, with star speakers from across India and the world, with 1400 Indian students attending, which is pretty remarkable! The problem though, is that while the demand for design has increased, there are not enough qualified designers to create a rich and vibrant industry. We need more design magazines and publications that not only showcase, but also debate and critique design. This will help in raising the bar!

WHAT I FIND EXTREMELY EXCITING PERSONALLY, IS NEGOTIATING A BALANCE BETWEEN A CONTEMPORARY INTERNATIONAL DESIGN AESTHETIC AND AN INHERENTLY INDIAN ONE — A MODERN INDIAN DESIGN LANGUAGE IN GRAPHICS.



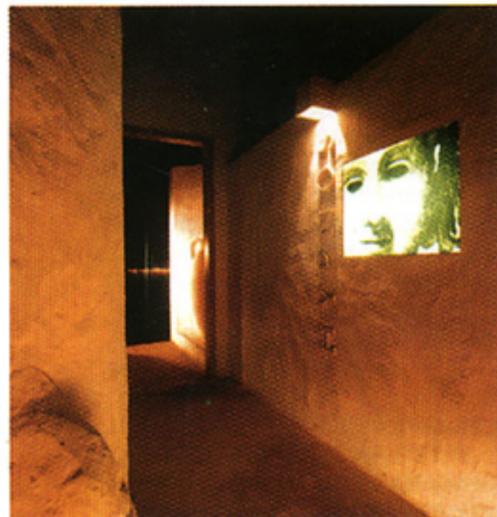
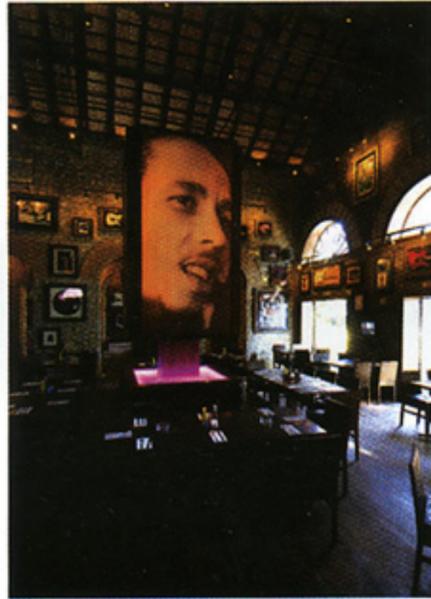
Vaastu House, Bangalore



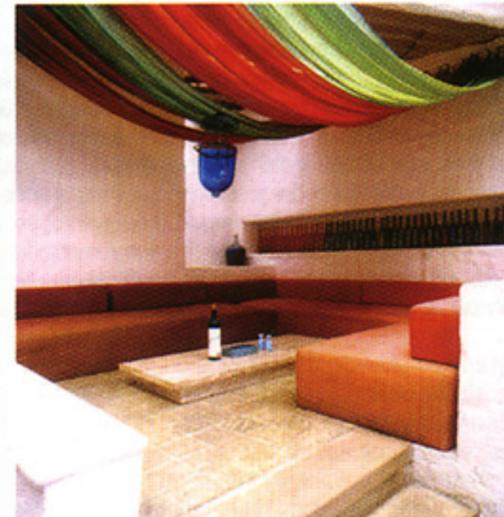
Roxy Lounge & Bar, The Park Hotel, Kolkata



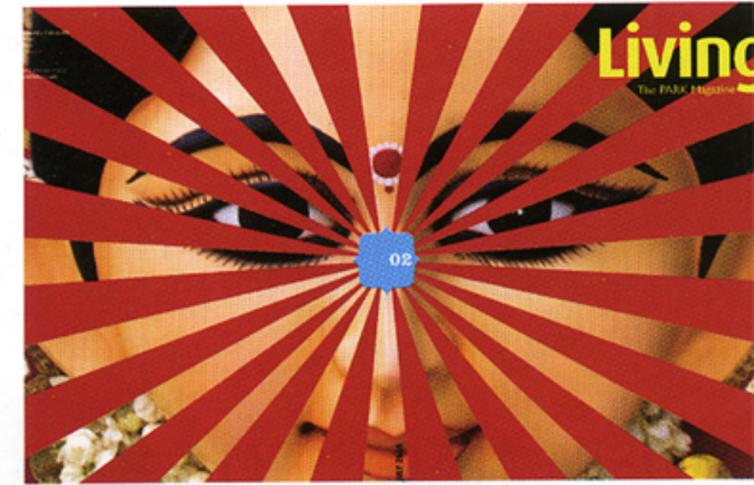
Hardrock Cafe, Bangalore



Hypnos Restaurant, Bangalore



About Turn Exhibition, Catalogue Design



The Park Magazine



Inspired Child: Design for New Children's Clothing Brand



KHOSLA ASSOCIATES & TSK DESIGN

Touch Bar & Restaurant Collateral



Global Local Exhibition Design



Mtv SOUTH INDIA OFFICE

For Tania and Sandeep, designing this space was the perfect opportunity for cross-cultural exploration on their home turf and they delivered the diametric opposite of the modern corporate interior. Hand painted portraits by local film poster artist Sampath and references to movie-star billboards that proliferate the urban streetscape, dominate this office space. They also tried to reflect MTV's repackaging of the 'everyday and ordinary' that gives back to the masses a new, sometimes humorous and even exotic perception of their own culture. _

Touch Bar and Restaurant HYDERABAD

A particularly uninspiring ceiling with a grid of heavy beams shrouded this space but rather than covering it up with a false ceiling, *Khosla Associates* suspended thousands of meters of sheer white fabric vertically from the ceiling till the beam bottom. The LED lights filtering through the folds of sheer fabric lends a feeling of sensuality, depth, fluidity and transparency to this resto-bar. To add to its context the team at *Tsk Design* created customised wallpapers that would celebrate and highlight the city's past. The graphics fill the space with a sense of nostalgia while highlighting the slickness of its contemporary. _

Global Local TRAVELLING EXHIBITION FOR THE BRITISH COUNCIL

An exhibition that looks at the impact of globalisation on contemporary Indian design it travelled to all the metros in India before being exhibited at the V&A in London. The typeface used throughout is *Curry* and is drawn with a reed pen (the tool originally used to create *Devanagiri*). A curtain of kitsch paper flowers humorously draws reference to flower garlands a common Indian tool of tradition. By intermeshing design and concept this design duo created a hybrid space between the stereotypical traditional and the disconnected Global. _

Mtv Office Space + Graphics

