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MRP PUBLICATIONS
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INTERIORS

Issue 3 | April 2019 | ₹ 100



WOMAN
EMPOWERMENT

The Photo Company



Ar. Anjali Lovekar

The project is a photography studio complex for a young photographer who specializes in automobile, product and fashion photography.

The premise, based in Pune, India, which was earlier a factory complex, was in an abandoned and dilapidated state as it was unused for many years. It comprised of a large factory shed, servants' quarters and a watchman's cabin with a good amount of open spaces in the front.

This area was in a no-development zone, hence it was not allowed to build any

additional covered structure outside the limits of the existing structures in the complex.

The exercise therefore, was to provide all the requirements while maintaining the footprints of the existing structures.

The Factory shed was converted into the studio for the photography due to its expanse and the height available, while the watchman's cabin and the servants' quarters were converted into an image processing unit and an office respectively. An unused space of about 7' between the new office (erstwhile servants' quarters) and the factory shed was converted into a transition court, which the office looked into. This court, which is secured with a M. S. Pergola above, provides light and ventilation to the office, which has blank walls on 2 sides. An L-shaped wall flanks the court on the front side, providing some enclosure and housing the L shaped pergola, which highlights the entrance to the office. Linear, multi-colored windows in wood planks, open out the office façade to the paved, landscaped entrance court with existing and added plants and a couple of green benches.

On the other side of the plot was the

main access to the factory shed with a watchman's cabin and an outdoor toilet. This area was worked on by re-designing the toilet, adding a wall that hid the toilet door and creating a frame in brickwork that gave an identity to the space. This frame houses a bamboo pergola with a potted Frangipani and a yellow bench, creating an enclosure for outdoor seating.

Sustainability is achieved by using the existing structure with minimal changes to the architectural footprint. The climate in India being hot, doesn't allow for large openings and use of glass. The structure, therefore, has minimal windows and obtains light and ventilation only through the front colored windows and the side court, which is open to sky. The design character too is minimal, with almost no decoration. Natural elements such as light and air along with architectural characters and colors that are local to the tropical climate of India forms the design language. An unused factory complex was thus converted into a contemporary studio for a young photographer with minimal expenditure and in a short time frame.



Bamboo Pergola outside Image Processing Unit & Studio



Cabin View



Courtyard



Entrance Pergola

Anjali Lovekar has graduated in Architecture from the Sir J.J. College of Architecture, Mumbai, in 1991. After having worked with reputed architectural firms for about 2 years in Mumbai and Pune, she formed the design firm of Lovekar Design associates with her husband Ar. Ashwin Lovekar in 1993.

Lovekar Design Associates believes that every project has to be master minded carefully taking into account the

client brief, fidelity to site conditions & the time & economic frame for the same. The firm believes in creating spaces that the owner is comfortable with & relates to as his own. It believes in

enjoying the process of designing to obtain a creative & feasible solution towards each project undertaken.

The firm has had its projects published in various professional magazines, periodicals, digests and reference books at local, national and international level.

The principal partners have been guest speakers at various academic institutes at national level and have also been involved in cultural and academic forums for exchange of ideas towards the profession and have recently won three international awards after having won many awards at the national level.



Design Team