

ISRA Designs & Infratech Pvt Ltd
MAR 2017

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BEYOND THE ALLEY !

FAIZAALS

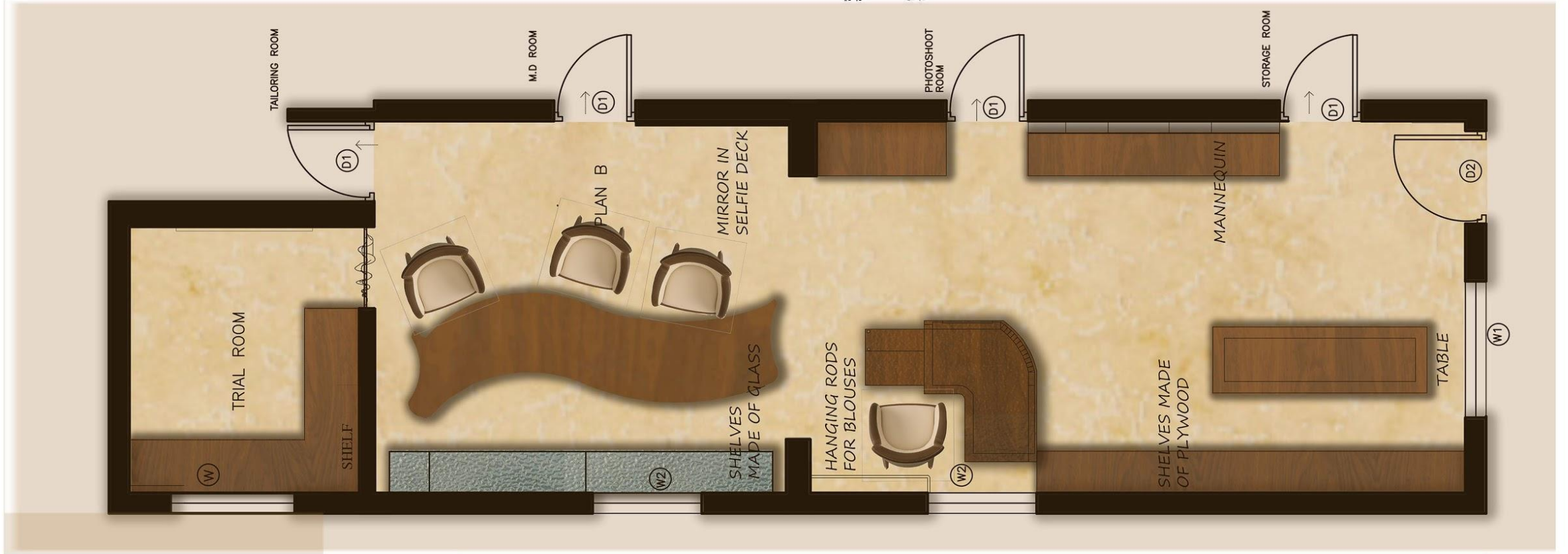
Boutique Design

LOCATION: Adyar, Chennai

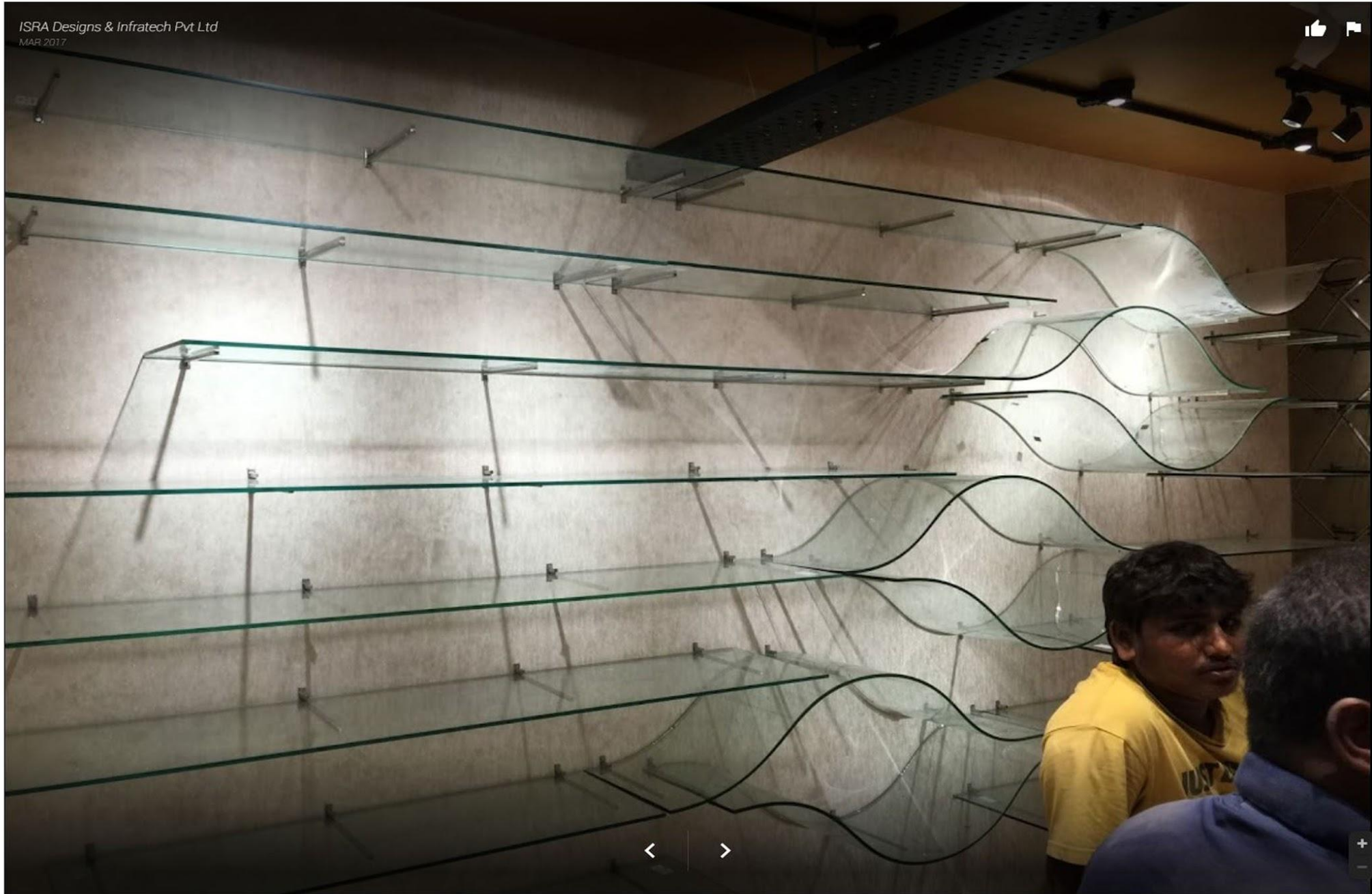
CATEGORY: Shop

PROJECT DATE: July-2016

SITE AREA: 560 sq.ft.







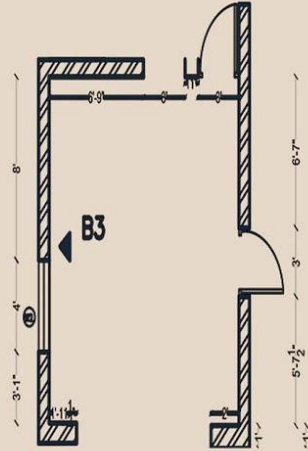
CONCEPT USED

Parabolic- inspired from hyperbolic geometry

Algorithm- inspired from diamonds (defined crystals)

Hyper Sculpture- hyper architecture

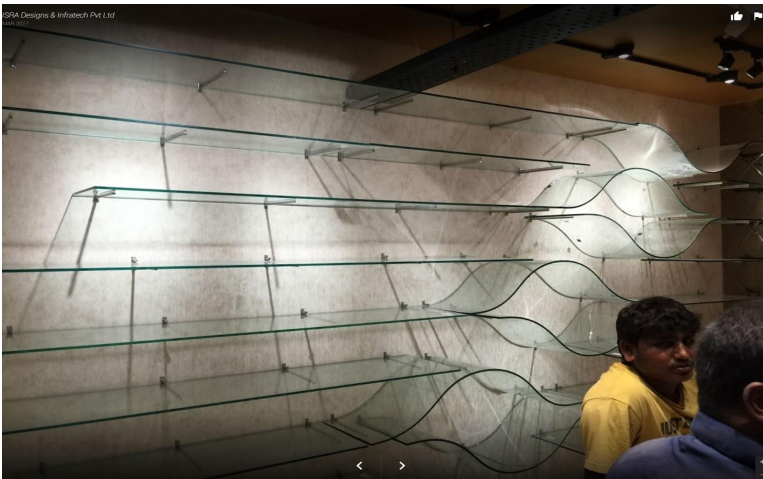
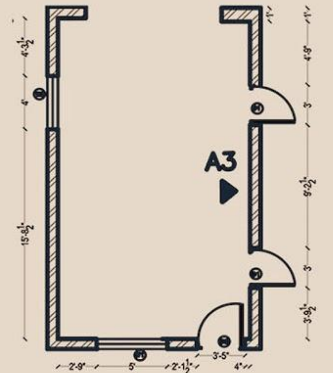
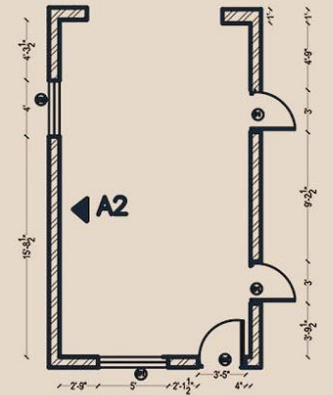
The curves in the helix were picked out for accurate radian in each segment so as to get the accurate nodes.



Then, the 3d co-ordinates of each node was positioned in the space, based on which another curve was made.

Then they were welded into groups for interconnection in groups.

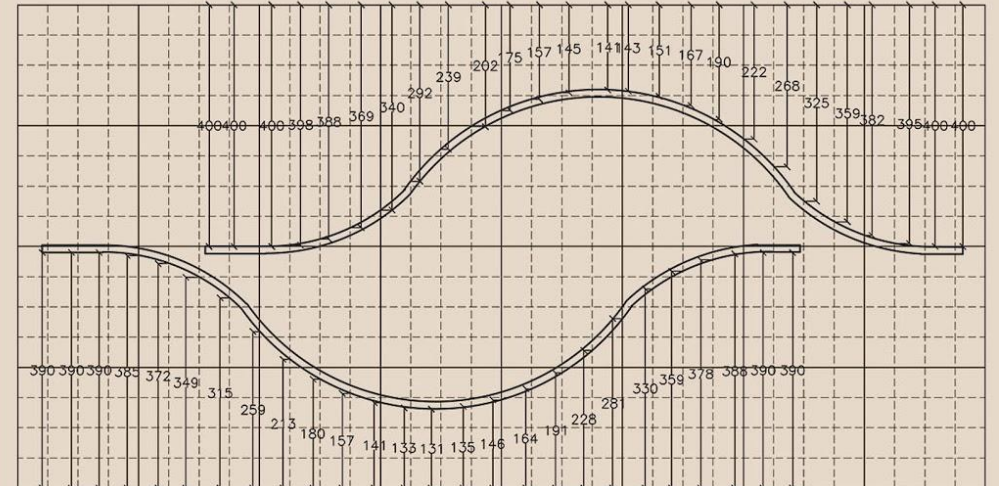
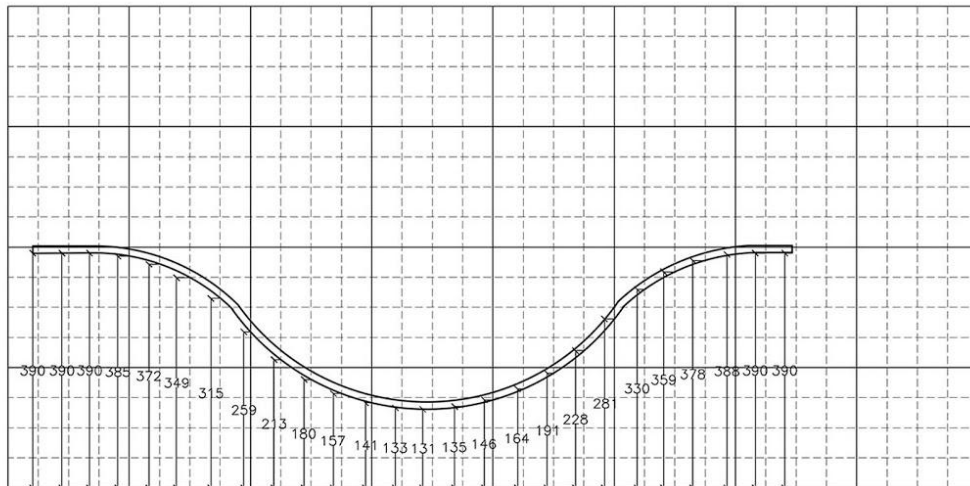
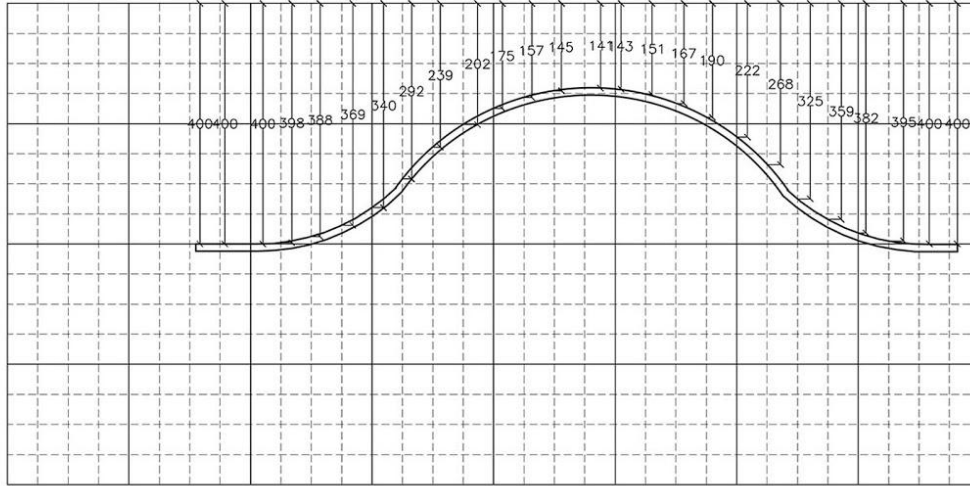
Finally, a 3d dynamic and freely criss crossing helix prototype came into being.

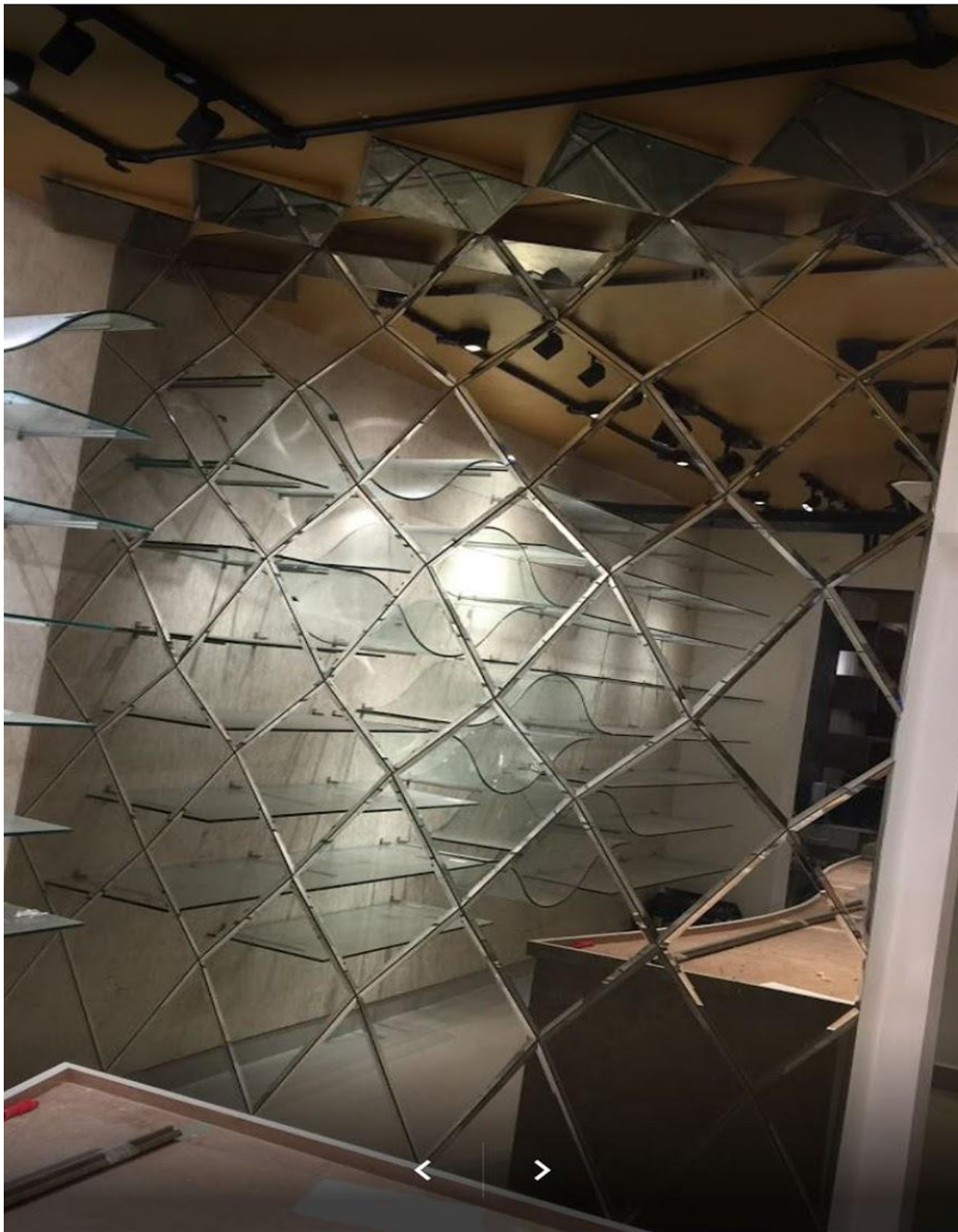


MATHEMATICAL ALGORITHM

Mathematics are more integral to architecture as the methods of designing structures grow more complex. The aim of the design is to create the space which is based on physics and materials with the advent of 3D.

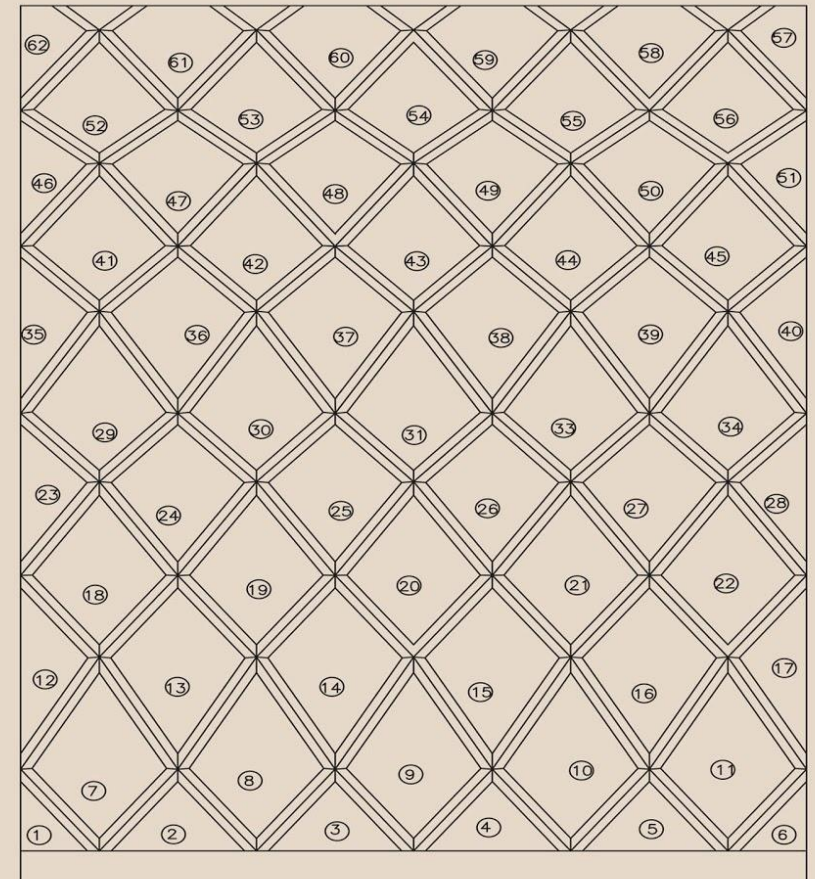
Transparent Glasses are chosen to connect the interface of the shelves with number of parabolic glasses. Each glass frame is varying in its undulating rhythm, regular and polydirectional.

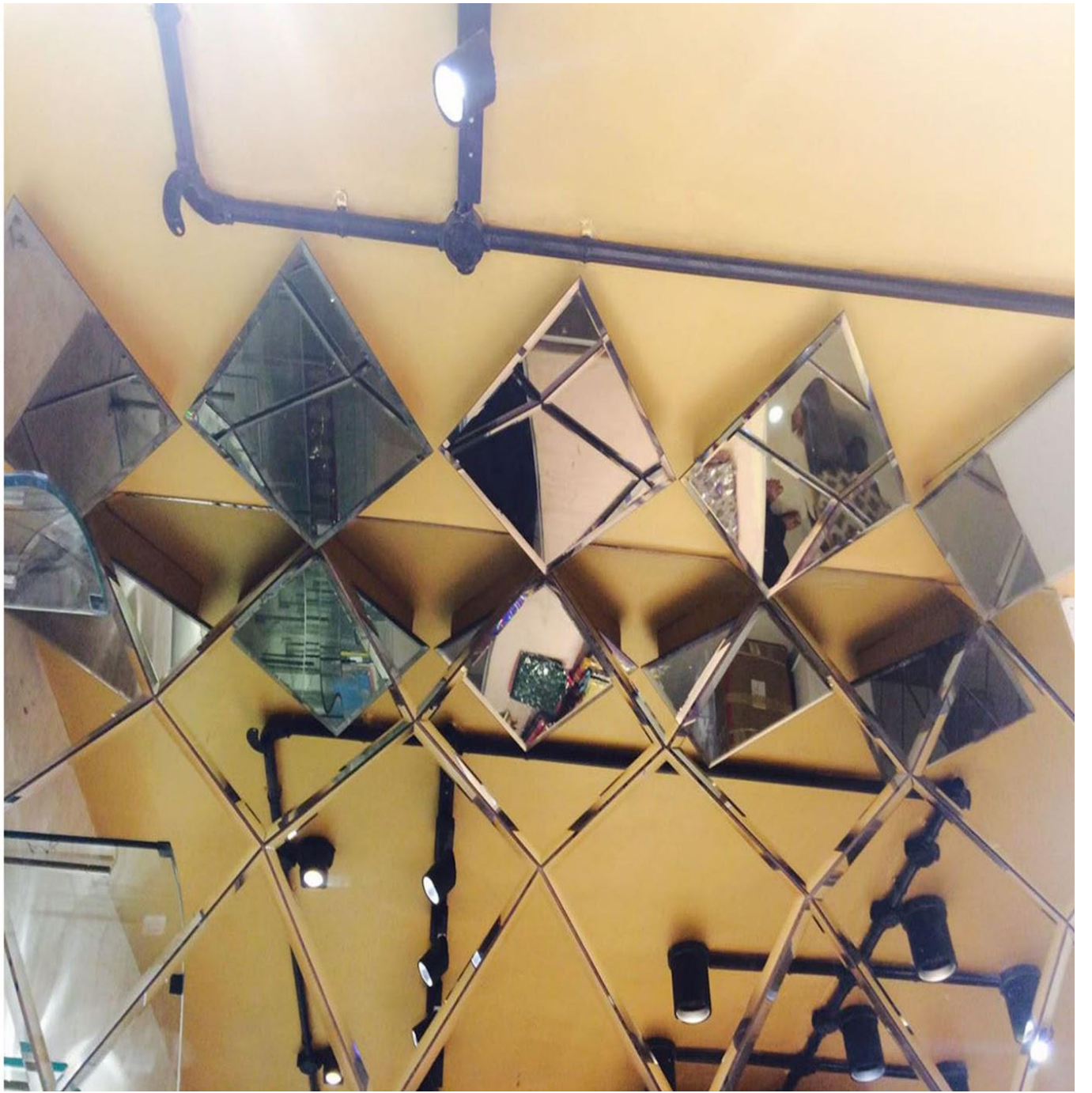


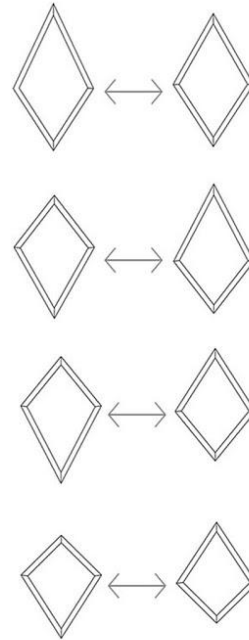
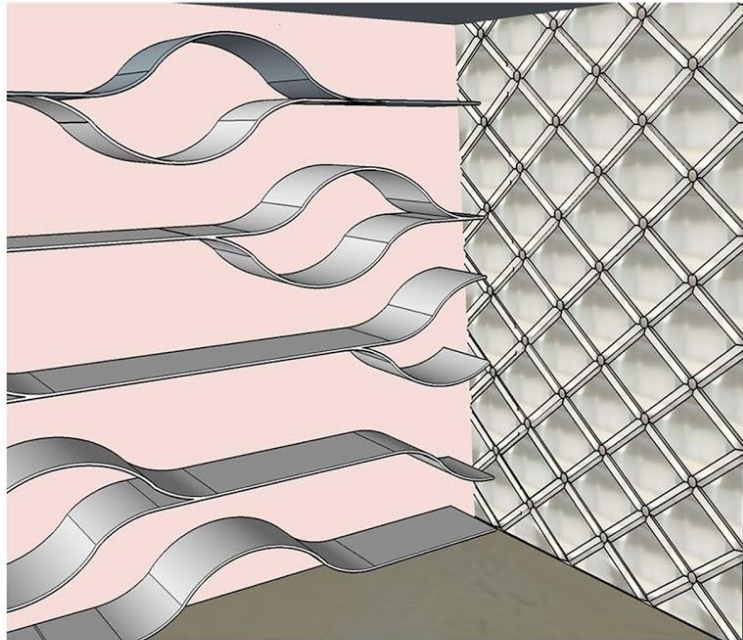
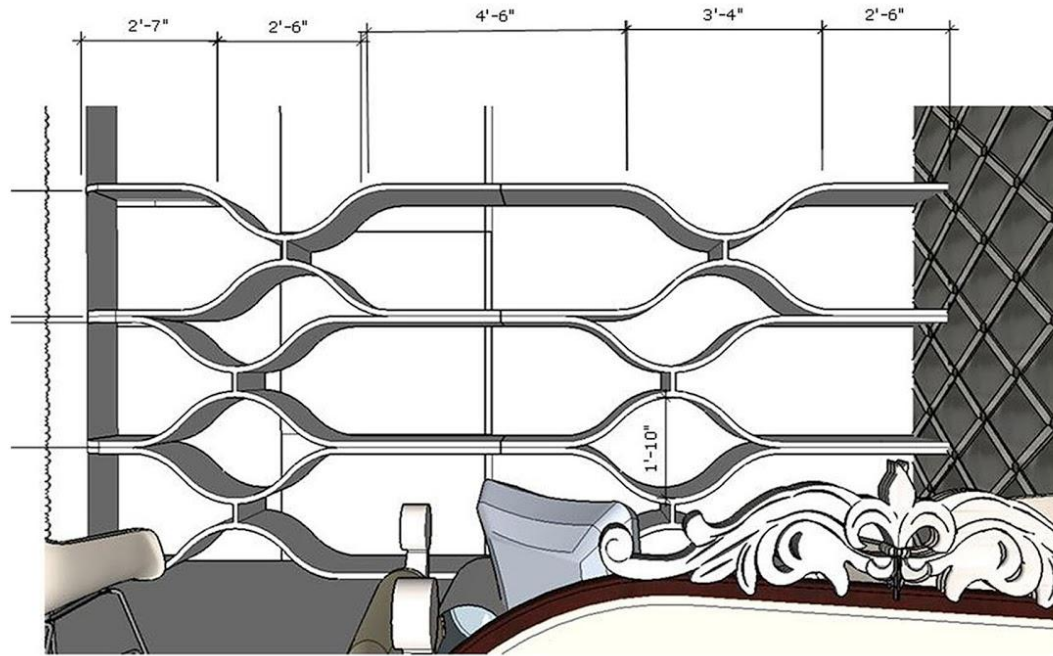


DEFINING SHAPE

The interiors based on algorithm uses the ancient forms and simple geometry. A small difference in mathematical concept made the regular diamond shape glass a dynamic on its own. A simple bevel bronze mirror glass is based on algorithm.

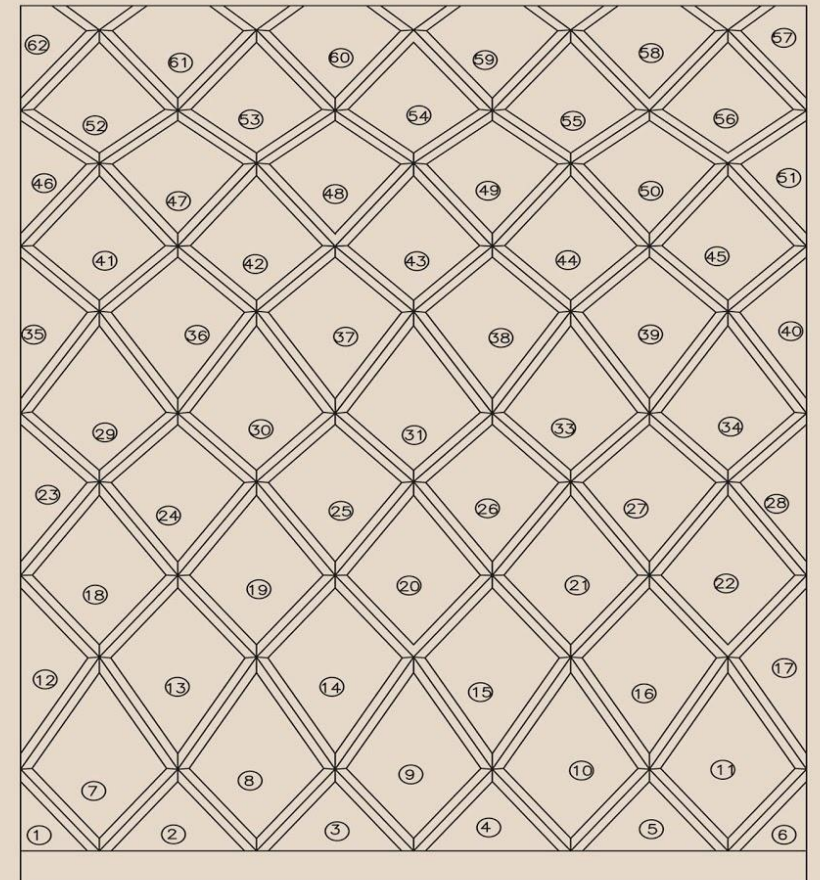






DEFINING SHAPE

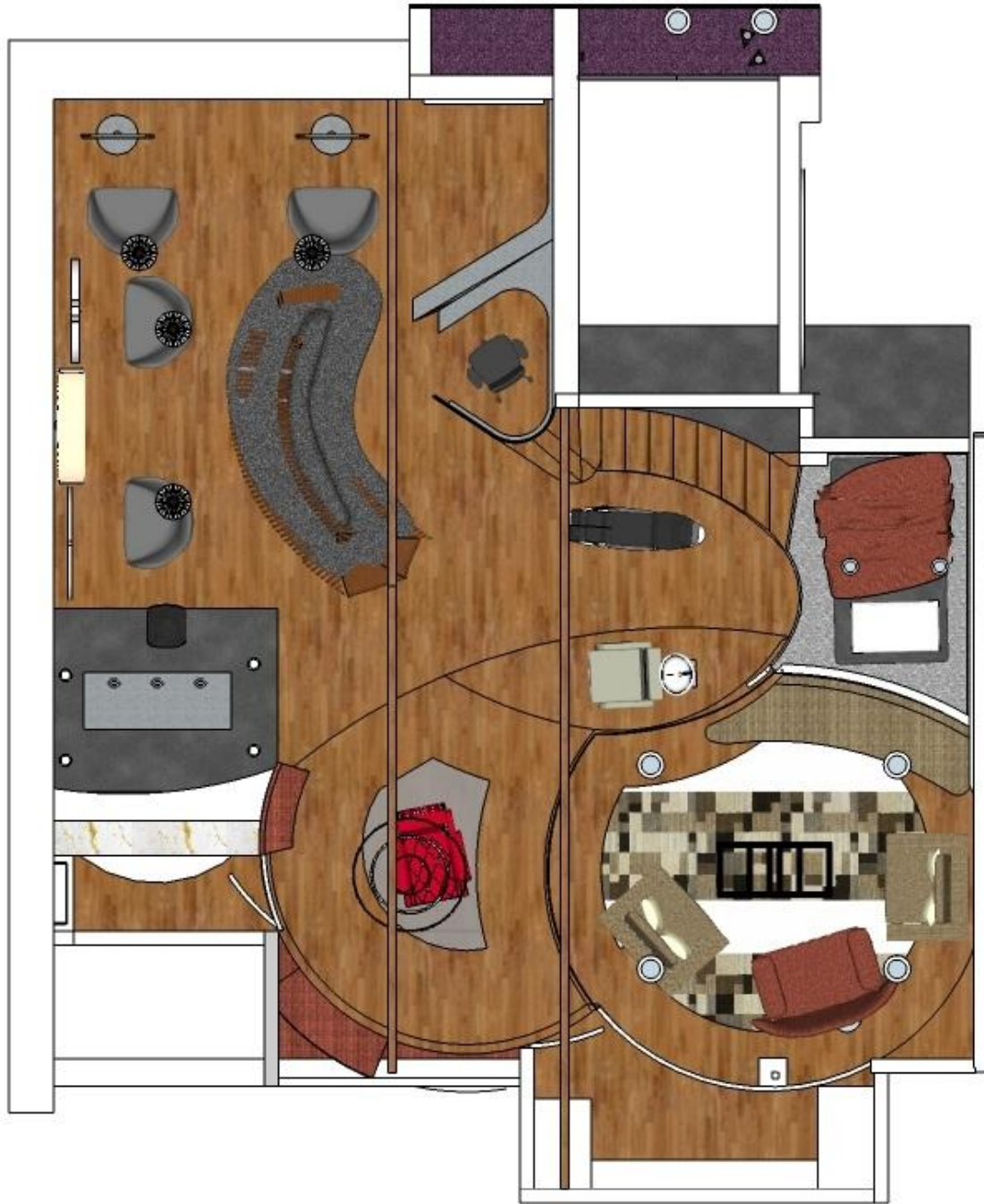
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B3 BRIDAL STUDIO

BEYOND THE ALLEY !

DESIGN - Views



B3 BRIDAL STUDIO

PLAN



RECEPTION & STUDIO







JEWELLERY

BEYOND THE ALLEY !



BEYOND THE MODULE !

KAMADHENU JEWELLERY

(make sure you have some time though!)

LOCATION: Alwarpet, Chennai

CATEGORY: Shop

PROJECT DATE: October-2017

SITE AREA: 2954 sq.ft.



Site Floor Plan



First Floor Plan



Second Floor Plan



Third Floor Plan

Located in the heart of the city of Chennai, the interiors that exudes grandeur. This luxurious design into a dazzling retail experience that appeals to a wide range of audience.

Every element in this luxurious boutique is detailed as a piece of jewellery. Even the lighting spectrum is customized to enhance the product range.

The exterior is marked by a delicately detailed high pattern, allowing a glimpse inside generating curiosity.





Terrace

2nd floor-Diamond section-B/W tone

1st floor-Gold section

Car Parking

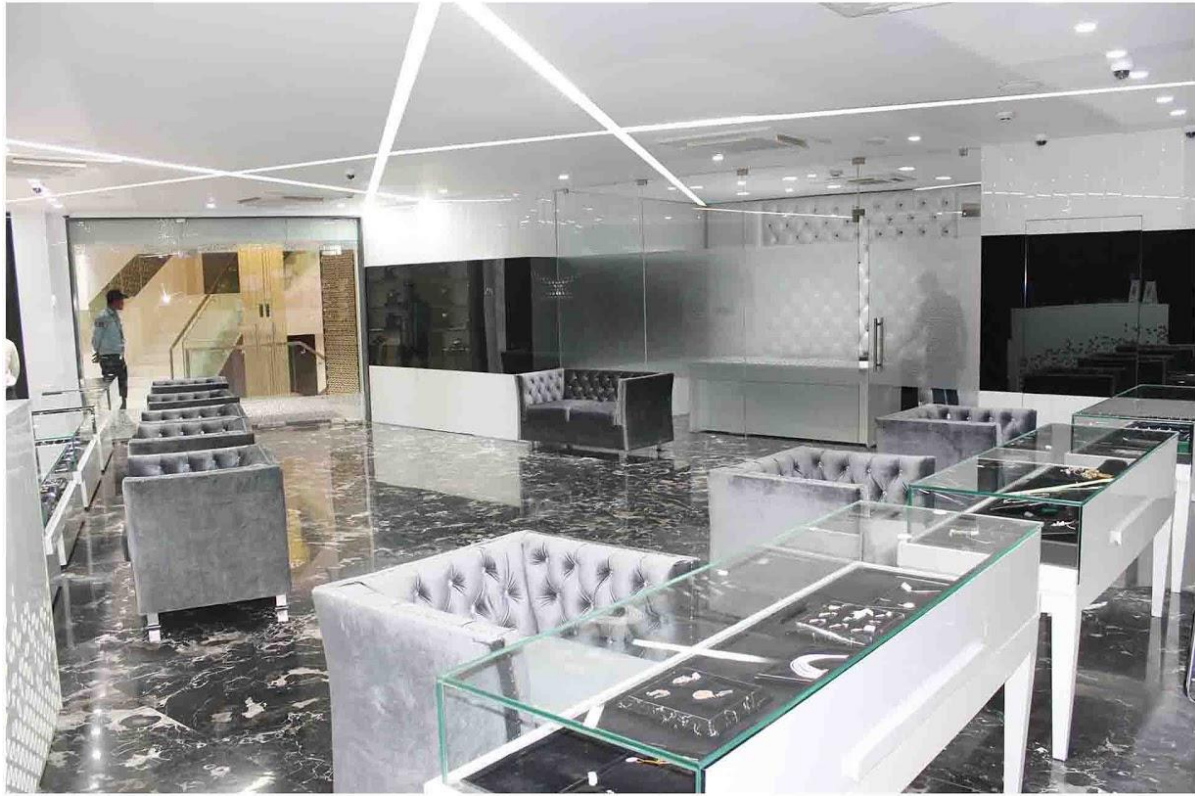
2nd floor staircase

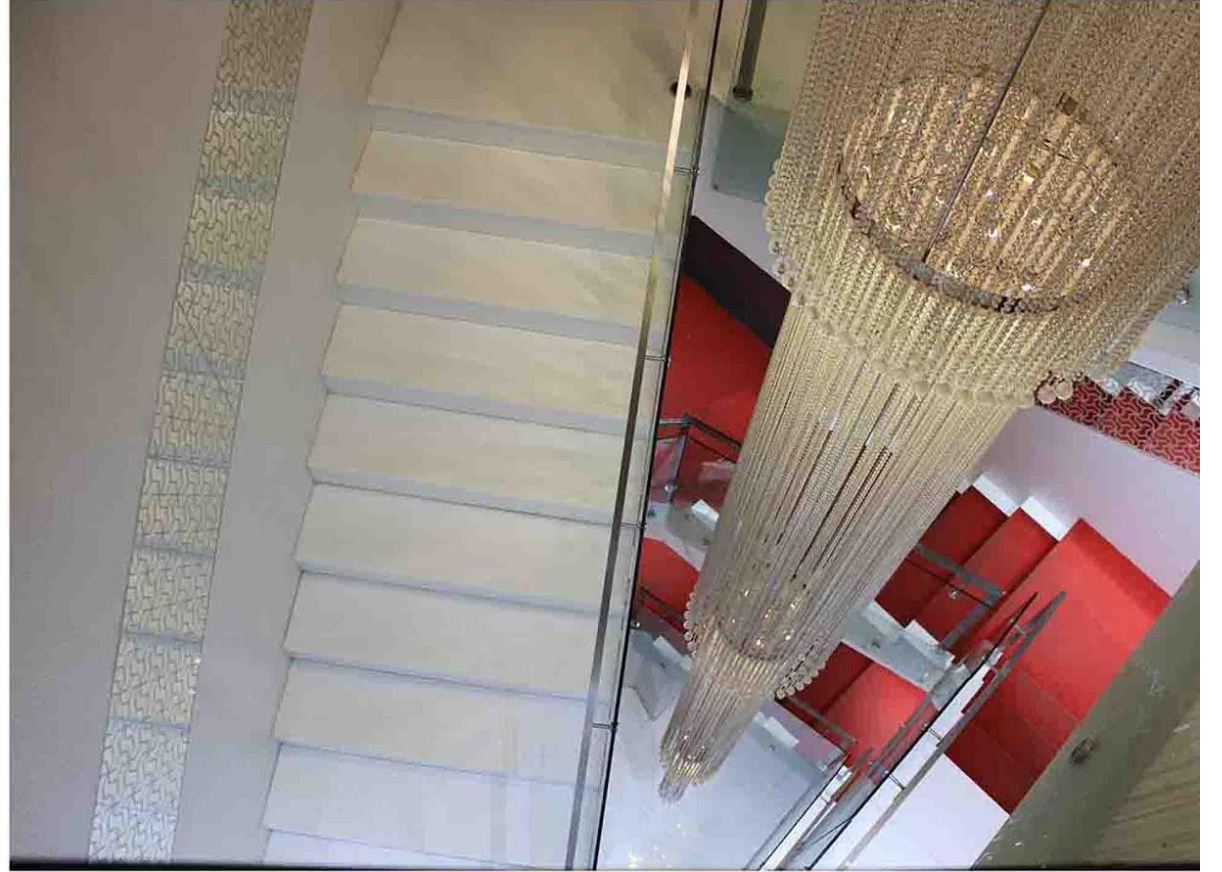
40 feet high chandelier

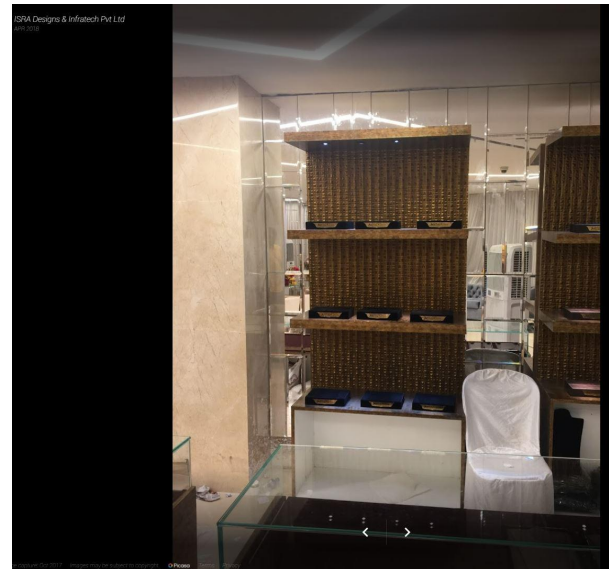
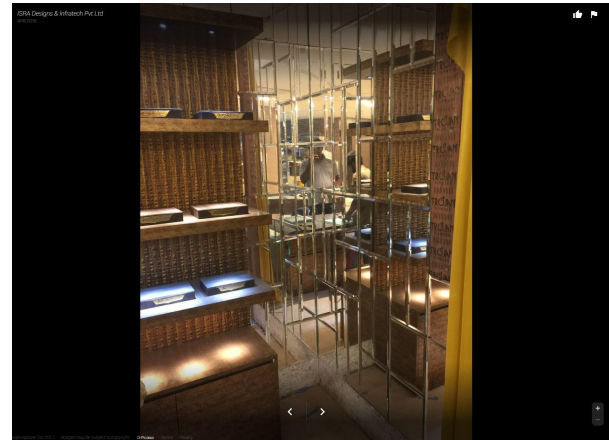
1st floor staircase

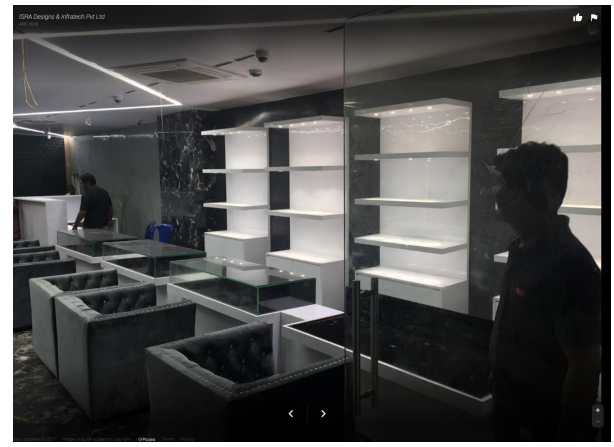
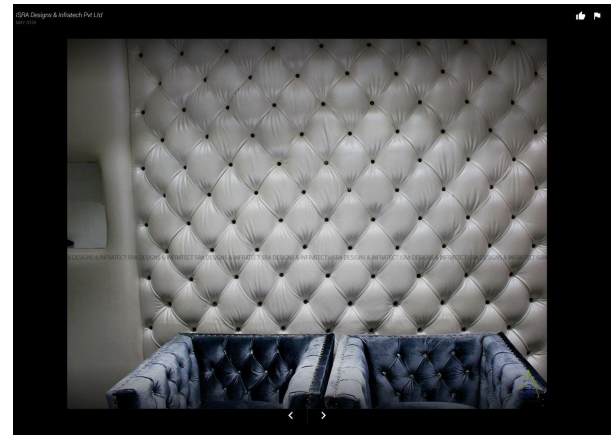
Stilt floor

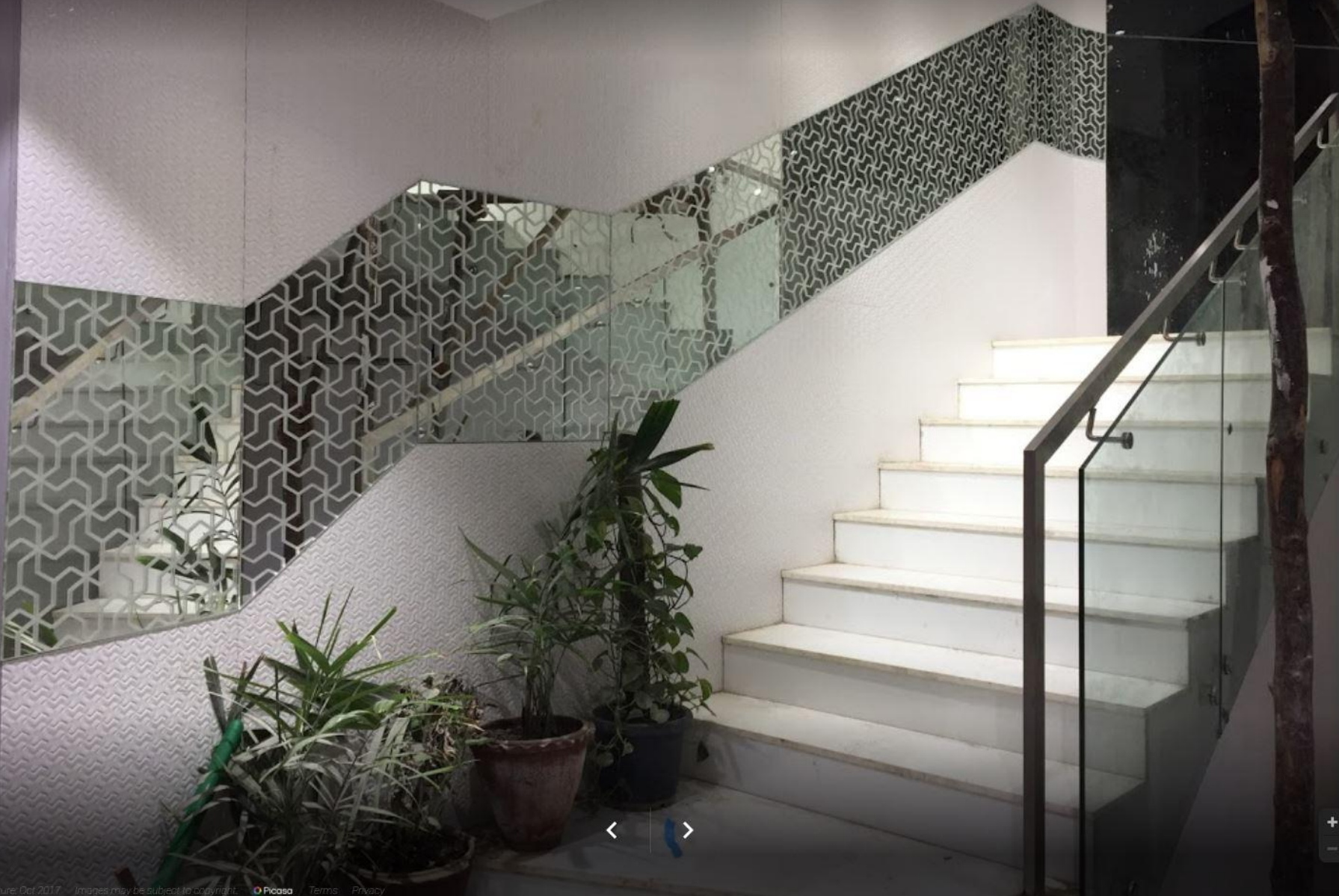












RESTAURANT

BEYOND THE ALLEY !

A Nation's culture resides in heart and soul of the people.....!!!

JAIHIND RESTAURANT

Location : Moskva, Russia

Category : Commercial

Project completion date : June 2015

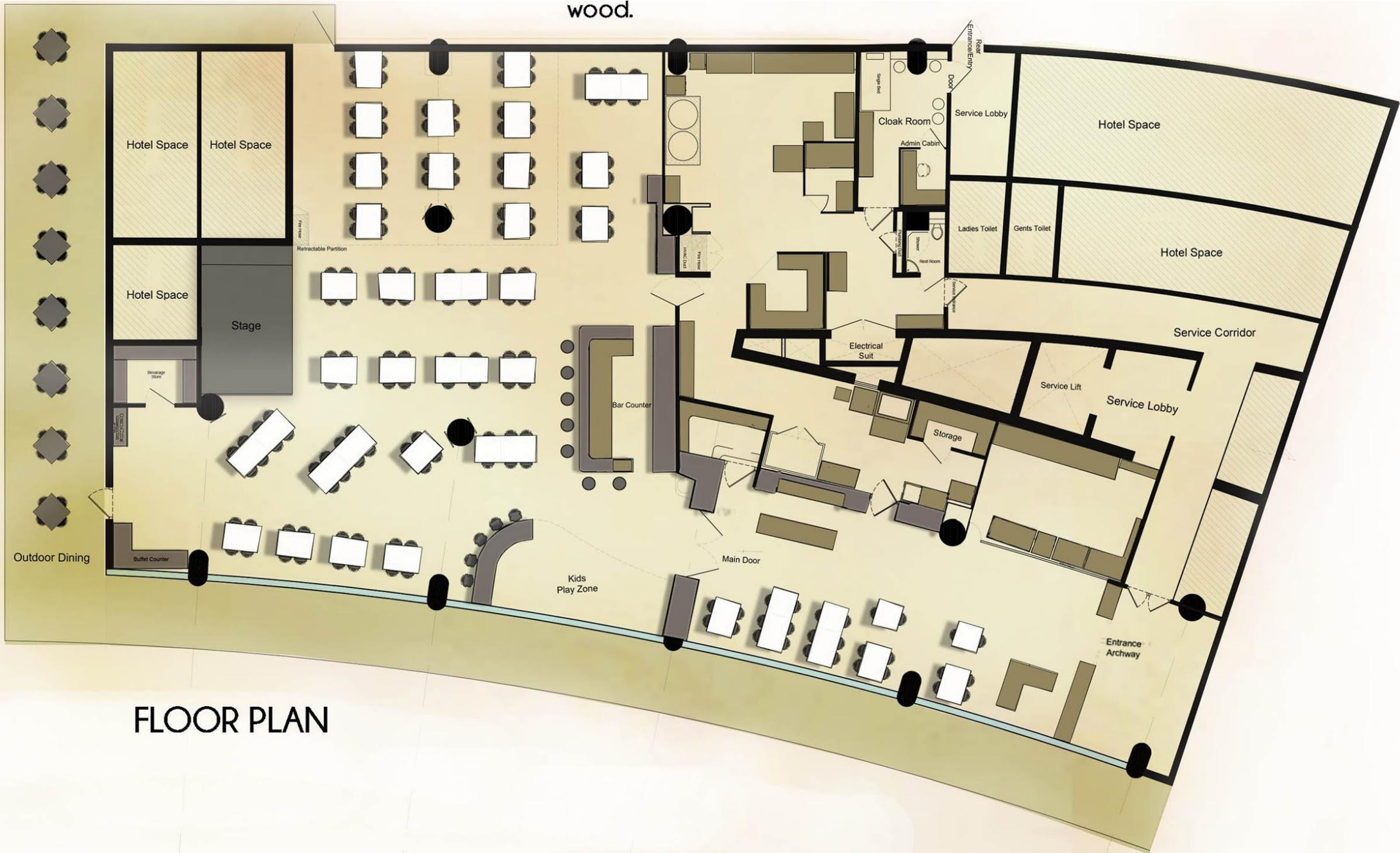
Built-up area : 5600 sq.ft

Line-Up:

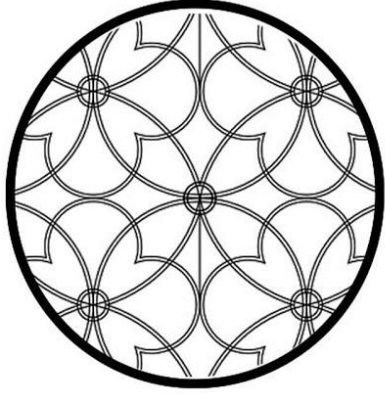
The architecture of India is rooted in its history, culture and religion. This restaurant is designed with indian architectural elements like patterns, arches, chettinadu columns, divine, etc.... It is also designed according to thier culture like a dance floor.



wood.

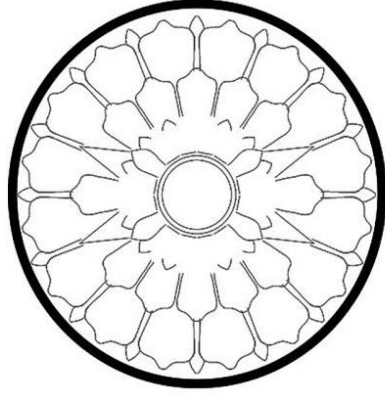


FLOOR PLAN



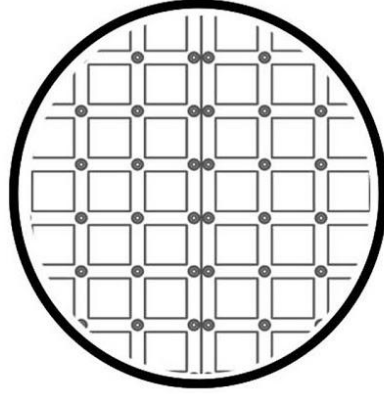
Patterns

Floral patterns are used for ceiling, influencing kanchipuram silk saree patterns attribute.



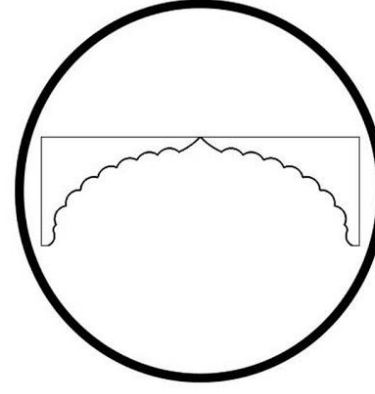
Chettinadu

The entrance door is an inspiration from chettinadu architecture with its ornamentation and detailing done in wood.



Arch

Engrailed arches from mughal architecture has been used to define counter furnitures.



Lighting

Modern lighting is used to create a modern ambience through circular hanging lights.





CHETTINADU DOOR



VINAYAGAR STATUE



DINING SPACE



ENGRAILED ARCH



CULTURE













Thank You