

# Inside Outside

THE INDIAN DESIGN MAGAZINE

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

ISSUE 347

MAY 2014

₹ 100

The award winning office of VDGA in Pune  
A bachelor pad, an office and a duplex by AVN interior architects  
Tanuja Paul and Paul Jacob design a villa in Chennai  
A Deconstructivist home in Mexico by SOSTUDO

**COVER STORY** Khosla Associates design a nightclub in Bengaluru





LOFT 38





Emerging from an ambitious vision, Loft 38 makes its mark on the club scene in downtown Bengaluru. Its texture-rich environment pulsates with rhythm, design, international faces and global music! Architects Sandeep Khosla and Amaresh Anand of Khosla Associates, proudly tell us how they crafted this hospitable and sensorial environment from the ground up!

TEXT: SHWETA KAPUR PHOTOGRAPHS: SHAMANTH PATIL J, COURTESY THE ARCHITECTS









When GK Corporation Pvt Ltd approached the architects, they came with a blank slate. This was an ideal situation, says Sandeep. 'These young entrepreneurs were open to a wide range of possibilities with no rigid ideas.'

The first hurdle was to identify the right location for a new entertainment hub. It had to be Indiranagar, say the architects, as they had seen how it has evolved from a charming residential neighbourhood to a culinary and shopping hub, with breweries and restaurants in plenty.

A six month search helped identify a two-storey home for lease, and a bold proposal was made to tear down the structure and design an entirely new space – fashion something unique that would captivate the attention of Bengaluru! The design evolution took its cues from discussions revolving around the kind of service they would offer, the typology of hospitality, etc, and an intent to fill a gap for music lovers by providing an exciting array of domestic and foreign djs and bands.


The form of the structure draws inspiration from traditional barn architecture – with a voluminous interior, rising up to a gable roof high above. The architects then further contemporised this form

---

The violet wash of light on the far log wall, the branched purple arms that take off from the columns and crisscross over the wooden ceiling and the enormous orange patterned lamps hung from the roof, make a visually complex impact.

---





The form of the structure draws inspiration from traditional barn architecture – with a voluminous interior, rising up to a gable roof high above.



The dance floor and the sloped ceiling are two dimensions that are prominently visible to guests from vantage points inside and hence a lot of attention was given to articulating them with the right tile patterns and perforated wood paneling.



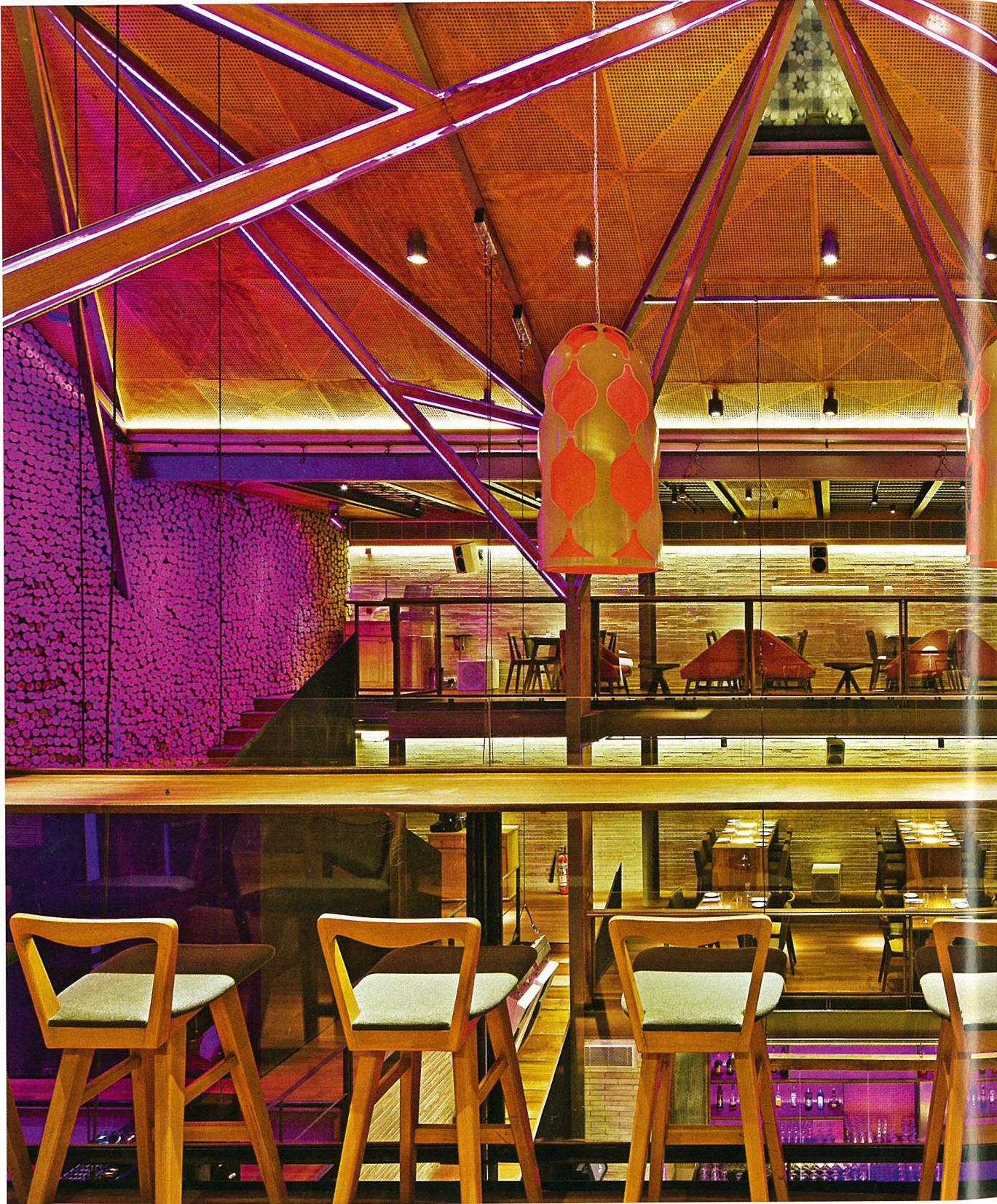
since it offered the potential to become a theatrical space, with clear sightlines between galleries (lofts) within and instantaneous interactivity between audience and performers.

We will get back to the structure and the variety of textures used to define the surfaces but as an end-user, what I noticed first was the beautiful lighting inside Loft 38! The violet wash of light on the far log wall, the branched purple arms that take off from the columns and criss-cross over the wooden ceiling, the enormous orange patterned lamps hung from the roof, make this a stunning, stylish and sensuous experience. It's no surprise that both young and old Bengalureans are willing to queue up for hours just to get a foot inside.

Apart from customising the lighting, the furniture and the accessories, the architects were also able to influence the genres of music, as well as the choice of djs and bands that would perform at Loft 38. Amresh, himself, a collector of global music, says he thoroughly enjoyed the process and is excited about the fantastic response the venue has












received from the local audience, as well as global visitors.

As is apparent, the dance floor and the sloped ceiling are two dimensions that are prominently visible to guests from vantage points inside and hence a lot of attention was given to articulating them with the right tile patterns and perforated wood panelling as respective finishes. I personally love the tall back wall, an eclectic backdrop to the dj platform! Is it wallpaper? Is it for real? I wondered...turns out, it is made of cross sections of rustic wood, mesmerising in its organic geometry down to the last whorl. Feels like a silent melody, just looking at the ebb and flow in those millions of concentric circles. A close second comes the vibe on and off the dance floor.

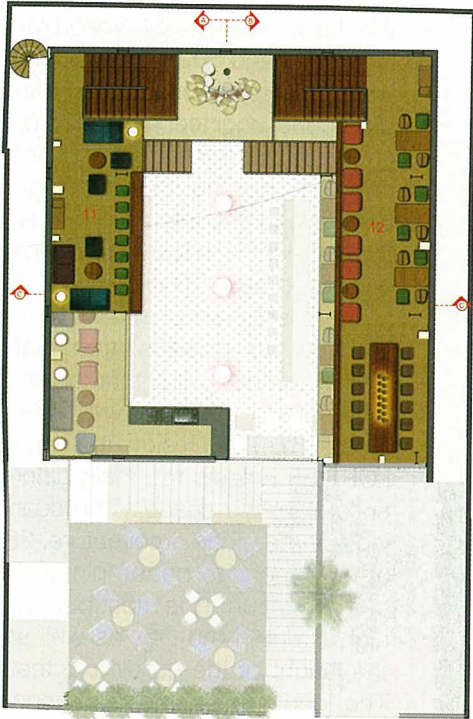
The entire shell of the building is a framework of steel I-sections. The staggered floors (lofts) are made of steel decking finished with wooden flooring. The walls are concrete blocks on the outer face, with distress finished white bricks on the inner face sandwiching acoustic material within. This clever combination helps to contain the extremely loud music so neighbouring homes aren't disturbed. Many perforated ply panels concealing sound absorbing materials are also strategically used to perfect the acoustics of



The image shows a large, multi-level interior space, likely a modern lounge or bar. The structure is composed of a complex network of steel beams and supports. The ceiling is a series of perforated metal panels, and the floors are made of steel decking with wooden flooring. Large, decorative pendant lights with a patterned design hang from the ceiling. The space is filled with people, and there are several levels of seating and bar areas. The lighting is warm and ambient, creating a sophisticated atmosphere.

The entire shell of the building is a framework of steel I-sections. The staggered floors (lofts) are made of steel decking finished with wooden flooring.





Second Floor Plan

LEGEND

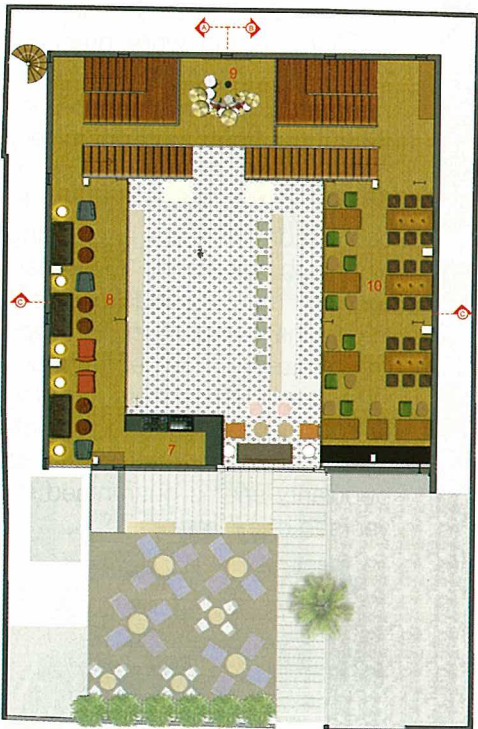
- 11. LOUNGE SEATING
- 12. DINING AREA



Ground Floor Plan

LEGEND

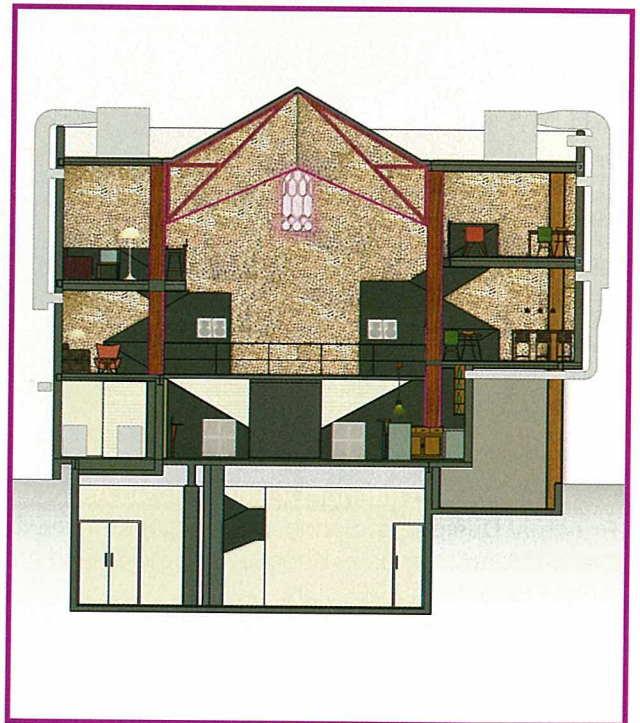
- 1. OUTDOOR SEATING
- 2. OUTDOOR BAR
- 3. TRANSFORMER YARD
- 4. FOYER
- 5. HALL
- 6. BAR
- 7. KITCHEN
- 8. LADIES TOILET
- 9. GENTS TOILET



First Floor Plan

LEGEND

- 7. SOUND CONSOLE
- 8. LOUNGE SEATING
- 9. STAGE
- 10. DINING AREA





Many perforated ply panels concealing sound absorbing materials are also strategically used to perfect the acoustics of the large volume by absorbing reflected and distorted sound waves.



#### FACT FILE:

**Architecture and Interior Design:** Khosla Associates

**Principal Designers:** Sandeep Khosla and Amaresh Anand

**Design Team:** Sandeep Khosla, Amaresh Anand and Priyanka Sams.

**Brand Identity:** TSK Design

**Client:** GK Corporation Pvt Ltd

**Structural Engineer:** S & S Associates

**Interior Contractor:** Ashish Interbuild Pvt Ltd

**Lighting:** Cona Lighting Solutions Pvt Ltd

**Acoustic Consultant:** Soundscapes of India

**Sound Engineering:** Audio Lotus

**Furniture Design:** Khosla Associates/SFA works.

the large volume by absorbing reflected and distorted sound waves. Rupa Krishnamurthy was the sound engineer on this project, who supported a lot of fine detailing, helping the architects camouflage the intensive acoustic treatment with textures, fabrics and wood based finishes.

The clients were also advised on how to position this high energy venue in the market and 'The Brand Identity' was then created by TSK Design; the name LOFT 38 reflects the main differentiator of the space – the soaring volume of the architecture. 38 also happens to be the pin code of the location – the most buzzing high street in the city, as well as the height of the building in feet. The logotype selected is a contrast of bold and eclectic, housed in an iconic barn-like outline. The signage being larger than life – is juxtaposed against the soaring structure behind while grabbing the viewer's eye from the street.

Architects Sandeep and Amaresh have been through a very fast paced, high investment, unusual and satisfying journey to create Loft 38 – an enchanting night club that stands 38 feet tall, and not merely hands and feet above the competition! Enveloping its guests in an earthy non-intimidating atmosphere, buzzing with human energy and promoting a universal love for music, its popularity seems guaranteed for years to come. 

