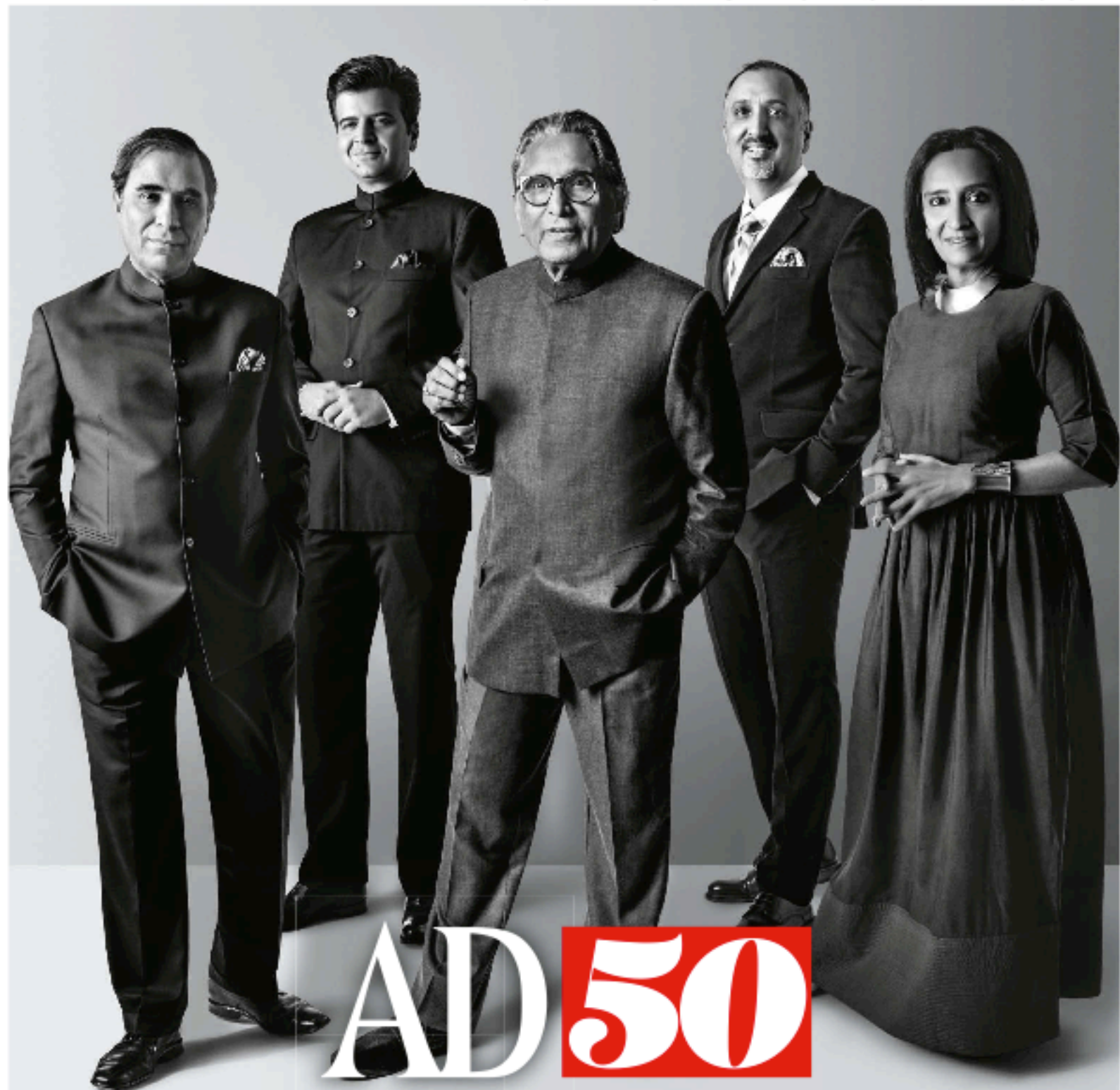


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AD 50

MODERNISTS



KHOSLA ASSOCIATES

LOCATION: Bengaluru

PRINCIPALS: Sandeep Khosla and Amaresh Anand

In 2013, Khosla Associates' DPS Kindergarten won top honours at the Inside Awards at the World Festival of Interiors. The firm's houses have a contemplative quality that stays relevant even after years. Its forays into hospitality design create spaces that become the epicentre of urban cool. But the firm's design aesthetic is difficult to pigeonhole. "People come to us and ask us whether we have designed a particular house or restaurant, so it's nice to have an imprint. But we like to believe that our projects are fairly varied," says Sandeep Khosla. And their diverse projects, Loft 38 and Hard Rock Cafe (HRC) (pictured) among other spaces, reinforce that fact.

What are the main elements that you consider when you work on hospitality projects?

Sandeep Khosla: Every space has a different need but the main thing I look at is that such spaces have to be social. They need to have an energy, which customers should be able to experience even if they are seated at individual tables.

What are the particular challenges of designing a space that is part of a chain, like the HRC?

SK: We have been involved with the brand for many years; we've done all five HRCs in India. When HRC opened its first space in Mumbai, the idea was to define something new here, while in the West it's more of a tourist spot. And that has really worked. It was slightly upmarket. For this chain, the rock music memorabilia is sacred to its identity. For the Andheri branch, the cafe was located opposite a production house, in a corporate building with high ceilings, and would have been frequented by more of a film crowd. We came up with an industrial studio-like space.

What kind of partnership do you and Amaresh Anand have?

SK: It's very interesting. Amaresh is my best sounding board and vice versa. The initial design might emerge at my desk and then go to Amaresh's table for design development. Amaresh is good at lighting; I'm good with furniture and styling.

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