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Living Canvas

The Crossboundaries elevate the mundane with bold design interventions for a memorable retail experience at Olvvi Lifestyle in Vadodara

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Off the Shelf

Home and Art

Functionality meets bold design for a memorable shopping experience at furniture store Olvi Lifestyle in Vadodara, courtesy the creative minds from The Crossboundaries.

TEXT: NIHARIKA JOSHI, PHOTOGRAPHS: ISHITA SITWALA, COURTESY THE CROSSBOUNDARIES





A striking installation of entangled orange chairs against a black backdrop showcases the drama and boldness of the furniture brand.



ARCHITECT

Harsh Boghani

An elliptical mirror that reflects the warmth of a brick wall. A natural teakwood writing table sitting against a woven cane panel. An exquisite, hand-polished bed illuminated under the wash of a curiously bent ceiling light... These are sumptuous glimpses of Vadodara-based Olvi Lifestyle, a luxury furniture store brought to life by architect Harsh Boghani who heads The Crossboundaries.

The initial brief from the client required a fresh new language focusing on a variety of furniture set-ups that would appeal to a diverse clientele. Harsh and his team took the opportunity to create a multi-layered retail experience that moves through different scales of experiences, from intimate coves to a dramatic, larger-than-life display. The designers worked with existing furniture compositions, adding their own inspired touches along the way.

TOP The wide, transparent shop front gives a glimpse into the constantly changing displays of furniture and lifestyle objects.

ABOVE The dramatic installation at the facade is a bold way to grab the curiosity of passers-by.



Custom-designed, bent metal pipes are arranged with calculated precision to form the light fixture on the ceiling.



Eclectic furniture is further enhanced with minimal wall graphics and abundant greens, similar to a set-up you'd find in one's home.



CONCEPT: To create a home-like setting for a furniture and decor store with clever usage of materials and colours.

ABOVE A system of low-heighted, slender partitions segregate display areas and bring order in the space. The designers worked with mild steel frames and cane to allow for lightness and partial visibility.

LEFT The partitions not only effectively divide up the store, but also create transparency through a healthy synergy of two different materials. Woven cane screens bring a touch of Indian-ness into an otherwise contemporary, minimal space.

The first thing you'll notice when you enter the Olvi Lifestyle store is how each object and furniture piece is displayed in a natural, home-like setting, embraced by abundant greens. "We have designed the entire shop floor as an array of alcoves containing specific furniture exhibits, in unique and customised backdrops. From ideal living room and bedroom arrangements to individual pieces of furniture, the showroom showcases products in both mundane as well as extraordinary ways," explains Harsh. A muted palette of greys and deep earthy tones are used to highlight some spaces, while the rest of the store is a riot of colours and textures.

A unifying element across the open showroom is an abstract light structure suspended from the ceiling. An innovation of the design team, the lighting fixture made of metal pipes with spotlights at its bends provides a sense of distortion to the space. Each bent and joint has been custom-designed keeping in mind load transfers and structural dynamics, as well as the overall aesthetic. While the ceiling is playful, the flooring has been kept minimal with seamless MicroCrete. The flooring





ABOVE A set of sleek tables and chairs, complete with beautiful crockery and highlighted by minimal spotlights — a dining scenario thoughtfully designed by The Crossboundaries.

LEFT The careful placement of dining tables, table-linen and everyday objects, along with the appropriate use of lighting and contrast gives visitors a glimpse of possibilities for their home.

surface and texture were chosen to create a uniform background for the variety of furniture and objects being showcased.

A system of low-heighted, slender partitions have been designed to segregate display areas as well as bring order into the space. Instead of using heavy, full-heighted partitions, the designers decided to work with mild steel frames and cane work. These not only effectively demarcate different zones but also create a sense of lightweight transparency. “The woven cane screens bring a touch of Indian-ness into an otherwise contemporary, minimal space. It has always been The Crossboundaries’ endeavour to combine and contrast various materials, to challenge conventional idea,” explains Harsh. Each display area has been designed to be flexible, allowing for different set-ups to be created with the arrival of new stock and changing trends.

MATERIALS

Walls Paint, bricks and corrugated sheets Ceiling MicroCrete Partitions Mild steel frames and cane Lighting fixture Metal pipes

Off the Shelf



In tandem with angular randomness used at some points across the showroom, the angled display cases sit well with the edgy design language.



A sharp, angular, double-layered display with a cool, textured teal wall is designed to showcase singular, pristine chairs, sofas and lifestyle objects.

The store illustrates a study in contrasts and textures such as this display where deep orange is offset by a jet black backdrop.





TOP The designers have strived to showcase furniture in its natural, home-like setting through different scales of experiences, from intimate and personal to a strikingly massive visualisation.

ABOVE The double-storeyed shelves house various seating options and are evocative of plush, modern European furniture stores.

Near the entrance of Olvi Lifestyle, an exposed brick wall washes the space in warmth, while across the shop floor, a tangle of chairs catches visitors off guard. Another wall covered with stucco marble finish paint adds visual plays with graphic elements mounted on it. As one moves inwards, an orange corner in warped corrugated sheets defines a unique aesthetic. Further ahead, an ellipsoidal absolute black space grabs attention with its dramatic installation that underlines the urgency and boldness of the furniture brand. Chairs are flung, frozen and suspended in all directions, becoming more than pieces of furniture — they traverse into the dimensions of art. Accentuated by spotlights and fresh greens, this dynamic installation is visible from the shop window throughout the day.

A sharp angular, double-layered display of furniture pieces at the far end of the store, sporting a cool textured teal wall, is designed to showcase singular, pristine chairs, sofas and lifestyle objects. The angled display cases sit well in tandem with the angular randomness used at some points across the showroom. The angled sections are painted in two different colours on either side — a contrast of deep teal and textured white. Instead of subduing the edges, they are highlighted with profile lighting and metal frame edges. Harsh



TOP At the glass display facing the road: Chairs are flung, frozen and suspended in all directions, to create a dynamic and memorable visual.

ABOVE In contrast to the entangled chair installation, the neatly ordered display unit brings balance and gravity to the space.

explains, “The creation of these angled partitions is evocative of plush, modern furniture stores across Europe, which are a reflection of our sensibilities as open-minded, well-travelled designers.” These shelves are largely populated with abundant indoor plants and smaller home decor objects.

With the Olvi Lifestyle store, The Crossboundaries has managed to achieve a synergy between functionality and bold design by not only optimising available space but also creating a memorable experience for visitors. Through the careful placement of rugs, side-tables and everyday objects, appropriate use of lighting and contrast and other clever interventions, the store has become a multi-layered and rich experience, for both seekers of good furniture as well as intelligent interior design. **BI**

FACT FILE: **Project** Olvi Lifestyle
Client Ankit Patel **Location** Vadodara, Gujarat **Area** 2,080 sq ft **Principal architect** Harsh Boghani **Design team** Forum Jariwala, Rishab Prajapati, Vijay Dhabhi, Neel Patel and Shailesh Boghani