

FOCAL POINT



Ar. Asit Karekar, a graduate from Garware Institute of Career Development (GICD) designs spaces with minimalistic elements but still adds the needed vibrancy and look. He started his career in the year 2004 with Ar. Ajit Shilpi and in the year 2008 he formed his own design firm called Asit Karekar & Associates. Be it commercial or residential projects, Karekar's sole aim is to give the client an innovative design yet highly functional and easy to maintain space says **Kamna Malik**.

Take your pick

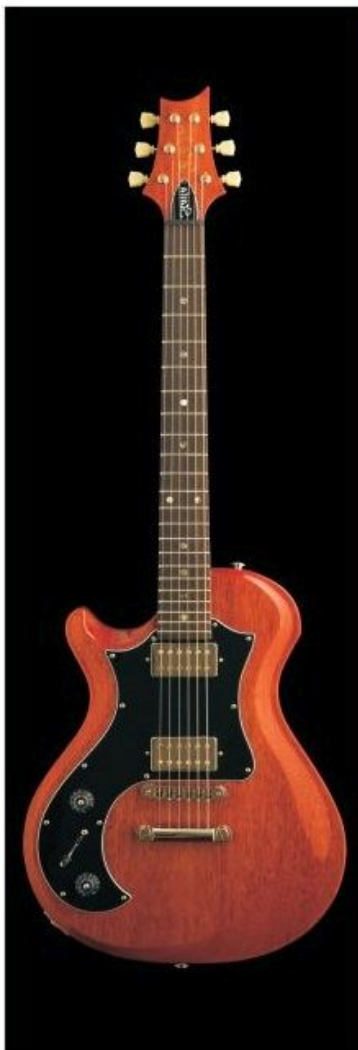
Cheemo, an exclusive bags store at the Palladium mall in Lower Parel, Mumbai is an ideal example of maximum utilisation of space. The store which is spread over 250 sq. ft is designed in a simple and sleek way using the colours from the family of browns, greys and gold. While providing ample space for display and storage alike, this store has no specific entry door. The suspended floating glass which has the name of the store inscribed on it marks its entry.



The display area of the store is a mixture of white and chocolate brown with shelves and peripherals displaying the bags. The three peripherals have inbuilt lights to highlight the bags.



The light gold colour veneered shelves with concealed tubing provide ample space for displaying bags. The walls are adorned with mirrors to add the space effect. Storage space has been created as the rear end behind the mirror which is used as a sliding door. Niche display spaces have been created to exhibit high-end bags. CDMT lights have been used in the store as well as in the peripherals.



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