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# ELLE DECOR

Reporting  
from the  
Waterfront  
THE VENICE  
BIENNALE

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## The Interviews

STUDIO JOB  
ALBERTO ALESSI  
MARCEL WANDERS  
PETER D'ASCOLI  
SANJANA ARORA

SETTLE DOWN

# LOVE IS EVERYWHERE

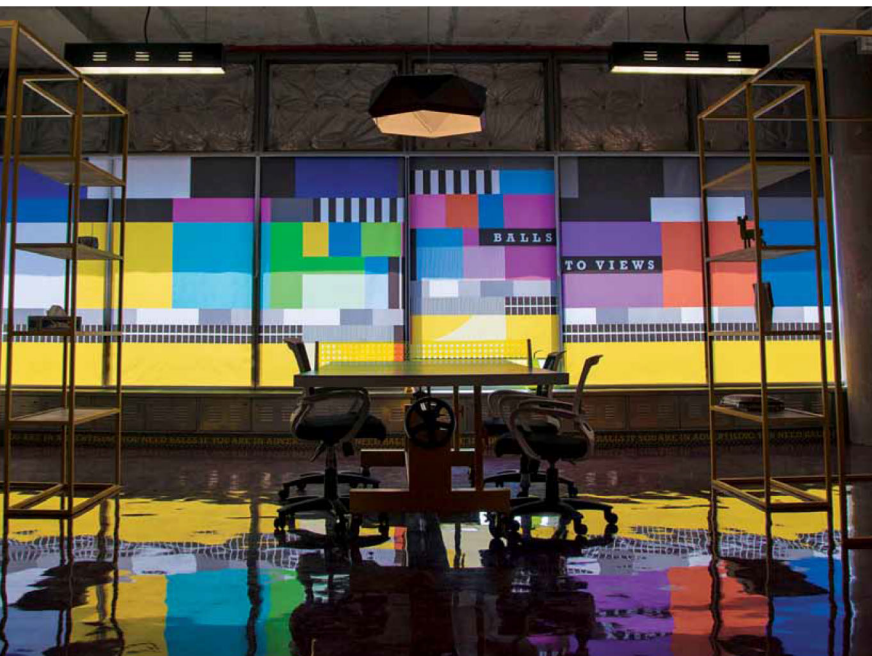
INSPIRED TRENDS: LET SPARKS FLY, JEWEL TONES & HALDI LATTE  
PARADISE FOUND: HOMES & GETAWAYS FOR NEWLY-WEDS  
SNUGGLY BOUDOIRS: INDULGENT, TWO-IN-ONE SANCTUARIES

15  
YEARS



## FUN INTENDED

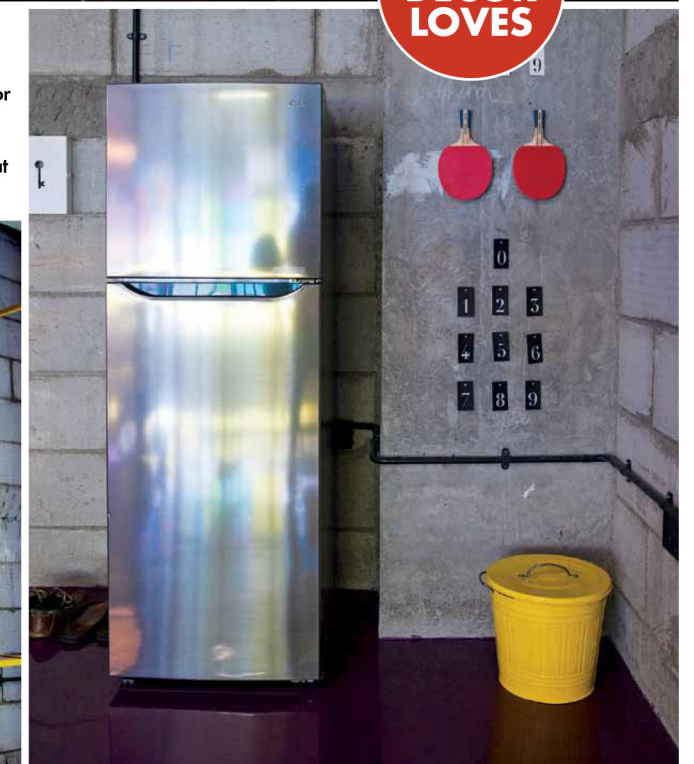
Taking cues from the owner's tough outlook and style, Bhupal Ramnathkar of Umbrella Design gives a rebellious spin to the decor of the Mumbai based ad film agency Balls Worldwide



Clockwise, from Top The ping pong table that doubles up as a conference desk was made of recycled industrial machine parts, sourced from Chor Bazaar in Mumbai and reworked by Umbrella Design. Seen in the background, the bright orange washroom was constructed from an actual shipping container; On the owner's table, headphones and figurines collected from his travels highlight the agency's tongue-in-cheek aura; The TV static window shades were designed to read "Balls to Views". The purple epoxy finish flooring lends a glossy effect to the area



Clockwise, from Above The coffee corner, personally designed by Bhupal, was styled like a mini bar where the counter tops were assembled on site - the idea was to use the shine of the metal against the raw walls for a grungy look; The scoreboard next to the refrigerator keeps a record of the table tennis matches, while the yellow bin from IKEA offers a pop of colour to the neutral space; Work desk of a film producer reflects the overall concept of no cabins. The orange lamp that looks like an operation room light was constructed from scratch



Balls Worldwide is an ad film production house that encourages innovation. With an attitude that bounces from their name, this agency is known for its indifference towards conventional style of storytelling. The owner Kartik Ramnathkar wanted an office that reflected his gritty personality and is inviting enough for him and his team to spend long working hours. The 1,300 sq ft space promotes open communication. The cabins are pop yellow metal structures without panels and the flooring reflects an epoxy finish; the right pigment was a task to find, but once completed, the glossy effect of the wine tone was perfect. The nonconformist attitude of this brand is evident by the TV static inspired window shades that read "Balls to Views". The area is well illuminated by natural light flooding in through the large windows on the upper floor and also by the stylish ceiling lamps. An LED strip panel runs all across with their cheeky motto: "If you are in advertising, you need Balls." Another wacky addition is the pantry that could easily be mistaken for a mini bar - its metallic cabinets complement the bar stools, making it a perfect spot to relax and unwind. Our firm believes good design needs to be inspiring, and because of that, Balls Worldwide recently won a Goafest Abby for this exceptionally well-planned space! ♦ Bhupal Ramnathkar