

When a designer strives at making meaningful creations, every art-form tells a story. And when a replicated form of nature merges with the built environment, it not only enhances it but also fulfills the lacuna of a concrete jungle.

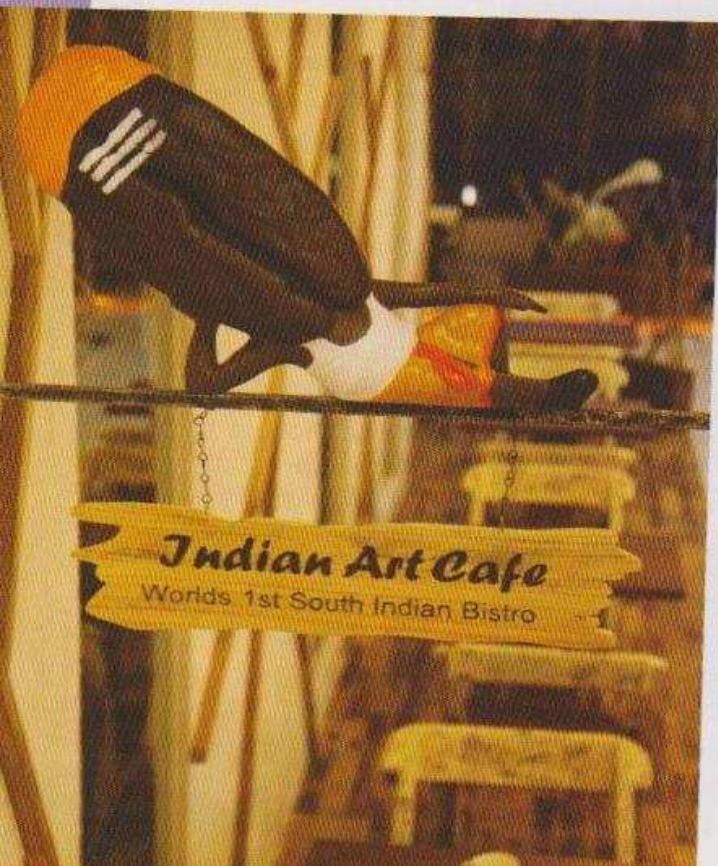
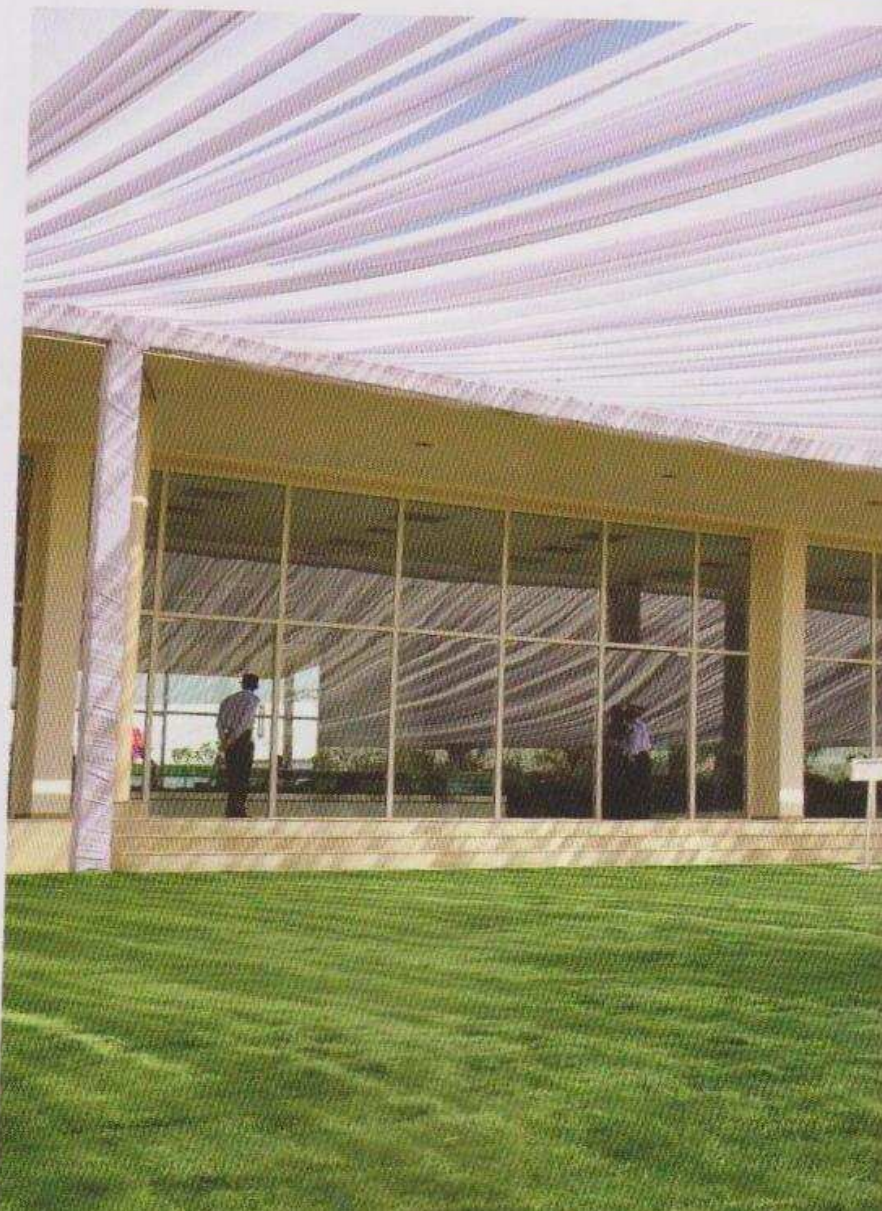
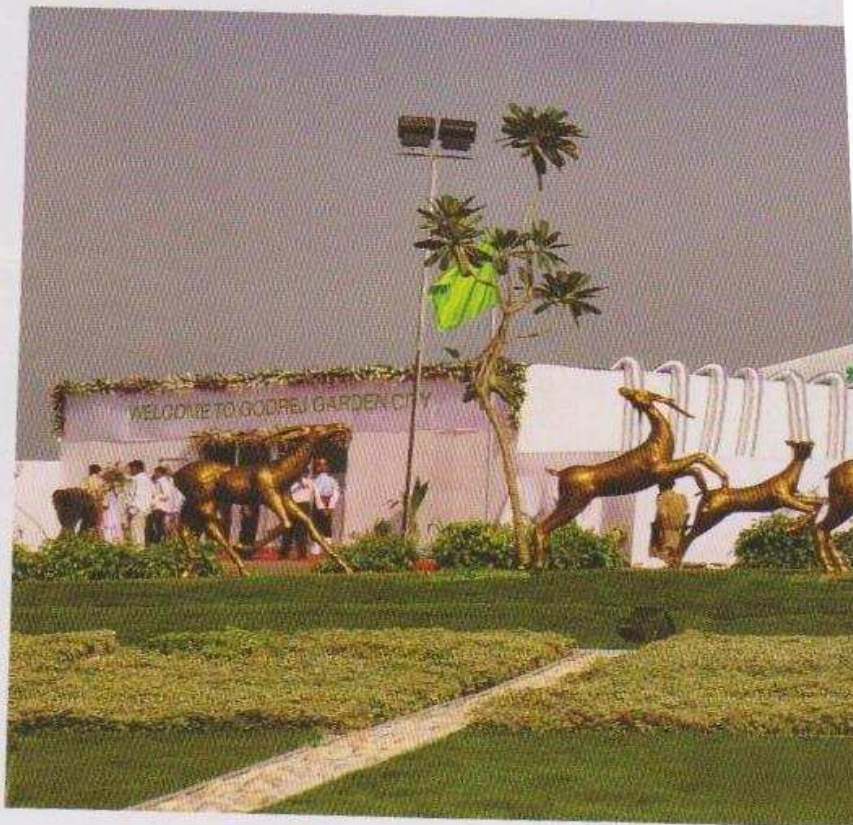
## nature connect

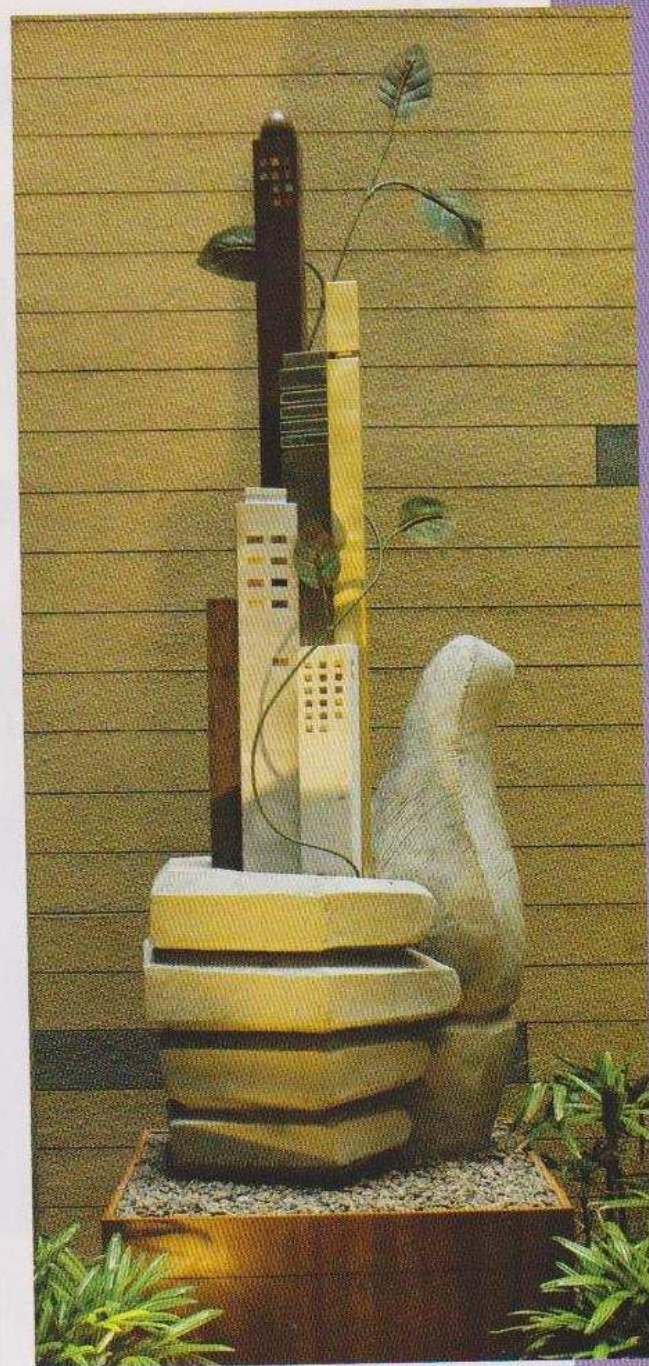
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Information & Photographs: Mitali Bajaj

► For Mitali Bajaj, who owns and runs Dr.Art+Design, design is all about her need to connect with nature and tell its story. "Architecture is all about communication," she says and it shows in all her works. The 270 acre township in Ahmedabad, called Godrej Garden City welcomes its guests with two huge stainless steel flowers measuring 10 feet by 8 feet and has installations all through it which echoes its tryst with nature. As explained by Bajaj, "The flowers were made to look like folded hands; hands that also looked like flowers (the petals of it are almost finger like) and hands that spelt a warm welcome. Being an environment friendly project it became a relevant connect."

The Godrej Garden City also plays host to deer sculptures in its gardens and a unique ►





**THIS SPREAD TOP LEFT** Adding an element of fauna, these installations make for a good story of nature and contemporariness. **ABOVE** ACC's installation represents the company's grip on things even as buildings go taller and taller. The plant represents the need for greener buildings. **OPPOSITE PAGE BOTTOM** Another creation by Mitali Bajaj that speaks of the need for a cultural relevance in every design. **LEFT** These large metallic hand/flower structures greet guests into the Godrej Garden city in Ahmedabad.

playground for children fitted with geometrically shaped swings. While the deer sculptures add a natural element to the concrete jungle, the 10 feet high flying deer add to the philosophical feel of the area as well. They all tell a story and add to the core value of the entire location. "The flying deer and the other elements added by us to this marketing office tell a story of nature and contemporariness," Bajaj shares.

The children's playground on the other hand tells a different story - it was designed and installed to give the property a fun look. "The architecture of Godrej Garden City being contemporary in design it was necessary to

**THIS PAGE BOTTOM** The Designer, Mitali Bajaj. **OPPOSITE PAGE TOP** According to Bajaj, Le Sutra was one of her few clients who wanted their guests to make an effort to understand their décor. **BOTTOM** Mitali Bajaj's favourite creation - Karna's arrow at Le Sutra, which tells the story of Karna's commitment and aim.



add a balancing factor; an artistic touch was thus added to the children's playground. That's when we decided to use geometry based designs; those that would not only look artistic but be relevant as well," Bajaj says adding that "it was important to showcase the art, sculpture and philosophy of the project."

While designing for the Godrej Garden City, Mitali Bajaj and her team used 4 sets of designers to create the various concepts. "We worked on 2-3 different themes e.g. we had sculptures made of scrap metal, we had modern quirky sculptures and we had realistic sculptures which were easy to understand."

Mitali Bajaj's need to narrate a tale through her work shows again in her ACC thumb rule installation. The 12 feet thumbs-up defines the strength and stature the company stands for.



The various buildings it encapsulates within it and the green shoot entwined around it tells a story of humanity and architecture and their coexistence with nature. "Even as tall futuristic structures continue to be built, ACC remains in the firm grip of things - demonstrating a solid performance. The creeper rises with eco-friendly passion to envelop the new world and to signify the green building," describes Bajaj.

Like any good design, Bajaj's creations add to the value of its surroundings. "All our elements add a sublime marketing value. They are not in your face, yet when people look at them they subconsciously appreciate them; adding a positive vibration to the place."

For Bajaj, her favourite design is the arrow of Karna at Le Sutra, a hotel which wanted its guests to make the effort to understand its

décor. It's her favourite "because it's a simple arrow but the elements on the arrow tell an entire story." While the 3rd eye "talks about Karna's ability to aim through intuitiveness and not just skill", the hourglass installation symbolises "...on whomsoever his arrow was aimed at, their time was up" and the rays of the sun and moon illustrate "flight with the help of different energies."

For Bajaj, it is important to meet the needs of her end client. "It's extremely important for us to understand our clients' tastes," she says. "The designers must understand the intellectual, educational and cultural background of the end user," she adds. Her endeavour to tell a tale while creating takes architecture and design to a whole new level - at a place where everyone is a part of the process. ■