

design: nature conservation, art and aesthetics |

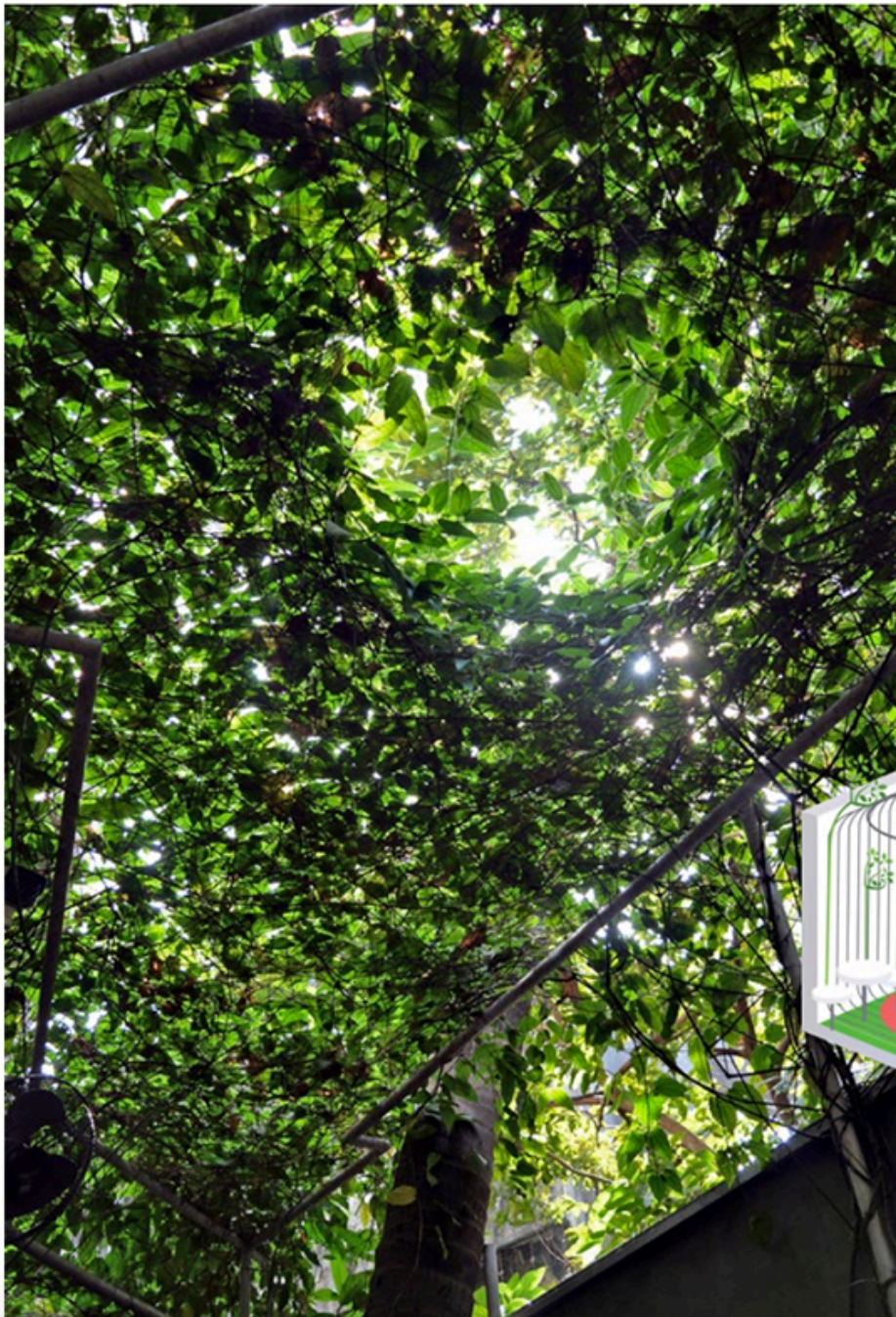
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# NATURALS NOW

EXPERIENCE CENTRE  
OF A BRAND  
MUMBAI



ISOLA HONOURS & AWARDS 2022  
DESIGN EXCELLENCE AWARD  
[CATEGORY - PRIVATE]  
**COMMENDATION**  
Hemali Landscape Studio



**I**t is a deduced version of a larger brand “Natural Ice-Cream” where the client wanted to offer an experience centre that epitomises the “Slow Philosophy” of the brand.

Triangular shaped compact plot has an existing building from where the brand originated. The site is very compact with the least width of side margins being less than eight feet. Existing old trees from neighbouring plots cast shadows on site for entire day except noon. Due to only approach road [from the east], the circulation of customers and the serving staff is restricted.

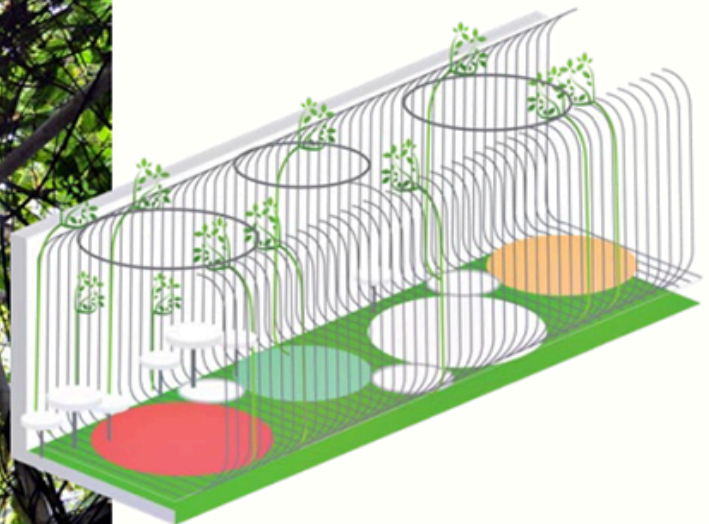


Illustration Credit: *Drink Water Design*





The idea to dole out a “scoop of nature” to the customers is inspired by the ice cream churners and implemented to the indoor and outdoor spaces. A cocoon of plants is envisioned for the customers inside it, with a series of oculi to create drama of light and shadows and to provide direct sunlight to creepers and potted plants. The side and top of the space [cocoon] made with steel support and tensile steel wires. In a unique experiment, an elevated deck of powder coated steel mesh with 500 pots provides a green walk, over the plants. All vertical walls are covered with shade loving plants, assembled pots, wall coverings carefully chosen to survive in minimum sunlight, all add up to create a garden experience.



#### PROJECT SNAPSHOT

NAME: **Natural Now**

LOCATION: **Juhu, Mumbai**

CLIENT:  
**Kamaths Ourtimes Icecreams**

TOTAL PLOT AREA: **450 sqm**

LANDSCAPE CONSULTANTS:  
**Hemali Landscape Studio,  
Mumbai**

ARCHITECT:  
**Drink Water Design, Mumbai**

OTHER CONSULTANTS:  
**Mahalaxmi Gardeners  
Live Modular**

YEAR OF COMPLETION: **2019**

PHOTOGRAPHY:  
**Sebastain Zachariah,  
Hemali Landscape Studio**

