

CASE STUDY



Main reception

**IDEA CELLULAR**  
Mumbai, INDIA.

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Mumbai, INDIA.



Office area



Office area



#### Brief:

IDEA Cellular is a leading telecommunication services provider in India, part of the Aditya Birla Group. Global in vision, rooted in Indian values, the group company is driven by high performance ethics, pegged on value creation for its vast stakeholders, both internal and external.

#### Location:

Kalina, Mumbai

#### Area:

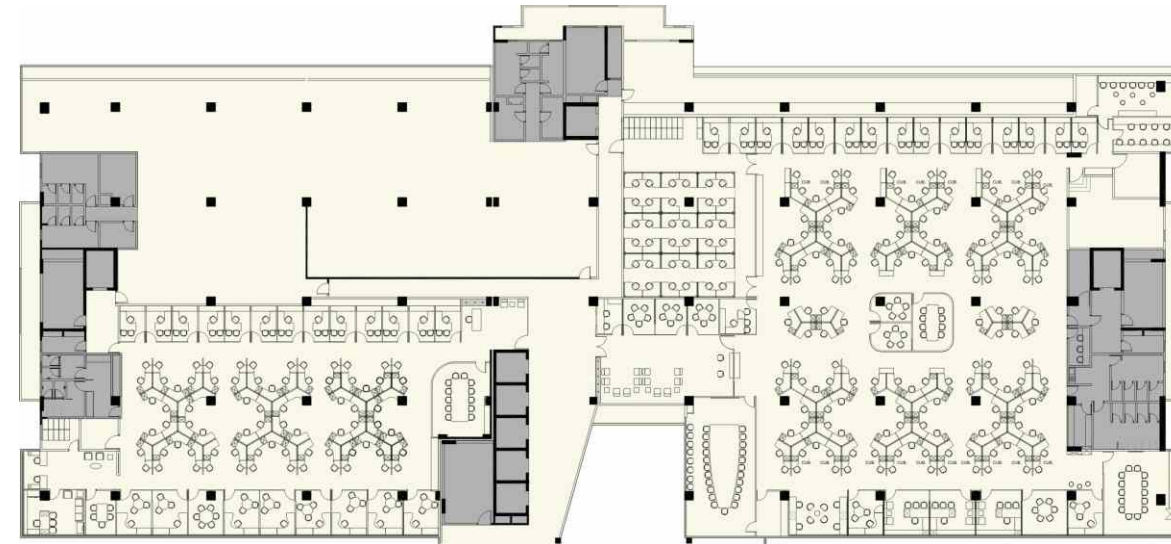
40,000 sq.ft.

#### Concept:

Concept was to develop a sophisticated ambience that would give a contemporary and modest look and also highlight Idea's brand image and culture.



Meeting room



INTERIOR LAYOUT

#### IDEA's Outlook:

IDEA is a strong brand in the industry and the management wanted "IDEA" as a brand to be reflected in the design concepts for their corporate office that would create an everlasting impression and evoke strong loyalty amongst its patrons.

#### Challenge:

The total area of approx. 40,000 sq.ft. was split into two levels – third and fifth floors. The fifth floor was further divided into two wings. The major challenge here was to maintain the analogous look and feel on both levels and both the wings.

#### Execution approach:

Sankalpan opted for an organic set up to break the rigidity and encourage an open office concept. Three execution teams were appointed to complete the work within the stipulated time without compromise on quality. To create an illusion of space, a lot of glazed elements were used with all the cabins at the periphery and cluster of meeting rooms at the centre.

#### Uniqueness of the design:

Communication in the design concept was one of the most unique aspect for this office with internal branding constituents accorded top most priority. For eg, a 74' long banner comprising of the corporate identity of IDEA i.e. sky, is placed on the back wall and is visible from the reception to any point inside the office area.