



Standard
CARPETS

GLOBAL IT FIRM AT WORK

DESIGNED BY ADEELITE DESIGN CONSULTANTS PVT. LTD



A HUMAN-CENTRIC DESIGN CONCEPT

Client: Adeelite Design Consultants Pvt Ltd.

Name of the Client Representative:
Ashish Sachdev – Founder & Principal Architect

Client's Website: www.adeelite.com

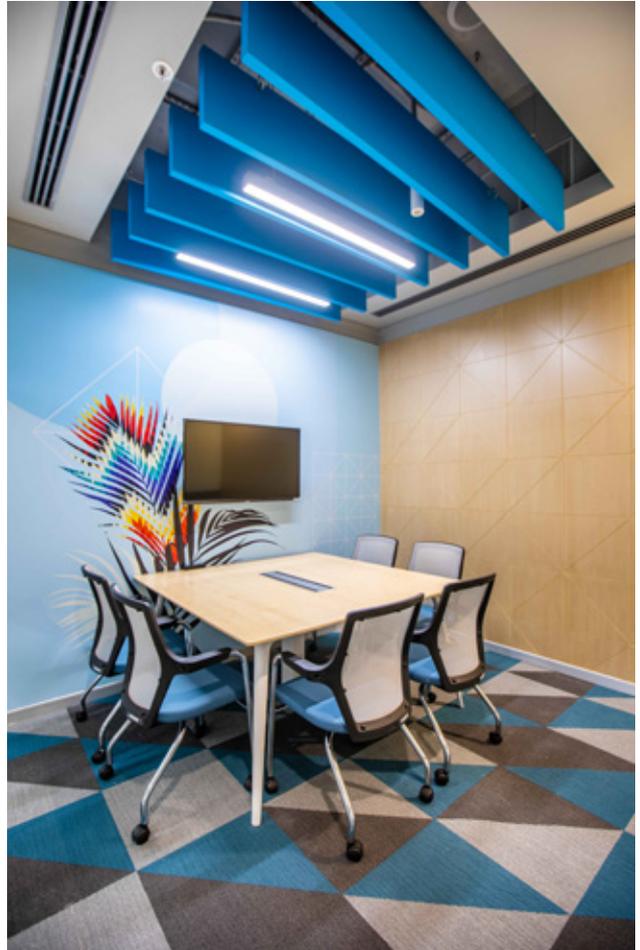
Project Location: Hyderabad

Total Area: 60,000 sqft

A history of satisfied customers and high-performing products was key in choosing carpet tiles from Standard Carpets as the chosen floor-covering for a new Global IT Firm, based out of Hyderabad.

Ashish Sachdev, Founder & Principal Architect of Adeelite design consultants, set to work.

Ashish is known for delivering high-quality projects and believes in creating a harmonious visual, physical and emotional experience for his clients. To know more on the design concept and the overall strategy, we interviewed Ashish Sachdev about this project.





1. Why did you choose Standard Carpets for this project?

- Our clients had worked with Standard Carpets previously for one of their projects in Hyderabad and were very satisfied with the carpets' performance over the years.
- The design options from Standard Carpets suited our interior concepts for this project. We were looking for a unique and distinct range with colours that could complement the rest of our design and would blend well with the material palette.

During our visit to the experience center and factory in Dubai, we were surprised and delighted with the range of options available. We were also impressed with Standard Carpets' large-scale sustainable manufacturing capacity.

Furthermore, the willingness of the entire team to allow us to mix different styles of carpets and customize the solution with many colours at appropriate price points – were all factors that helped us to select Standard Carpets for this project.

2. What was the design approach on this project?

The client's project brief was to design a high-quality workspace experience, illustrative of their company values and one that celebrates the vibrancy of Indian culture.

At ADEelite, our design ethos is based on the versatility of essential forms which we then articulate through strategic use of colour, texture, furnishings, and technology. All of this creates a harmonious visual, physical and emotional experience.

For this project, our human-centric design concept ensures that all design elements reflect the core values of the client "relationships, open communication, serving others, and commitment and the vibrancy of Indian culture." We achieved this by employing rich Indian craftsmanship techniques in the use of metal, wood, glass and textures.

The physical aspects of a space not only prompt how we move, but also create a mood and energy that is perceived on a conscious and subconscious level...





We enabled open and spontaneous human interaction within a high-quality workspace which augments the experience for the clients' +700 employees by incorporating visual and emotional connections in to the design.

Visually, through design and material applications, we maximized the inflow of natural light and have created an open environment that is both diverse and inclusive.

By creation of design elements using line, volume, and void, we brought about versatility, where the workspace physically transforms from open to enclosed and shared spaces, all while enhancing the diversity of work modes.

3. How did Standard Carpets make a difference? Why has it been a particularly good choice?

Carpet design is one of the most important design tools that will impact the quality of experience within an interior space. A carpet's colours and texture form an integral part of the base material palette and colour scheme.

In this project, our ambitious design concept needed flooring that could complement our concept of 'volume and void' for the creation of a sensorially harmonious workspace and the colours needed to blend with the material palette rather than dominate over other design elements.



The field carpet design of the open office with grey shades mixed with light beige results in a solid and void effect which enables the spaces to visually look expansive and cozy at the same time.

The variety of accent colours and ease with which we could use the carpet tiles for numerous patterns within enclosed spaces helped us to create a cheerful impact.

4. How does it make you feel walking into the interior now that it is finished?

At ADEelite, we strongly believe in designing right the first time and that requires continued willingness to listen to your clients and understand their evolving business needs. It also requires a client's willingness to allow architects, and their teams, the creative freedom to design and select the right products and partners for the project to add value.

This is our second project for this particular client, the first one was in Bangalore and is very distinct from the project in Hyderabad. The design concepts of both projects are varied and this gave us an interesting creative challenge "to meet and exceed client's expectations"

All in all, we delivered a high-quality experience of collaborative spaces with a heightened sense of community and belongingness. A celebration of values and culture.

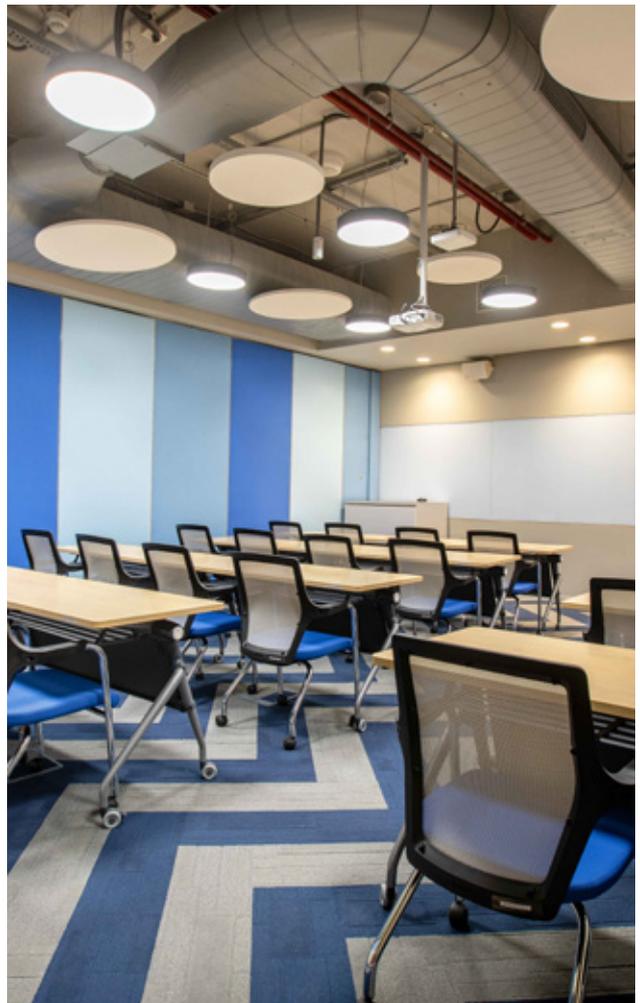
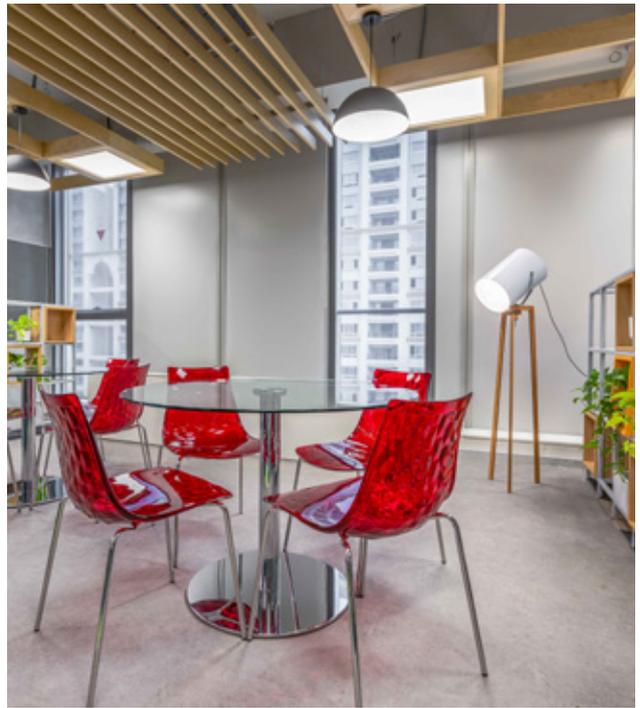
5. Which areas and elements of the interior design do you like the best?

It's challenging for me to pick individual areas or elements as my favourite. I like the overall project with all its elements. Each design element has its contribution towards the overall experience.

I will pick "the balance" of all the design elements, materials, colour scheme, furniture, etc.

6. How has it been like working with Standard Carpets on this project?

Standard Carpets' products, leadership and team have exceeded our expectations. We are happy with the range of products, design, quality, price and are using their carpets in other projects as well.





7. What are some of the comments you have received from the employees in your company?

Our employees are happy with your products and the Standard Carpets team's timely service and are comfortable with the overall experience.

8. Has this project inspired others in the same company to use Standard Carpets elsewhere?

Yes.

9. Will you use Standard Carpets products in your next project?

Yes, in fact we are already using Standard Carpets in some of our other projects.



To meet and exceed clients expectation by incorporating the core values of the client - relationships, open communication, serving others and commitment.

Products Used: Spectrum, Vulcan, City walk, Byzantium



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