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[1] The foyer is adorned with furniture retained from the pre-makeover drawing room setting

# The Gold Rush

Anjali Goel of La Sorogeeeka tailors the home of Surinder Gupta, CMD, Gold Souk, to incorporate understated opulence while providing for aesthetic functionality.

TEXT: SONALI MATHUR | PHOTOGRAPHS: RAVI DHINGRA

Far away from Delhi's urban chaos, Surinder Gupta resides with his family in the customized world of a luxurious farmhouse. Amongst the locals, the place is well-known as *Chhe Marti* (six statues), owing to the six majestically armed soldiers standing in a semi-circle at the entrance to this private haven. However, the Guptas (who own Gold Souk, a chain of large-format retail spaces specializing in jewellery) choose to call it the Aerens Estate.

Increasingly, people are going for concept designing for their homes instead of putting together randomly selected furniture and decor elements. This allows for functional design that accommodates one's personal choices, minus the limitations, and is aesthetic at the same time. For the Guptas, it was La Sorogeeeka, a high-end interiors concept-designing firm that converted their staid farmhouse to a swish private retreat.

"Customers today are well aware of the look they want for their homes and about what they wish to achieve with a particular style of furniture. I work towards transforming

their dreams into reality by providing a wholesome experience that touches their soul. The Guptas came across as no different," says Anjali Goel, CEO and Director, La Sorogeeeka, which caters to high-end residential spaces.

"Initially, the decor of the house was a period setting with heavy maroon curtains in the drawing room that left little or no view of the greenery outside the glass wall," explains Anjali. To add to this were "ornate period furniture and traditional carvings on the ceiling."

Moreover, "the Guptas weren't too enthusiastic to do away with their two-year-old furniture and bring a dramatic change in the setting. But at the same time, they wished for a contemporary look that was opulent, yet chic. So I decided to add on to the existing pieces of furniture and refurbish the old ones to give them a fresh look. The idea was not to do away with the old furniture completely. Therefore, I utilized some of the earlier living room furniture and re-accessorised the foyer," says Anjali. The result was a lavish muted gold setting which the family could relate



A Anjali Goel



- [2] With gold foiling and screen-work on the exterior, the secretive bar cabinet allows access to only selected guests
- [3] Dressed in lavish yet muted gold, the drawing room is segregated into a large and small seating area
- [4] The console in the foreground and the ornate gold design on the ceiling are elements from the earlier setting

“...I decided to add on to the existing pieces of furniture and refurbish the old ones... The idea was not to do away with the old furniture completely”

to (given their profession), rendering the style luxurious and understated at once.

As you enter the farmhouse, a huge frosted-glass door etched with floral details leads you to the formal living room. There are two seating arrangements in the drawing room: one larger and more spacious, and the other smaller, more private. The larger drawing room has one wooden bar cabinet on the left of the entrance. “Inlaid with mirrors and lights, the cabinet features gold foiling and screening work on the exterior,” says Anjali. When closed, it appears to be part of the luxurious setting.

Muted gold, brown and off-white are the colour themes here. The brown chenille pelmets feature embroidered flowers studded with onyx and crystal. The muted golden curtains clad with white pearls and colourful beads alternate with translucent sheers that let sunlight in.

A speciality of La Sorogeeeka designs is that one pattern is replicated or reflected in the design of some other furnishing, thereby unifying the design concept of a particular place. So, while the flowers of the curtains can be seen replicated on the sofa cushions, the off-white colour of the sofa can be seen replicated in the centre table featuring the beautiful *chattai* design.

In the larger drawing room, narrow Gongga shell tables have been placed on either sides of the four-piece centre table. Gold foil alternating with wood panels serves as the top. The smaller seating area features a glass-topped centre table decked with a classy metal chessboard. Additionally, “The old console that stood earlier in front of a painted wall, has been retained as it gelled with the new look. I only shifted it elsewhere.” Today, the painted wall bears seven majestic pillars, with lights in between, bearing scrolls of vines and flowers. The place comes in handy for buffet-style meals. Anjali also retained the traditional carved ceiling from original design.

The dining table in front of the pillars features leather-backed chairs in muted





Vibha's room:

- [5] The glass partition was moved to one side to save more space
- [6] The dressing counter blocks a direct view of the bath area
- [7] Hues of green and brown lend cosy earthiness to the bedroom
- [8] The L-shaped day-bed made in lieu of a separate baby's room



gold with glittery chenille seating. Next to the table are the rectangular wall panels, fashioned out of wood. "The wall had ugly niches displaying crockery. I decided on beige wall panels with a textured finish that serve to accentuate the walls and also allow for secret storage in the niches," explains Anjali.

Anjali also designed bedrooms for two daughters-in-law of the household: Vibha and Sonal. While Vibha sought a baby-friendly room with lots of storage, Sonal, being a new bride, preferred a space with fun and romance.

"I was bored with the drab blue and white walls in my room," says Vibha. "Moreover, with a seven-month-old baby, I sought more storage space and furniture without any sharp edges." With walls in shades of green and brown, Vibha's room reverberates with cosy earthiness. "I used old CD racks for creating glass shelving next to the baby's wooden cabinet," says Anjali. "The study table was re-done to make more space for keeping books and photo-frames. Since there was no separate



om for the baby, I gave Vibha an L-shaped  
y-bed refurbished with cream suede and  
rown leather. Next, I moved the glass  
rtition from the centre as it took up too  
uch space and placed it to one side of  
e entrance."

another thing Vibha needed very much  
as a small dressing area. "The frosted  
lass door of the bathroom used to make  
vibha uncomfortable," says the designer.  
Moreover, she had no dressing counter.  
o, I gave her an under-table glass counter

to keep her cosmetics and placed it in the  
centre such that it blocked the direct view  
of the bath area," says Anjali.

Vibha's room was furnished with a new  
wall unit for a TV, though the old bed  
was retained. Lighter coloured fabrics and  
darker coloured wallpapers were used.

Sonal's stark red room pulsating with  
energy presents a stark contrast to Vibha's  
soothing, down-to-earth private space. "My  
husband likes red," reveals Sonal. "Also, the

**[conceptmaterials]**

**>CONCEPT**

Re-tailoring the traditional period setting into a swish, upmarket home by using muted gold as a design element. Customizing the space to suit individual requirements, thereby marrying functionality with visually pleasing design.

**>MATERIALS**

Curtains	Suede and chenille
Techniques on furniture	Gold foiling and gold screening



Sonal's room:

- [9] A mirrored wall creates an illusion of magnified space
- [10] The sill-height ledge provides both seating and 'under-counter' storage. The window dressing is motorized
- [11] A striking combination of red and white infuses pep and vigour into this private space





colour denotes romance and passion. So we wanted a room in shades of red and white." Anjali gave her two red walls, a red sofa with herring bone pattern, a red and black patterned rug, and motorized silver and red velvet curtains for the tapered window.

The TV cabinet was replaced by a projector, whose wiring was smartly concealed underground and covered with a tile design. Apart from this, Anjali created a white leather headboard for Sonal's bed. The bedroom's tapered window was modified to

accommodate a ledge that serves as seating and has storage underneath. New furniture pieces were introduced to Sonal's room by way two double-level bedside tables and a new dressing counter. An innovation in design was the photo-frame wall near the entrance.

By providing storage facility at numerous points, hiding the niches with clever design and rendering an understated style statement, Anjali has created a lovely home for the 11-member joint family. **10**

### [factfile]

Project	Aerms Estate
Location	Vasant Kunj Farms, New Delhi
Client	Surinder Gupta, CMD, Gold Souk
Farmhouse area	Five acres
Interior designer	Anjali Goel
Firm in charge of concept design	La Sorogeeeka
Year of completion	2008