

# AD

ARCHITECTURAL DIGEST

## SHOP TALK

A GUIDE TO HOME DESIGN  
STORES IN THE COUNTRY



**PLUS AD BLACK BOOK** 50+ NAMES TO CREATE THE PERFECT HOME



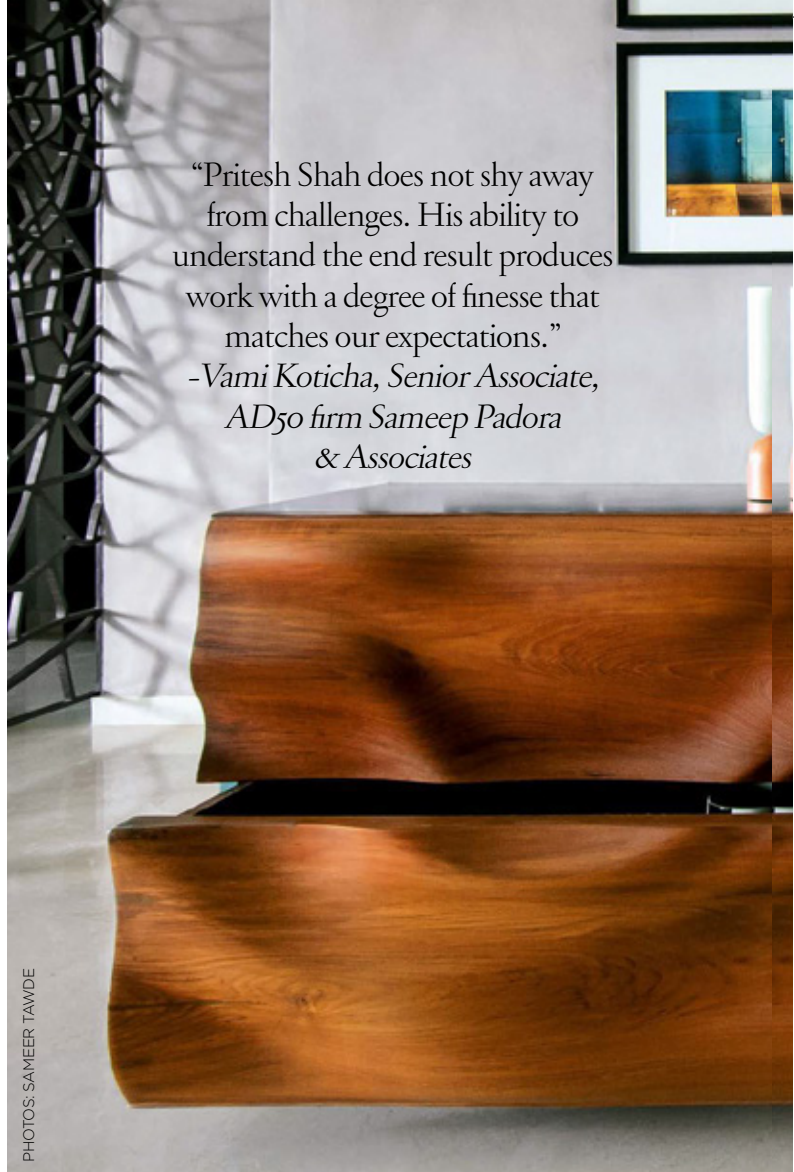
*(This picture and right)*  
 Artwork created on a MDF board using CNC routing, a simple technique of subtraction from a single piece of raw material. The undulating wave-like effect on the Burma teak chest of drawers was also created using CNC routing.

# 18

**PRITESH SHAH**  
**AREA OF EXPERTISE** LASER CUTTING AND CNC ROUTING  
**LOCATION** MUMBAI

From run-of-the-mill signage for retail brands to intricate artworks for billionaire collectors, Pritesh Shah has created it all using sophisticated laser-cutting techniques. It all started in 2005, when workers in his father's labelling business declared an unscheduled strike. Although a businessman would shudder at the thought of all 16 of his employees going off work, Shah saw it as an opportunity to give his father's business a facelift, and purchased his first laser-cutting machine. The intriguingly cryptic motto, 'We don't know what to make, but how to make it', is easily explained when Shah says, "Innovation is not my forte; but once the architect or the designer has his concept in place, I do everything I can to ensure his vision is realized." Shah's projects include residential ones like the 12-foot installation at Mukesh Ambani's Antilia, the honeycomb laser-effect on the ceiling of a Sameep Padora-designed apartment, and his work on the restaurant Palette in Lower Parel, Mumbai, another Padora design. Here, he created a seamless undulating ceiling using 600 sheets of plywood to cover the nearly 1,600-square-foot restaurant. He even found himself talking about his craft on a TV show that dealt with revamping fashion designer Ashley Rebello's Mumbai office. For the project, he was commissioned by architect Saket Sethi to create *jaali* (latticework) on ply. That eventually led to a commission for actor Salman Khan's Being Human office in Bandra. Not bad for a person whose only medium of visibility so far has been the classified service Justdial!

**Contact:** 09987523990, 022-25105515/16;  
**info@aptech.ind.in**



PHOTOS: SAMEER TAWDE

"Pritesh Shah does not shy away from challenges. His ability to understand the end result produces work with a degree of finesse that matches our expectations."  
 -Vami Koticha, Senior Associate,  
 AD50 firm Sameep Padora  
 & Associates

# 19

**HOPPING CHEF,**  
**MUMBAI**

Eating in is the new eating out. With Hopping Chef, you can plan an elaborate party at your home and treat your guests to gourmet fare created by celebrated chefs Michael Swamy, Shantanu Gupte, and Ajay Thakur. The company offers a 'personal chef experience' and even provides bartenders, cleaners, and crockery so that you and your guests can relax and embark on a unique culinary joyride.  
**Contact:** 1-800-121-3123;  
**info@hoppingchef.com**

# 20

**EBONY AND IVORY STUDIOS,**  
**NEW DELHI**

Live next to a noisy street? Throw parties at night? Like to listen to heavy metal at a loud volume? If your answer to any or all of the above is a resounding yes, then you need to contact Deepit Jain, the acoustic consultant, who'll equip you with the information you need to sound-proof your home so that you can head-bang in peace.  
**Contact:** 09560808942;  
**delhisoundstudio@gmail.com**