



INDIAN DESIGN

Celebrating Indi-Chic

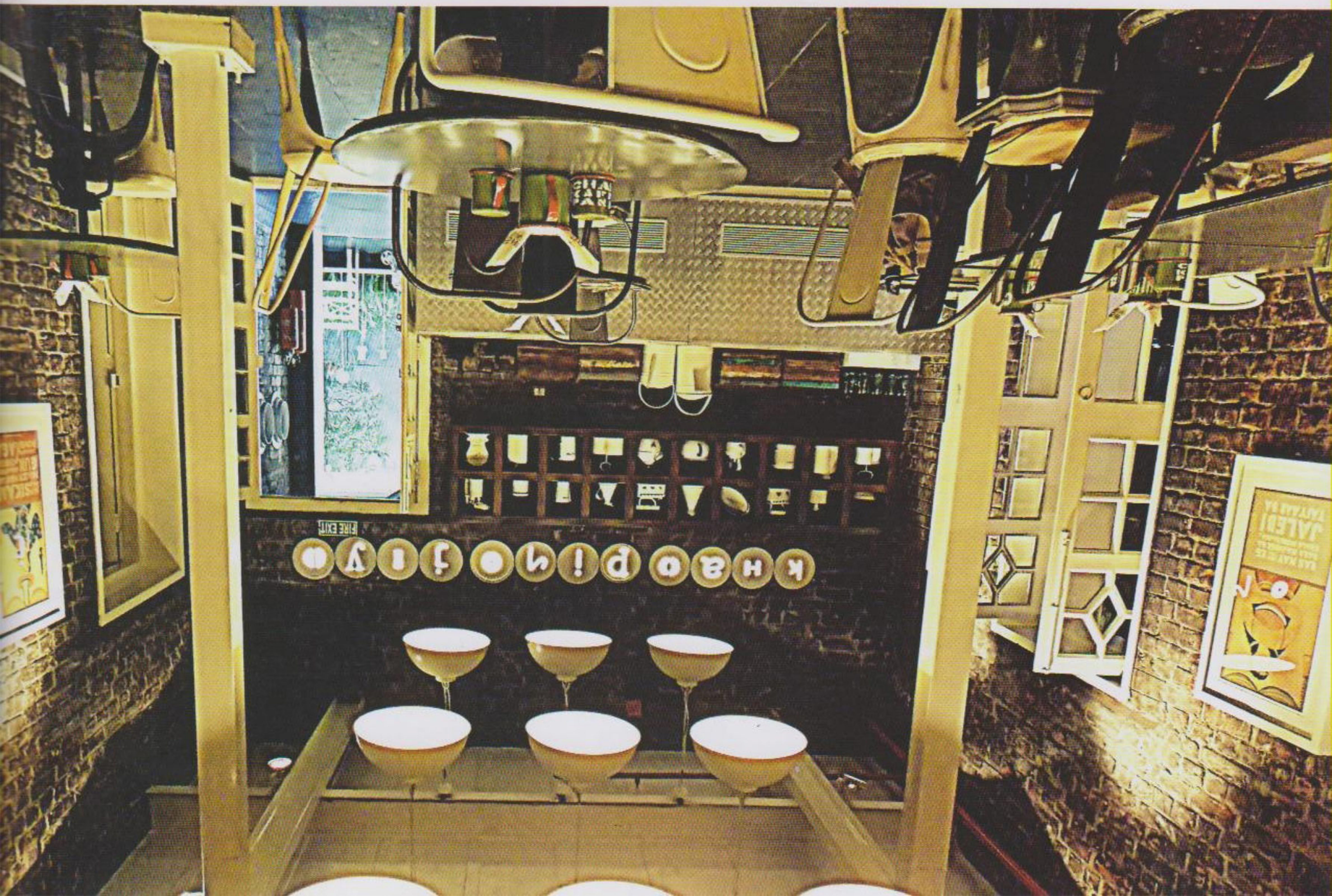
Frozen relics from the past blended with retro Indian pop art makes this restaurant an experience that combines spatial with the culinary...

Jhaal Farezi, the new themed restaurant at 42 Circus Avenue, Kolkata, launched by Ambuja Neotia Group, revives the colonial charm of a city in the midst of changing skylines. The 80 year old British bungalow has been repurposed into a period piece of fine dining warren infused with contemporary visuals and offering a holistic ambience to the food lovers. High ceilings, giant columns, latticed windows, conical verandahs with iron balustrades and an exquisite porch, all add towards evoking nostalgia at one glance.

Located centrally right at the heart of the city, Jhaal Farezi is a spatial experience for all. "For me, Jhaal Farezi has been somewhat of an exploration, giving me the opportunity to interpret eclectic impressions and sensibilities that have stayed in my mind over time," shares, Harshavardhan Neotia, Chairman, Ambuja Neotia who parented the project. Catering to a city, which is a melting pot of various cultures, the restaurant offers mixed cuisine, with Anglo Indian food being the highlight. Hence the name Jhaal Farezi, a typical Anglo Indian dish from yesteryears.

Spread over an area of approximately 10,000 sq.ft., Jhaal Farezi houses a Café, a fine dining area (both mutually exclusive), a music room and the Alfresco terrace garden with a sit-out. Channa Daswatte, Architect, Jhaal Farezi, said - "For me, the entire experience of recreating an old battered bungalow into a palatable contemporary counterpart keeping its soul intact was a challenge. The driving force was to preserve the old world charm, yet turn it around and make it relevant and sustainable. The overall look and feel continues to be colonial. Hopefully, Jhaal Farezi will be as much a spatial as a culinary experience for the City of Joy!"

The interior décor of Jhaal Farezi has myriad shades; it is eclectic, versatile and ranges from rustic brush to Bollywood melodrama. Swarup Dutta - Visualiser & Interior designer of Jhaal Farezi shares, "The project gave a lot of scope to innovate and transform every aspect of it into an experiential zone. Both the Café rooms have a different theme, one has a formal style and the other a casual one, yet they are cohesive. We have created a lot of interesting





wall arts like the salacious Bhojpuri songs graphically shown by street art of old Calcutta which is Kalighat's 'Pattachitra'. Another art form which is a great visual treat to all eyes is the "fine appliqué work" sourced from Barmer in Rajasthan framed for the walls. Further, screaming Bollywood dialogues add hues to the whole decor."

The props have been placed as 'frozen relics from the past' as described by Swarup and the wall art especially in the Cafe depicts it uniquely. Inspired by the industrial past, there are elements that are iconic of a distant past: barber chairs and revived enamel plates echoing 'casual conversation'. The lighting arrangements in the Cafe lend a new dimension with a chandelier made from old glass jars of Horlicks, jam, 'achar' and such, which enhances the vintage look and feel.

"The whole idea is to celebrate Indi-chic. We are catering to the urban 'glocal' clientele. The space thus provides a glimpse of a vibrant Indian pop culture, which is increasingly becoming the new visual language. Graphic art has been predominantly used to establish this connection. It is an easygoing non-stressful celebratory language of the urban Indian," said Swarup. Thus to break the monotony of white, a dramatic installation welcomes as one takes the main staircase for the dining rooms in level two, which has an artwork of neon letters on multi-coloured wooden plates



