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The Imagine Studio is the experience center for the Trees, Godrej Properties' flagship project at, Vikhroli. An innovative adaptive reuse project designed by Studio Lotus and GPL Design Studio, it consists of gallery and exhibition spaces; a cafe; a wifi-enabled public plaza and a small urban farm. "It is an attempt to re-envision the customer journey for our new mixed-used development called The Trees" explains Anubhav Gupta, Chief Design Officer and Business head, Vikhroli for Godrej Properties Ltd. "The intent of the project was to illustrate an invigorated public realm as a microcosm of the master plan, while preserving the essence of the site's industrial heritage."

Conceptualized as the gateway to the development in Vikhroli, two co-generator plants were transformed into an exhibition space and a marketing studio respectively. The boiler room became a cafe, together with a large chimney these frame a 3,900 sq. mts plaza playfully peppered with event plazas, a market street, an urban farm and spaces for public art installations.

The design strategically re-purposes a heritage landscape in a more urban, community centric setting. The structure of the buildings was preserved and reinterpreted in new materials like corten steel to create a more modern aesthetic. "This reflect Godrej's rich heritage and an evolving narrative compelling anyone who sees it to embrace our values and the story of The Trees.", says Anubhav.

Sustainability is a key development principle for this project. Salvaged industrial scrap and found objects have been thoughtfully integrated into the landscape. A Corten steel strip inserted into the layout acts as a guiding pathway that subtly indicates the key experiences of the entire experiential journey. "We stayed away from following best practices or industry benchmarks," says Anubhav.

'Cabinets of Curiosity', a collaborative art installation in collaboration with artists Ali Akbar Mehta and Vidha Saumya provides an interesting glimpse into the Godrej's group's history that mirrors nation-building and is depicted through the past, present and future within the silos clustered inside the legacy park.

Overall, this is a successful attempt in capturing Godrej's vision and commitment to openness and equity; both the design teams have together created a layered and transparent series of spaces connected to nature.

