

DESIGNS AND THE CITY

FALGUNI GOKHALE
Director, Design Directions

WHY WE'RE PROUD OF HER: Falguni's vitality coupled with her creative energy levels are hard to miss. While you admire her body of work, you might just miss the fact that she has adroitly managed to find balance between creativity and discipline. Quite the stickler for deadlines, she believes that certain parameters are necessary for quality work to be done on time. Falguni

studied at the National Institute of Design, Ahmedabad. She and her husband, award-winning industrial designer Satish Gokhale, established Design Directions two decades ago. Falguni looks after the visual communication side including brand identity, packaging, sales collateral and graphic user interface for software. She's been known to be temperamental if work isn't done meticulously, but she pulls off her management role smoothly. She also creates beautiful jewellery

with gold wire, which is exhibited at Either Or.

FALGUNI SAYS: "I am passionate about design. And, I act upon this passion with conviction, commitment and discipline. My work has given me the platform to know and understand many types of businesses and to design effectively. As an architect, my dream is to save our city from breaking up into land parcels for exploitation and retain the original city fabric along with sustainable development." ▶

PHOTOGRAPHS BY RITESH RAMAIAH

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