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WONDERFLOOR

FLEXIBOND

Interior Architect and Designer Kirti Dodeja reimagines a two-storey leased space in Delhi as the new office space for Ogaan Media, without altering the original structure. The design embraces a neutral base, bringing in ample natural light to create an open, breathable environment. Accents of bottle green and black linear detailing add contrast and identity, while wood wool ceilings address acoustics, as flooring modifications weren't permitted. Inspired by European conservation practices, gypsum walls were constructed in front of the existing stonework — keeping the base structure untouched. The result is a calm, considered workspace balancing function, restraint, and timeless design language.

Inside Ogaan Media Delhi Workspace: Adding to the European Flavour

Designing the new office for Ogaan Media, a prestigious legacy brand at the forefront of India's design, fashion, and editorial landscape, was a project rooted in sensitivity, restraint, and deep collaboration. Located within a two-storey leased space in Delhi, the brief necessitated reimagining the workplace without altering the original architectural structure. This constraint became the foundation of the design approach, one that prioritized conservation, adaptability, and thoughtful spatial planning over structural intervention.

By viewing these limitations as opportunities, the design team cultivated a philosophy of quiet architecture, where the existing character of the building dictates the flow of the modern intervention. The design process was highly collaborative, involving the editorial, publishing, business, and finance teams of Elle Decor, India Design ID, and Elle to ensure the space met their distinct functional and creative requirements.

Designing for clients who are themselves leaders in the high-design world required a shared commitment to a sophisticated, understated aesthetic. This partnership was built on a collective desire to create a workspace that reflects the very narrative the brand establishes within the country, one of timelessness, editorial precision, and intellectual depth. Rather than imposing a dramatic transformation, the design philosophy centered on working within the existing shell, embracing adaptive reuse as a conscious language.

Inspired by European conservation practices where new layers are introduced without disturbing the original fabric, gypsum walls were constructed in front of the existing stone walls. This method ensured the base structure remained untouched while providing the necessary flexibility for modern services, lighting, and concealed finishes,

K I R T I D O D E J A

Designer | Interior Architect

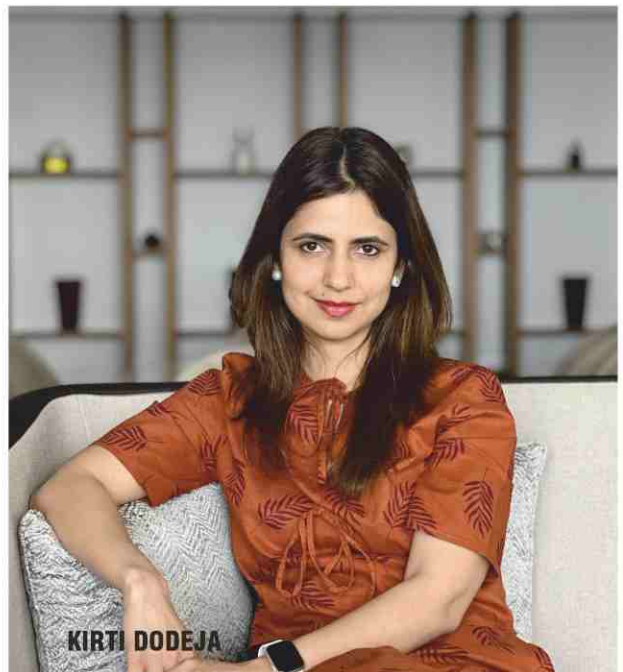
KIRTI DODEJA

Plot 13, C2, 3rd Floor, Niti Khand2, Indirapuram, Ghaziabad 201014
Ph: 9930839122 email: contact@kirtidodeja.com, business@kirtidodeja.com
Website: www.kirtidodeja.com | Instagram: [kirti_dodeja](https://www.instagram.com/kirti_dodeja)
Facebook: [dodejakirti](https://www.facebook.com/dodejakirti) | LinkedIn: [kirtidodeja](https://www.linkedin.com/company/kirtidodeja) | Pinterest: [Kirti_Dodeja](https://www.pinterest.com/Kirti_Dodeja)



PRINCIPAL DETAILS

Project Type	: Office space
Project Name	: Ogaan Media Office
Location	: New Delhi
Client	: Ogaan Media
Principal Architect & Designer	: Kirti Dodeja
Design Team	: In-house
Interior Designers	: Kirti Dodeja
MEP & HVAC Consultants	: In-house
Interior Styling	: Tarang Goyal



KIRTI DODEJA



black linear detailing, introduce depth and a strong visual identity. These elements lend rhythm and structure to the space without disrupting its overall composure.

Material selections were intentionally restrained, focusing on longevity and tactility. Since flooring modifications were not permitted due to the terms of the lease, acoustics became a critical consideration. Wood wool ceilings were introduced across all zones to provide necessary sound absorption while adding a layer of warmth and organic texture aligned with the project's minimal ethos.

While restraint guided much of the design, moments of playfulness and drama were deliberately introduced to reflect the brand's creative spirit. A bold, bottle-green concierge desk serves as a functional yet theatrical focal



reinforcing the idea that impactful design can be both intentional and invisible. This shell-within-a-shell concept preserves the site's integrity while facilitating a high-performance environment. The spatial layout was reconfigured to create an open, breathable environment that encourages movement and interaction across teams. Natural light was treated as a primary design element, flowing across both levels to enhance openness and reduce visual heaviness.

A neutral base palette anchors the interiors, creating a calm and timeless canvas. Soft whites, muted browns, and beiges, paired with understated textures, allow the space to remain editorial rather than trend-driven, mirroring the enduring identity of the Ogaan brand.

This monochromatic serenity serves as a mental reset for editors constantly surrounded by high-energy visual content. Accents of green through custom products and indoor plants, paired with



FACT BOX

Year Built	: 2025
Carpet Area	: GF 2390 sq ft + Basement 2010 sq ft
Photography	: Tarang Goyal
Material Palette of the project	: Marble, wood, glass, wallpaper, rattan, rug

PRODUCT DETAILS

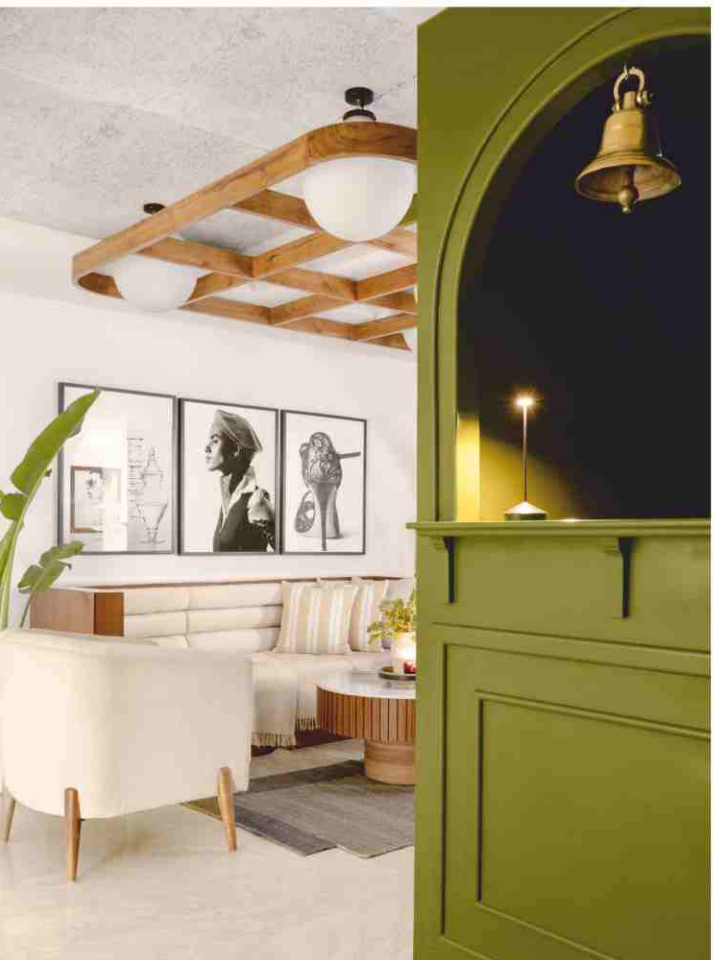
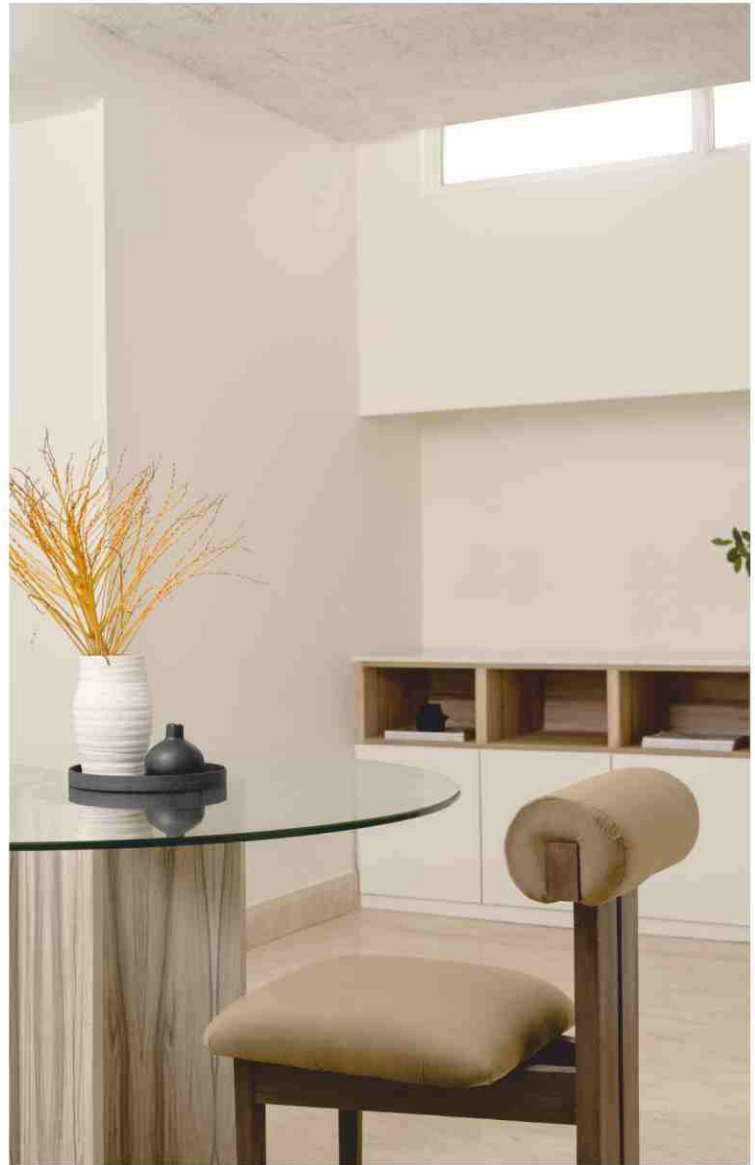
Ceiling	: Wood wool ceiling for acoustics
Rug	: Jaipur Rugs
Laminates	: Merino
Lighting	: Jaquar lighting
Paints	: Asian Paints
Wallpaper	: Asian Paints



point, reimagining the utilitarian act of receiving parcels as a designed experience. A small brass bell adds a ceremonial gesture to daily office life, injecting ritual and joy into the environment.

These features provide a sense of delight within an otherwise composed and professional setting, proving that corporate spaces can harbor personality and a sense of theatre without losing their professional edge. The waiting area was reimagined as a lounge, blurring the boundaries between reception and experience to serve as a visual narrative.

Original prints from iconic shoots and celebrated magazine covers are featured throughout, while the staircase transforms into a gallery-like passage. This immersive storytelling continues into the publisher's



office, where a curated selection of significant covers adds emotional depth and historical context.

These personal yet iconic visuals reinforce the idea that the office is a reflection of the milestones that have shaped the brand over decades. Thereby, the Ogaan Media office reflects a design language rooted in clarity, restraint, and character. By balancing conservation with creativity and functionality with drama, the space stands as a thoughtful response to both context and client.

It serves as a quiet, sophisticated backdrop that supports the people who continue to define and influence India's design discourse, ensuring the brand's legacy is woven into the very fabric of its physical environment. The final result is a workspace that feels less like a corporate office and more like a curated, living archive of Indian design excellence.