PRESS RELEASE

Designing Tangibility: Happy Spaces India Celebrates a Decade of Transforming Workplaces

- *Happy Spaces India, the experience design studio of Elixir Integrated Brandcomm, has spent a decade giving organisations tangible form — translating strategy, culture and brand into walls, spaces and experiences people can walk through*
- *What was once exceptional — a Google campus, an MTV studio — is fast becoming what every workplace is expected to deliver, as employees look for purpose, belonging and culture, not just a desk and a salary*
- *Transformed 75+ spaces across more than 2.5 million sq. ft. in 16+ Indian cities — growing from a single 30,000 sq. ft. workplace to entire buildings — for clients including Tata Chemicals, Rolls-Royce, De Beers, CRISIL, Zydus, Godrej, Ambit, SKF, Greaves Cotton, SBI General Insurance, Amdocs, Bridgestone and others*

Mumbai, September 29, 2026: There was a time when a handful of workplaces — a Google campus, an MTV studio — stood out precisely because they were exceptions. Today, that exception is fast becoming the expectation. Employees no longer walk into an office looking only for a desk and a salary; increasingly, they are looking for purpose, belonging, energy and culture — and asking their workplace to deliver it. For CEOs, CHROs and communications leaders, that shift has turned the office into one of the most powerful, and most underused, tools they have for making their organisation tangible — visible, felt and real to the people who work there. This is the idea Happy Spaces India, the workplace branding and experience design studio founded by Elixir Integrated Brandcomm, has spent the past decade designing for. As the studio celebrates its 10th anniversary and enters its 11th year with more than 15 lakh sq. ft. of new projects already in the pipeline, its founders argue that the real story isn't the milestone, but the shift in what organisations now ask their workplaces to do.

Happy Spaces India was founded in 2016 by Mr. Ganesh Gadakh, Founder and Chief Creative Officer of Elixir Integrated Brandcomm, along with Ms. Pallavi Gadakh, Co-founder and Chief Operating Officer, and Mr. Abhay Kurdukar, Chief Project Officer. It began as an experiment in applying the thinking behind brand communication to physical space, taking its first shape in a 30,000 sq. ft. workplace for Covestro India in Mumbai. That project has since grown into a nationwide practice spanning workplace environments, retail spaces, branded destinations, exhibitions and thematic activations.

"Ten years ago, the question we were asked was, 'How do we brand our office?' Increasingly, the question we're asked is, 'How do we make our people experience our brand?' That is a very different question, and answering it is what the next decade of Happy Spaces India will be about," said **Mr. Ganesh Gadakh, Founder and Chief Creative Officer, Elixir Integrated Brandcomm**.

“As a creative team, we were already creating identities, campaigns, stories and visual worlds in pixels. Now we had walls. Huge walls. Spaces. Surfaces. Structures. An entire workplace as a canvas,” added **Mr. Gadakh:** “What we had been creating in pixels for brands, we could now create at architectural scale.”

That first 30,000 sq. ft. floor has since grown into a nationwide practice spanning entire buildings — the clearest proof of how dramatically both the canvas and the studio's own role have expanded. Landmark projects include CRISIL House in Mumbai (2.5 lakh+ sq. ft. across seven floors), Ambit House in Mumbai (2.8 lakh+ sq. ft.), the SKF Headquarters in Pune (3.5 lakh sq. ft.), Zydus Healthcare in Mumbai (3.8 lakh+ sq. ft.) and SKF Global Technology Centre India in Bengaluru (4.8 lakh sq. ft.).

Underpinning that growth is a philosophy the studio has held from the start: strategy first, story first, design follows. Rather than beginning with aesthetics, Happy Spaces India builds each project around an organisation's culture, history and values, translating them into physical, experiential form — a discipline that has set it apart from a conventional workplace branding or design agency. That thinking shapes how people experience the spaces themselves: employees are drawn in as co-creators through large-scale mosaics, collaborative graffiti walls and interactive installations, so that culture is not only designed into a space but built, by hand, by the people who will live in it every day — participation and craftsmanship working together to turn strategy into something felt, not just seen.

This is the job Happy Spaces India believes the workplace has taken on: to make the organisation tangible. A logo on a wall or a mission statement in a lobby no longer does the work — culture, values and brand now need to be built into the walls, the surfaces and the flow of a space, into something people can walk through and feel every day. The timing is not incidental. According to CBRE's 2025 India survey, 94 percent of companies now prefer employees to work from the office at least three days a week, while 73 percent identified physical workplace design as a key focus area for enhancing the office experience. As organisations pull people back to physical spaces, the pressure is on to make those spaces worth returning to — spaces that communicate who a company is, not just where it operates.

To date, Happy Spaces India has transformed more than 75 spaces covering 2.5 million+ sq. ft. in 16+ cities across India, working with a client roster that includes **Tata Chemicals, Rolls-Royce, De Beers, CRISIL, Zydus, Godrej, Ambit, SKF, Greaves Cotton, SBI General Insurance, Amdocs, Bridgestone and others**. The studio's work has also been recognised by industry bodies including the Association of Business Communicators of India, Social Samosa's Indian Agency Awards, afaqs – Foxglove Awards, DIGIES, and Financial Express – BrandWagon, among others.

Looking ahead, Happy Spaces India expects the next decade to ask even more of the workplace — not just a backdrop for culture, but a living expression of it, as purpose and belonging become as central to office design as desks and floor plans once were. The studio will carry that conviction forward through its concept-to-completion model — strategy, design, conscious materiality, craftsmanship and ongoing experience stewardship — as it expands into what it describes as India's emerging experience economy. “Designing tangibility was never a one-time project — it's an ongoing practice,” said Mr. Gadakh. “Our job for the next decade is the same as it was for the last: to keep making organisations real, walkable and felt, one space at a time.”

About Happy Spaces India

Happy Spaces India is the workplace branding and experience design studio of Elixir Integrated Brandcomm. Founded in 2016, it brings together strategy, storytelling, art, spatial design, wayfinding and experiential thinking to transform workplaces, retail spaces, branded destinations and exhibitions into tangible expressions of an organisation's brand and culture. Over the past decade, Happy Spaces India has delivered 75+ projects covering 2.5 million+ sq. ft. across 16+ cities in India, working with organisations including Tata Chemicals, Rolls-Royce, De Beers, CRISIL, Zydus, Godrej, Ambit, SKF, Greaves Cotton, SBI General Insurance, Amdocs and Bridgestone.

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