

# Sifani Gallery: Driving Creative Elegance



The 'Sifani Gallery' is the latest of the renowned Sifani chain which has been in the precious stones and jewellery arena of Sri Lanka for well over four decades. Having marked their celebrated presence locally as well as internationally at most luxury and boutique hotels Sifani has revolutionized the concept of jewellery retail through this gallery cum jewellery store.

"Our jewellery is very unique and different from what the market provides. Therefore,â€"we wanted to come out with a very different concept in displaying and selling them as well," stated Rizwan Sahabdeen, Managing Director Sifani elaborating on the design concept of their new store in Colombo 03.

To complement his contemporary eye-catching collection of jewellery Sahabdeen has sought the creative skills of two equally talented artists: Madhura Prematilleke, a Sri Lankan Architect, who turned an otherwise simple basement into this spectacular gallery and Pala Pothupitiya, the international award winning sculptor involved in the moulding of those remarkable dancing figurines - the very key feature of this store.

"All over the world today retail and commerce are moving away from just selling a

product to engaging the society and public at different levels. So we saw a window of opportunity here to play with this idea through this jewellery store," stated Archt. Madhura Prematilleke further expressing the fact that this would not only be a place to display and sell jewellery but also an exceptional opportunity to showcase other forms of creative art through its function as a gallery.

The glowing white interior of the gallery is based on the premise of the 'white cube', where a white surface would set off whatever it displays and brings with it a novel experience to the Sri Lankan consumer and art lover.