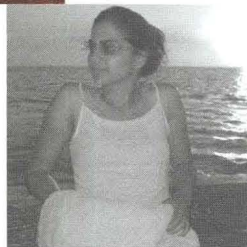




mCube Design



Rachana Shah, Neha Mehta & Mehul Mehta



Text Mona Lalwani

mCube is a design studio that not only shares a passion for design but also a bloodline. It all began when one of the three siblings-turned-partners, Rachana Shah kick-started the process by creating *mCube* in 2002. She studied at *Sophia Polytechnic College*, Mumbai before moving to *Columbia College*, Chicago to continue her education in Marketing Communication. Her experience and exposure from time spent in the US coupled with insight into India's design requirement led to the conception of this dynamic design firm that decided to specialize in branding.

Couple of years later, her sister Neha Mehta came on board after having made her way through *Sophia Polytechnic*, Mumbai and *University of Illinois*, Chicago where she received her BFA with concentration in Graphic Design. Her own experience with multiple award-winning design firms in Chicago gave her an edge and a mission to change the perception of design in India. And finally, Mehul Mehta brought in his business acumen and creativity even though he continues to dabble in the Financial Sector with an MBA from *Case Western Reserve University*, Ohio.

Between the three partners, each inhabits not only a different city but also a different specialization. While Rachana, who is based in Pune and Neha in Mumbai, guard the creative fortress in their own unique ways, Mehul provides the business development ideas for this design firm all the way from Virginia. They sum up their thought process in three words – understand, digest and implement and their design philosophy stays as simple as 'if you can't justify it don't do it'. With a love for exploration that runs in the family, the partners thrive on throwing themselves into new ideas and environments to keep the inspiration flowing.

With a commonality of sensibility they manage to work effortlessly as a team and believe in creating long-lasting visual ideas that are a labour of love. *mCube's* case studies on design projects have been published internationally by *Rockport Publication* and locally in the *Kyoorius* design magazine. They also have a line of chalkboard products that generated a lot of buzz in the Indian market. Led by a love for experimentation they choose to go where the experiment takes them. With an emphasis on detail, they intend to let *mCube* stand its small but strong ground to ensure quality over quantity.

