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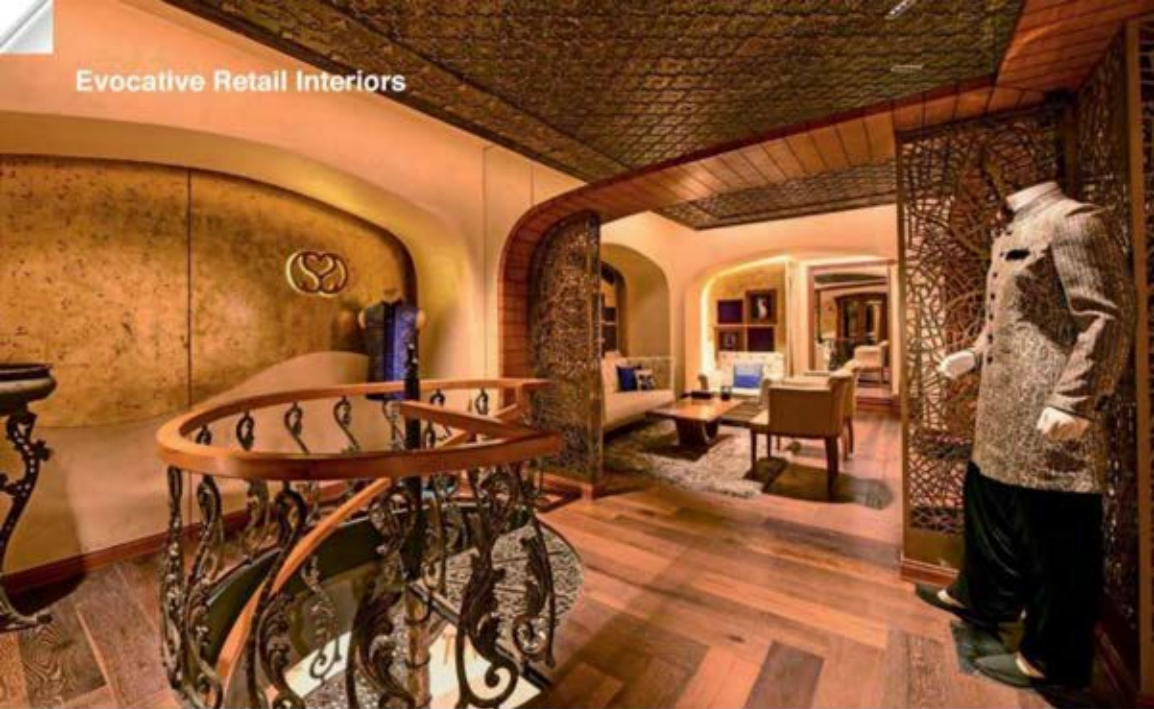
ARCHITECTURE+DESIGN

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- Evocative Retail Spaces
- stories from my journey
— christopher benning





Embodying modern, classical style...

Project: Jade Blue, Ahmedabad
Architects: group DCA, New Delhi

The project is a multi-brand outlet within which an exclusive lounge has been fabricated essentially to provide service to the high-end customers. The lounge is designed with a lavish and contemporary ambience befitting the high-end clientele of the brand that only

showcases its premium bespoke clothing linesported by many celebrities. The showroom combines a modern design language and rich materials to define a larger than life space. They create designs for the prominent and aims to cater to individual taste whilst providing exclusivity.

The interiors of this lounge are stylish and customised



LAYOUT PLAN

to resonate the ideals of the people who showcase their collection. The space is a reflection of their own personality and thoughts. Connected to a larger store, with an artistic intent and contemporary aesthetics, the design of the lounge is exclusive, classy and stylish. The elegant use of materials and the extravagant planning of spaces aim at providing a sumptuous and leisurely experience.

A classical spiral staircase designed in a rich language of wood and wrought iron takes one to the entrance of the lounge leading into one of the four distinct quadrants. A central cross-display panel orients the visitor into four spaces out of which the two diagonally opposite ones house seating areas. Each seating area with an attached fitting room is designed to address the individual requirements of the private customers. One of the four quadrants is used as an accessorised entry with a large back lit logo on the wall. Two of these spaces house lounge seating to enjoy the ambience and the experience of shopping. The fourth quadrant along the axis of the entry is a large open space with display panels on each wall. This space is specifically designed as a transition and an area for displaying the exclusive collection.

The project is conceived as a lounge for the

discerning client looking for a personal and bespoke experience. It is equipped with plush seating to enable the customer to leisurely watch the collections offered. Brass screens with intricate patterns serve as partitions between the various pockets created. They ensure privacy and help in maintaining the homogeneity of the lounge. This splendid pattern of *jaali* is inspired from the Yemen Sufi Saint- Siddi Sayyed.

Display elements are vital to any retail store because they attract its connoisseurs. The architects have used large classical cupboards with glass panels to display their range. Mannequins at various corners of the store ensure a panoramic vision to the assemblage. The arched niches of the walls are finished partly in wood and gold paint to create display shelves. Lighting is customised to focus on the exhibited apparel. Finishes and furniture are interwoven into the look and feel of the retail space, ensuring an effective operational lounge. The wooden flooring is elegant and keeps the décor grounded.

In this debonair lounge, various elements are interestingly designed. A distinct striking feature is the salvaged, antique ceiling with intricate and decorative motifs cut in brass work. It creates an uplifting effect



SECTION

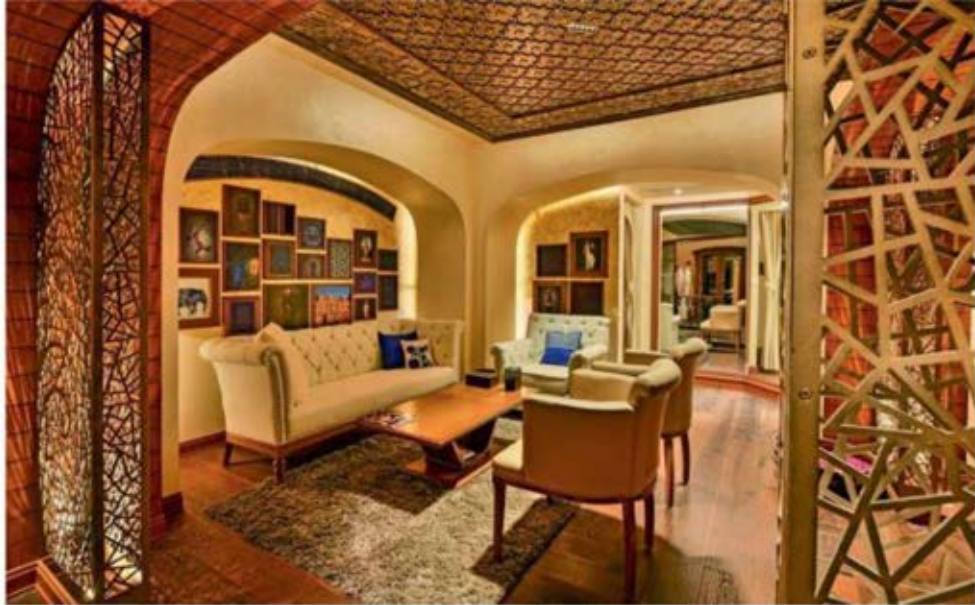


ELEVATION

making the area extremely vibrant and rich. Numerous broken mirrors have been placed between the actual ceiling which gives the perception of a larger space. Cutouts were made to execute the brass work ceiling. These cutouts were then replicated and wood painted to provide conformity to the entire space. The drop-down cross beams with a lit-ceiling behind, is well combined with arched portals in wood and camouflage the low hung beams and columns, whilst becoming the defining elements for the four spaces into which the entire store is driven. The arched portals exemplify the beauty of the arched niches on the walls and frame the double panels of the jaali. Further drama is created by the low height ceiling that runs through the space covering the four quadrants,

establishing continuity with the use of mirrors on the beams. Mirror with its inherent property makes the space seem large and also makes the beams almost disappear. The dusky and beautiful pattern of the brass ceiling in stark contrast to the wooden floor gives a feel of deep theatrics, exemplified by the ambient lighting within.

Contemporary lighting creates a balanced ambience by cove recessed lighting and task lighting which is hidden. Spot lighting on display and select garments directs the attention where necessary. Though minimalistic in its approach, the lighting between the two panels of the jaali brings a dramatic element into the space. The sanctity of the ceiling is maintained with no glare while the visitor can enjoy the drama in the ceiling. Hidden lights in the



recessed arches accentuate the design. Vintage artwork and framed photographs on the arched walls, the art deco brackets on the display shelves and the antique earthenware pots together create an atmosphere that is elegant, sophisticated and very characteristic of this studio. While most finishes and accessories are classical and antique, the grey rugs and the leather furniture are contemporary, but compliment the antique look of the lounge well.

This private lounge of the Jade Blue brand is not aimed to create what one may call the regular showroom for selling fashion labels, it is more of a lounge used by the artist to showcase the exquisite collection to a select clientele. The lounge provides one-of-its-kind experience

where one can enjoy the idea of dressing up in a luxurious and fashionable set up. The interiors explore the idea of stylish, chic, contemporary yet extremely rich but also set in deep traditions of cultural expression. The design of the lounge is paradigmatic of the high-end brand that it houses, with strong cultural tones, modern sensibilities and dramatic design quotient. ✦

Factfile

Client: Jade Blue Lifestyle India

Design Team: Amit Aurora (Principal Architect), Kajal Thakur, Marinder Kaur (Design Team)

Built-up area: 600sq ft

Year of completion: 2016