

# Architectural & Builders Magazine

Vol-07 Issue-03 Mar-2019



## Jd Solitaire



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group DCA

**Typology:** Retail

**Name Of Project:** Jd Solitaire

**Location:** Central Market, Lajpat Nagar.

**Name Of Client:** Mr. Sanjay Kalsi

**Principal Architects:** Rahul Bansal

**Design Team:** Yogesh Sharma

**Site Area (sqft&sq m):** 385 sq.mt.

**Built-Up Area (sqft&sq m):** 385 sq.mt.

**Photo credits:** Andre J. Fanthome.

The building's functional program is distributed on its four upper floors, each of which follows a simple, linear circulation scheme. The décor scheme employed on each floor is different in response to its specific functions, but an underlying thread unites it to ensure a cohesive visual connectivity.

### JD Solitaire, New Delhi

The retail store JD Solitaire endeavours to provide a warm and luxurious jewellery retail space for a first-generation jeweller. Having created a niche and exclusive clientele through a twenty-year-old practice, the client wanted to take the retail operations to the next level. The design response, as a result, addresses and resolves specific issues, creating a space that has an experiential quality to it; right from entrance, to the interior spaces, deeper within.

The building's façade is marked by elegant brick course detailing, custom-designed railings, and potted plants on each floor. The use of brickwork creates an earthy look, reflecting a conscious decision on the part of the architects to use local Indian materials.



The ground floor is designed as a non-retail area, and provides a unique museum-like space instead, as an attempt to showcase the prized possessions. It follows a minimal theme, bringing all focus on to the jewellery items on display. The ceiling is done in wood, the walls are bathed in grey, and spot lighting creates a sense of drama as it accentuates the glass boxes that house the jewellery pieces.





space, or for meetings and sales. The third floor houses the owner's office, and the brand's administration areas. It is designed to feel opulent while intending to attract customers



who are likely to spend sufficient time to make an investment in jewellery. This exclusivity is reflected in an increased use of wood in wall panelling and brackets, and richly detailed lamps and chandeliers that exude a regal vibe. A beautifully designed jaali helps screen visual access to the strong room. Art and artefacts are seamlessly incorporated into the design, not taking away from the overall intent of showcasing the jewellery.

The first-floor houses the key jewellery retail functions – sale counters, a cash desk, a strong room, and the managing director's room. It employs a neutral décor theme – the walls in muted brown are highlighted by the use of art pieces, while a richly detailed mirror hangs on the east wall adding an element of interest.

The second floor is designed for the exclusive collections, in order to appeal to the high-end clientele. To facilitate the client engagement, two sale counters are provided that are separated from each other with a divider, and a lounge area that can be used as a waiting

A cut-out, enclosed within glass walls, is designed to help provide a semblance of visual connectivity between the four floors, whilst softly dividing the space on each floor-plate. The spatial allocation is consciously organised to ensure spaces that require natural light are all placed on the northern edge of the floor-plates, while, the retail spaces that are housed deeper within, are lit artificially.

