

group DCA

Newsletter | May 2019

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Greetings from group DCA!

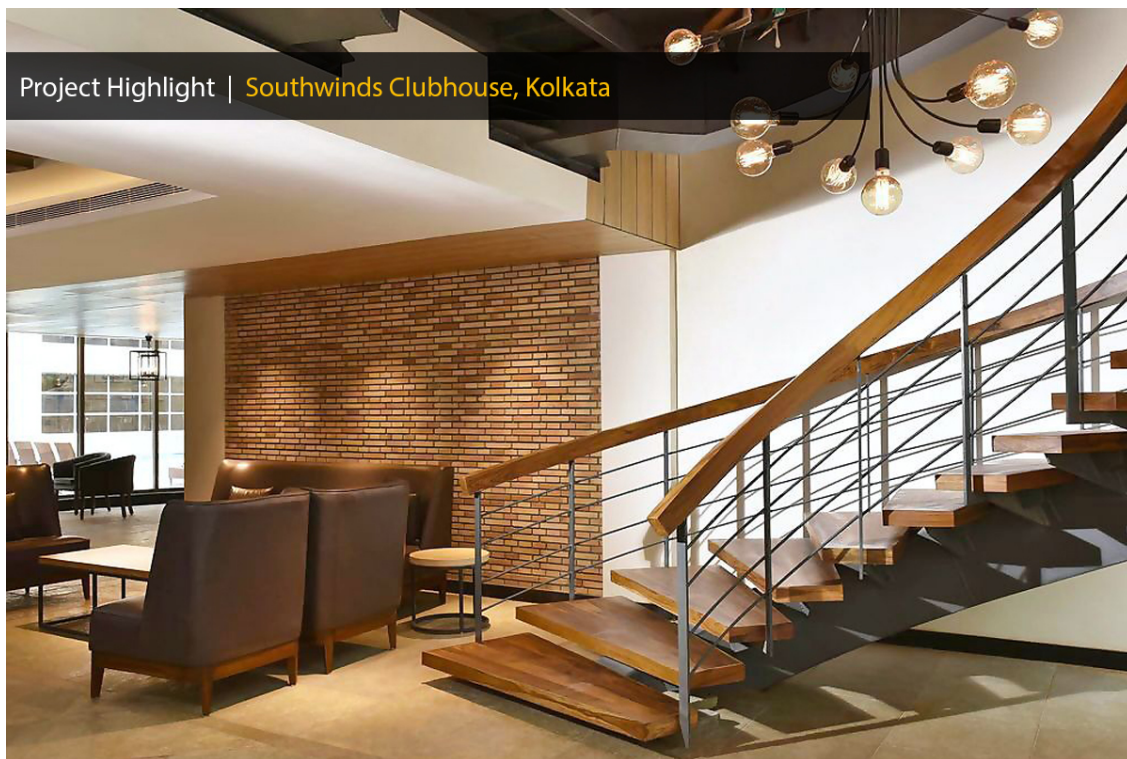
Crafting experiences for engagement, at group DCA, we believe in the inclusiveness of the community. We strive to create spaces that are centered on encouraging community engagement and enhancing harmony. By combining a variety of community spaces into a larger congregational facility we endeavor to bring out the essence of community living.

This month's edition of the newsletter highlights these concepts through one of our recently completed projects – **Southwinds Clubhouse, Kolkata.**

We look forward to your thoughts and feedback - write to us at media@dcaarch.com

Exercising the Eclectic

group DCA aims to turn around the conventional in interior design by crafting segregated spaces that combine to reflect the theme it is designed and built upon. The **Southwinds Clubhouse** located in Kolkata is designed as an architectural exemplar of a design that amalgamates comfort and effervescence of dynamic yet peaceful spaces for leisure. The various spaces within the clubhouse are interconnected with each other whilst displaying their own character. Exuding vibrancy and tranquility simultaneously, the design of the clubhouse remains true to its typology.

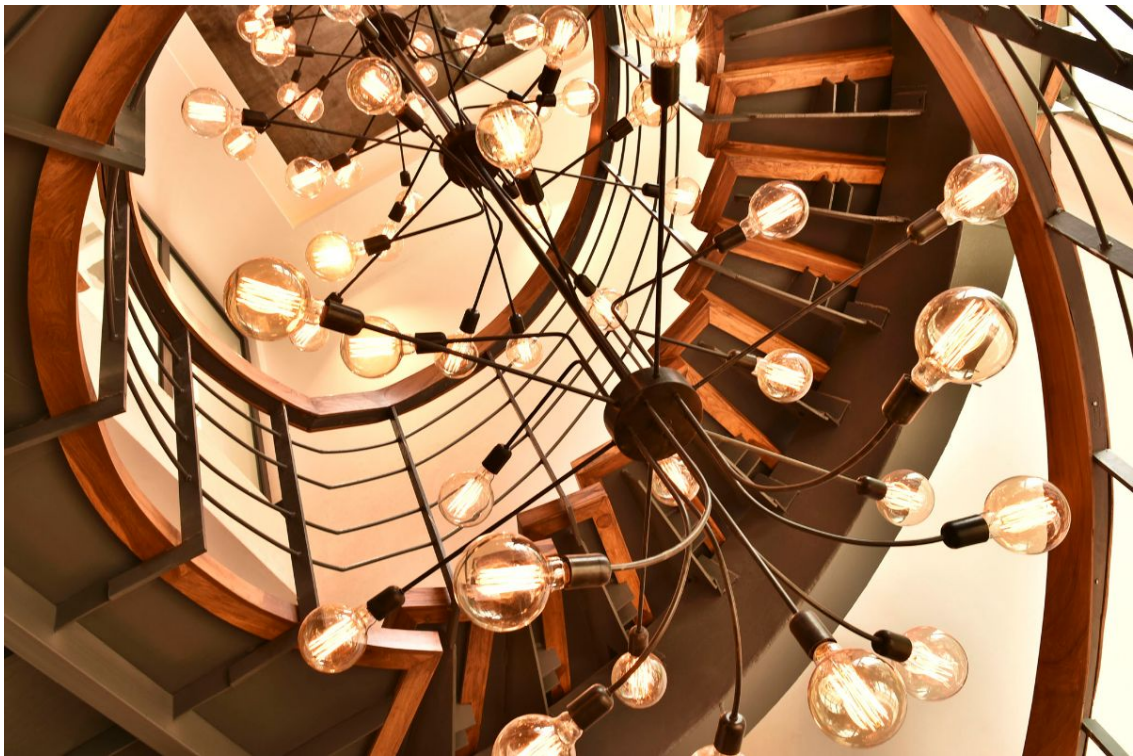
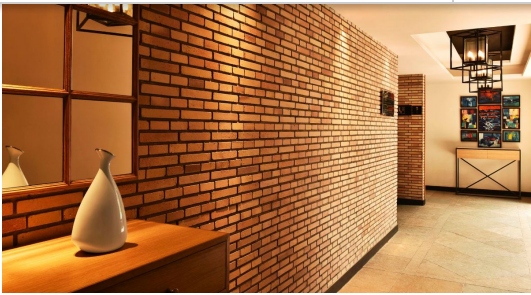


The Clubhouse is representative of personal as well as communal spaces that are welcoming and harmonious, an approach adopted to design engaging and interactive spaces, facilitating the ability to connect easily with the patrons-young and old alike.

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MGS Architecture, April 2019 Re-configuring of Office Spaces





"Dissolving hierarchal segregations to accommodate socially and physically transparent infrastructure is an integral factor in the design of workspaces."



blogs & perspectives

NEERU'S EMPORIO

After enjoying more than three decades of dominance in ethnic Indian fashion, Neeru's is a chain of 52 stores across India. Recently, the brand launched a flagship wedding destination store in Hyderabad spread over 25,000 square feet. The specialty store offers an experience inspired from the princely and vintage heritage of the brand, with design cues reminiscent of Hyderabad's Falaknuma Palace as well as 20th century western university architecture. The palatial interiors are created from a palette of plush marble, gold foiling, lacquered surfaces and Victorian prints that act as an inspiring backdrop for the ensembles of wedding finery presented in the store and on the royal wedding procession mannequin cluster.

Neeru's Emporio, Hyderabad, India Design by: Group DCA Photographs: Courtesy Neeru's

VMSD, April 2019 Retailing in India: The Big Fashion Indian Wedding

"The specialty store offers an experience inspired from the princely and vintage heritage of the brand, with reminiscent of Hyderabad's Falaknuma Palace as well as 20th-century Western university architecture."



Surfaces Reporter, May 2019

Talk of Town, Lucknow

"Through an engaging presentation on Retail Projects by group DCA, the architect made the retailers present in the Talk of Town understand how important it is to effectively design showrooms as the design largely affects the consumer experience and plays an important role in consumer retention."

Events

9th Edition of the Surfaces Reporter, **The Talk of Town** Architecture, Design and Interior Retail Event was recently held in Lucknow which saw Amit Aurora as one of the keynote speakers on Design of Retail Spaces





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