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# ARCHITECTURE+DESIGN

A N I N D I A N

A R C H I T E C T U R E

*architecture for divinity*

*"Nature is my manifestation of God. I go to nature every day for inspiration in the day's work"* —Frank Lyod Wright

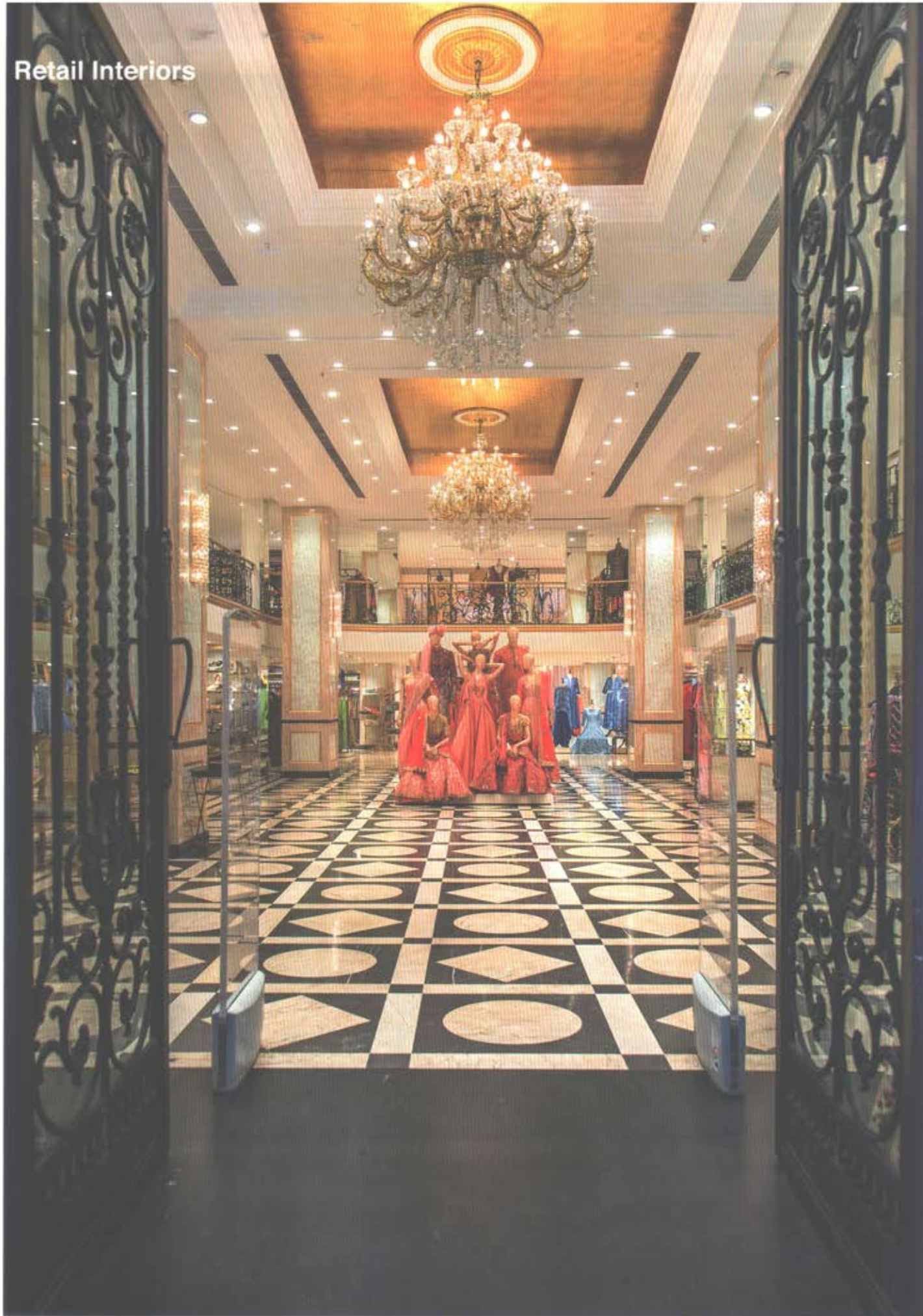
*cosmic dance in stone*

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## A walk to royalty



DCA Architects

**Project:** Neeru's Emporio, Hyderabad

**Architects:** Group DCA, New Delhi

**N**eeru's Emporio revealed its first flagship store in the upmarket locality of Banjara Hills, Hyderabad. The store is spread across 26,540sq ft and exclusively displays Indian ethnic wear and wedding trousseau collection.

The client brief was to create a store that reflects the values of the brand along with the premium quality attire that represented a princely and vintage inheritance. The inspiration for the design came from some of the most

iconic locations in the country, such as the Falaknuma Palace. The backdrop of the colonial and royal structure lends character to the regally-designed ethnic and wedding attire exhibited at the store. English prints and imagery from the Victorian architecture from London and Manchester University also influenced the design.

Both the store and the collection represent a contemporary interpretation of the royal ensemble. The store possesses high-end lounges to indulge the



GROUND FLOOR PLAN

1. ENTRANCE LOBBY
2. CASH COUNTER
3. SERVICE COUNTER
4. ALTERATION ZONE
5. STORE
6. TRIAL ROOMS
7. MIX & MATCH
8. TV WALL
9. WATER BODY
10. PANTRY
11. STUDIO
12. READYMADE SECTION
13. STORE 33
14. HANDLOOM
15. KIDS SECTION
16. INWARD/OUTWARD AREA
17. TAILOR AREA
18. UNSTITCHED SUITS
19. ELECTRICAL PANEL ROOM
20. NEERU KUMAR (ETHNIC)
21. NEERU KUMAR (WESTERN)
22. YUVA SECTION
23. FOOTWEAR



MEZZANINE FLOOR PLAN

1. STORE
2. TRIAL ROOMS
3. INDO WESTERN SECTION
4. KURTA PAJAMA SECTION
5. SHIRTS & TROUSERS
6. SUITS & WAIST COATS
7. EMBROIDERY SAREES
8. INWARD & OUTWARD AREA
9. BLOUSE SECTION
10. SILK SAREES
11. HALF SAREES
12. CASH COUNTER
13. BRIDAL AREA
14. WOMEN'S TOILET
15. MEN'S TOILET







discerning NRI clientele. A series of separate trial rooms and stores for each section was also created in a belt at the periphery of the space.

A mezzanine was planned in parts to achieve double height spaces that add character and grandeur. A structural invention of a suspended mezzanine was crafted to efficiently reduce strain on the building. Covering almost 60% of the floor plate, this mezzanine was supported only on the structural columns, since there are no supporting columns on the ground floor. While overlooking the space below, the mezzanine level contributes to the larger volume, although the heights above and below the mezzanines are extremely low. The mezzanine also flaunts a metal blade flooring which further reduces the load on the structure and maximizes floor height. Huge chandeliers were added in the double height areas to add to a sense of opulence.

As one enters the store, a large double height space embraces the visitors. The flooring finished with plush Italian marble in geometric patterns underscores the double height atrium. Columns that are clad with rich elements such as marble stone and gold-foiling accentuate the space. The mirrors have lacquered and deep gold finishes. A set of mannequins displaying the premium collection are placed in the center of the court. Striding forward, a feature wall on the left puts on display the journey of Neeru's since 1971. The TV wall standing next to it conceals the lift wells on the rear. An elaborate staircase connects the two floors. Features such as LED display screens and waterfalls are also added to build on the luxurious theme. +



### Factfile

**Client:** Neeru's Ensembles Pvt Ltd

**Consultants:** DCA Architects (Electrical/Furniture/Lighting/Façade)

**Built-up area:** 24,650sq ft

**Year of completion:** 2017