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Group DCA celebrates 20 years in the industry

Delhi-based architectural firm Group DCA recently achieved the landmark of completing 20 years in the industry, having executed some of the best designs in commercial and retail projects. Throwing an evening soiree at their cool office premises, Amit Aurora and Rahul Bansal, principal architects of Group DCA, said, "Since our inception in 1996, retail has been our forte. Rather than following current trends, or pursuing gimmicky approaches, we believe in designing for the long-term wherein the designs are well balanced, contextual and appropriate. We make a conscious effort to minimize the impact on environment too. On completion of 20 years, we believe there should be more emphasis on the appropriateness of all activities with regards to local cultures, local craft and working with local people and encourage the usage of only what is required to address issues of ecological and environmental impact. In essence, this can be interpreted in design by way of working

with the hand and to use craft and locally available materials and produce as much as possible. Instead of adopting western techniques of mass production, we should be going local."

Some of their retail clients include Bally, Chanel, Christian Louboutin, Corneliani, Gucci, Jaeger Le Coultre, Lladro, Longines, Panerai, Rado, Rolex, Tom Ford, Van Laack, Versace, Vertu, VJC, Amour, AN John, Blanco, Blackberrys, Celio, Cherubs, Color Plus, Daniel Hechter, Jade blue, Les Petits, Manchester United, Park Avenue, Ritu Wears-Big Life, SBJ, Basecamp & Victorinox, Bo Concept, Da Milano, Dyal Opticals, GKB, Laxmi Opticals, La'Opera, Rosso Brunello, AK Mehracons, Amaris, Bholanath Jewellers, BN Jewels, Entice, Hazoorilal, Johnson Watch & Company, Kapoor Watch and Company, Khanna Jewellers, Krishna Jewellers, Mallika Empire, Orra, Palace Jewellers, Punjab Jewellers, Zaveri & Co. •

20 Years

group DCA



**Amit Aurora and Rahul Bansal,
Principal Architects, Group DCA**