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Whatever the keywords for this decade be, one needs to be essentially responsible and responsive towards architecture and the community.

AR. SOURABH GUPTA
Studio Archahm



client engagement

These factors present myriad challenges when designing for retail spaces. Ar. Shifaa Kalra, RMDK, New Delhi, says, “The consumer is always in-charge or is the utmost priority. Retailers need to keep this in mind and reach out for a more social and emotional connection rather than the stores being just functionally efficient. They need to have a personal, visual and contextual identity that can connect with their target audience.

It is more and more about the experience rather than just the product that artfully combines human and digital engagement.”

As architects and designers create client engagement, they need information on the target audience, merchandise, location, footfall, budget, brand tonality, and future vision. Other aspects of the design such as material, color, lighting, texture, space planning, and ambience follow the client brief. Space is distributed to reflect brand identity and deliver customer experience. Ar. Akshat Bhatt, Architecture Discipline, says, “Being clear and distinct in communication and design language is foremost to developing an immersive experience for the consumer. As a designer, it is essential to understand the brand, its identity, what it is trying to communicate and then use that to develop a transcendental space. The experience has to be memorable and visually impactful. The essence of the brand has to be summarized visually and communicated across to the consumer.”

Des. Vivek Singh Rathore, Salient Design Studio, emphasizes the need for interiors that depict the retail store's concept rather than simply combining dramatic, unrelated elements. He says, “Understanding the demographics of the clients and their purchasing power is the key. Reverse-engineering is employed to create a design that is suitable for the targeted audience.”

Rahul Bansal, Partner, Group DCA, agrees that context drives design. “At DCA, the context of the retail space is the biggest factor that drives its design. The location and the target clientele need to be identified to develop the most suitable design language. The city, locality and footfall and the purchasing power of the clients are factors considered while developing this language. Also, cues are taken from the product and the service to be provided to ensure that the interiors depict the story or relate to the same – rather than having irrelevant elements that come together.”

fancy pants, mumbai | quirk studio, mumbai



boutique priya, chennai | kumar consultants, bengaluru



photography : : andre i fanthome

challenges

Designing an impressive retail space is a challenge in itself. Ar. Leena Kumar, Kumar Consultants says, “The specific challenge is to be noticed by the target shopper in an oasis of shopping spaces, commodities, and competition. The design needs to convey the merchandise and the prices anticipated to the shopper, even before he/she enters the space, as this is very often the deciding factor.”

Kalra adds, “Designing for retail spaces is challenging given the dynamic nature of the consumer market and the diversity of its users. No singular design works for all as every product is unique and carries its own set of requirements. As designers, we have to ensure a universal as well as global appeal while designing any project. Retail also demands precise planning and highly functional spaces, with an innovative visual appeal that can set each project apart from other stores.”

tribhovandas zaveri, noida | group dca, new delhi



KHANNA JEWELLERS, NEW DELHI

Group DCA, New Delhi

Design brief and aim

To create the enterprise's flagship store in South Extension, showcasing its legacy of nearly seven decades.

How this was accomplished

A wraparound facade measuring 30 ft. by 30 ft. and three arched doorways welcome customers. Gold-plated doorknobs paired with black metalwork-framed doors with lanterns and gold-plated elements add a neoclassical touch.

The 1650 sq. ft. jewelry store displays gold and platinum jewelry on the ground floor, while the upper level is reserved for diamond jewelry. A lobby and waiting area leads into the inner

recesses, screened by a metal *jaali* crafted from stainless steel with bronze plating. Within are multiple display bays, a VIP lounge, an administration office, strong rooms and satellite storage areas and ancillaries.

A formal, geometrically-accurate layout has been chosen to retain the high-end luxury factor, with classical architecture, with a neoclassical touch to adorn the spaces. The walls feature crème painted surfaces framed by dark brown wooden reliefs extending to the wooden shelves below. Chairs in a deep violet velvet finish add to the spatial quality.

The flooring is a simple combination of Italian marble laid out in geometrical patterns. Ceilings have been designed using lights procured from DiaLumen, a client-specific Swiss lighting brand.

Happily ever after

The jewelry store is a combination of design detail and reverse engineering. Intricate details such as adding a thin band of brushed metal between the marble flooring add an element. The result is a compact, classic, clean design aesthetic.





TRIBHOVANDAS ZAVERI, NOIDA

Group DCA, New Delhi



Design brief and aim

To envision a flagship store that re-develops the brand's identity and aligns with their business expansion plans in north India.

How this was accomplished

Spread across 6000 sq. ft. and three levels, the external façade is developed as a singular built mass to maximize the interior volume for spatial optimization. It is an abstract arrangement of square and rectangular shapes accentuated by cove lighting with a series of golden strips.

The visual impact of the space is emphasized by a calm color palette. The central area houses the articles in a glass display positioned under a false ceiling painted in lustrous gold and wall

elevations on either side of the counters have glass display cases. Columns inside the complex are infused with mirrors and walnut wood-textured laminate and lined with golden borders. The installation of mirrors in varied sizes creates an interesting illusion. The wall behind the cash counter is finished in abstract textures of beige marble, contrasting with the floor color palette.

The couches in the front area use fabrics that complement the beige and wooden color scheme, adding a sense of warmth and hospitality.

Happily ever after

The design is a balance between cost control, cost-effectiveness, and consistency that contribute to the values of the brand legacy.



photography : : andre | fanthome

