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**groupDCA**  
Newsletter | July 2021

## Showcasing Ahujasons at IGI Airport

|| GroupDCA Balances a Modern Aesthetic With A Timeless Legacy ||



### Greeting from groupDCA!

Ahujasons is the epitome of timelessness, elegance, and cultural values because of its exquisite clothing design methods. The Ahujasons showroom at Indira Gandhi International Airport represents the unique blend of modern sensibilities, the label's legacy and language, all while encapsulating groupDCA's core design principles.

We look forward to your thoughts and feedback on this project - write to us at [media@groupdca.in](mailto:media@groupdca.in) !



To balance aesthetic with functionality, this peculiarly shaped store encompasses a central island. This axial island serves as a storage and a display structure, anchoring the space and acting as a focal element for the entire store.

The rug beneath the island is adorned with an imprint of the Ahujasons emblem. This artistic feature imbues the store with the character of their clothes, appending and tethering the space together.



Another exceptional facet exhibited at this store is the wooden slats in a half-tree shape that aesthetically emphasize the central island. The wood fins traverse down in an organic form, enhancing the sense of balance and rhythm, bespoke to the design intent.



The materials chosen - like the Oak for furnishings, PVD coatings, metal finishes, and cornices - to add traditionalism to the space accentuates a natural environment.

The aesthetic vocabulary is instituted within different corners, designed in line with autonomous products and binding the various elements harmoniously.

## In the Workshop



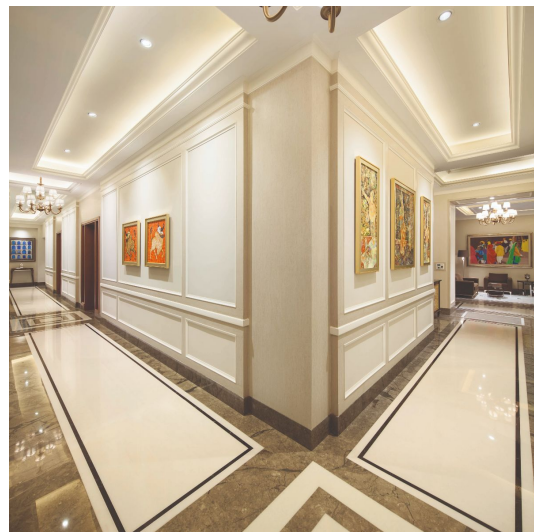
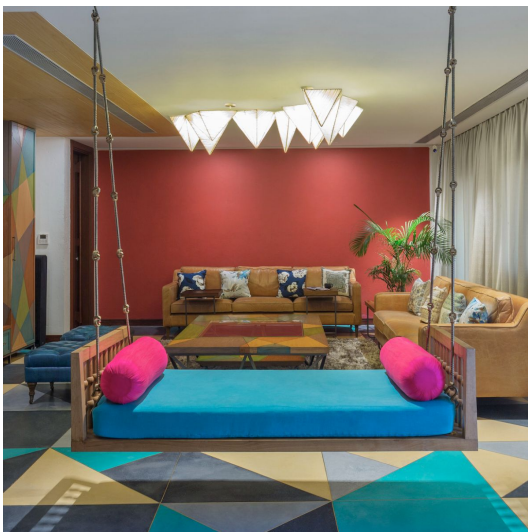
The furniture for our Kathmandu Academy Project is on its way to its new home now! Designed and prototyped in-house, these desks, chairs, and bookshelves were produced and finished with utmost care and expertise.



## On Instagram

We have so many exciting new projects and stories updated on Instagram daily, so follow us there to keep up with our latest work.

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