

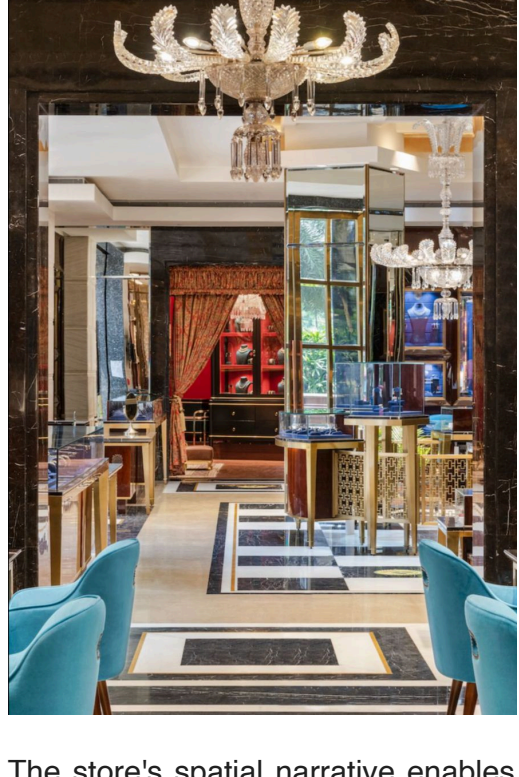
Anand Jewels, Bhopal

|| Preserving Tradition Through Pragmatic Design ||



Anand Jewels and groupDCA have shared a professional **relationship lasting up to almost two decades**, and we have been able to witness the brand's trajectory of growth from inception to its thriving success today. The newest venue's conceptualisation arises from the client's **aspiration to reiterate the brand's identity**, one that can **encapsulate the undying essence of preserving tradition**.

Keep reading to see how groupDCA turned an anomalous site profile into an **engaging and unconventional internal layout!**



The store's spatial narrative enables the **creation of various sections** in the different pockets of the floor plate which host the myriad of jewellery collections typology-wise. **It allows a patron to enter and curiously discover the spaces as they unfurl** successively, revealing the spectrum of diverse pieces that are segregated genre-wise under categories of Gold, Diamonds, Kundan, Polki, etc.

With a clear directive in terms of its **function and aesthetics**, the design approach essentially becomes a sum of **deliberate and impactful interventions** that weave together the palette of the venue.

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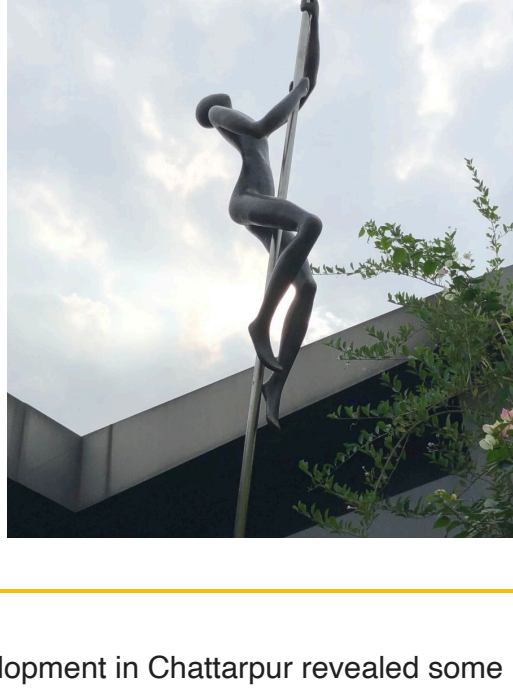
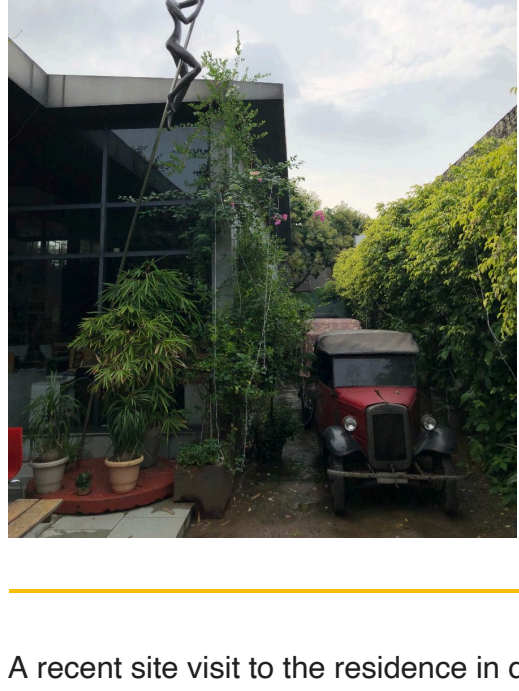
In the Studio

"The principles of true art is not to portray, but to evoke" – Jerzy Kosinski

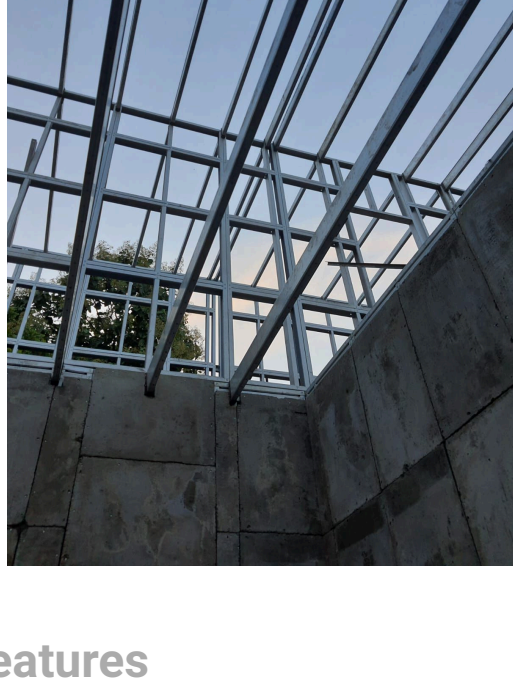
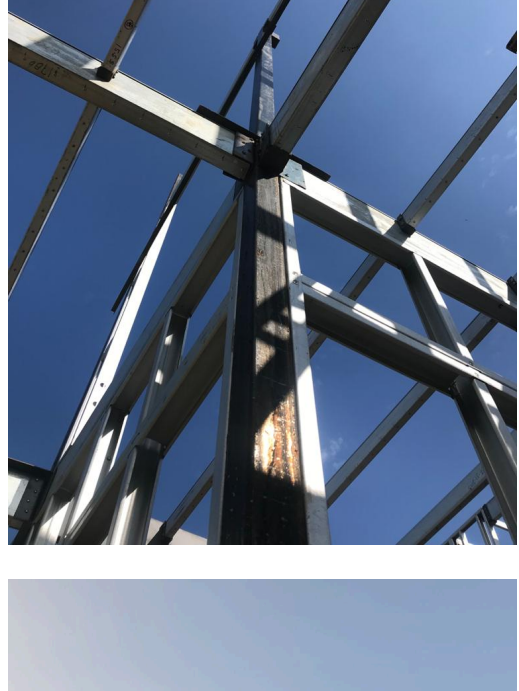
An alluring new sculpture by **Mukul Goyal** has been installed in the courtyard of the studio. Appropriately called "**The Ascent**", the interpretive piece stands well over twenty feet tall and easily clears the top of our roof and continues to climb upward and onward.

In a conversation with the artist, he described the premise of the sculpture to be very simple - **never limit yourself and keep climbing upward**. Mr. Goyal said he enjoys working with the human form as he feels that the work evokes a more visceral reaction from people. Everyone who sees the sculpture will read the form the way that they want to, and their interpretations on the intent of the piece will be entirely unique and shaped by their own experiences.

We would love to know your thoughts on this piece! Email us at [media@groupdca.in!](mailto:media@groupdca.in)



A recent site visit to the residence in development in Chattarpur revealed some **unintentional artwork**. The framework is so stunning to look at that it's *almost* a shame it has to be covered up!



Project Features

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