

“The arts are not just a nice thing to have or to do if there is free time or if one can afford it. Rather, paintings and poetry, music and fashion, design and dialogue, they all define who we are as a people and provide an account of our history for the next generation.”

MICHELLE OBAMA



INSIDE :

ir FOCUS : THE SPECIAL ONE : STANDOUT PROJECTS | ir BOOKS : ABHAY M. WADHWA, AR. SHIRISH BERI



ANAND JEWELS, BHOPAL

GroupDCA, New Delhi

Typology : Retail

Why is this project special? The firm has seen the brand's growth since its inception to present success.

Spread over 3688.8 sq. ft., the design reiterates the brand's identity that is a continuum across all its branches.

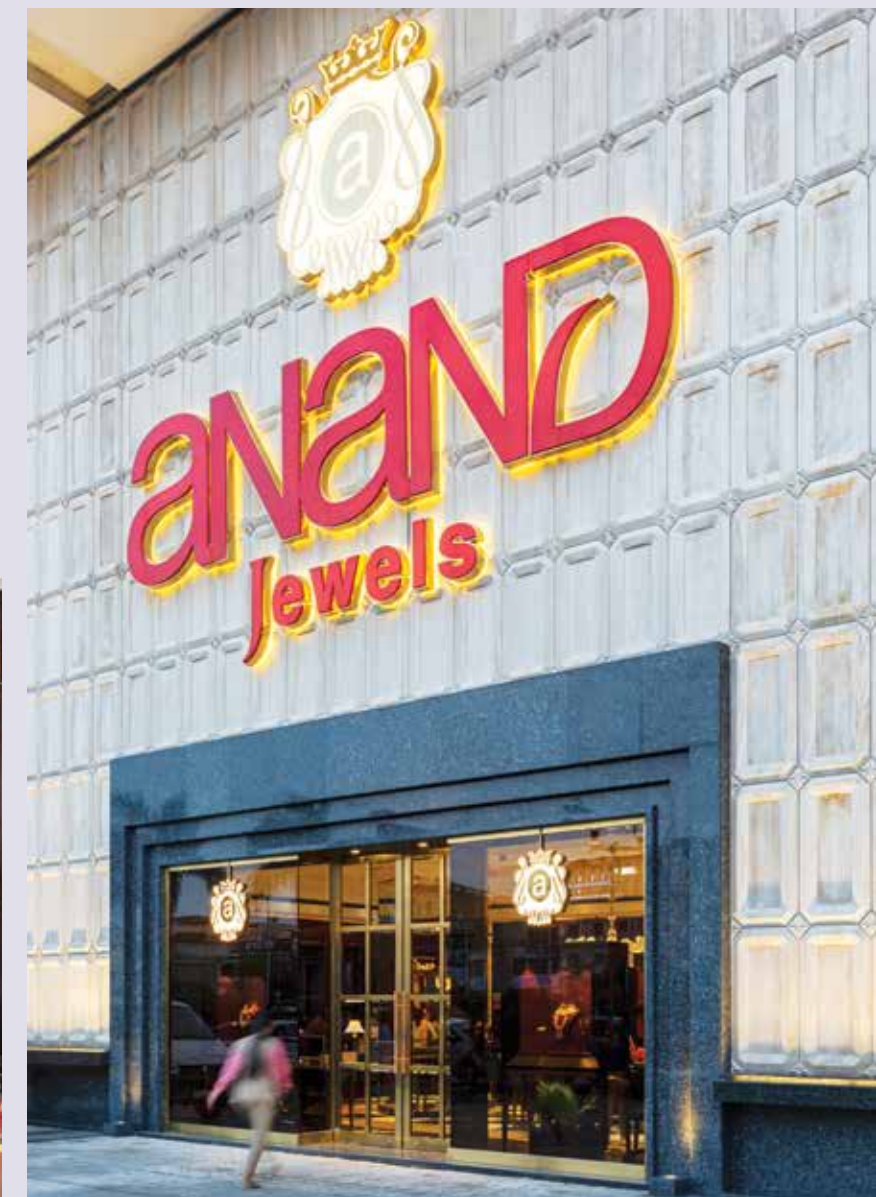
Patrons explore the jewellery classified under diamond, gold, *polki* and *kundan*. The VIP zone is centre stage, featuring dramatic scarlet walls within an intimate setting that channels Indian ceremonies. Luxurious gold detailing inspired



by the Indian wedding and vibrant colours creates a showcase for heirloom jewellery.

Bespoke wall modules and vitrines are rendered in a dark wood finish, with deep blue and burgundy undertones. Curated tables, teal armchairs, ornate table lamps and other elements create a quiet luxury.

Gilded *jaali* work is a *leitmotif*, while bevelled vertical mirrors amplify the expanse while reflecting the grandeur of the space. The monochrome flooring remains minimal, as the chequered pattern give it distinctive character. With clean lines through the space, the coffered ceiling adds a touch of drama, inspired by the geometrical flooring.



photography :: suryan and dang