

IAG

INTERIOR ARCHITECTURE GROUP

INDIAN RETAIL SPACES

FASHION | JEWELLERY | SANITARY
MISCELLANEOUS RETAIL SPACES





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INTERIOR ARCHITECTURE GROUP

Concept, Publication & Distributed By



INTERIOR ARCHITECTURE GROUP

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About us

We are an independent publishing group, focused on taking Indian Architects and their contribution to Indian Architecture to an international platform. Our core belief lies in publishing the best in design to the communities worldwide. IAG-Interior Architecture Group was founded in the year 2013, by partners, Manoj Sharma & Amandeep Singh.

Interior Architecture Group strives on delivering quality content through team effort and commitment to its set standards and goals. We come with an experience of 14 years in this industry and we keep on challenging our limits to provide the best content from various pan India projects. Our books are developed with an intent of showcasing the best work of the industry. They are then reviewed by a series of jury panel until the best quality work is achieved. Our commitment lies in delivering profound works from various parts of India.

Our source of inspiration is derived from the undying curiosity of readers worldwide, who wish to stay updated with the advancement of design. As we move ahead with this objective, we look forward to broadening our scope of interests and bringing forth the best from the field of design.

Preface

What does a 'Retail Space' represent?

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What are the customer expectations from a retail space?

Do these expectations change when the products change? How?

What can be done to create a retail store that stands out but does not overpower the products on display?

These and many such questions form the basis of the spatial design of retail stores, pushing the architects and designers of such spaces to create an atmosphere that has the power to attract customers and make them stay, probably also inspiring a purchase. And even though we might come across spaces that seem to provide such an atmosphere with apparent ease, the task of conceptualizing, designing and then executing them is no less than daunting.

In the process of compiling this book, we can across a lot of designs that made us wonder how they were imagined and put in place in that exact style and in that precise way to be so inspiring. A research into their designers' methods and thought process was a further confirmation of their abilities and their aim to achieve a level of perfection in their designs.

Over the years we have come across a great group of architects and designers who have shared with us some of their most creative works, hoping to further inspire other young designers and individuals who are trying to find a place in the field. We hope we have been successful in providing this nebulous link between the designers and their audience, bridging the gap that seems small, but is indeed widened by a lot of overlooked factors.

In presenting this book, we are also making an effort to bring to the fore some new practices and designers who have been doing great work and winning accolades nationally and internationally. These young designers, we believe, are the future of the nation.

'Indian Retail Spaces' presents to the readers a collection of carefully chosen projects that underline the sort of work being done in contemporary retail design of the country at present. The projects included vary from jewellery stores to electronic shops, clothing showrooms to sanitary ware display stores. All of these projects have one thing in common-their unique designs and their ability to stand all on their own with a strong, international identity.

The book is the culmination of the effort of our entire team at IAG, striving to bring to our readers the very best of Indian architecture and design.

We hope you enjoy reading it!

FOUNDERS

IAG

Foreword



IAG has come back with another exemplary book, this time taking on the topic of Retail Spaces. Needless to say, this was long overdue with the contemporary Indian retail interiors having had no definitive platform to be displayed and documented. The 'coffee table' format of the book is an added advantage with the research and information presented in a very reader-friendly format. The photographs are well chosen and specific to the details, highlighting the most distinguishing features of the projects they represent.

Having been a part of the previous editions, it is indeed an honor to be able to write a foreword for this edition, which I am certain has, if not matched, surpassed the former titles presented by Interior Architecture Group. I am glad that the publishers have put in such a lot of effort into the selection of the projects and the compilation process, including some new, yet very talented designers who are working wonders in the current architecture and design scenario in India. The book provides a great platform for not only those new designers, but also the established names in the profession, allowing them to reach a greater audience across nation and worldwide.

The book, 'Indian Retail Spaces' is a must-have for all architects and designers.

A handwritten signature in black ink, appearing to read 'Zafar Chaudhary'.

ZAFAR CHAUDHARY



In the recent years, the Indian design scenario has changed drastically, and we might say, positively to include certain designs and designers who can not only challenge, but surpass, some of the acclaimed names of the profession. But there still lacks the exposure these designers and their projects deserve to come into the public eye and receive their accolades.

IAG, over the years, seems to have taken on the job of highlighting such designers and their designs, with of course the well-known names already famous in the field. The result is some great books that represent the different aspects of design and architecture in a way that the common man would appreciate and understand. Not only that, these books are beneficial for the architects and designers as well, including stunning images and details of projects that stand-out and inspire.

Continuing this, they have now forayed into Retail design with the book, 'Indian Retail Spaces'. The book includes some of the most path-breaking designs of recent years that changed the language of retail design, bringing in a new era of technology and conceptual designs, unseen before in such a format. Each of the projects reflects the achievements of Indian designers.

A highly recommended book!

A handwritten signature in black ink, appearing to read 'Ranjodh Singh'.

RANJODH SINGH



Fashion
STORES

8



Sanitary
STORES

214



Jewellery
STORES

140



Miscellaneous
STORES

300



Sanitary STORES

216 INTERSEKT TILE SHOWROOM
NEW DELHI, INDIA

228 THE CERAMIC SHOPPE
VADODARA, GUJARAT, INDIA

238 EMPORIO-THE FOLD
KANNUR, KERELA, INDIA

248 KOHLER EXPERIENCE CENTRE
NEW DELHI, INDIA

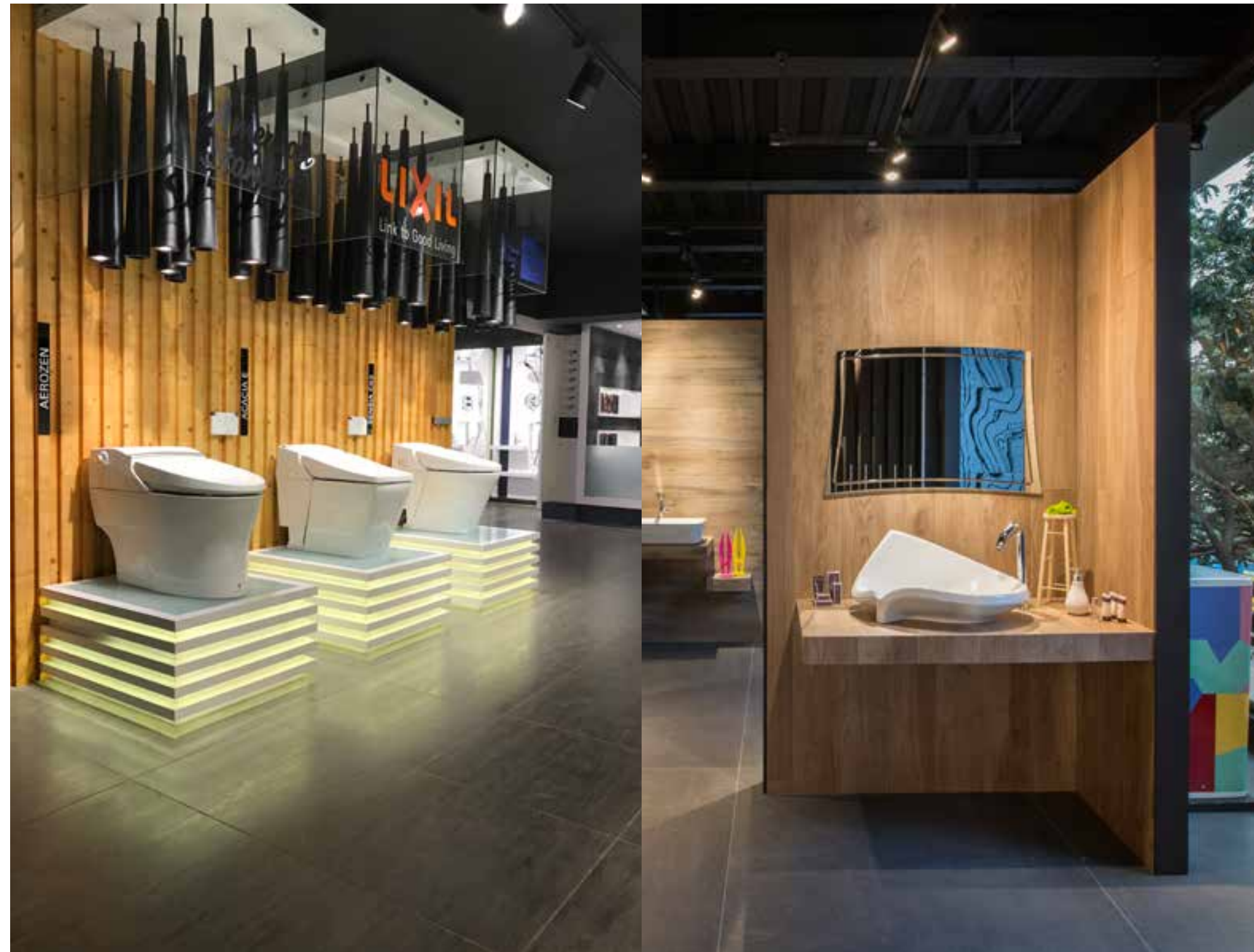
256 LORRENZO
MUMBAI, MAHARASHTRA, INDIA

266 MILAGRO
MUMBAI, MAHARASHTRA, INDIA

274 AAREN INTPRO
BENGALURU, KARNATAKA, INDIA

284 WATER E-MOTION
MUMBAI, MAHARASHTRA, INDIA

292 ISENBURG
MUMBAI, MAHARASHTRA, INDIA



ATMOF^{LLP}
Architects



ATMOF Architects

- Location -Bengaluru, Karnataka, India
- Website -www.atmof.com

- Designer Incharge -Arun Tillak & Mohammad Favas
- Design Team -Arun Tillak, Mohammad Favas & Santhosh

COMPANY PROFILE

Founded by Arun Tillak and Mohammad Favas in Bangalore, ATMOF is a multi-disciplinary design studio delivering exceptional architectural, interior, product, and graphic designs to clients across the globe. Adding a creative touch to the client's business needs, their ideas and solutions take into consideration environmental consciousness, business value creation, and a seamless amalgamation of science and art.

Each solution provided by the studio is the result of a collaborative process purposefully instituted to encourage the team of professionals to share knowledge, research for alternatives and design innovative solutions. Their partnerships with leading global experts ensure precision, creativity, and revolutionary ideas and solutions for each project they undertake. They are a receipt of various prestigious awards including IIA-Young Architects Award 2015 (Critic's Award - Commercial Category), VMRD- Best Retail Interior design Award - 2015 etc.

INDIAN RETAIL SPACES



EMPORIO-THE FOLD

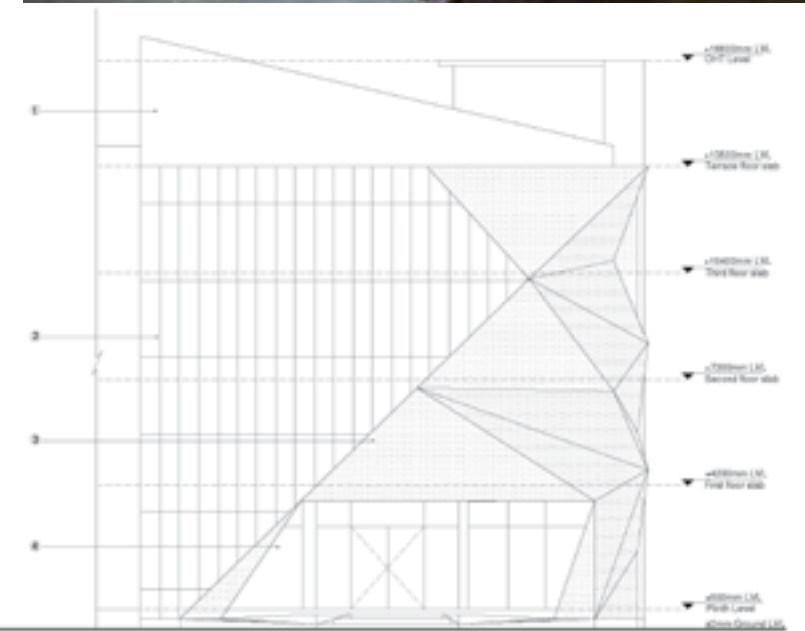
- Client -ABC GROUP INDIA
- Location -Kannur, Kerela, India
- Built up Area -1114sq mtr
- Photography Courtesy -Shamant Patil

OVERVIEW

"A unique faceted elevation that continues inside to the reception area defines the showroom, giving it a unique identity"

Designed more as a gallery than a sanitary ware store with flexible, fluid spaces, Emporio takes visitors on a unique journey of self discovery, satisfying their curiosity with each space opening into another in an array of display areas. A part of the ABC Sales Corporation, India, the brief for the project demanded the inclusion of functional spaces such as Lounge, Office cabins, Display Zones for various leading international brands, Sales Counter, pantry, Restrooms et cetera. But even these functions are incorporated in a fluid layout that does not restrict visual and physical movement. These spaces were strategically placed across four floors of the showroom to achieve maximum flexibility of space. The overall approach to the design with a variety of materials forming the base palette shows sanitary wares in a new light.

The parametrically designed reception area welcomes the visitor to an entirely new experience. The design language of the reception table is also reflected in the exterior façade of the project. This faceted design uses different colored lights to enliven the spaces, adding dynamism to the façade and the reception area. The monolithic ceiling and dark A/C duct with lighting armatures in black and grey forms the background to various zones of the showroom.



FRONT ELEVATION



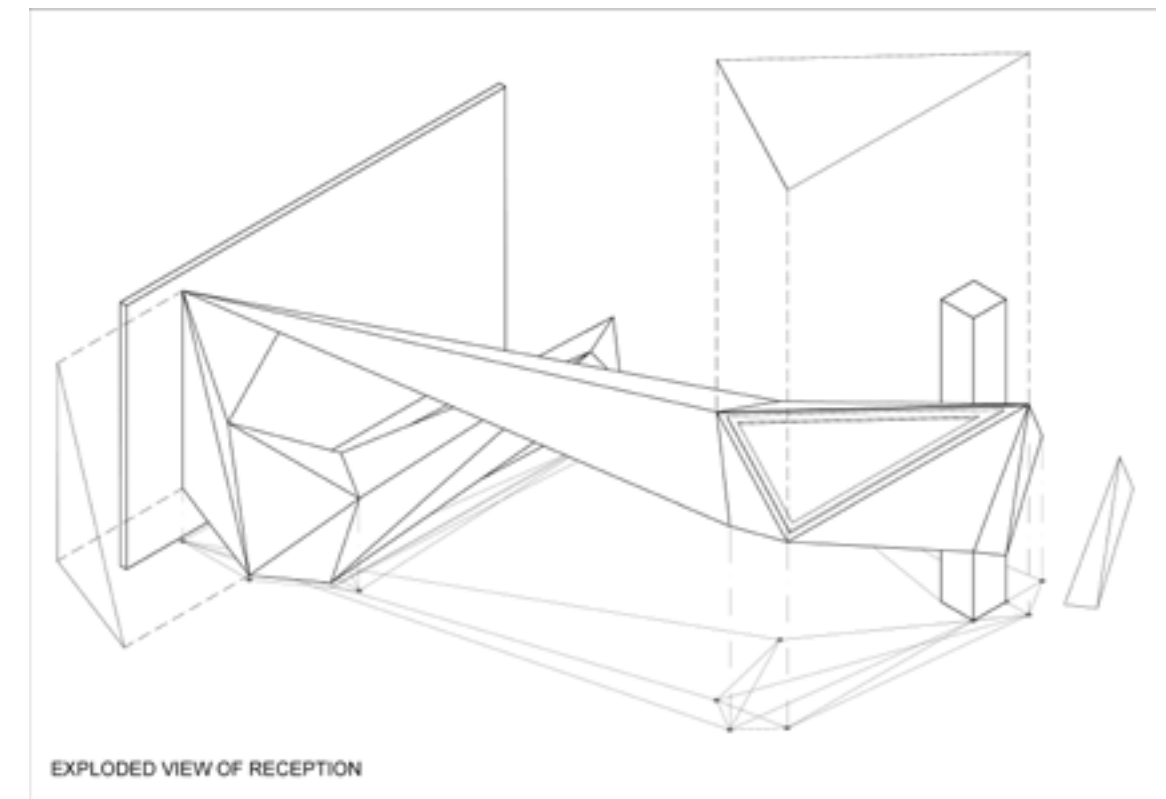
The façade for Emporio is an out-of-the-box composition of planular surfaces arranged in an organic form; the black and grey composition provides an interesting contrast for the viewer. The façade transforms at night, changing colours and introducing a dynamic element to the design, lending the exterior an international look.



The lounge borrows its design language from the exterior façade, wrapping the reception and the waiting area in one fluid, organic sweep, extending from the floor to the ceiling and forming the reception table as well.



The reception and lounge create a mesmerizing experience for the visitors using experimental lighting techniques with the parametric surfaces.





Each display space has its own identity; without physical segregation, subtle visual differences allow the spaces to have different characters.



The product display form, material and texture are strictly chosen to enhance the overall user experience.

To make the guests understand the product and its value, different nuances are created in every display zones.





The floor, graphics, forms, colour, material, texture keeps changing across various zones, highlighting the products on display.



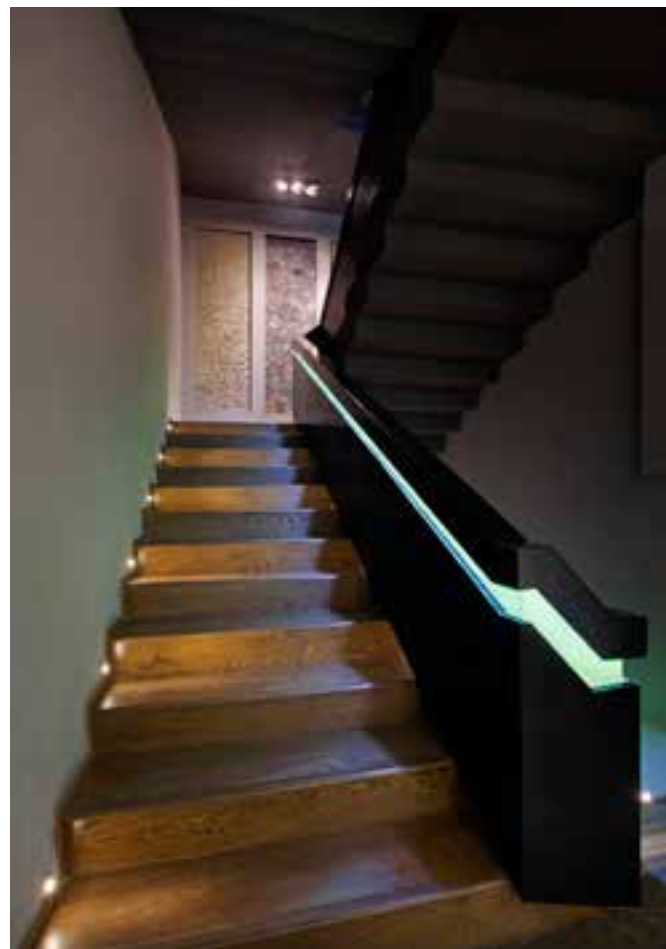
The monochrome colours, coherent usage of materials, minimized functional form of display, wood and white PU painted surfaces intensify the homogeneity of the interiors.



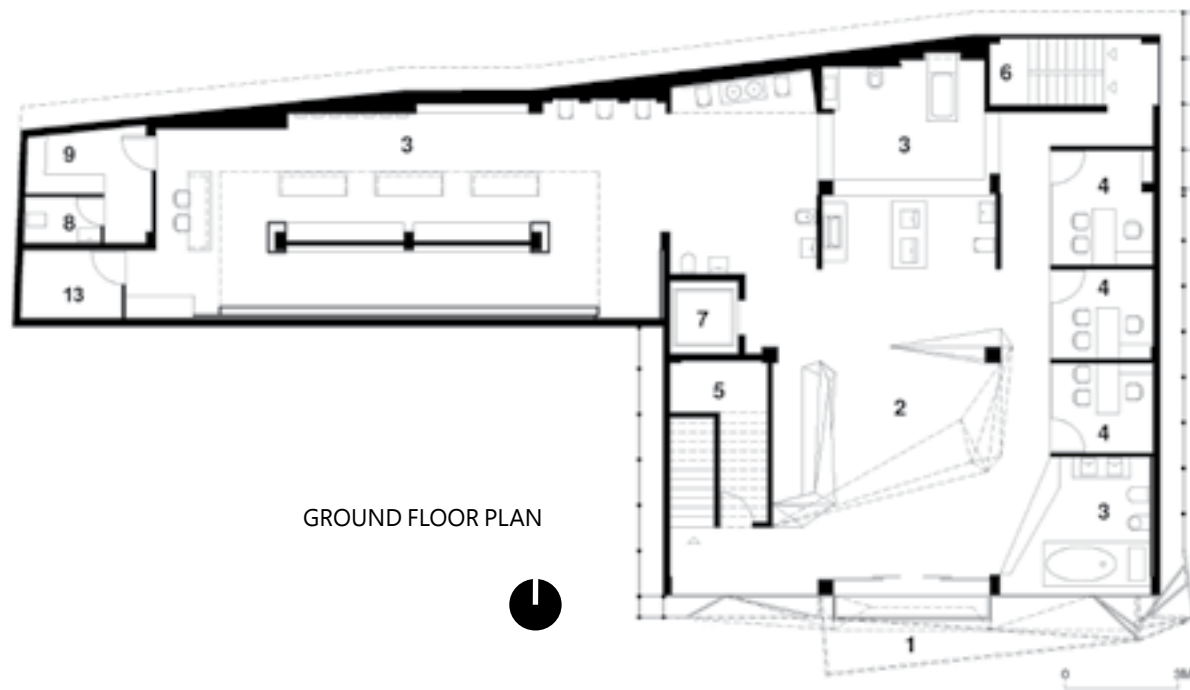
The use of different materials and colors in different zones helps in creating an identity for each space which seamlessly segregates itself across the showroom.



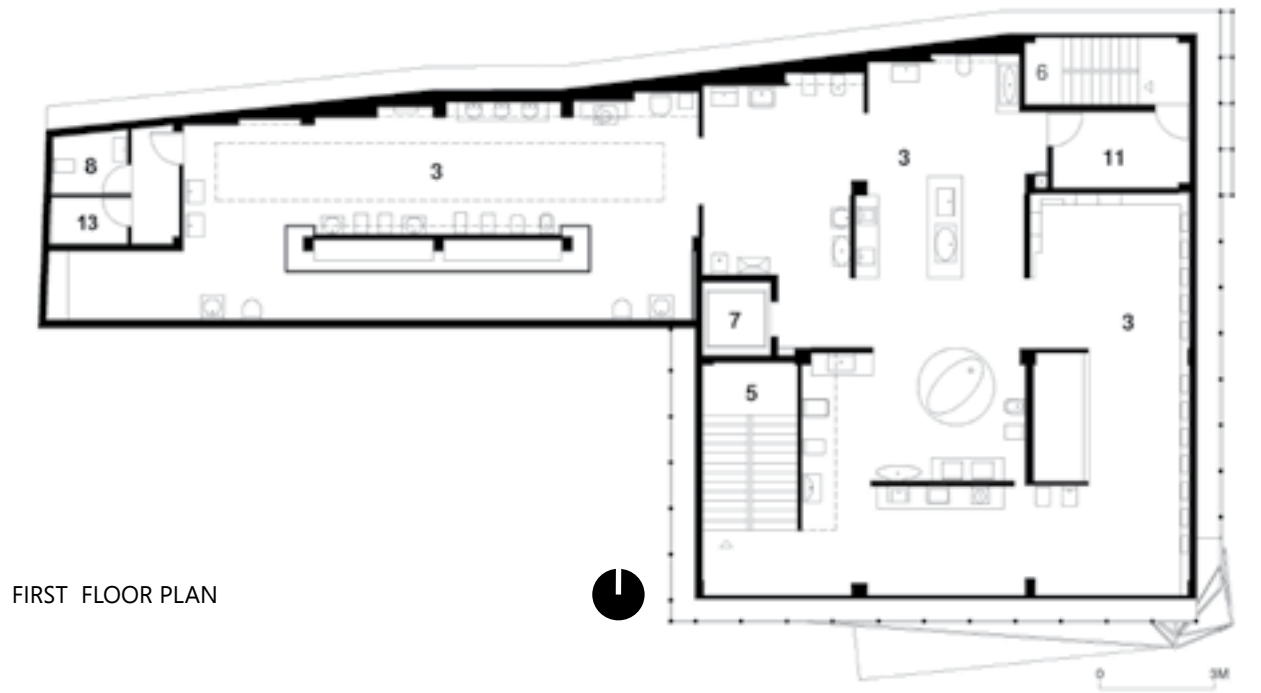
The floor surface constantly changes from stone tile-wood-epoxy-laminate marking various zones.



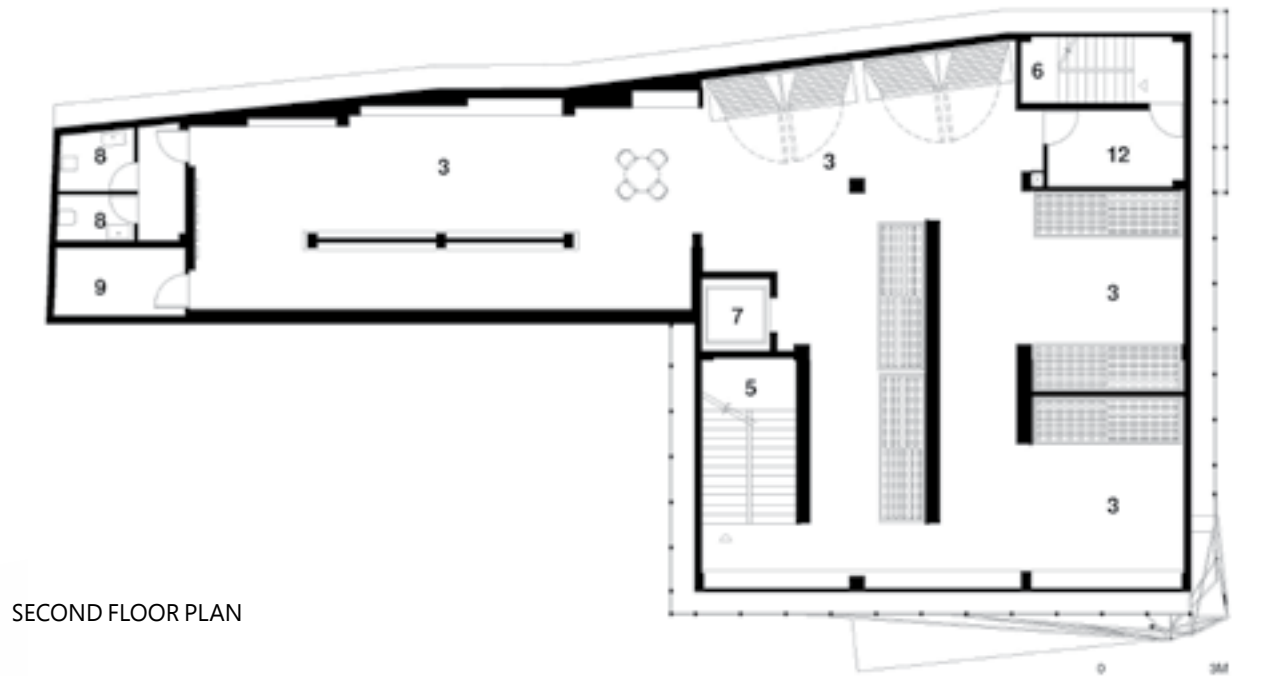
The staircase follows the language of the interiors, subtly making an impact on the visitors.



GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

LEGEND

- | | |
|-------------------|--------------|
| 1. ENTRY | 8. REST ROOM |
| 2. RECEPTION | 9. PANTRY |
| 3. DISPLAY | 10. PRAYER |
| 4. OFFICE | 11. STORE |
| 5. REST ROOM | 12. LOBBY |
| 6. SERVICE STAIRS | 13. SERVICES |
| 7. ELEVATOR | |

MATERIALS

Flooring -Vitrified Tiles, IPS floor, Wooden flooring
Light fixtures -Techo Lights



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