

VM-RD

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ABC EMPORIO
THE ORIGINALS . THE BEST . THE LATEST.



Store of the Year
ABC EMPORIO, Cochin



VM&RD Retail Design Awards 2019



The 35000 sq ft ABC Emporio's foremost objective was to create a stunning architecture that creates a landmark and mark the presence of ABC EMPORIO in Cochin. The next challenge was to design this multi branded outlet with distinctive space for major global brands in bath culture to exhibit master-piece products, brand value, brand DNA all under one roof.

It's a non-linear plan that arises from the shape of the site that constantly shifts angle to create diversified spaces. This was very critical to create a unique experience for the user in each spatial zone. The crystalline geometric form arises from the shape of site and unfolds to an outdoor terrace space. This space allows the user to interact with a constantly growing city.

The project inserts itself discreetly on a high foot print street, integrating itself into the city through scale and proportions. Contrasting from its immediate surroundings is the geometric exterior. A white aluminum skin that pleats in and out, resulting in a sculptural effect to the facade. Small circular perforations ranging from dense to sparse collections admit natural light into the interior in a controlled fashion. The geometry opens up to form an indoor-outdoor terrace space opening itself to the vistas of the city.



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