

VM-RD

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VISUAL MERCHANDISING & RETAIL DESIGN



EBO - Raymond - RTW



Anita Dongre - Pret

VM-RD

Visual Merchandising & Retail Design Awards 2015

Category : Home Improvement - Super Store (>10,000 Sft)

Project : ABC Emporio

GOLD : NU.DE, Bengaluru

ABC Emporio, the store housing high-end sanitary, bath fixtures & products from across globe, was set to be created with a modern architectural approach. Taking on futuristic look and feel, the space was designed more like a gallery with a flexible layout, display, form and texture.

Located at a high footfall shopping area, the 'EMPORIO' project was designed to be a beacon for the ABC Sales Corporation, India. Making a statement from the entrance itself, the façade consists of a sculptural geometric addition, partially wrapping the front and side of the building. The crystalline skin consists of solid panels from DuPont - Corian and natural stone veneer. The glacier white crystalline surfaces and lines of light compose a continuum of fluent and continuous space.

Moving inside, the store layout encourages the guests to self-discovery and satisfying their curiosity. The showroom offers various zones such as lounge, office cabins, display zones for various leading international brands, sales counter, pantry and restrooms. These spaces were strategically placed across four floors of the showroom to achieve maximum flexibility of space.

The monolithic ceiling and dark A/C duct with lighting armatures in black & grey mostly forms the background, while the floor, graphics, form, colour, material, texture keeps changing to create an identity for each zone. The floor surface constantly changes from stone tile - wood - epoxy - laminate marking various zones.

The window with a 'live display' of products conveys the type of products sold. While elements such as mirrors, functional models, fragrance and accessories set around sanitary ware makes it more experiential to customers.

The lighting strategy and levels have been designed to provide maximum illumination on the products displayed to grab the attention of the visitor. Display zones are surrounded by track lighting with adjustable spotlights that gives more emphasize on the product offered.



Facade Cladding

Solid Acrylic - Dupont Corian
Stone Veneer - STQA
Epoxy: CCP

Flooring

Vitrified Tiles: Kajaria, Somary
Laminated Floor: Quick Step

Lighting / Light fixtures

HYBEC

Cladding

Everest Boards

Paint

Asian, Jotun

Hardware

HETTICH, DORMA

Solid Acrylic Fabricators

Genuine India, Cochin



Category : Best Store Front
Project : ABC Emporio
GOLD : NU.DE Bengaluru



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A geometry that explores composition, fold, continuity or growth; 'Emporio' was designed to be a beacon for the ABC Sales Corporation, India. The building engages the public realm through a tessellated form, which wraps the front and side elevations, creating a visual spectacle for visitors and passers-by. This dynamic geometry wraps into the interior spaces, specifically as the receptionist's desk, which spans across the entirety of the entry area. During the day, the white tessellated form on the façade juxtaposes the dark overall building mass. Colored LEDs illuminate both the panels and the edges of the triangular geometries, creating a variety of different appearances. The crystalline skin also acts as the thermal barrier to the interior.

Dupont Corian Glacier white was chosen for its versatility & seamless character. The main signage was custom designed and placed at storefront to show the significance of the brand and its value to the customers.

For the storefront lighting, LED strip lights were embedded in the skin to illuminate the edges of the tessellated geometry at night creating variety. ●

Category : Best Store Front
Project : GAS
MERIT : GAS Jeans Pvt. Ltd.



Launching the new global flagship concept, the stunning facade of GAS store at High Street Phoenix, Mumbai has truly become the centre of attraction in the mall.

The store front design has custom perforated "GAS" logo metal sheet through out; set in the background of the heritage mill building. The in and out curved perforated metal panels create a wave pattern effect. The GAS logo perforations get accentuated by the brightly lit up boxes in the background. The blue-black painted drop ceiling emerging out of the store entrance connects the store inside to the outside façade.

The reflection of the bright white signage on the highly glossed drop ceiling paint creates a nice drama of optical illusion at the entrance from the corridor right outside. At the same time; the large sized Calamina painted GAS signage amidst the brightly lit white façade, ensures a proper visibility from all angles of the courtyard. ●

