

DESIGN AT WORK



CLEAR CUT

DIPEN GADA & ASSOCIATES KEEP A NEUTRAL BACKDROP TO HIGHLIGHT THE RETAIL PRODUCTS AND TO GIVE customers an outstanding cutting-edge retail experience at The Bath World in Vadodara—a sharp derivation from run-of-the-mill showrooms with their bright lights and neatly arranged rows of products



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The Bath World at Vadodara, Gujarat, is a unique retail experience where a real feel of the products on display is provided to customers who walk in. Vadodara-based design firm Dipen Gada & Associates thought of product and space design together to create this modern retail space.

A retail showroom has to cater to the demands of the customer and must create hype around the product as well, which means the products need to be enticingly placed. At The Bath World, the space experience is an extension of the

products retailed, which include sanitaryware, lighting, tiles, artworks and so on. It is a sharp deviation from the run-of-the-mill showrooms with their bright lights and horizontally arranged rows of products.

The showroom was designed as an extension to the already existing 2,00,000 sq ft space for a more exclusive and plush brand display. In the 3,50,000 sq ft area now, the space design takes the product as the base module and then works everything around it, such as proper niches for display, live shower counters, artefacts and furnishings.

Rustic, rugged, dark and gloomy spaces highlight the product line which is largely in chrome and white. Black slate used for the flooring renders an earthy feel to the space. The wire-painted ceiling completes the idea. A large metal human sculpture that seems to be emerging from a water body welcomes people as they enter the showroom.

The space is linear, with a number of structural columns, that have been cleverly used to act as display areas. The niches, clad with tiles, act simultaneously as product display spaces and wall cladding, giving the showroom a

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distinctive character. The niches on either side of the showroom also make way for a central circulation space which is raised with rough-finished, wooden-look ceramic tiles.

A special bar area has been created using a mosaic tile backdrop and bar stools to display the varied use of the tiles

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Rustic, rugged, dark and gloomy spaces, highlight the product line that is largely in chrome and white, setting a contrast

as well as the creativity of the designer. The look of the space is brought together with a unique wooden sculpture.

An exposed brick wall in khaki paint flanks the western facade, which is flooded with indirect light through its clerestory windows. This khaki wall is also adorned with paintings of renowned artists. The showroom exhibits give an artistic touch to the space. In fact, The Bath World doubles up as a display-cum sale gallery for paintings and sculptures gracing its wall space.

The Bath World is a buyer's delight and sums up the unique traits and contrasts that imprint the architectural style of Dipen Gada & Associates—sensitive and modern.

Photographs: TEJAS SHAH; Courtesy: DIPEN GADA & ASSOCIATES