

Functional and artistic spaces for retail

Text: Aanal Adalja

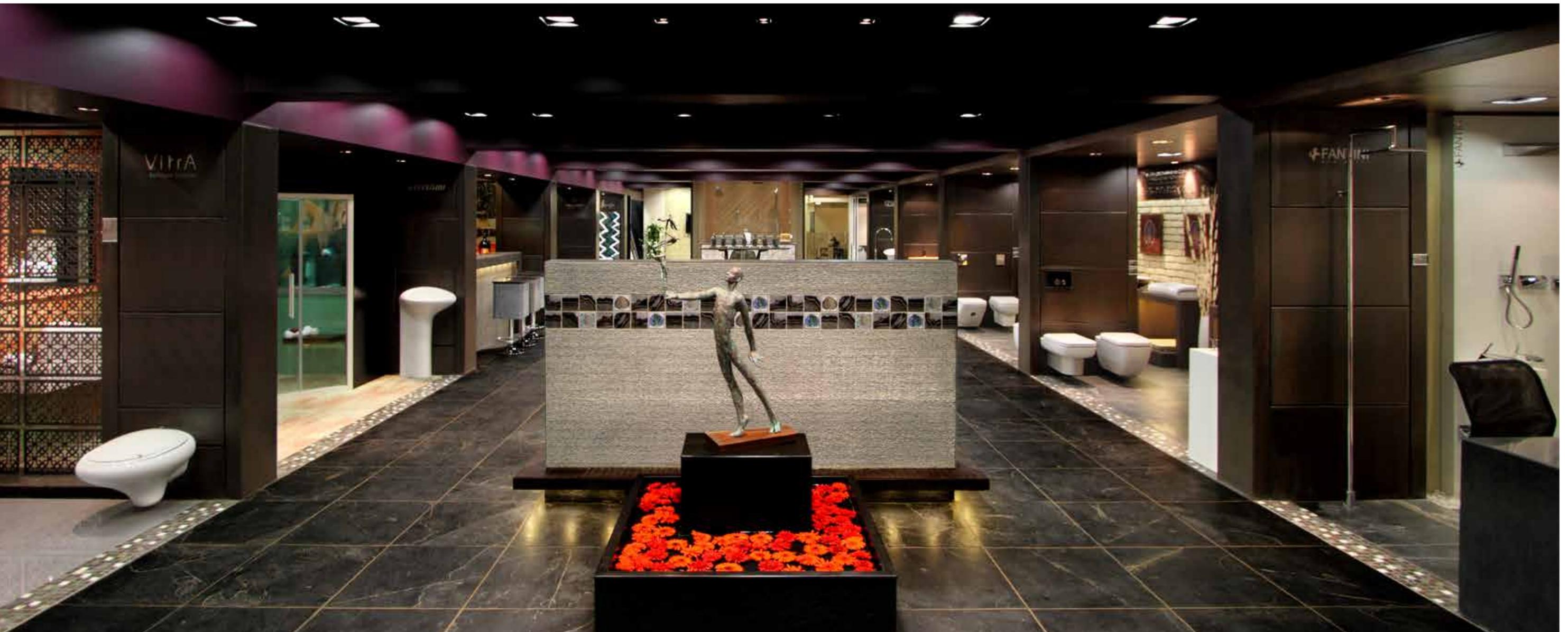


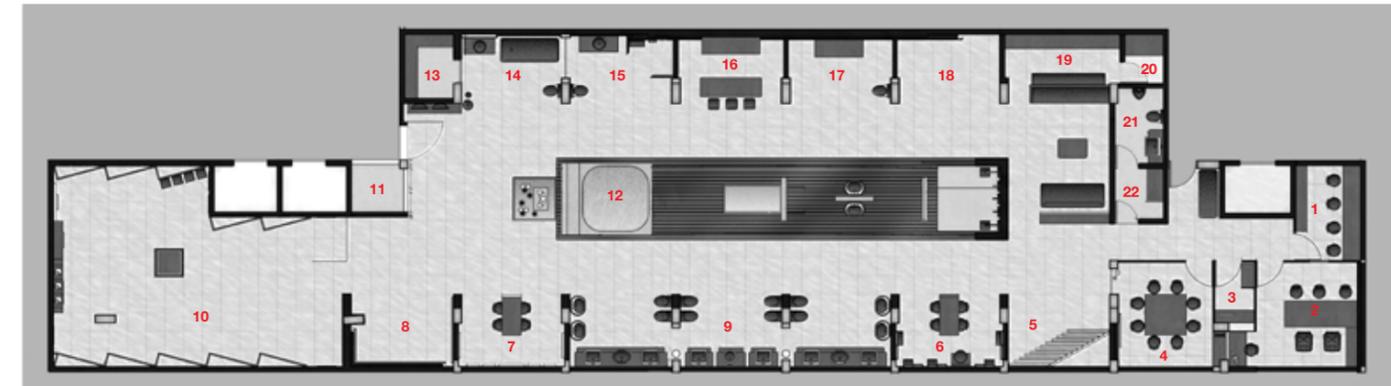
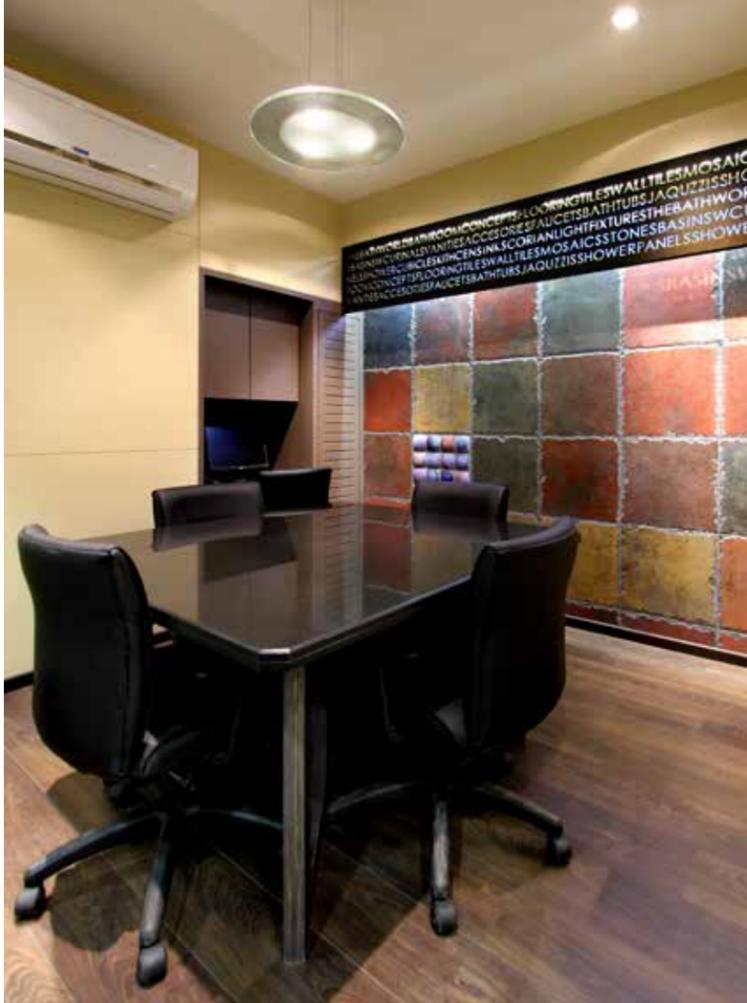
Dipen Gada

Project: The Bath World, Vadodara
Architects: Dipen Gada & Associates, Vadodara

A retail showroom has two main functions – first, to cater to the demands of the customers and second, to play on the product in such a way as to increase the customers' demand. Keeping a synchronised collaboration between the product and the design in mind, the design concept of The Bath World, a sanitary ware and tile showroom in Vadodara, Gujarat, was conceived.

The showroom was designed as an expansion to the already existing 2,000sq ft space for more exclusive and plush brand display. This 3,500sq ft space was conceptualised taking product as a base module and then





PLAN



- | | | | |
|-----------------------|------------------------------|-------------------|------------------|
| 1. ACCOUNTS SECTION | 7. FITTINGS (GLASS) | 13. STORAGE | 19. TILE STORAGE |
| 2. CABIN | 8. ACCESSORIES | 14. SUITE AREA 1 | 20. ELECTRICAL |
| 3. SERVER ROOM | 9. BASIN DISPLAY | 15. SUITE AREA 2 | 21. TOILET |
| 4. CONFERENCE ROOM | 10. LIGHT FITTINGS (PHILIPS) | 16. BAR AREA | 22. PANTRY |
| 5. TILE AREA | 11. LIVE SHOWER | 17. MOSAIC AREA | |
| 6. FITTINGS (FANTINI) | 12. LIVE BATH | 18. GRAFFITI AREA | |

working everything around it – like the niches for product display, live shower counters, artifacts and furnishings. Rustic, rugged, dark and gloomy spaces were thought as a solution, with the only elements highlighted being the product line.

Black slate used as general flooring renders a rustic touch to the space, with the wine painted ceiling giving form to the idea. The basic product colour line is chrome and white, which is a stark contrast to the dark backdrop thereby accentuating the product.

A large metal human sculpture emerging from a water body welcomes us as we enter. The showroom space is long and rectangular with many structural columns used to their advantage by creating niches around the CRC metal clad columns and using them as display spaces for individual product display. These niches clad with tiles act as product

display spaces as well as wall cladding, thereby giving the showroom a distinct characteristic. The niches on either sides of the showroom make way for a central circulation space which is raised with rough finished wooden look ceramic tiles.

A special bar area is created using a mosaic tile backdrop and bar stools, and the varied use of showroom tiles have been creatively displayed by the designer. The look of the space is completed with a unique wooden sculpture. An exposed brick wall with *khaki* paint finish flanks the west façade of the showroom, which accentuates the rugged look. The façade is flooded with indirect light through a clerestory window; the light filters through scriptures cut in thin ply creating an interesting play of light.

This *khaki* wall is adorned by paintings of renowned artists. The sculptures and paintings incorporated in the

showroom give an artistic touch to the space. The Bath World doubles up as a display gallery for paintings and sculptures, where art is displayed and sold. ✚

Photo credit: Tejas Shah

Factfile

Design Team- Dipen Gada and Uday Amin

Client: Vinit Shah

Consultants: Electrical – JB Electricals, Interior – Pavan Interiors, Plumbing – Pinakin Patel & Associates, HVAC – Blue Star

Contractors: Structural and Civil – Pavan Interiors

Built-up area: 3,500sq ft

Cost of project: Rs 2,000 per sq ft