



IAG

INTERIOR ARCHITECTURE GROUP

INDIAN RETAIL SPACES

FASHION | JEWELLERY | SANITARY | MISCELLANEOUS RETAIL SPACES



INDIAN RETAIL SPACES

FASHION | JEWELLERY | SANITARY
MISCELLANEOUS RETAIL SPACES

IAG

INTERIOR ARCHITECTURE GROUP



Dipen Gada and Associates

- Location -Vadodara, Gujarat, India
- Website -www.dipengada.com

- Designer Incharge -Dipen Gada
- Design Team -Dipen Gada, Dolly Pari, Kruti Raj, Arpit Jain
Manav Patel & Prakash Prajapati

COMPANY PROFILE

Dipen Gada & Associates, popularly known as DGA, began as a very modest interior design firm. Gradually with time and every project accomplished, DGA evolved from an exclusive interior design firm to a civil and architectural planning firm and attained the position of one of the most respectable and admired firms of India. Since its inception in 1993, DGA has made its presence felt through innovative, minimalistic and timeless designs. The principal designer and founder of the firm, Mr. Dipen Gada holds a Bachelors degree in Civil Engineering from M.S University, Vadodara, Gujarat. The firm strives to maintain a balance between aesthetics and functionality in all its designs. They believe that any design effort should reflect the essence of being human.



MUKT JEWELLERS

- Client -HARSH SONI
- Location -Vadodara, Gujarat, India
- Built up Area -3250 sq mtr

- Photography Courtesy -Tejas Shah
- Others -Rahi Construction (Site Coordinator)

OVERVIEW

"The project comprises of a large space translated into a gigantic jewelry showroom, with spaces that speak of elegance and chic"

With an idea of creating a large jewelry showroom, the clients bought 30 shops at a retail mall and provided the architects with the challenge of converting the space into a luxurious, state-of-the-art jewelry retail shop. The interior had to be designed in way that they would broaden their client base, without losing their existing clients.

Spread over three floors, with an additional basement for parking, the layout is, to some extent, defined by the shop spaces already existing in the mall. But the space has still been modified according to the architects.

All the internal partition walls were removed and made into one grand open space. Areas were divided in such a way that the centre part remained the focal point. On the right side of the ground floor, the gold jewellery display is planned and on the left side is the cash counter, delivery counter, CEO cabins, store room, etc. On the first floor, the diamond section is planned on one side and the silver section on the other. On the second floor, there is an exhibition hall, administrative office, back support office, home theatre and children's play area, designed as per the client brief.



On the ground floor, the six obstructed columns in the central part are treated and covered with ply and pop to create an illusion of three gigantic arches. The hand painted floral motifs on arches and ambience of the entire space gives a touch of the Arabic souq.

The colour palette used for the showroom consists of crème and gold with touches of brown/maroon, lending the space a luxurious feel.





There is an overall play with shera ply panels with monochromic colour palette to draw attention to the displayed products. These colours lend a sense of simplicity and vastness to the space.



The showroom offers a confluence of traditional and contemporary jewelry designs in gold, silver, platinum, diamond and semiprecious stones. Lighting design has been done keeping this in mind.



There are two shops on either side of the mall and the showroom entrance is from the centre of the mall. The showroom offers very cozy yet a welcoming foyer.

Custom made chandelier define the central space. The general wall display has evenly spread lights dispersing equal focus on each counter and hence each product.





Grand posters of models endorsing jewelry are seen all around. Despite being large in size, these visuals and graphics do not overpower the design elements and aesthetics of the showroom.



The arches add a royal touch to the interiors, imparting a sense of grandeur to the space and making it seem larger.



The entire furniture has been made on site with the consoles designed to display the antiques and the exclusive jewelry pieces housed by the brand.



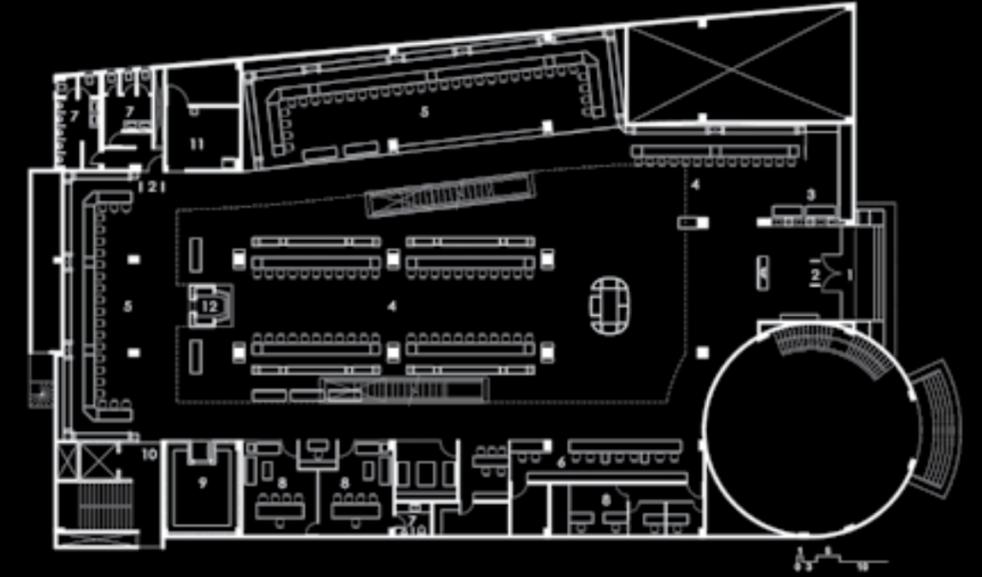
The glass railing has been designed in such a way that it blends seamlessly with the overall ambience and yet is functional.



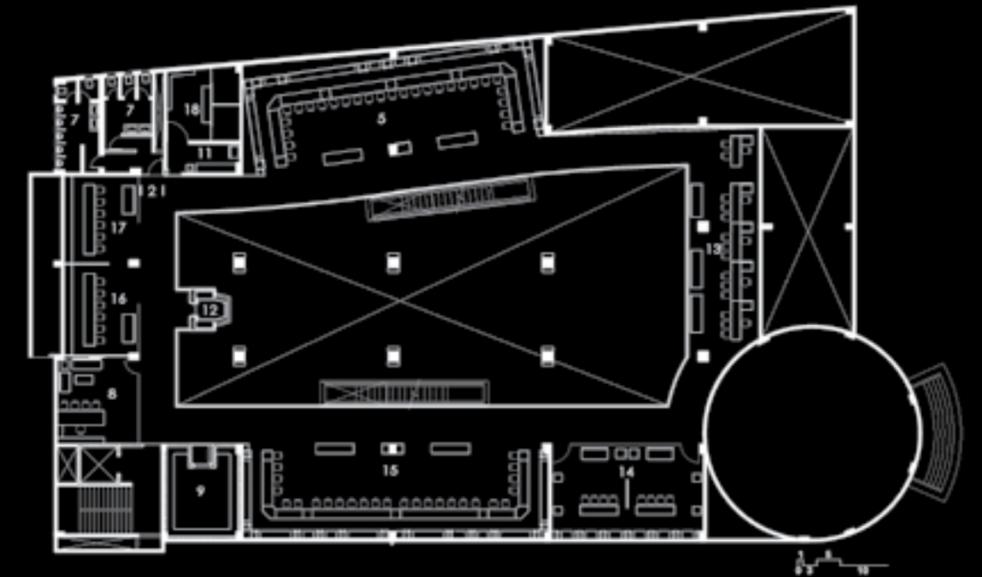
Certain areas are highlighted with beautiful carpeting whereas some areas have been rendered by tiles with galicha design.



Custom designed metal jaalis are used as partition between spaces creating a dramatic effect.



GROUND FLOOR PLAN



FIRST FLOOR PLAN

LEGENDS

- | | |
|-----------------|------------------------|
| 1. ENTRANCE | 11. PANTRY |
| 2. CHECK POINT | 12. LIFT |
| 3. WAITING AREA | 13. ORDER & REPAIRING |
| 4. DISPLAY AREA | 14. EXCLUSIVE STUDIO |
| 5. GOLD SECTION | 15. DIAMOND SECTION |
| 6. CASH COUNTER | 16. PLATINUM SECTION |
| 7. TOILETS | 17. GEMSTONE SECTION |
| 8. CABIN | 18. MONITORING ROOM |
| 9. STRONG ROOM | 19. CHILDREN PLAY ZONE |
| 10. BACK ENTRY | 20. EXHIBITION SPACE |

- | |
|--------------------------|
| 21. RECORD ROOM |
| 22. CONFERENCE ROOM |
| 23. ENTERTAINMENT LOUNGE |
| 24. STOCK BARCODING |

MATERIALS

Flooring -Antique Beige Italian Marble, Galicha Tile
 Wall cladding -Shera Sheet Panelling
 Light Fixtures -Trix
 Furniture/Decor -Customised