



IAG

INTERIOR ARCHITECTURE GROUP

# INDIAN RETAIL SPACES

FASHION | JEWELLERY | SANITARY | MISCELLANEOUS RETAIL SPACES



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MISCELLANEOUS RETAIL SPACES

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*Fashion*  
STORES

8



*Sanitary*  
STORES

214

*Jewellery*  
STORES

140



*Miscellaneous*  
STORES

300



# Miscellaneous STORES

302 DISHA ELECTRICAL & LIGHTING STORE  
CHANDIGARH, INDIA

310 PAYI PAYI  
PANCHKULA, HARYANA, INDIA

318 SANKET INDIA  
ANAND, GUJARAT, INDIA

328 ONCE UPON A BOTTLE  
CHANDIGARH, INDIA

336 TULIPS  
NEW DELHI, INDIA

346 WHITE ASH - SHADES OF WOOD  
MUMBAI, MAHARASHTRA, INDIA

352 HOME 360  
NEW DELHI, INDIA





## Dipen Gada and Associates

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

- Designer Incharge -Dipen Gada
- Design Team -Dipen Gada(Principal Designer), Arpit Jain, Ishank Patel, Aditi Patel, Krimmy Patel, Prashant Gurjar, Prakash Prajapati & Vishal Jani

### 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.

INDIAN RETAIL SPACES



## SANKET INDIA

- Client -MEHUL PATEL
- Location -Anand, Gujarat, India
- Built up Area -11643 sq mtr

- Photography Courtesy -Tejas Shah
- Other Consultants -Rahi Construction (Site Coordinator)

### OVERVIEW

"An industrial themed electronic shopping complex, Sanket India overcame the challenge of housing a number of functions in one retail space"

Situated in the Anand district of Gujarat, the project presented the challenge of scale, both functionally and economically. Since the project was to consume a lot of resources, it was imperative to create a balance between design and its impact on the environment. Vertically, the building was divided into two parts—the ground floor display area which is a double height space overlooking the first floor with cabins, conference, exclusive product display etc and the second and the third floors that housed the administrative space, accounts, canteen area, etc. 14" thick angular walls faced the East, designed to block out the South-East Sun. The South did not have any openings whereas the South-West comprised of cavity walls housing the services and providing insulation to the internal spaces.

Besides this, the terrace also housed a garden space which acted as a spill-over space for the second floor cabins and also reduced heat penetration through roofs. To control the cost of the project, an industrial theme was chosen for the project, keeping the walls bare. The bare ceiling housed open conduit wiring and the flooring consisted of 8'-0" x 4'-0" full body mate finish grey tiles merging with wall and ceiling surface.



The scale of the project presented the challenge of bringing a variety of elements together in a cohesive whole. The repetition of elements in the façade make an interesting statement, making the retail space standout. The building opens towards the north with an array of slanting east facing walls housing large double height openings on north bringing in adequate light to the display area.



Double height entrance foyer offers grandeur leading to the display area. Continuing the same linearity in the internal space the ground floor is kept partition free.



Vertically linear slant walls are used for the TV display area; the south blocking wall has a large LED screen and the central axis accommodates standalone furniture displaying small sized gadgets.



Graphics plays a vital role in the overall enhancement of the areas with minimum cost; terrace floor houses solar panels which generates energy resources for the building.





All modular furniture is designed in a way that it supports multiple display of different products supporting the innovations of electronics.



The blocking of colours and spaces are reminiscent of the artist Pete Mondrian's work.



Installation of acoustic panel in the centre of the ceiling has a play of textual graphics which make the space interactive. The magnitude of the volumetric space is well utilized with the composition of the display of the electronic appliances.



Each space has been carefully designed and studied to display each of the products to advantage; the aesthetics of the entire retail space depend heavily on the way the products have been presented.

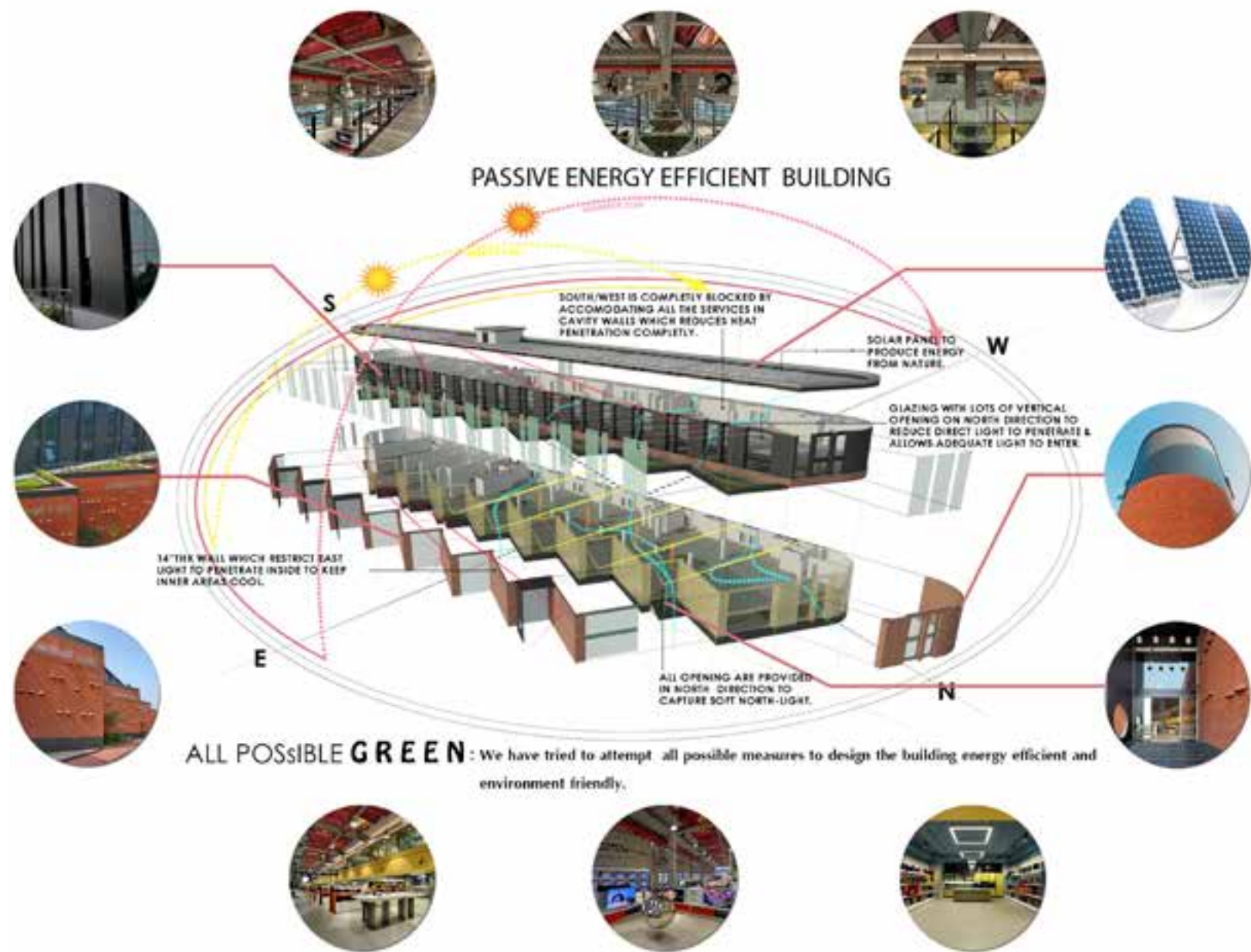


The colour grey is used to bring out the boldness of the other colours used in conjugation with it, adding an element of quirk to the design.



The first floor spaces are a study in minimalism achieved via clean, vivid lines in the design language.

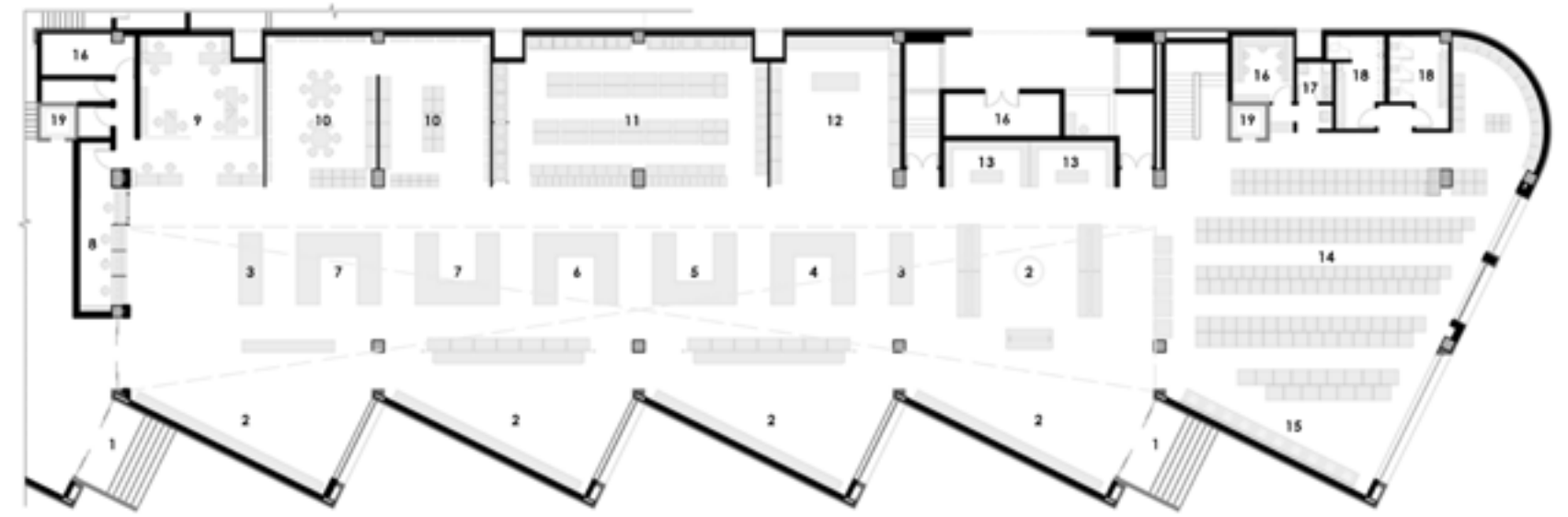




VIEW DEPICTING SPACES

'Sanket India' utilizes all the expertise of specialists to bring together a concept and design that is not only aesthetic and functional but also energy efficient and sustainable. The size and scale of the project made it necessary that a balance be achieved between the design and the impact it would have on the environment.

14" thick walls on the west were planned to keep the interiors cool, while the South West sun penetration was prevented by pushing the services in that direction in the cavity walls that further helped restricting the heat gain. All the openings were shifted to the North to allow the subtle north light to light up the interiors. Also, the openings are in the form of vertical strips that helped control direct sunlight, only allowing soft light to brush the interiors. Solar panels lined the roof, inviting clean, natural energy inside and making it an intrinsic part of the design itself.



GROUND FLOOR PLAN



FIRST FLOOR PLAN



LEGENDS

- |                                  |                                  |                              |
|----------------------------------|----------------------------------|------------------------------|
| 1. ENTRANCE                      | 12. MICROWAVE AREA               | 23. RECEPTION & WAITING AREA |
| 2. TV DISPLAY AREA               | 13. MICROWAVE AREA               | 24. MANAGER AREA             |
| 3. NEW ARRIVAL AREA              | 14. FRIDGE DISPLAY AREA          | 25. OWNER CABIN              |
| 4. LAPTOP & PRINTER DISPLAY AREA | 15. CHIMNEY /STOVE DISPLAY AREA  | 26. GADGET AREA              |
| 5. AUDIO /DVD DISPLAY AREA       | 16. SERVICE AREA                 | 27. CONFERENCE AREA          |
| 6. VACUUM CLEANER AREA           | 17. PANTRY                       | 28. STORE ROOM               |
| 7. KITCHEN APPLIANCE AREA        | 18. WASHROOM                     | 29. CCTV ROOM                |
| 8. CASH COUNTER                  | 19. ELEVATOR                     | 30. IT AREA                  |
| 9. FINANCE AREA                  | 20. EXCLUSIVE ELECTRONIC DISPLAY | 31. CALL CENTER              |
| 10. AC DISPLAY AREA              | 21. HOME THEATER                 |                              |
| 11. WASHING MACHINE AREA         | 22. GAME ZONE                    |                              |

MATERIALS

- Flooring -Tile, Terrazo
- Wall Cladding -Steam Beech Ply, Exposed Concrete, Exposed Plaster, Exposed Brick
- Light fixtures -Trix, Hybec
- Furniture/Decor -Steelfur, Safe Enterprise, Arbuda, Customized locally



AD KHUSH TO  
AHUT HOGE TOM  
THE ENTERTAINMENT  
ME TO YOU

RESIST  
REBEL  
REVOLT

day one  
you decide

COFFEE AND TV

IF YOU ARE  
RITE



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