



IAG

INTERIOR ARCHITECTURE GROUP

INDIAN RETAIL SPACES

FASHION | JEWELLERY | SANITARY | MISCELLANEOUS RETAIL SPACES



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Fashion
STORES

8



Sanitary
STORES

214

Jewellery
STORES

140



Miscellaneous
STORES

300



Jewellery STORES

142 SUNITA SHEKHAWAT FLAGSHIP STORE
DELHI, INDIA

150 DIA COLOR
NEW DELHI, INDIA

156 SOPAAN JEWELLERS
LUDHIANA, PUNJAB, INDIA

164 S. KANJIBHAI JEWELLERS
VADODARA, GUJARAT, INDIA

172 MUKT JEWELLERS
VADODARA, GUJARAT, INDIA

180 HSJ
LUCKNOW, UTTAR PRADESH, INDIA

190 SHAM MALL
CHANDIGARH, INDIA

198 PJS EXCLUSIVE DIAMOND JEWELLERY BOUTIQUE
MUMBAI, MAHARASHTRA, INDIA

204 VUMMIDI BANGARU JEWELLERS (VBJ)
BENGALURU, KARNATAKA, INDIA





Dipen Gada and Associates

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

- Designer Incharge -Dipen Gada
- Design Team -Dipen Gada , Arpit Jain
Divyesh Sonagara & 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.



S. KANJIBHAI JEWELLERS

- Client -BHUPENDRA SONI
- Location -Vadodara, Gujarat, India
- Built up Area -158 sq mtr

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

OVERVIEW

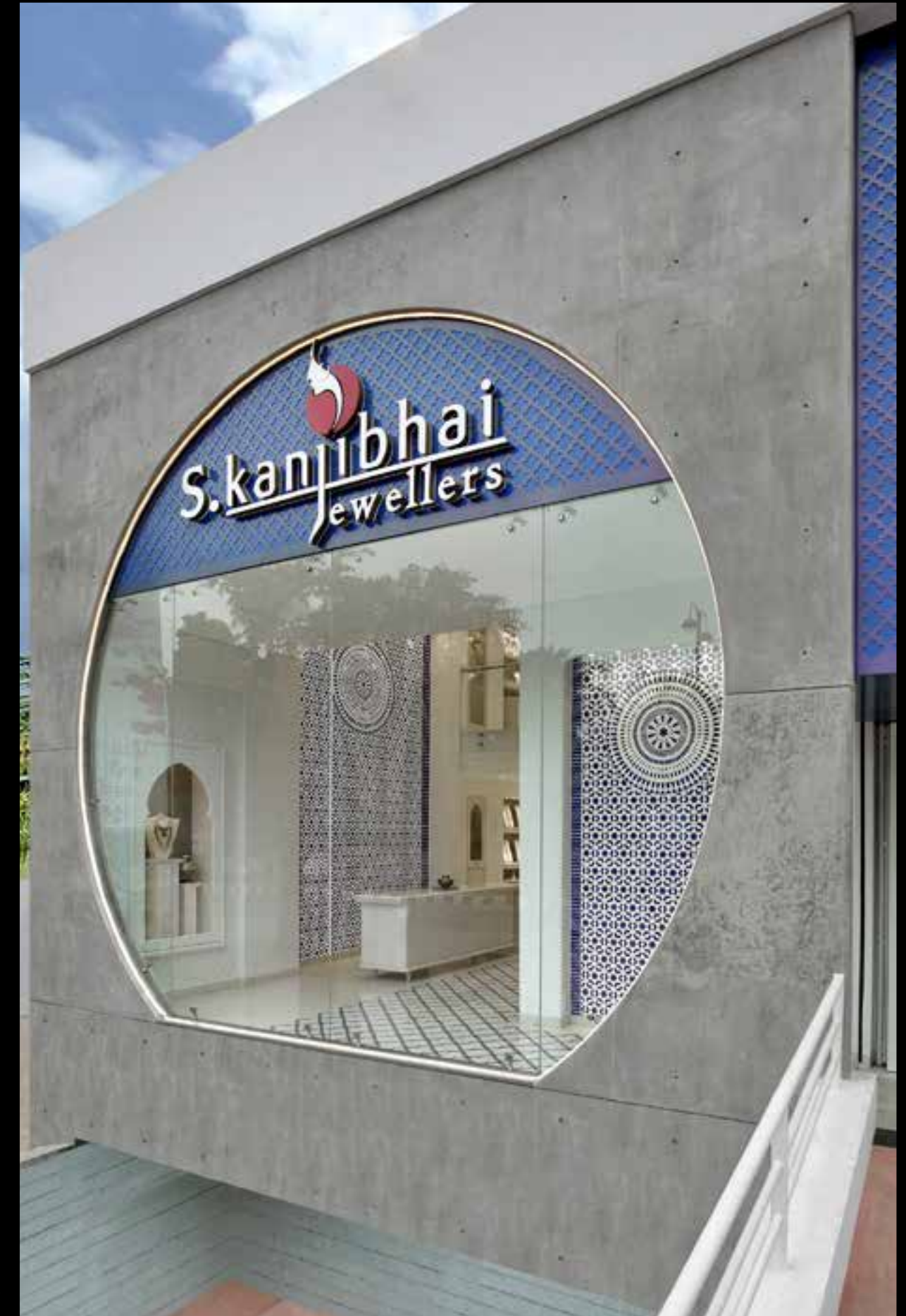
"Careful space management in conjugation with the intricacies of Moroccan architecture bring the store interiors to life"

One of the biggest challenges of the design was to make the limited space seem grand and exclusive. Since the space provided only an area of 1705 sqft, the vertical was explored, leading to the addition of a mezzanine to compensate for the limitations. The jewellery showroom had to catch the eye of the visitors and exude an aura of luxury, thus, the design language followed was that of 'bold minimalism'. Inspired by the intricacies of Moroccan architecture, the interior design created a subtle fusion between Modern Contemporary and Periodic styles.

Exterior elevation was paid special attention as it comes in direct contact with the viewers on the main road. It was thus designed as a big circular opening cast in concrete, with fixed glass. This opening proved to be the best for trapping the subtle northern light.

Functionality was the main focus of the project without compromising on the aesthetics that use customization in order to introduce a royal, sophisticated look. The colour white was used as the background to offset hues of indigo and blue; the palette also consisted of grey of the exposed RCC, providing contrast. The main USP of the project was a vertical wall, customized and designed with Indigo and White ceramic mosaic patterns.

The circular opening featured in the external elevation is one of the main features of the design, catching the attention of the passersby.





Inspired by the Moroccans, minute details have been worked out and crafted sensitively over MDF, later topped with white wall paint.

Blue Galicha tiles are used for flooring, complementing the white mosaic tiles; their patterns and designs are carefully selected.



The counter heights, display area, storage and other essential functions follow the standard anthropology.



The tapestry of the chairs and sofas is handpicked to enhance the colour palette of the interiors, adding contrast and accentuating it at different points.



The wall adjoining to the staircase, houses some antique wooden frames thoughtfully chosen to embrace the interiors. The artefacts add a royal touch and elevate the experiential journey from the ground floor to the mezzanine level.

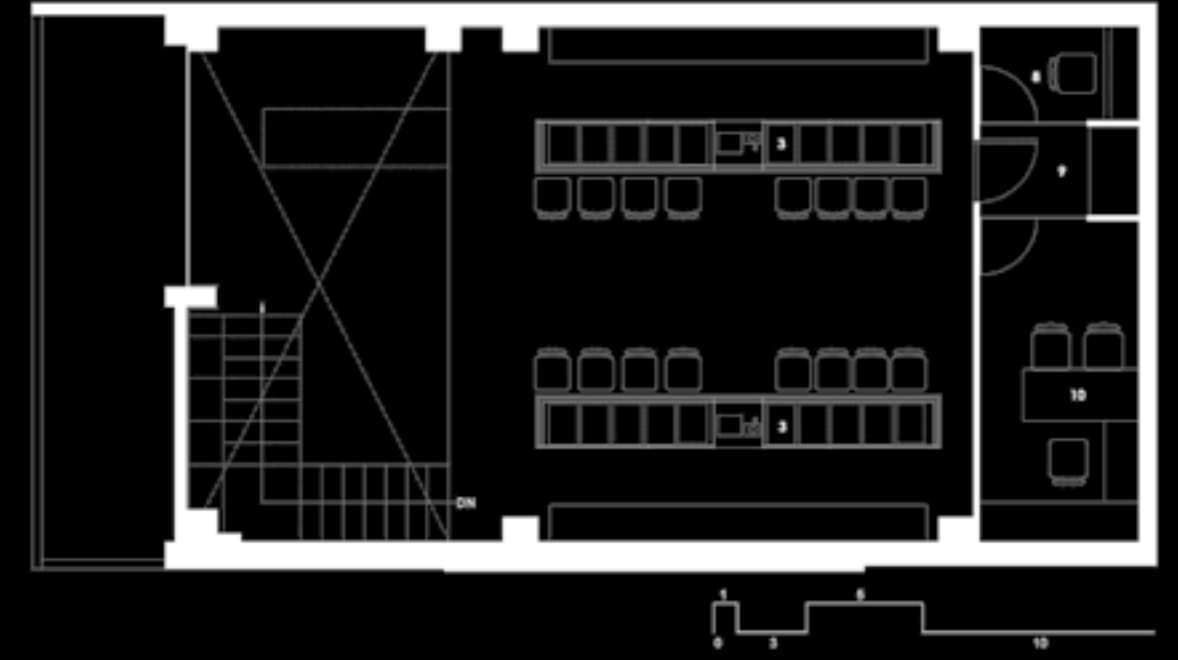


The chandelier hanging above the entrance foyer is customized from brass while the rest of the light fixtures use handmade glass.

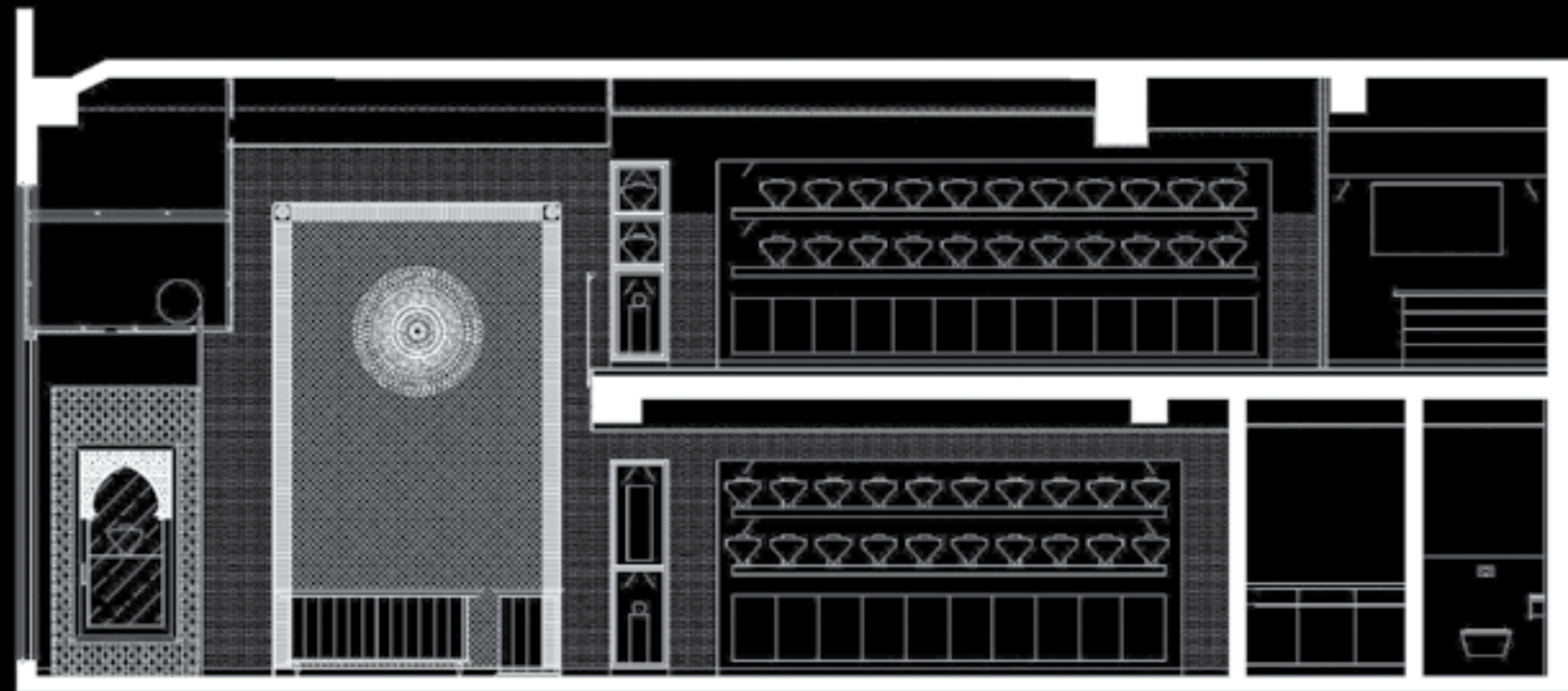


The design language has been continued on the mezzanine floor as well, forming a coherent whole.

MEZZANINE FLOOR PLAN



GROUND FLOOR PLAN



SECTIONAL DETAIL

LEGENDS

- | | |
|--------------------|---------------|
| 1. ENTRY | 8. STAFF AREA |
| 2. RECEPTION | 9. STORE ROOM |
| 3. DISPLAY COUNTER | 10. CABIN |
| 4. PANTRY | |
| 5. TOILET | |
| 6. CASH AREA | |
| 7. STRONG ROOM | |

MATERIALS

Flooring -Galicha Mosaic Tiles-Royal Tile- Rajkot
 Light Fixtures -Trix, Krishna Electrical
 Furniture/Decor -Chair- wood, Counter- Ply + laminate
 Others -HVAC- Gayatri Trading- Daikin Company