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ARCHITECT
RENZO PIANO

Design Icon: Giorgio Armani
Trendsetter: Tonino Lamborghini
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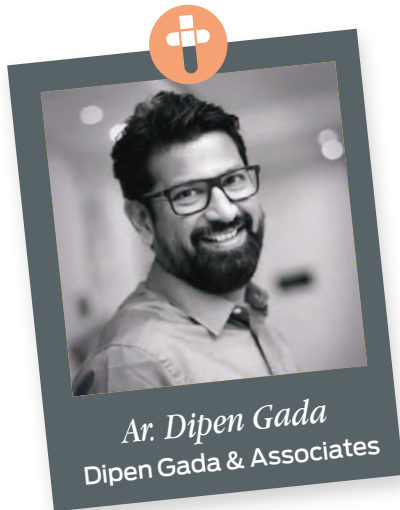
INDIA'S FIRST MAGAZINE ON THE TILE INDUSTRY

Design between Subtle and Industrial

Architect Dipen Gada has designed **Sanket India**, an electronic shopping complex that reflects a pleasant and modern design with a lot of drama on the walls

PHOTOGRAPHS BY: Courtesy
Dipen Gada & Associates





Sanket India is Central Gujarat's largest electronics and home appliances showroom. Designed by architect Dipen Gada, the showroom presents an interesting design to fuel the brand's aspiration of an electronic complex.

More than a job this project was a responsibility to give the best to the realm. Here the client approached us with the aspiration of an electronic shopping complex as a part of their own complex comprising of 4 other showrooms and 36 offices in a plot size of 1, 25,325 sq.ft. which is a one stop solution for any house hold electronic appliance. The site is situated in Anand district of Gujarat. During the design process, we realized that the scale of the project is huge and will consume a lot of resources plus it is an electronic showroom so it was necessary to create a balance and design for the environment.

The site's offerings were in their favour and its front portion, adjacent to the main road faces north-east direction and the back is facing south-west. The climate of the region is hot and dry so we decided to block the south sun completely while moving from east to west.

Hierarchy of the space is done in a way that the building is divided vertically into two parts, ground floor display area which is a double height space overlooked by the first floor head cabins, conference, exclusive product display etc. whereas the second and third floor houses admin, accounts, canteen area, etc. If you see the plan of the building you will come across 14" thick angular walls facing the east and completely blocking south-east sun penetrations in the display area. The south is completely dead, and south-west comprise of cavity walls housing all the services and providing insulation to the internal areas. Terrace gardens at second floor acting as a spill over space for second floor cabins and overlooked by third floor are actually reducing heat penetration through roofs and keeps the areas cool underneath.

Terrace floor houses solar panels which generates energy resources for the building. Solar control glass giving higher light transmission is used for the glazing on second and third floor. The building opens towards the north, array of slant east facing walls houses large double height openings on north bringing adequate light in 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 and so the openness is felt.

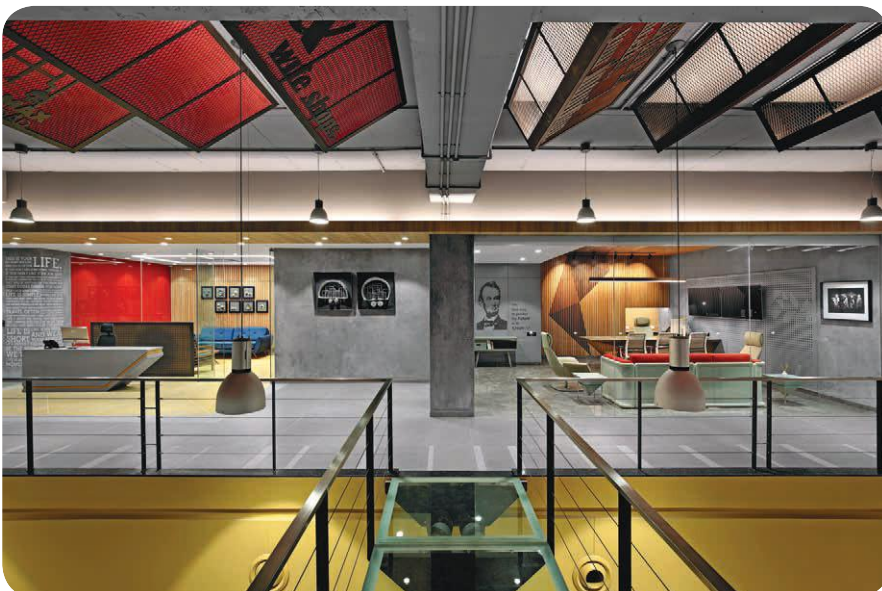
For such scale of project always a major constraint is budget, to control the overall cost of the interiors we went for an industrial theme where we kept the walls bare (left plaster finish), ceiling is kept bare housing open conduit wiring, flooring of 8'-0" x 4'-0" full body matte finish grey tiles merging with wall and ceiling surfaces.

The grey is playing harmoniously supporting the further addition of vibrancy of colours. The magnitude of the volumetric space is well utilized with the composition of the display of the electronic appliances. Vertically linear slant walls are used for the TV display, south blocking wall has a big size LED screen and the central axis has all standalone loose furniture displaying small size gadgets. North end of the ground floor has a live kitchen area used for the demonstration of kitchen appliances.

All modular furniture are designed in a way that they support multiple display of different products, supporting the innovations of electronics. Installation of acoustic panel in the centre of the ceiling has a play of textual graphics which make the space interactive. Graphics plays a vital role in overall enhancement of the areas with minimum cost.

Design theory for the first floor cabins is minimalism which is achieved by modern design of clean neat lines. Overall the project is executed with the desire to treat the realm with an exotic feeling of an electronic shopping complex.

Surfaces are mainly kept exposed and subtle to provide back drop to the graphics. 



Contact Details

 dipengada.com