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T u e s d a y

## When design language elevates the brand

By Ar. Vinita Wagh

Photography: Tejas Shah Photography; courtesy the architect

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Narayan Jewellers, Vadodara (Inset)Ar. Dipen Gada

Honouring a 30-year legacy of excellent service, Dipen Gada and Associates style the interiors of Vadodara's Narayan Jewellers showroom as an elegant boutique...

Located at a prime commercial locale in the city, the 3107 sq. ft. space is a merger of three-stores and is designed to offer impactful display windows along the street. The design of the showroom resonates with the ideals of the brand – to provide for a personalised experience that transcends expectations.



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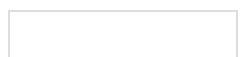
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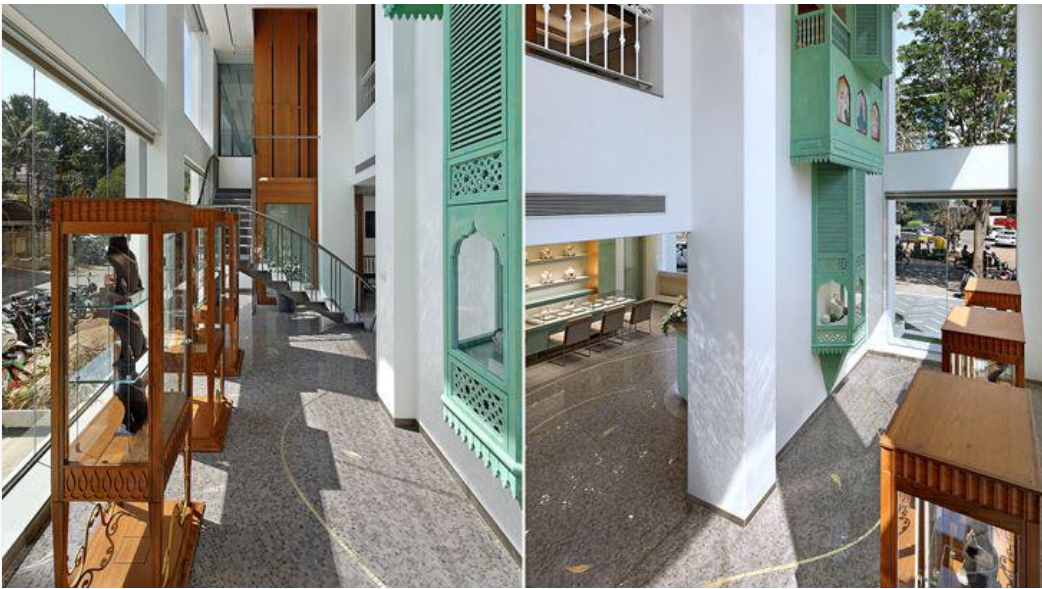
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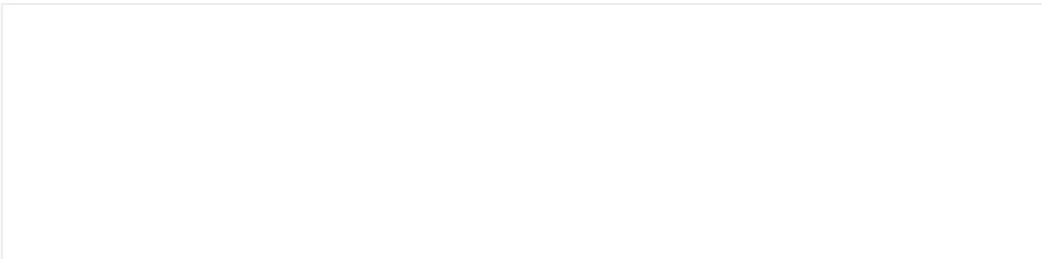
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Comprising semi-private and private studios, each section establishes an identity, offering a peaceable ambience for client comfort. The ground floor houses general jewellery-ware while the first floor accommodates four curated studios and one bridal studio, each with unique ambiances. The pièce de résistance of the project is undoubtedly the customised jharokha that spans vertically across both floors, capturing the attention of passers-by.





The interior enshrines traditional elements and motifs in the form of backlit wall arches, windows and freestanding partitions. This décor, in combination with the colour palette, lighting fixtures and materials emanates a regal, timeless appeal, referencing to some extent, the décor of palaces.

The custom-designed flooring too piques interest. The overall material palette of coloured micro concrete, natural wood, NU wood corrugation, M.S Jali and grey IM – some recycled, is another design consideration that stems from an aspiration to produce lesser carbon footprint.













The project's aesthetical challenge lay in the incorporation of the building's structural columns within the interior theme. Column placements at pivotal locations have been ingeniously camouflaged, blending them into parts of the showroom, rendering a beautiful outcome.

Tasteful and deluxe, the design lends a unique personality to the space within – a modern take on yesteryear traditions.

**Fact File:**

Client: Ramakant Choksi and Ravibhai Choksi  
Design Firm: Dipen Gada and Associates  
Principal Designer/Architect: Dipen Gada  
Built-up Area: 3107 Sq. Ft  
Location: Alkapuri, Vadodara

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