

NEXSPHERE EMPORIUM

CAPSTONE PROJECT

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Design – Interior Design degree

By

SNEHA MURALI (40102007)



**DEPARTMENT OF ARCHITECTURE
SCHOOL OF BUILDING AND ENVIRONMENT**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A⁺⁺” by NAAC
JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI - 600 119**

MAY – 2024

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DEPARTMENT OF ARCHITECTURE

BONAFIDE CERTIFICATE

It is to certify that this Project Report is the bonafide work of **Sneha Murali (40102007)** who carried out the project entitled "**NexSphere Emporium**" under our supervision from January 24 to May 2024.



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Submitted for Viva voce Examination held on 02.05.2024

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I **Sneha Murali** hereby declare that the Project Report entitled “**NexSphere Emporium**” done by me under the guidance of **Ar.Guruji** (Internal) and Ar. Karthick Nachiappan (External)

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PLACE: Chennai

SIGNATURE OF THE CANDIDATE

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ABSTRACT

This abstract presents a comprehensive overview of the design approach and objectives for revitalizing the shopping center within a mall environment. The project aims to reimagine the shopping center as a vibrant hub of activity, fostering community engagement and enhancing the overall shopping experience.

The design focuses on creating a dynamic and inviting atmosphere through strategic layout planning and aesthetic enhancements. Emphasis is placed on optimizing spatial arrangements to accommodate a diverse mix of retail offerings while facilitating smooth circulation and maximizing visibility for storefronts.

Furthermore, the design incorporates elements of modernity and innovation to stay relevant in today's competitive retail landscape. This includes integrating interactive digital displays, experiential zones, and smart technology solutions to create immersive shopping experiences that captivate visitors and drive foot traffic.

The integration of a shopping center within a mall's interior presents several distinct advantages that significantly enrich the overall shopping experience. Firstly, this arrangement offers unparalleled convenience to shoppers by providing easy access to a diverse range of retail options, services, and amenities all under one roof.

This centralized location eliminates the need for consumers to travel between different destinations, saving time and effort.

Moreover, the presence of a shopping center within the mall's interior attracts additional foot traffic to the area, benefiting both retailers and mall operators. This increased foot traffic often leads to higher sales and revenue for retailers, contributing to the overall success of the mall. Furthermore, these spaces are designed with accessibility in mind, ensuring that shoppers of all ages and abilities can navigate them comfortably.

The inclusion of a shopping center within a mall's interior offers numerous advantages that collectively contribute to creating a vibrant and engaging shopping environment that attracts shoppers and enhances their overall experience.

1.INTRODUCTION

1.1 AIM:

The aim of a shopping center within a mall's interior is to serve as a dynamic hub that caters to the diverse needs and preferences of shoppers while maximizing the commercial potential of the retail space

1.2 OBJECTIVE:

- To create a one stop shopping destination.
- Shopping center within a mall is to create an appealing and immersive environment that enhances visitors' overall shopping experience.

1.3 SCOPE:

- Development of other facilitating spaces to engage the pilgrims.
- Finding a design solution which can be repeated in itself and at other places.
- To achieve a peaceful, community dependent and spiritual environment which can suit the conditions of the place and sentiments of the people.
- To understand the problems faced by the pilgrim on reaching the destination.

1.4 LIMITATIONS:

- Maidan Garhi may lack convenient access routes, public transportation options, or major roadways, making it challenging for shoppers to reach the shopping complex.
- Maidan Garhi might have a lower population density compared to more urban or densely populated areas. As a result, there may be fewer potential customers residing in the vicinity of the shopping complex, potentially impacting footfall and sales.

1.5 METHODOLOGY:

- Observation is the first stage, observing and understanding the context of each brand.
- Studying about different types of displays in each brand and its evolution.
- Collection of data from all the reliable sources like newspaper, magazine, websites, etc. along with the existing data, photographs.

- Reviewing of all the literature data collected and recording an analysis from it.
- Deriving an appropriate design programme from the analysis.

1.6 ABOUT MAIDAN GARHI, DELHI:

Population Density: If Maidan Garhi has a significant population density or serves as a hub for residential areas nearby, a shopping complex within a mall can cater to the daily needs and preferences of the local residents

Economic Activity: Establishing a shopping complex can boost economic activity in the area by providing employment opportunities, attracting investments, and fostering entrepreneurship through retail businesses.

Convenience: Having a shopping complex within a mall provides convenience to shoppers as they can access a variety of stores and services in one location. This saves time and effort compared to visiting multiple standalone shops scattered across the area.

Diversified Retail Options: A shopping complex within a mall can offer a diverse range of retail options, including clothing stores, electronics shops, grocery stores, restaurants, and entertainment facilities. This variety caters to the diverse needs and preferences of shoppers

Infrastructure and Amenities: Malls typically offer modern infrastructure and amenities such as ample parking space, air conditioning, restrooms, security services, and wheelchair accessibility, enhancing the overall shopping experience for customers.

Tourism and Visitors: If Maidan Garhi attracts tourists or visitors due to its cultural, historical, or recreational attractions, having a shopping complex within a mall can cater to the shopping and leisure needs of tourists, contributing to the local economy.

Overall, the presence of a shopping complex within a mall in Maidan Garhi, Delhi, can serve as a catalyst for economic development, enhance convenience for residents and visitors, and provide a vibrant retail and entertainment destination in the area.

Establishing a shopping complex within a mall in Maidan Garhi, Delhi, offers numerous benefits that cater to the needs of the local population and contribute to the economic vibrancy of the area.

Maidan Garhi, being a residential hub with diverse demographics, necessitates a retail space that can accommodate various consumer preferences. Through a comprehensive retail market analysis, the potential for such a complex becomes evident, especially if existing retail options are limited.

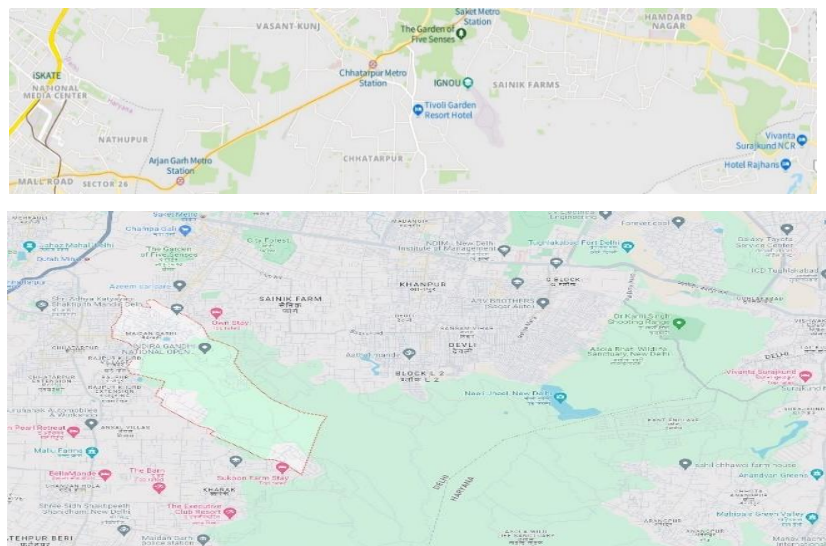
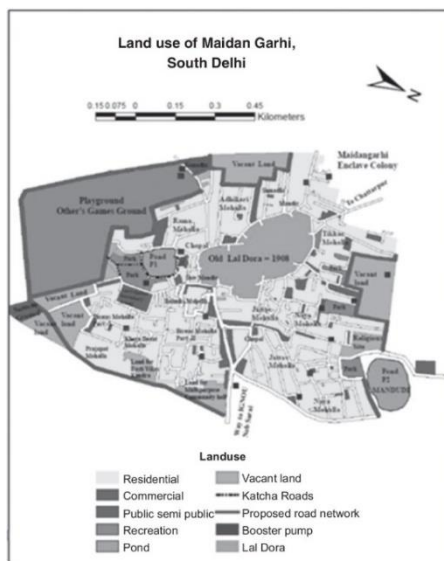
Historically, it has been primarily known for its archaeological significance and as a residential area.

Archaeologically, Maidan Garhi is renowned for the site of a pre-Mauryan era settlement. Excavations at this site have revealed remnants of an ancient urban settlement dating back to around 1000 BCE. These excavations have provided valuable insights into the early urbanization and cultural development of the Indian subcontinent.

In terms of its contemporary significance, Maidan Garhi remains a predominantly residential area with a mix of residential colonies, apartment complexes, and some commercial establishments. It is located in close proximity to other prominent areas of South Delhi such as Saket, Mehrauli, and Chhattarpur.

While Maidan Garhi may not be as well-known for commercial activities or tourist attractions as some other areas in Delhi, it offers a relatively quiet and residential environment for its residents.

Given its historical significance and residential character, introducing a shopping complex or mall could provide a modern amenity to complement the area's existing features.



shopping complex or mall could serve as a hub for retail, entertainment, and dining options, catering to the needs and preferences of the local residents while also attracting visitors from neighboring areas. This addition could enhance the overall livability and convenience of Maidan Garhi, offering a diverse range of shopping experiences and leisure activities within easy reach.

2. UNDERSTANDING DISPLAYS

Understanding apparel and footwear display involves a comprehensive grasp of various elements, including visual merchandising principles, customer psychology, product presentation techniques, and the overall retail environment.

- Visual merchandising is the art of presenting products in a way that attracts and engages customers while enhancing the overall shopping experience.
- Key principles include balance, focal point, color coordination, and storytelling.
- Balance ensures that the display is visually harmonious and not overwhelming to customers.
- A focal point draws attention to a specific area or product within the display, guiding customers' eyes and encouraging exploration.
- Color coordination involves selecting colors that complement each other and evoke the desired mood or theme.
- Storytelling involves creating cohesive narratives or themes that resonate with customers and make the display more memorable.
- Effective product presentation involves showcasing merchandise in a visually appealing and accessible manner.
- Storytelling involves using props, signage, and visual cues to create narratives that connect with customers and communicate brand values.
- Consider factors such as store layout, lighting, signage, and ambiance when designing displays.
- A well-designed retail environment should be inviting, easy to navigate, and conducive to browsing and exploration.
- Lighting plays a crucial role in highlighting products and creating the desired atmosphere. Natural light, accent lighting, and ambient lighting can be used to enhance the visual appeal of displays.
- Clear signage and wayfinding elements help customers navigate the store and locate specific products or departments.

Understanding of apparel and footwear display involves integrating visual merchandising principles, customer psychology insights, product presentation techniques, and considerations of the retail environment. By leveraging these elements effectively, retailers can create compelling displays that captivate customers, drive sales, and enhance the overall shopping experience.

2.1 EVOLUTION OF DISPLAY:

The evolution of display in retail has undergone significant changes over time, driven by advancements in technology, shifts in consumer behavior, and innovations in marketing strategies. Here's a detailed exploration of the evolution of display in retail:

2.1.1 Early Forms of Display:

- In ancient times, merchants utilized simple displays such as stalls, carts, and marketplaces to showcase their goods to potential customers.
- As trade and commerce evolved, rudimentary forms of signage, such as hand-painted signs and banners, were used to attract customers and communicate information about products.

2.1.2 Industrial Revolution and Department Stores:

- The Industrial Revolution brought about significant changes in retail, including the rise of department stores in the 19th century.
- Department stores pioneered the use of elaborate window displays to showcase their merchandise, attracting shoppers with eye-catching arrangements of products and props.
- Displays became more sophisticated with the introduction of lighting, mirrors, and mannequins, creating immersive shopping experiences for customers.

2.1.3 Mass Production and Branding:

- The early 20th century saw the emergence of mass production techniques, allowing retailers to produce goods in large quantities at lower costs.
- With the rise of consumer culture and brand advertising, retailers began to focus on creating distinct brand identities and visual identities through their displays.

- Window displays became increasingly elaborate and theatrical, with retailers competing to capture the attention of shoppers with innovative and imaginative presentations.

2.1.4 Mid-20th Century Innovations:

- In the mid-20th century, innovations such as plastic molding and acrylic displays revolutionized the retail industry, offering retailers more options for showcasing their products.
- The introduction of modular display systems allowed retailers to create flexible and customizable display arrangements to accommodate changing merchandise and seasonal promotions.
- Advances in lighting technology, such as fluorescent and halogen lighting, enabled retailers to enhance the visual appeal of their displays and create more immersive shopping environments.

2.1.5 Digital Revolution and Interactive Displays:

- The advent of the digital revolution in the late 20th and early 21st centuries transformed the retail landscape once again.
- Digital signage, touchscreens, and interactive displays revolutionized how retailers engage with customers, offering opportunities for personalized and immersive shopping experiences.
- Retailers began to leverage technologies such as augmented reality (AR) and virtual reality (VR) to create virtual fitting rooms, interactive product demos, and other innovative experiences.

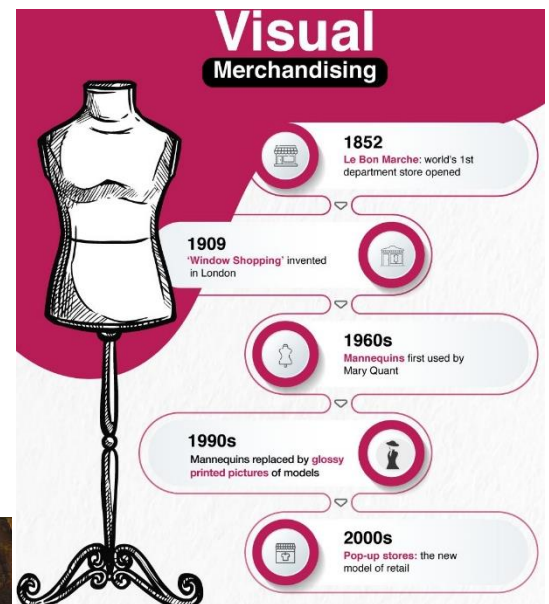
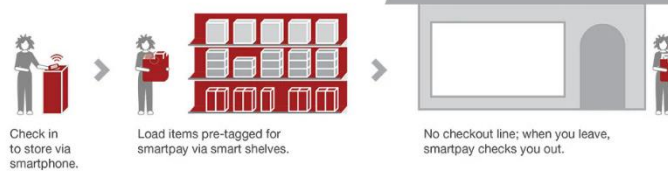
2.1.6 Omni-channel Retailing and Seamless Integration:

- In recent years, the rise of omni-channel retailing has led to a greater emphasis on seamless integration between online and offline channels.
- Retailers are leveraging digital technologies to create cohesive and consistent brand experiences across multiple touchpoints, including physical stores, apps, social media.

Retail evolution: Before



Retail evolution: After



- Displays play a crucial role in this omni-channel environment, serving as touchpoints for customer engagement and brand storytelling across various channels.

2.1.7 Sustainability and Experiential Retail:

- Today, there is growing emphasis on sustainability and eco-friendly practices in retail display design.
- Retailers are exploring innovative materials, recycling initiatives, and sustainable manufacturing processes to minimize environmental impact and appeal to environmentally conscious consumers.
- Experiential retail concepts, such as pop-up stores, immersive installations, and interactive showcases, are gaining popularity as retailers seek to create memorable and engaging experiences that go beyond traditional transactional interaction

To Summarize, the evolution of display in retail has been characterized by a progression from simple, utilitarian presentations to sophisticated, immersive experiences that blend physical and digital elements. As technology continues to advance and consumer preferences evolve, retailers will continue to innovate and adapt their display strategies to create compelling and memorable shopping experiences for customers.

Lighting plays a critical role in enhancing the visual appeal of products, drawing attention to

key features, setting the mood, and ultimately influencing purchasing decisions.

1. **Highlighting Products:** Properly illuminated displays can showcase products in their best light, quite literally. By strategically directing light onto merchandise, important features, textures, colors, and details are accentuated, making them more attractive and compelling to customers. This can lead to increased interest and engagement with the displayed items.
2. **Creating Ambiance:** Lighting sets the tone and atmosphere of a display area. Different lighting techniques, such as warm or cool tones, soft or bright illumination, and dynamic or static effects, can create various moods to suit the desired aesthetic or theme. Whether it's a cozy and inviting ambiance in a boutique or a dramatic and sophisticated atmosphere in a high-end gallery, lighting plays a crucial role in shaping the overall experience for visitors.
3. **Guiding Attention:** Lighting can be used strategically to guide the viewer's attention to specific focal points within a display. Brighter lights or accent lighting can draw attention to featured products, promotional items, or important information, directing the viewer's gaze and influencing their focus. This helps ensure that key elements of the display receive the appropriate level of attention and visibility.
4. **Enhancing Visual Contrast:** Proper lighting enhances visual contrast within a display, making it easier for customers to differentiate between products and perceive their individual characteristics. By adjusting the intensity and direction of light, designers can create a sense of depth, dimensionality, and visual interest, effectively highlighting the unique attributes of each item on display.
5. **Improving Visibility:** Adequate lighting is essential for ensuring that products are clearly visible and easily accessible to customers. Properly illuminated displays reduce glare, shadows, and dark spots, enhancing visibility and making it easier for customers to browse and examine merchandise. This is particularly important in retail environments where visibility directly impacts sales and customer satisfaction.
6. **Evoking Emotions:** Lighting can evoke emotional responses and create memorable experiences for customers. By using lighting to evoke feelings of warmth, excitement, luxury, or tranquility, designers can enhance the emotional connection between customers and the products on display.

This emotional engagement can lead to increased brand loyalty, positive associations, and repeat business.

3. LITERATURE STUDY

3.1 STUDY ON IBN BATTUTA MALL:

Ibn Battuta Mall, located in Dubai, United Arab Emirates, is renowned for its unique architectural design inspired by the travels of the 14th-century explorer Ibn Battuta. This expansive shopping center offers a plethora of retail options, including a wide array of apparel stores, each with its own distinctive display and style.

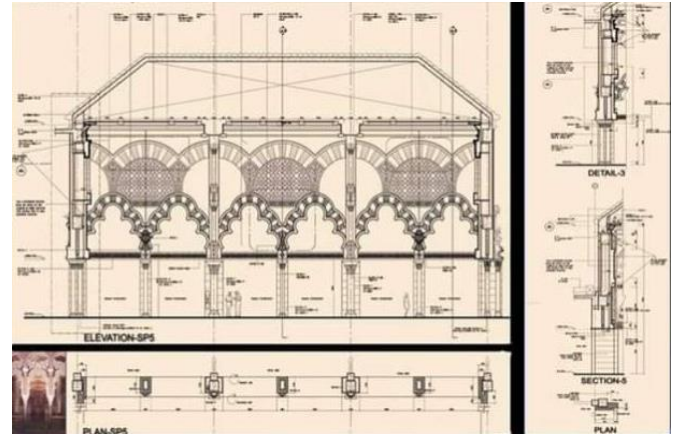
As visitors stroll through the mall, they are greeted by a diverse range of apparel stores catering to various tastes and preferences. From high-end luxury brands to popular international chains, Ibn Battuta Mall offers something for everyone.

One of the notable features of the apparel stores in Ibn Battuta Mall is their attention to detail in their displays. Many of the stores boast elaborate window displays that showcase their latest collections and fashion trends. These displays often incorporate creative themes and eye-catching visuals to attract shoppers and entice them to step inside.

Inside the stores, visitors are greeted with meticulously arranged racks and shelves displaying a curated selection of clothing items. Whether it's chic dresses, casual tops, stylish jeans, or elegant evening wear, the apparel stores in Ibn Battuta Mall offer a wide variety of options to suit every occasion and personal style.

The interior decor of these stores is often designed to complement the brand's image and aesthetic. Some may feature minimalist and modern designs, while others may opt for a more opulent and luxurious ambiance. Regardless of the decor style, the overall atmosphere is inviting and conducive to an enjoyable shopping experience.

In addition to clothing, many apparel stores in Ibn Battuta Mall also offer accessories such as handbags, shoes, jewelry, and other fashion essentials. These items are displayed strategically throughout the store, allowing customers to easily mix and match pieces to create their desired look.



When it comes to the lighting of apparel stores within the Ibn Battuta Mall, retailers

Often employ sophisticated lighting techniques to create an ambiance that enhances the shopping experience and showcases their merchandise in the best possible light quite literally.

Here's a glimpse into how lighting is utilized in these stores:

1. **Ambient Lighting:** Ambient lighting sets the overall mood and brightness within the store. In Ibn Battuta Mall's apparel stores, ambient lighting is often soft and diffused, providing a welcoming atmosphere for shoppers. This type of lighting ensures that the space is evenly lit without creating harsh shadows, allowing customers to browse comfortably.
2. **Accent Lighting:** Accent lighting is strategically placed to highlight specific areas or products within the store. In apparel stores, accent lighting might be used to draw attention to featured displays, new arrivals, or high-end merchandise. This could include track lighting or recessed spotlights directed at mannequins or display shelves to create focal points.

3. **Task Lighting:** Task lighting is essential in areas where detailed tasks are performed, such as fitting rooms or checkout counters. In apparel stores, well-placed task lighting ensures that customers can accurately assess the fit and color of garments while trying them on. Soft, flattering lighting in fitting rooms can also contribute to a positive shopping experience.
4. **Color Rendering:** High-quality lighting with excellent color rendering is crucial in apparel stores to accurately represent the colors and textures of clothing. LED lighting, known for its energy efficiency and color accuracy, is often used to illuminate merchandise in Ibn Battuta Mall's apparel stores. Warm white or neutral tones are typically preferred to showcase clothing in the most flattering light.
5. **Seasonal Themes:** Some apparel stores may adjust their lighting to reflect seasonal themes or promotions. For example, during festive seasons or special events, stores might incorporate decorative lighting elements or themed light fixtures to create a festive atmosphere and attract shoppers.



3.2 STUDY ON GUCCI STORE:

Gucci, one of the world's leading luxury fashion brands, has a significant presence in Tokyo, Japan, with several flagship stores that showcase the brand's iconic designs and avant-garde aesthetic. One of the standout locations is the Gucci flagship store in Tokyo, which offers an immersive and luxurious shopping experience in the heart of this vibrant city.

Location and Architecture: Gucci flagship store in Tokyo is strategically located in one of the city's upscale districts, such as Ginza or Omotesando, where luxury shopping is a prominent attraction. The exterior of the store is often designed to be striking and visually captivating, featuring sleek lines, modern architecture, and perhaps signature Gucci motifs or branding elements. The building's design seamlessly integrates with its surroundings while still commanding attention as a premier luxury destination.

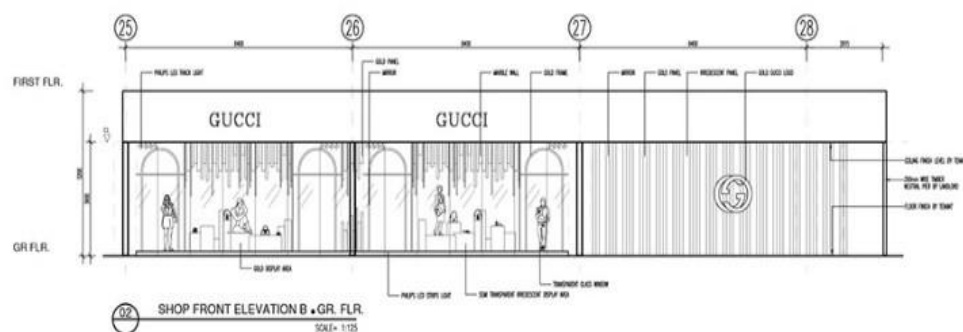
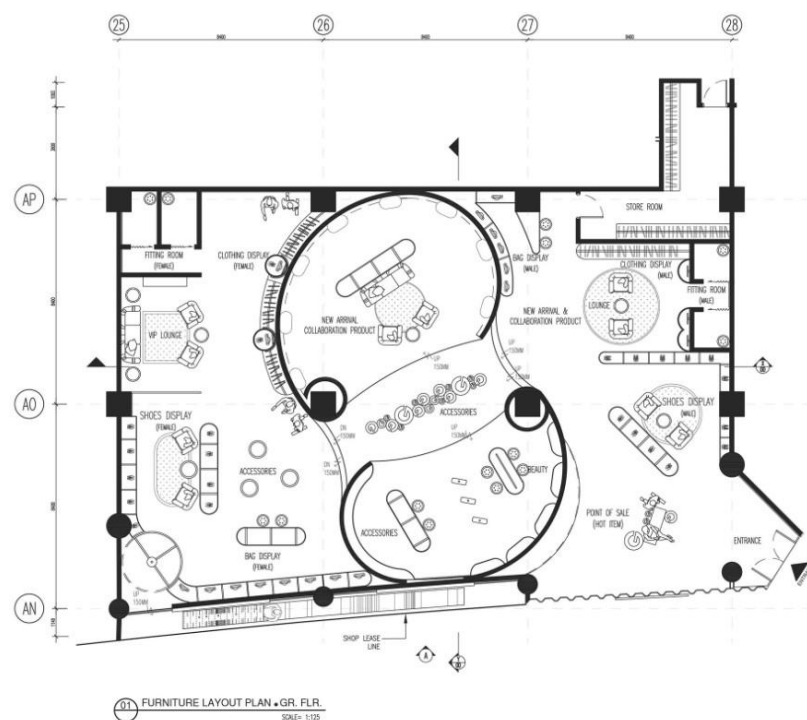
Interior Design: Upon entering the Gucci store, customers are greeted by a meticulously curated interior that reflects the brand's commitment to luxury and sophistication. The store's layout is thoughtfully designed to optimize the shopping experience, with spacious aisles, elegant displays, and comfortable seating areas interspersed throughout the space.

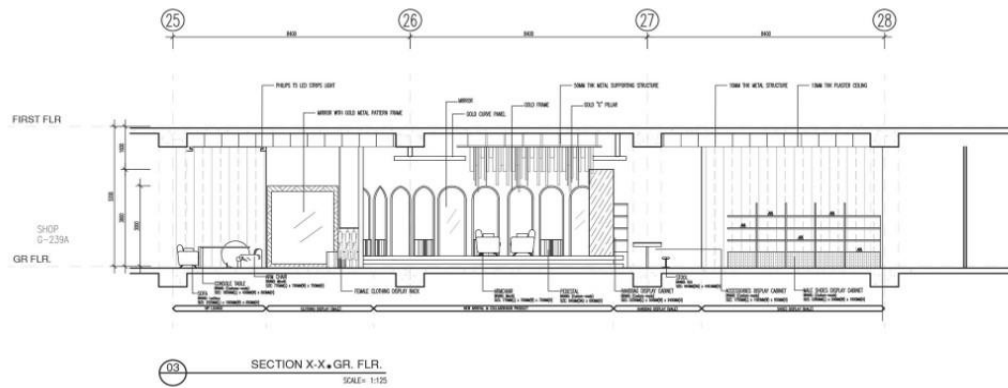
Decor and Atmosphere: The interior décor of the Gucci store in Tokyo is opulent yet contemporary, incorporating a mix of luxurious materials, textures, and finishes. Rich marble, polished wood, and gleaming metal accents create a sense of grandeur, while plush furnishings and artistic installations add a touch of warmth and character to the space. The atmosphere is curated to evoke a sense of exclusivity and refinement, inviting customers to immerse themselves in the world of Gucci.

Product Presentation: Gucci's iconic products take center stage within the store, displayed with meticulous attention to detail and artful styling. Clothing, accessories, handbags, shoes, and jewelry are showcased in elegant glass cases, on sleek shelving units, or within custom-designed display areas. Each product is meticulously arranged to highlight its unique design features, craftsmanship, and brand heritage, enticing customers to explore and engage with the merchandise.

Technology Integration: To enhance the shopping experience, the Gucci store in Tokyo may incorporate cutting-edge technology and interactive elements. Digital screens or projections might showcase runway shows, fashion campaigns, or exclusive content, providing customers with a multimedia experience that immerses them further into the world of Gucci. Virtual try-on mirrors or augmented reality displays may also be available, allowing shoppers to visualize how Gucci products will look on them before making a purchase.

Personalized Services: Customer service at the Gucci flagship store in Tokyo is tailored to meet the needs and preferences of discerning clientele. Knowledgeable sales associates, often fluent in multiple languages, provide personalized assistance and styling advice, ensuring that each customer receives individualized attention and guidance. Services such as made-to-measure tailoring, monogramming, and VIP shopping experiences may also be available to enhance the luxury shopping experience.





Lighting design of the Zara store in Rome is thoughtfully crafted to create an immersive and visually captivating shopping environment. By integrating ambient, accent, and task lighting techniques, Zara enhances the presentation of its merchandise, guides customers' attention, and reinforces its brand image as a leading destination for fashion-forward apparel and accessories.

3.3 STUDY ON ZARA STORE:

The Zara store in Rome is a prime example of the brand's commitment to offering fashion-forward clothing and accessories in a stylish and contemporary setting. Located in the heart of Rome, one of the world's most iconic and culturally rich cities, this flagship store serves as a beacon of modern fashion amidst the city's historic charm.

Location and Architecture: The Zara store in Rome is strategically situated in a prominent location, often within close proximity to other major retail destinations or popular tourist attractions. Its architectural design is typically sleek and modern, reflecting the brand's aesthetic while complementing the surrounding urban landscape. Large glass windows and minimalist facades invite passersby to step inside and explore the latest fashion offerings.

Interior Design: Upon entering the Zara store in Rome, customers are greeted by a spacious and meticulously designed interior. The store's layout is carefully curated to optimize the shopping experience, with well-defined sections for men's, women's, and children's clothing, as well as accessories and footwear. Clean lines, neutral color palettes, and contemporary furnishings create a sense of sophistication and elegance, allowing the merchandise to take center stage.

Decor and Atmosphere: The interior décor of the Zara store in Rome exudes a sense of modernity and luxury, yet remains approachable and welcoming to shoppers of all ages. Chic lighting fixtures, polished surfaces, and subtle branding elements contribute to the store's upscale ambiance, while comfortable seating areas and strategically placed mirrors enhance the overall shopping experience. The atmosphere is vibrant and dynamic, reflecting the energy and excitement of the fashion world.

Product Presentation: Zara's iconic products are prominently displayed throughout the store, with carefully curated collections showcased on racks, shelves, and display tables. Mannequins styled in the latest trends provide inspiration for outfit ideas, while digital screens may feature multimedia content highlighting new arrivals, fashion shows, or behind-the-scenes footage. The layout is designed to encourage exploration and discovery, with easy navigation between different departments and seasonal offerings.

Customer Experience: Customer service at the Zara store in Rome is characterized by professionalism, attentiveness, and a dedication to exceeding expectations. Knowledgeable sales associates are on hand to assist customers with styling advice, size recommendations, and product information, ensuring a personalized and enjoyable shopping experience. Convenient amenities such as fitting rooms, in-store pickup options, and flexible payment methods further enhance customer satisfaction.

Integration of Technology: Zara leverages technology to enhance the shopping experience for customers in Rome. Digital displays and interactive screens may provide access to the brand's online catalogue, allowing shoppers to browse additional styles, check product availability, or place orders for home delivery. Mobile payment options and digital loyalty programs streamline the checkout process and foster customer engagement.

Sustainability Initiatives: In alignment with its commitment to sustainability, the Zara store in Rome may incorporate eco-friendly practices and initiatives into its operations. This could include energy-efficient lighting systems, recycled materials in store fixtures and packaging, or initiatives to reduce waste and promote responsible consumption. By prioritizing sustainability Zara demonstrates its dedication to ethical business practices and environmental stewardship.

In summary, the Zara store in Rome exemplifies the brand's reputation for offering high-quality Fashion at affordable prices, presented within a sophisticated and modern retail environment. With its prime location, stylish interior design, exceptional customer service, and integration of technology, the store provides a memorable shopping experience that resonates with fashion-conscious consumers in the Eternal City.



3.4 LUK SHOWROOM, CHINA

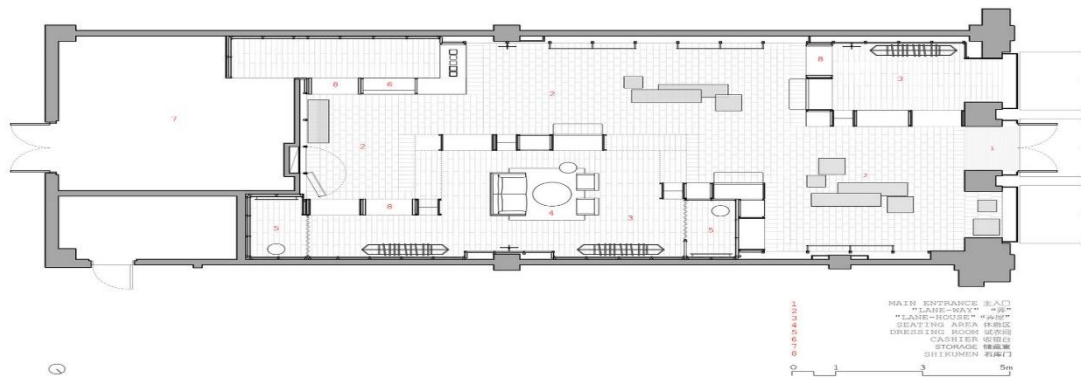
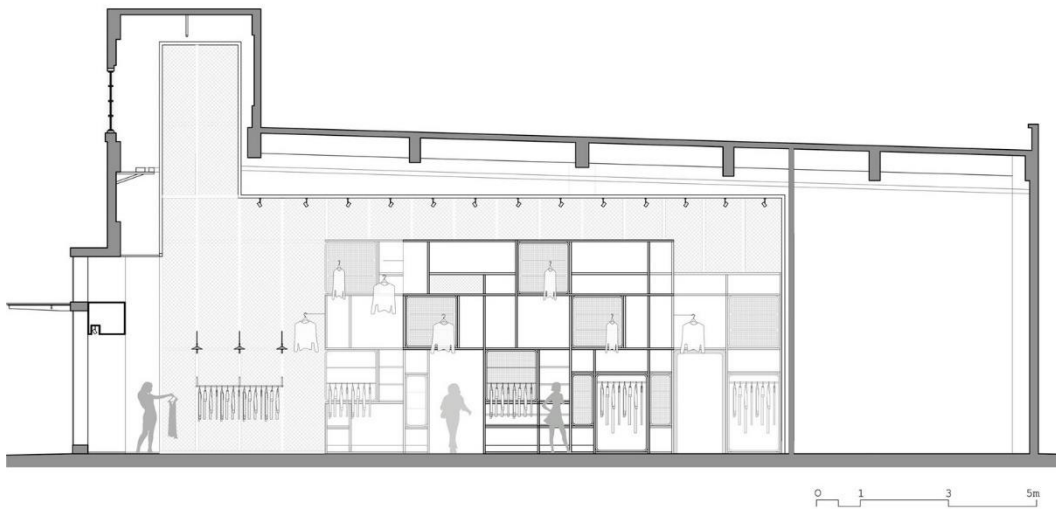
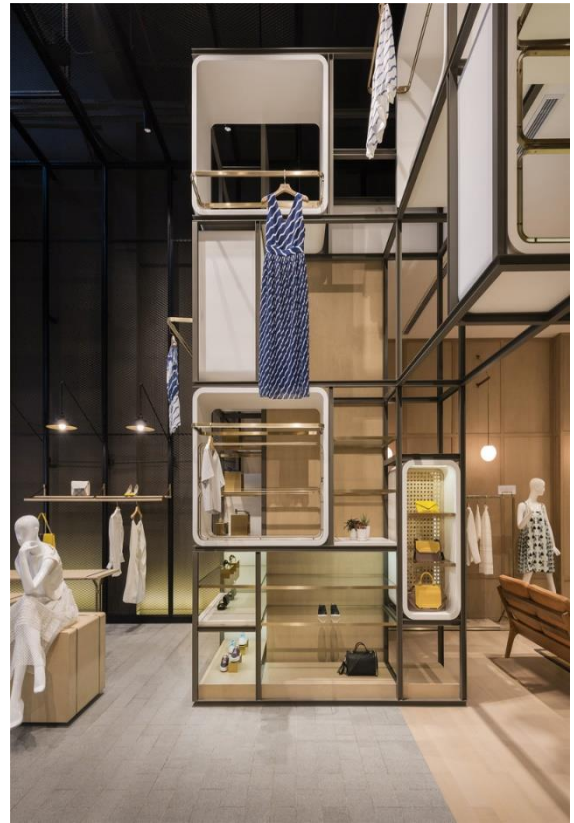
The ‘Modular Lilong’ was designed for Value Retail China to showcase ‘Chuang x Yi’; a concept brand that provides a platform for Chinese fashion designers. The 150 sqm site is located in Yioulai Shanghai Village; a sister to Bicester Village in London - both global shopping developments. The intent of ‘Chuang x Yi’ is to create a retail experience specifically related to the context of Shanghai.

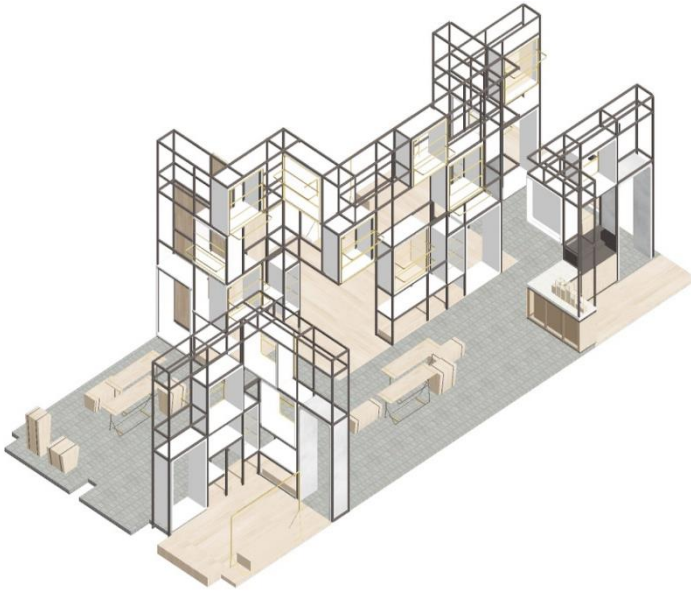
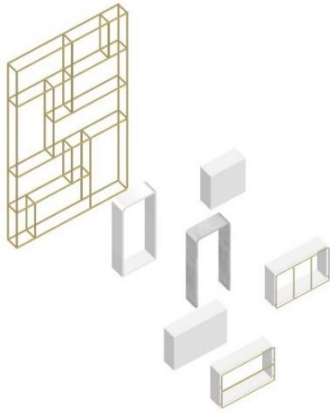
The term lilong refers to an urban typology, organized around meandering lanes, which

often display creative solutions in response to issues of space shortage.

Following the design brief to create a backdrop showcasing selective contemporary Chinese designers, Luk studio re-interpreted the local, urban fabric with 3 'Lane houses' arranged into different display areas; one waiting lounge, two dressing rooms, the main cashier counter and a service area.

The structure of these lane houses is conceived as a modular kit of parts, so that it can easily be disassembled and re-installed in another shop location if needed. The pieces are based on architectural features and textures found in a lilong. For example, old stone gates known as 'shikumen' are used as entranceways, with their typical round corners seen in the smooth outline of the display cases. Furthermore, hanging washing lines are turned into copper-coated racks to display clothes, while bamboo rattan; a texture used in vernacular furniture, is applied to the divider screens. Display plinths and racks are positioned along the lane reminiscent of the common scene of scattering benches and stools.





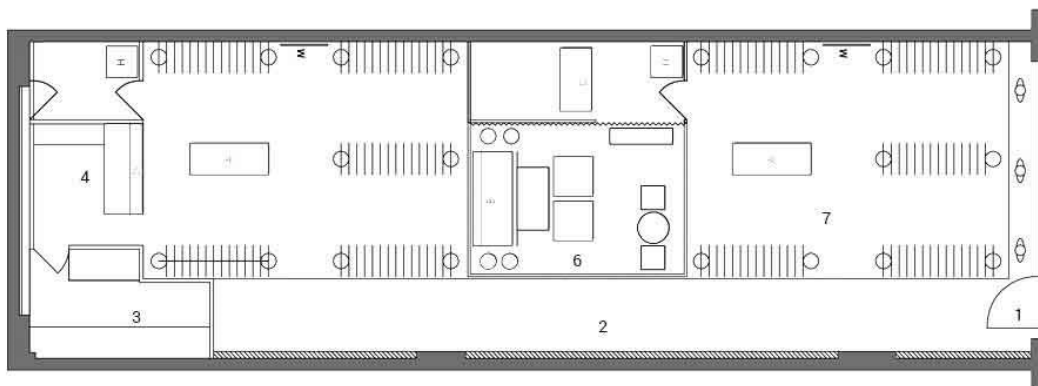
Despite the clear boundary between the stone pavement and the wooden flooring, the open display allows a fluid visual dialogue between the urban lane and the elegantly stacked houses. The retail experience consists of many architectural layers combined into a cohesive structure; offering a sense of pliancy and order that reflects the adaptive nature of lilong life.

4. LIVE CASE STUDY

4.1 ROHIT BAL STORE, NEW DELHI

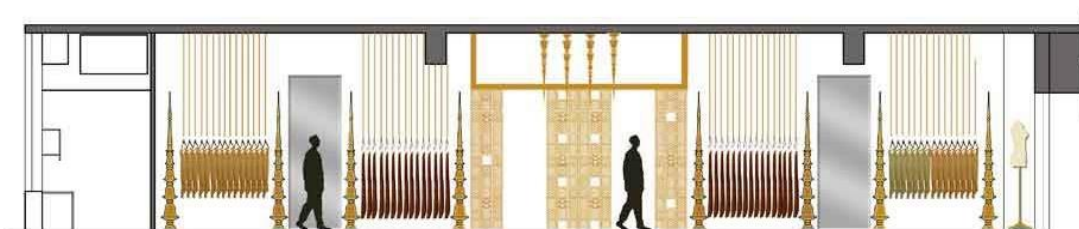
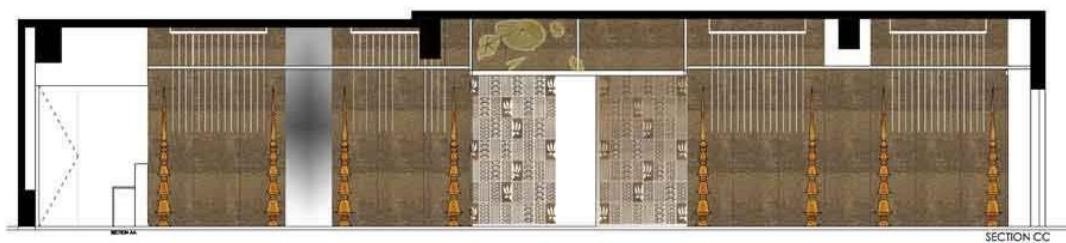
Concept and Design:

A Rohit Bal store would likely reflect the designer's signature style, characterized by opulence, elegance, and a deep appreciation for Indian heritage. The store's design would likely exude luxury, featuring elements such as rich fabrics, intricate embellishments, and artisanal craftsmanship. Rohit Bal's penchant for blending traditional Indian motifs with modern silhouettes might be reflected in the store's architecture and interior decor.



1. Entry
2. Primary Circulation
3. Pantry/Store
4. Cash Desk
5. Men's Section
6. Salon
7. Women's Section

SITE PLAN



SITE SECTIONS

Location:

A Rohit Bal store would likely be located in a prime retail location, such as a high-end shopping district or luxury mall, to cater to its affluent clientele. Major cities like Mumbai, Delhi, and Bangalore would be ideal locations for a Rohit Bal flagship store, given their status as fashion hubs in India.

Product Offerings:

A Rohit Bal store would showcase the designer's latest collections across various categories, including women's and men's apparel, accessories, and occasional wear. Customers can expect to find a diverse range of garments featuring Rohit Bal's signature embroideries, intricate detailing, and impeccable craftsmanship. From intricately embroidered bridal lehengas to sharply tailored menswear suits, the store would offer a comprehensive selection of luxury fashion pieces.

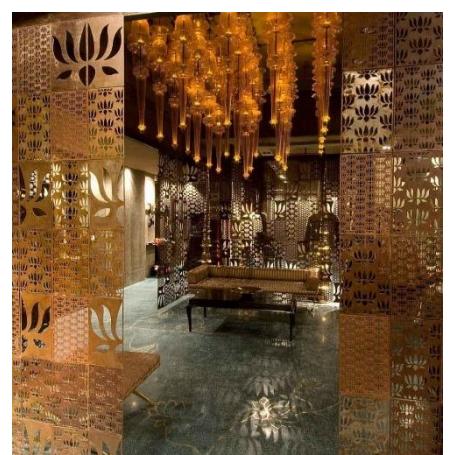
Customer Experience:

A visit to a Rohit Bal store would be more than just a shopping excursion; it would be an immersive experience that celebrates artistry, creativity, and Indian culture. The store's knowledgeable staff would provide personalized styling advice and assistance, ensuring that customers find the perfect ensemble for any occasion. Additionally, the store might host exclusive events, trunk shows, and fashion showcases to engage with customers and showcase the brand's latest collections.

Brand Values:

Rohit Bal's brand values of craftsmanship, authenticity, and innovation would be evident throughout the store experience. Each garment would embody the designer's commitment to quality and excellence, showcasing the finest fabrics, embellishments, and techniques. Moreover, the store's ambiance and customer service would reflect the brand's ethos of luxury, sophistication, and timeless elegance.

Rohit Bal store would be a luxurious destination for discerning fashion enthusiasts seeking exquisite Indian couture and contemporary designs. With its opulent decor, curated collections, and immersive shopping experience, a Rohit Bal store would embody the essence of Indian luxury fashion while captivating customers with its unparalleled craftsmanship and artistic vision.



4.2 SHEBERLY JEWELLERY STORE

Concept and Design:

A Sheberly Jewelry Store would likely prioritize elegance and sophistication in its concept and design. The store may feature sleek and modern interiors with touches of luxury, such as marble countertops, plush seating areas, and sophisticated lighting fixtures. The overall ambiance would aim to create a sense of exclusivity and refinement, enhancing the shopping experience for customers.

Location:

Sheberly Jewelry Store would likely be located in a prime retail location, such as a high-end shopping district or luxury mall, to attract its target clientele. Major cities known for their shopping destinations, such as New York, London, or Dubai, would be ideal locations for Sheberly Jewelry flagship store.



Brand Values:

Sheberly Jewelry Store would embody the brand's core values of quality, craftsmanship, and timeless elegance. Each jewelry piece would reflect meticulous attention to detail, impeccable craftsmanship, and a dedication to excellence, ensuring that customers receive heirloom-quality pieces that can be cherished for generations.

In summary, Sheberly Jewelry Store would offer a curated selection of high-quality jewelry pieces in a luxurious and sophisticated retail environment. With its emphasis on craftsmanship, customization, and exceptional customer service, Sheberly Jewelry Store would cater to discerning clientele seeking exquisite and timeless pieces to adorn themselves or to gift for special occasions.

Ambient Lighting:

Ambient lighting sets the overall mood and brightness level within the store. In a Sheberly Jewelry Store, ambient lighting would likely be soft and diffused, creating a warm and inviting atmosphere that encourages customers to explore the space. This type of lighting helps to create a comfortable and luxurious environment where customers can browse and appreciate the jewelry pieces on display.

Accent Lighting:

Accent lighting is strategically used to highlight specific areas or products within the store. In a Sheberly Jewelry Store, accent lighting fixtures such as track lights or spotlights might be used to draw attention to featured jewelry displays, showcase particular collections, or illuminate individual pieces. Focused beams of light can enhance the brilliance and sparkle of gemstones, diamonds, and precious metals, making the jewelry pieces appear even more dazzling and alluring.

Display Lighting:

Display lighting is essential for showcasing jewelry pieces in their best light. In a Sheberly Jewelry Store, display cases and vitrines may be equipped with specialized lighting fixtures, such as LED strips or spotlights, to illuminate the jewelry from various angles and highlight their intricate details. Adjustable lighting controls allow for flexibility in highlighting different types of jewelry and creating captivating visual displays.

Task Lighting:

Task lighting is essential for areas where detailed tasks are performed, such as jewelry appraisal or customization stations. In a Sheberly Jewelry Store, task lighting fixtures with adjustable brightness levels may be installed at workstations to provide optimal lighting conditions for examining, crafting, or repairing jewelry pieces. This ensures that artisans and customers have sufficient illumination for precision work and accurate color assessment.

4.3 NEERU STORE, MUMBAI

Neeru's is a well-known Indian ethnic wear brand that offers a wide range of traditional and contemporary clothing for women, men, and children.

Concept and Design:

A Neeru store in Mumbai would likely embody the brand's ethos of elegance, tradition, and contemporary style. The store's design would reflect a fusion of modern aesthetics with traditional Indian elements, creating a welcoming and visually appealing ambiance for customers. Vibrant colors, intricate detailing, and luxurious fabrics would be key features of the store's decor, evoking a sense of Indian heritage and craftsmanship.

Location:

A Neeru store in Mumbai would be strategically located in a prominent retail destination or shopping mall, ensuring visibility and accessibility for its target clientele. Mumbai, being a cosmopolitan city with a diverse population, offers a vibrant market for ethnic wear, making it an ideal location for a Neeru store to cater to fashion-conscious consumers.

Neeru store in Mumbai would be a destination for fashion enthusiasts seeking elegant and stylish ethnic wear that celebrates the rich cultural heritage of India. With its diverse range of clothing options, personalized service, and commitment to quality and craftsmanship, Neeru's store would cater to the needs of modern Indian consumers while preserving the timeless beauty of traditional attire.



Rich Jewel Tones: Colors such as deep red, royal blue, emerald green, and regal purple are often used in Indian ethnic wear and evoke a sense of luxury and opulence. These rich jewel tones may be incorporated into the store's decor through wall paint, accent furnishings, or decorative elements to create a sumptuous and inviting atmosphere.

Gold and Metallic Accents: Gold is a quintessential color in Indian culture, symbolizing prosperity, wealth, and tradition. Metallic accents in gold, silver, or bronze may be used throughout the store to add a touch of glamour and sophistication. These metallic elements could appear in lighting fixtures, decorative trims, or display accessories, enhancing the overall luxurious ambiance of the store.

Soft Neutrals: Soft neutral tones such as ivory, beige, taupe, and blush pink provide a backdrop of understated elegance and sophistication. These neutral colors may be used for wall paint, flooring, or upholstery, allowing the vibrant colors of the clothing to stand out while creating a serene and harmonious environment for customers to browse and shop.

Warm Earthy Hues: Warm earthy hues such as terracotta, burnt orange, mustard yellow, and olive green are reminiscent of Indian landscapes and traditional craftsmanship. These earthy tones may be incorporated into the store's decor through accent walls, textiles, or decorative elements, adding warmth and character to the space.

Contrast and Balance: A well-balanced color scheme will likely include a mix of bold and muted tones to create visual interest and contrast.



4.4 ADDIDAS STORE DELHI

The Adidas store in Delhi is a prominent destination for sports enthusiasts and fashion-conscious consumers seeking high-quality athletic wear, footwear, and accessories. Located in one of Delhi's bustling shopping districts or malls, the Adidas store offers a comprehensive range of products that cater to various sports, fitness activities, and lifestyle needs.

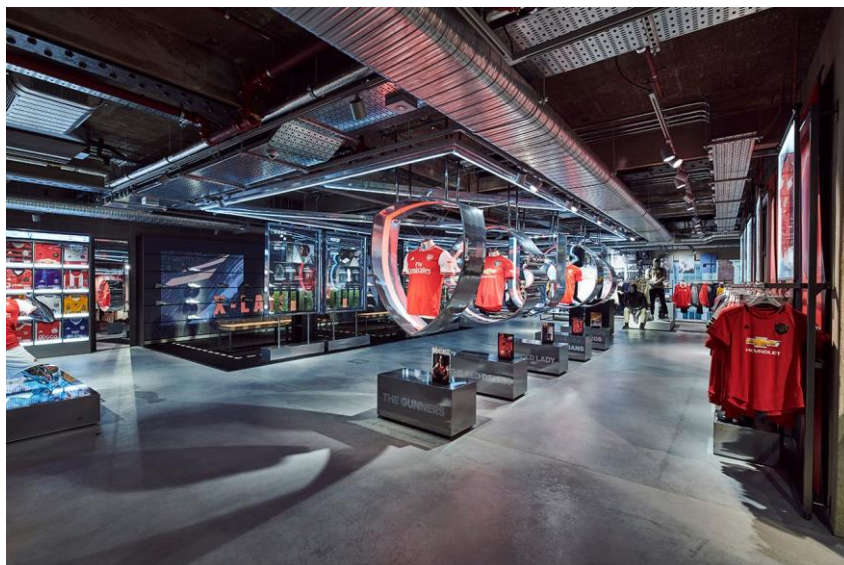
Location and Accessibility:

The Adidas store in Delhi is strategically situated in a prime retail location, such as Connaught Place, Select City walk Mall, or DLF Promenade, to ensure maximum visibility and accessibility for customers. These areas are popular shopping destinations frequented by locals and tourists alike, making them ideal locations for a flagship Adidas store.

Store Design and Layout:

The Adidas store in Delhi boasts a modern and inviting ambiance, with sleek interiors and contemporary design elements that reflect the brand's sporty aesthetic. The store's layout is thoughtfully organized to optimize the shopping experience, with clearly defined sections for men's, women's, and kids' apparel, footwear, and accessories. Vibrant signage, bold graphics, and dynamic displays add visual interest and draw customers into the store.

Adidas store in Delhi offers a dynamic and immersive shopping experience for customers, showcasing the brand's extensive range of athletic wear, footwear, and accessories in a modern and vibrant setting.



The ceiling design of an Adidas store is an integral part of creating a cohesive and immersive retail environment that reflects the brand's identity and enhances the overall shopping experience. While specific ceiling designs may vary depending on factors such as store location, size, and architectural constraints, here are several elements and considerations that might be incorporated into the ceiling design of an Adidas store:

1. Lighting Fixtures:

Ceiling-mounted lighting fixtures play a crucial role in illuminating the store and highlighting key areas such as product displays, fitting rooms, and checkout counters. In an Adidas store, lighting fixtures are carefully positioned to create uniform brightness throughout the space, ensuring optimal visibility for customers and accentuating the merchandise.

2. Brand Signage and Graphics:

Ceiling-mounted signage and graphics are used to reinforce the Adidas brand identity and communicate key messages to customers. This may include the Adidas logo, brand slogans, and imagery related to sports, fitness, and athleticism. These elements are strategically placed to catch the attention of customers and create a dynamic visual impact from various vantage points within the store.

3. Suspended Displays and Installations:

Suspended displays and installations add visual interest to the ceiling space while showcasing featured products or promotional items. In an Adidas store, these displays may include hanging mannequins, product showcases, or branded elements such as sports equipment or footwear collections. By utilizing the ceiling space, Adidas maximizes vertical merchandising opportunities and creates a dynamic environment that encourages exploration and discovery.

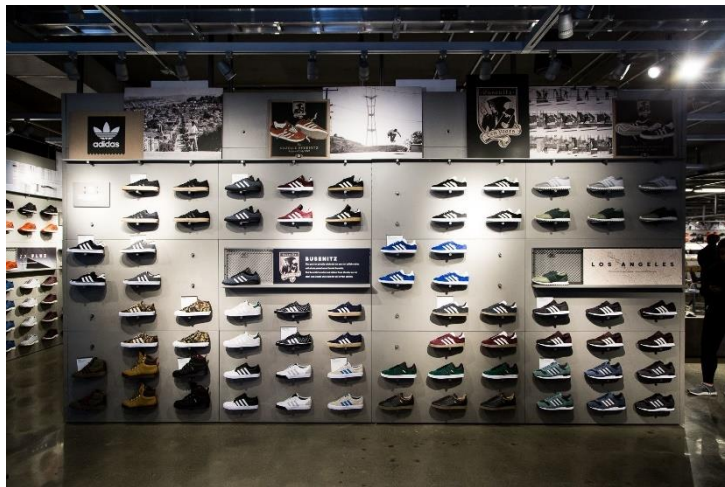
4. Track Lighting Systems:

Track lighting systems allow for flexible and customizable illumination of specific areas or Display within the store. In an Adidas store, track lighting may be used to highlight new arrivals, Seasonal collections, or featured product categories. Adjustable track heads can be directed to focus light precisely where it's needed, enhancing the visual impact of merchandise and creating focal points throughout the store.



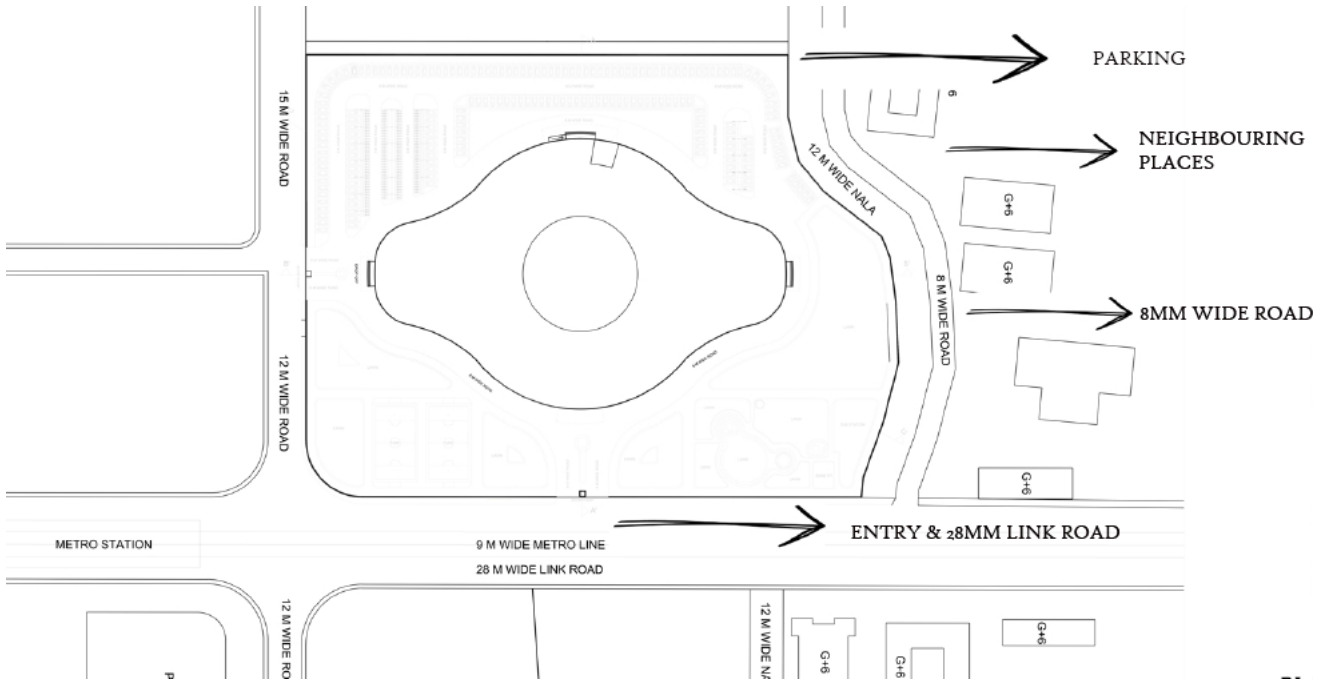
5. Architectural Elements:

Ceiling design may also incorporate architectural elements such as exposed beams, suspended ceilings, or vaulted ceilings, depending on the store's layout and architectural style. These features add texture, dimension, and visual interest to the space, contributing to the overall aesthetic and ambiance of the Adidas store.



5 SITE STUDY AND ANALYSIS

5.1 SITE CONTEXT



- The site is strategically surrounded by notable landmarks, including universities, schools, libraries, and hospitals, suggesting a rich educational and healthcare infrastructure

- the site's proximity to transportation hubs and major roads highlights its accessibility and connectivity.

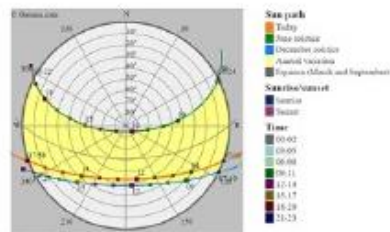
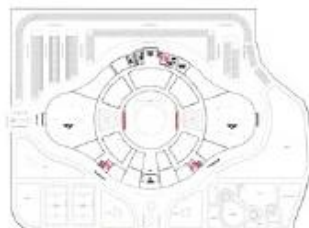
- lay the foundation for a vibrant and successful retail destination that aligns with the site's unique characteristics and meets the demands of its potential patrons.



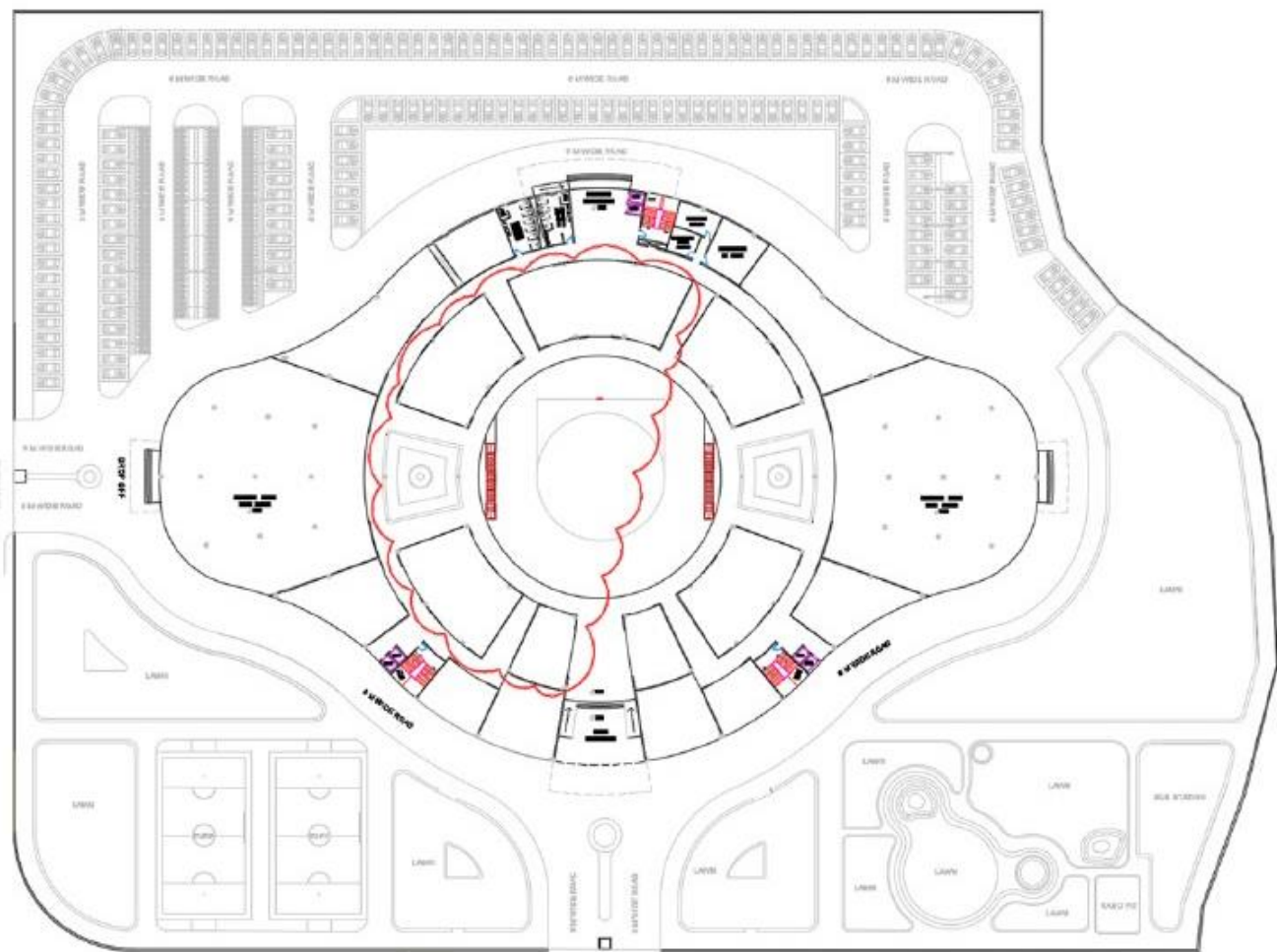
SIZE : 27007 SQM APPROX

ROAD SIZE : 28 M , 15M , 12M , 8M WIDE ROAD

METRO LINK ROAD SIZE : 28M WIDE



PLAN



COUNTRY



LOCATION



ACCESSIBILITY CHART



The site is located in the primeneighborhood of Maidan Garhi,Delhi , a ahightly desirable location that connects Saket and Chattarpur .

The close by points of interest include universities , schools , library , hospital , office etc



6. STANDARDS

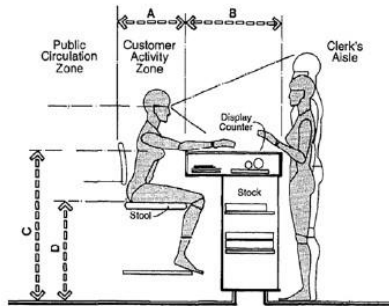


Fig. 1 Seated customer high counter height.

Fig-01 shows the clearances involved high counter to service a seated user. Both the customer and the sales clerk of smaller body size would find coping with such height uncomfortable anthropometrically particularly when one considers that counter would be higher than elbow height of slightly 5 percent of population. From Merchandise point of view, customer convenience is of paramount importance it would be unwise to exceed 39-40 in, 99-101.6cm as clerkforced to tend.

Fig-02 illustrates clearances for typical sales counter.

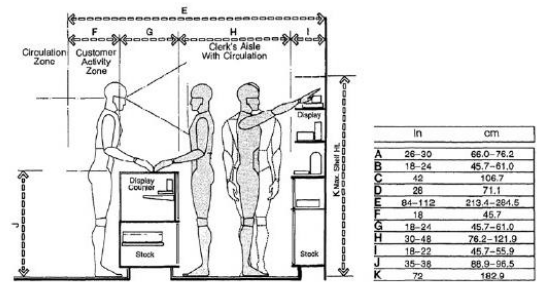


Fig. 2 Typical sales area/trading customer.

Fig-03 shows the clearances required for a medium height display counter. The suggested seat height of 21-22 in, 53.3-55.8 cm requires a footrest for seated customer.

Fig-04 shows a low 30 in, 76.2 cm, display counter also used by seated customer. The anthropometrical considerations are also same.

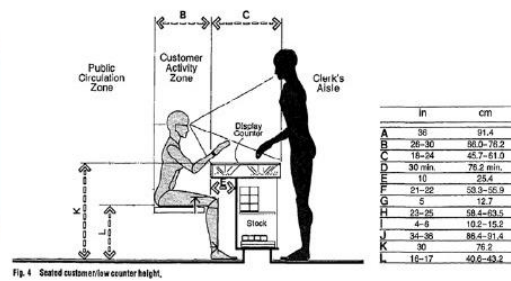


Fig. 4 Seated customer low counter height.

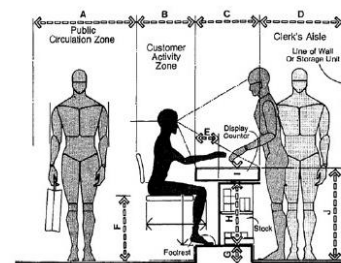


Fig. 3 Seated customer/medium counter height.

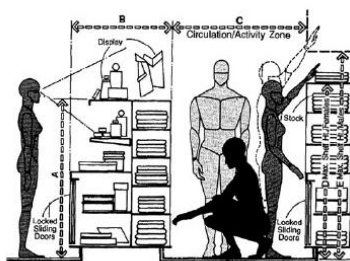


Fig. 5 Typical merchandise cases.

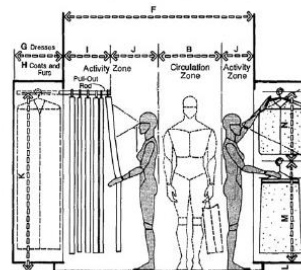
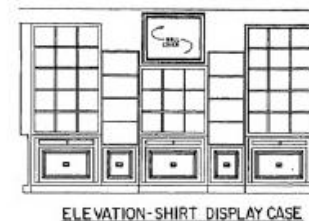


Fig. 6 Hanging merchandise cases.



ELEVATION-SHIRT DISPLAY CASE

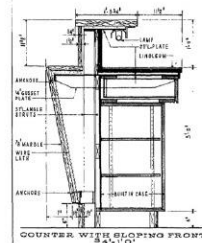
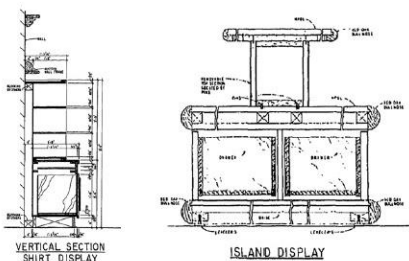
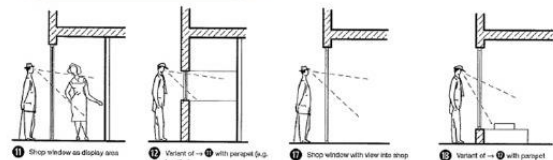
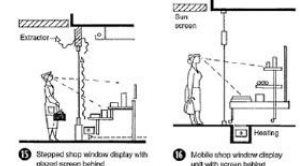


Fig-06 illustrates the clearances involved in hanging type merchandise cases. Rod heights should be related not only to human reach limitations, but in certain cases to the sizes of the merchandise displayed. There is usually no conflict in respect to the garments.

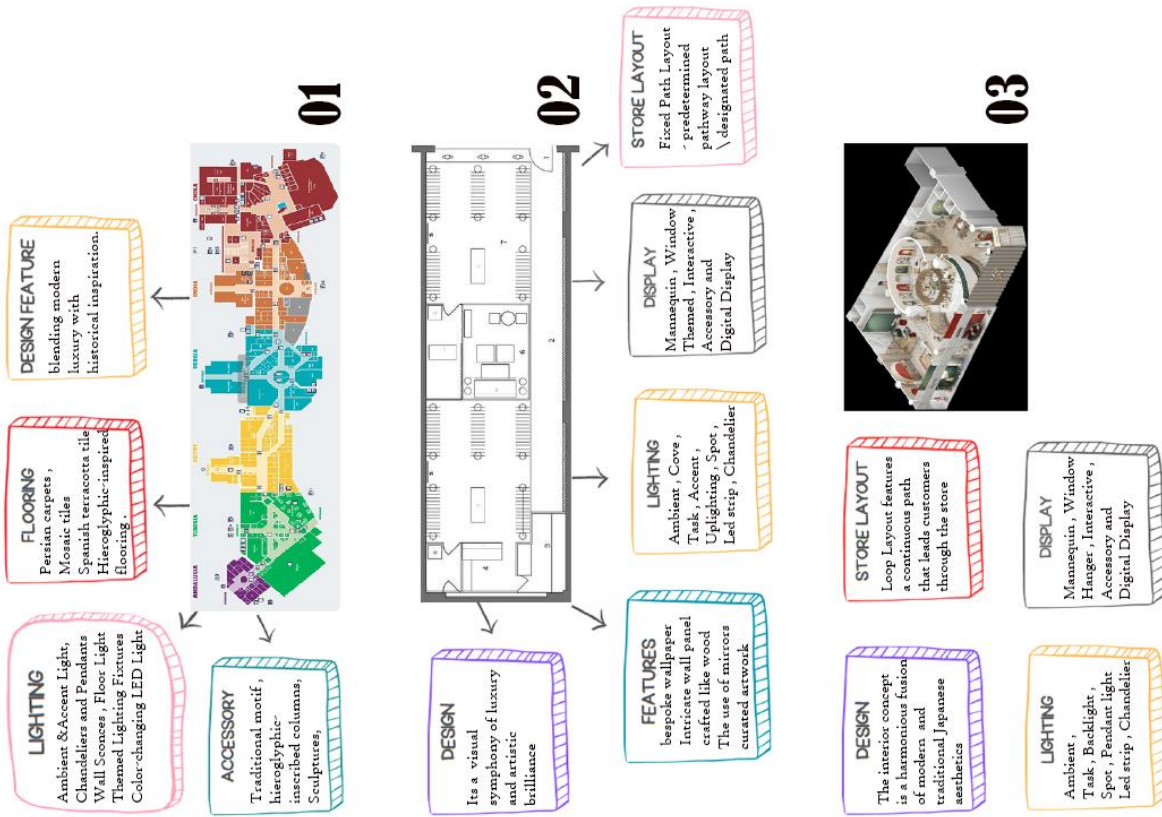
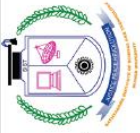


Shelving is probably used more than any other single interior component for the storage and display of merchandise. The heights established must therefore be responsive to vertical grip reach establishing height limits, the body size data of smaller person should be considered. Since in retail spaces, departments may cater exclusively to members of one sex or the other, two sets of data are presented. One based on body size of the smaller male. The suggested heights reflect a compromise between reach requirements and visibility requirements.

INFERENCE

DEPARTMENT OF ARCHITECTURE
SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI

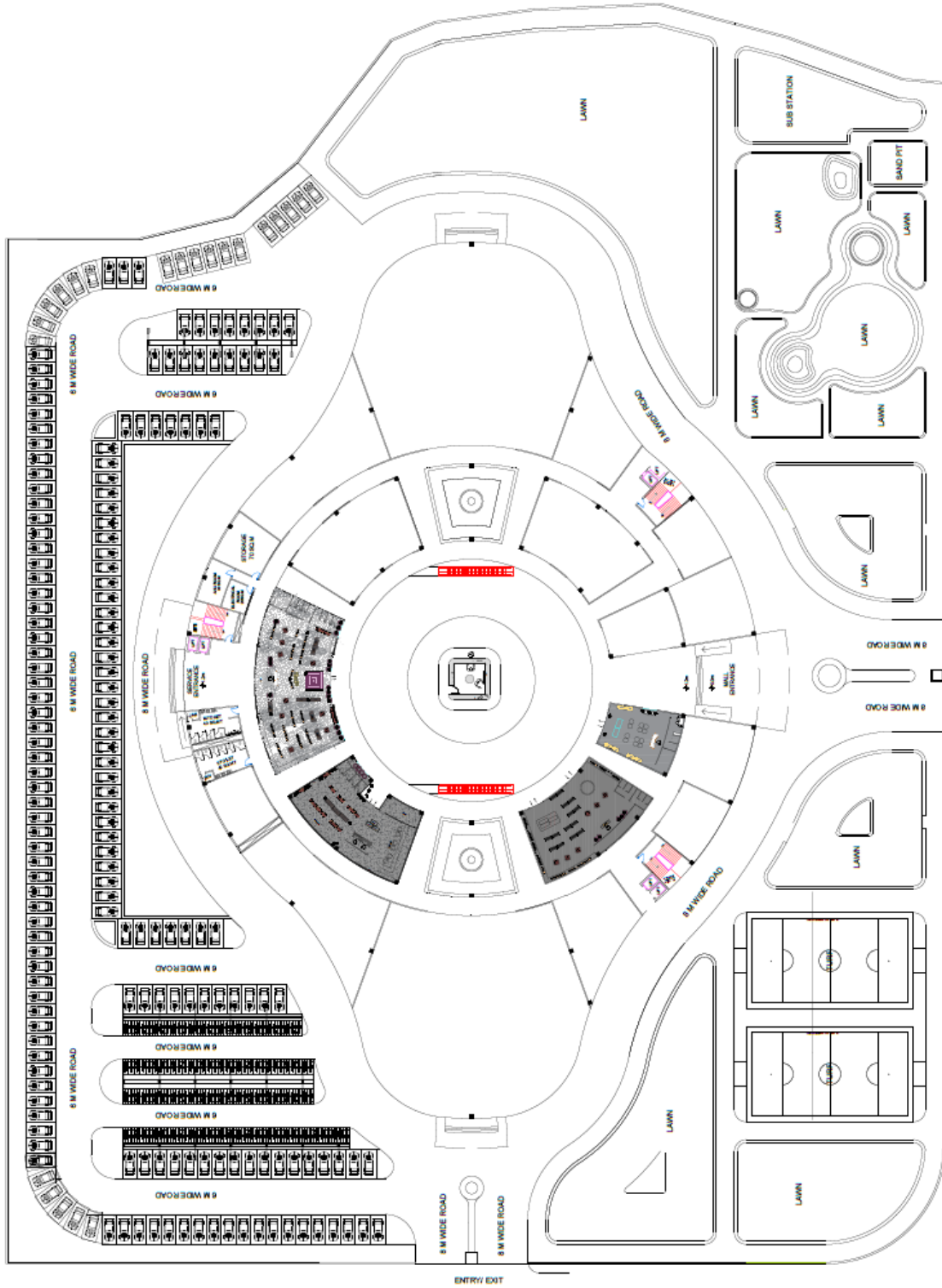


NEXSPHERE EMPORIUM
EST. 2023



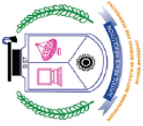
NAME : SNEHA MURALI
SM

REG NO : 40102007



PLAN - COMPLEX MALL RETAIL PLAN





TYPES OF DISPLAY

Retail exhibits have consistently played a crucial role in visual merchandising. However they have transformed over time to synchronise with evolving consumer expectations and advancements in technology.

In today's world, retail displays aren't just about enticing shoppers to come to the store. Instead, retail displays are intended to draw attention, display information. Retail displays have evolved to become more interactive, allowing shoppers to see, touch and hear a product in action before they make a purchase decision.

INFERENCE

Retail Displays play a pivotal role in the success of business serving as a visual representation of the brand and its products. This strategic marketing tool is designed to attract and engage customers, effectively showcasing merchandise in a way that stimulates interest and encourages purchasing.



NAME / TYPE	IMAGE	PURPOSE	ADVANTAGE / DISADVANTAGE
1. DISPLAY CASE - Retail Display case are type of standalone display that is closed in all the sides by glass or clear plastic. There are different types of display case such as Countertop display case, jewellery display case etc.		The purpose of Display case is to showcase products and inventory while also keeping them protected because it is made of highly durable material.	Facilitating the showcasing of showcasing of products of similar color, brand. This also provide a structured visually appealing arrangement, making it easy for the customers to compare and appreciate the differences and similarities among products.

2. MANNEQUIN DISPLAY - They are the embodiment of visual merchandise. They display products in a context that give the shopper the clear visual of the product. Different type of Mannequin display are Face Mannequin, Full Body Mannequin, Ghost Mannequin, Abstract Mannequin, Butlap Mannequin etc.		Mannequin displays serve as an effective tool for retailers to enhance visual appeal of their merchandise, to communicate brand identity and influence customer purchasing decisions through visual merchandising strategy.	Mannequin displays enhances visual appeal, improved customer engagement, and the ability to effectively convey brand identity and fashion concepts. Various types of display serves to accentuate particular clothing items and inspire customer by offering ideas to assemble different pieces of co-ordinated clothing.
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3. HANGING DISPLAY - It is a visual merchandising, presentation technique where products are suspended or hung in a display setting. It showcases products in a unique and eye catching way.		Hanging display is to optimise space, create visually appealing presentations and influence customer behaviour by drawing attention of products in retail environment.	Hanging Display offer visual impact and space optimisation also offers flexibility in designs, creating creative and dynamic presentations that can be adapted to different themes and seasons.
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4. ISLAND WINDOW DISPLAY - It is type of visual merchandising arrangement where display is positioned in the middle of the retail store, making it visible in multiple directions		Retailers use Island display to feature seasonal theme, highlight specific campaigns. Also allows easy adaptation of display to align with changing market strategy.	Island Window Display is a interior visual merchandising strategy that serves visible focal point within store. It offers visibility, design flexibility and engaging presentation. It also makes efficient use of the floor space.
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5. RETAIL SHELVING DISPLAY - It is used in stores to organise, showcase and present merchandise to customer.		Retail Shelving Display is used to optimise presentation and the accessibility of the product.	Retail Shelving Display offers improved product visibility, organisation and enhance the ability to the over all visual merchandise experience.
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6. DIGITAL DISPLAY - A Digital Display that utilises digital content like images, animation etc.		It offers dynamic and flexible ways to communicate information, engage customers and enhance the visual presentation technology.	Digital Display include their dynamic and versatile nature, cost serving over time interactivity and their ability to capture attention and convey information in engaging ways.
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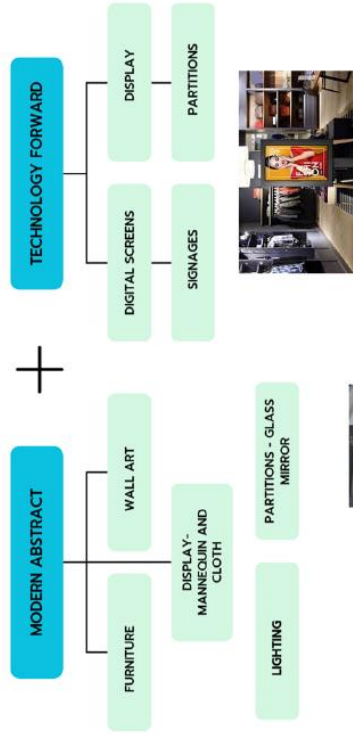
The psychology of color holds significant sway over human behaviour, particularly in the context of retail display. Colors evoke specific emotions and reactions, playing a crucial role in shaping consumer perceptions. For instance, warm tones like Red and Orange can create a sense of urgency and excitement, often used to highlight promotions or limited time offers. Cool colors like Blue and Green convey calmness and trust, making it suitable for promoting a relaxing shopping atmosphere or products associated with health and well-being. Understanding psychological impact of colors allows retailers to strategically influence customer moods and preferences. Additionally, color can aid in brand recognition, as a consistent use of specific selection and application of colors in retail displays can profoundly impact the way consumers perceive a brand, product or overall shopping experience.

The evolution of retail display has undergone a remarkable transformation over the years, adapting to consumer behaviours and technological advancements. In early days, traditional brick and mortar stores relied on simple, static displays to showcase the products. However, with the advent of mass production and increased competition, retailers began experimenting with more dynamic and visually appealing arrangements to attract customers. The introduction of window displays in 19th century marked significant shift, enticing passerby. The latter half of 20th century saw the rise of supermarkets and self service, prompting the need for efficient shelving and organised product layouts. In digital, the evolution accelerated with the integration of technology, leading to interactive displays, augmented reality experiences and online platforms seamlessly connected to physical stores. Today, retailers leverage data analytics and personalised recommendations to create immersive and tailored displays, bridging gap between the online and offline shopping experience.

The evolution of retail display reflects a continual effort to engage consumers in novel ways and enhance overall shopping journey.



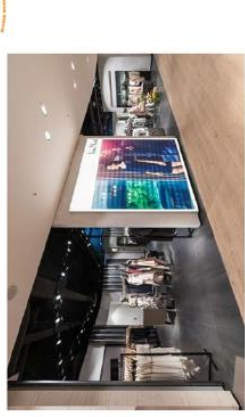
CONCEPT SHEET



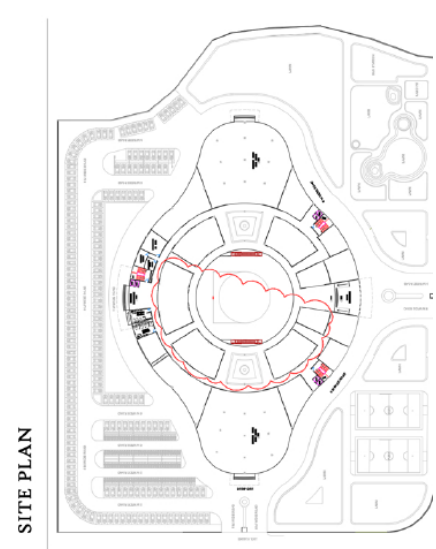
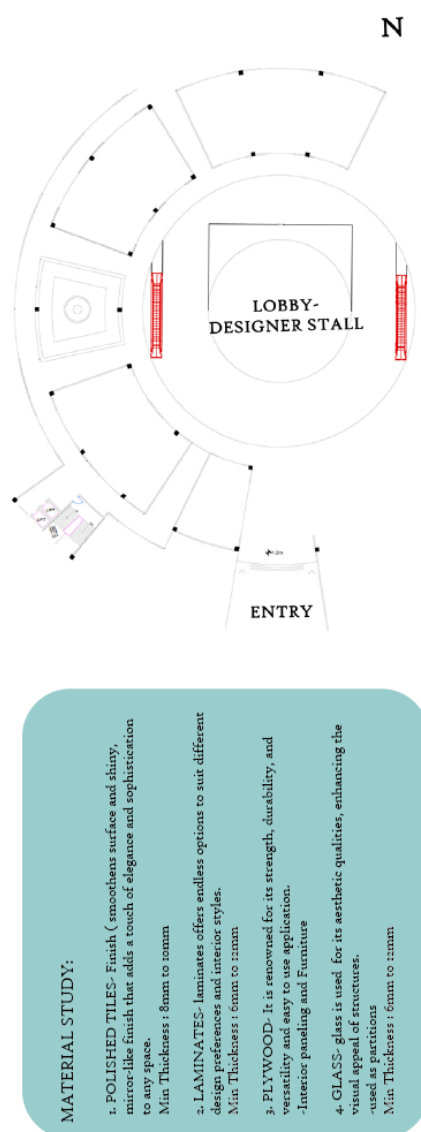
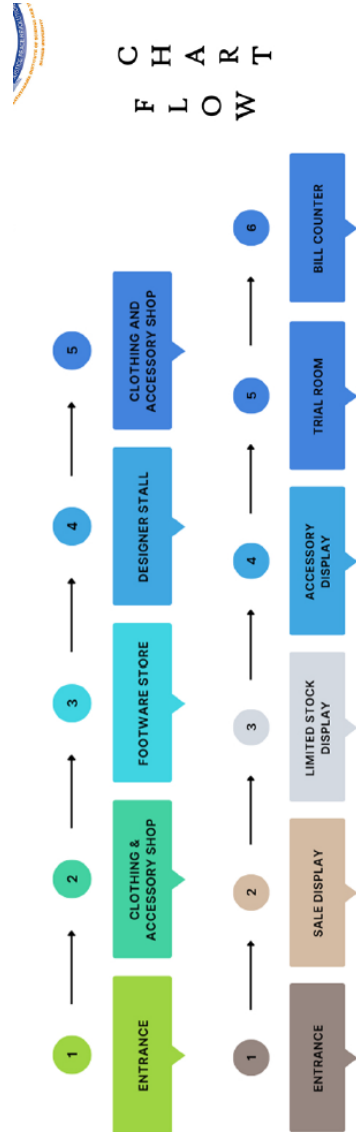
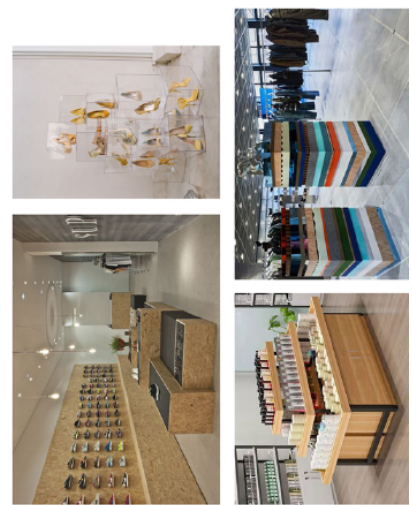
MODERN ABSTRACT + TECH FORWARD

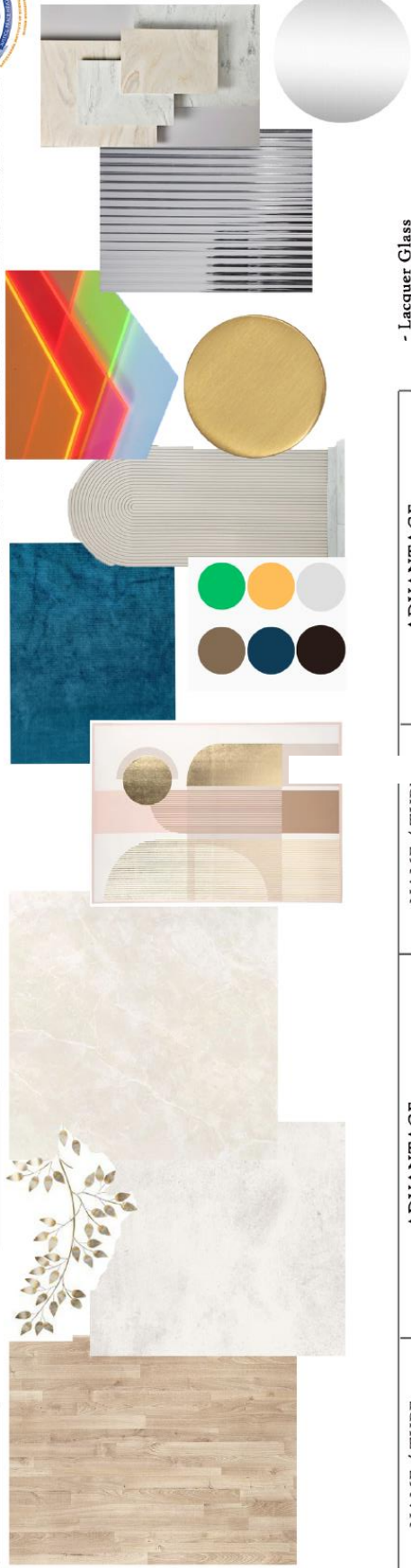
The retail spaces within the mall will embody a modern, abstract, and tech-forward style. These shops to showcase contemporary design elements marked by avant-garde aesthetics, embracing abstract forms and cutting-edge technology. The interior concepts will likely incorporate sleek lines, innovative materials, and interactive displays, creating a dynamic and forward-thinking shopping experience. With a focus on modernity and technological integration, these retail spaces aim to captivate visitors with a visually compelling and technologically advanced retail environment.

CASE STUDY INTAKE



	MALL LOBBY	CLOTHING & ACCESSORY SHOP-1	FOOTWEAR STORE	DESIGNER STALL	ESCALATORS	CLOTHING & ACCESSORY SHOP-2	CLOTHING & ACCESSORY SHOP-3	RESTROOM	SERVICE ENTRY
MALL ENTRY									
MALL LOBBY									
CLOTHING & ACCE.									
FOOTWEAR STORE									
DESIGNER STALL									
ESCALATOR									
CLOTHING & ACCESSORY -2									
CLOTHING & ACCESSORY -3									
RESTROOM									

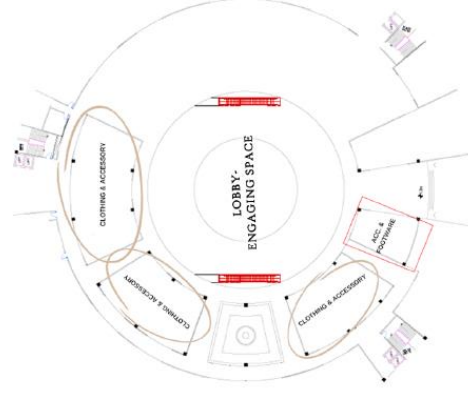




- Lacquer Glass
- Corian
- Parchment Texture
- Epoxy

NAME / TYPE	ADVANTAGE	NAME / TYPE	ADVANTAGE
Wooden Flooring	including its aesthetic appeal, durability, low maintenance requirements, versatility, and eco-friendliness.	Glass	Glass can enhance the aesthetic appeal of any interior while also providing practical benefits such as light transmission, space division, acoustic insulation, durability, and ease of maintenance.
Verve Perlato Bianco	advantages of Verve Perlato Bianco flooring include its elegant appearance, durability, low maintenance requirements, suitability for high-traffic areas, and versatility.	Acrylic panel	advantages of acrylic panels in retail stores include their versatility, durability, low maintenance requirements, customization options, and cost-effectiveness, making them an excellent choice for enhancing the visual appeal and functionality.
Polished Tile	advantages of polished tiles include their elegant appearance, durability, easy maintenance, light-reflecting properties, and versatility, making them a practical and stylish choice for any space.	Ceramic	include durability, versatility in design, ease of maintenance, hygiene, and cost-effectiveness
Carpet	advantages of carpet in interior design include its comfort, insulation properties, noise reduction capabilities, aesthetic versatility, affordability, and ease of maintenance,		

KEY PLAN :



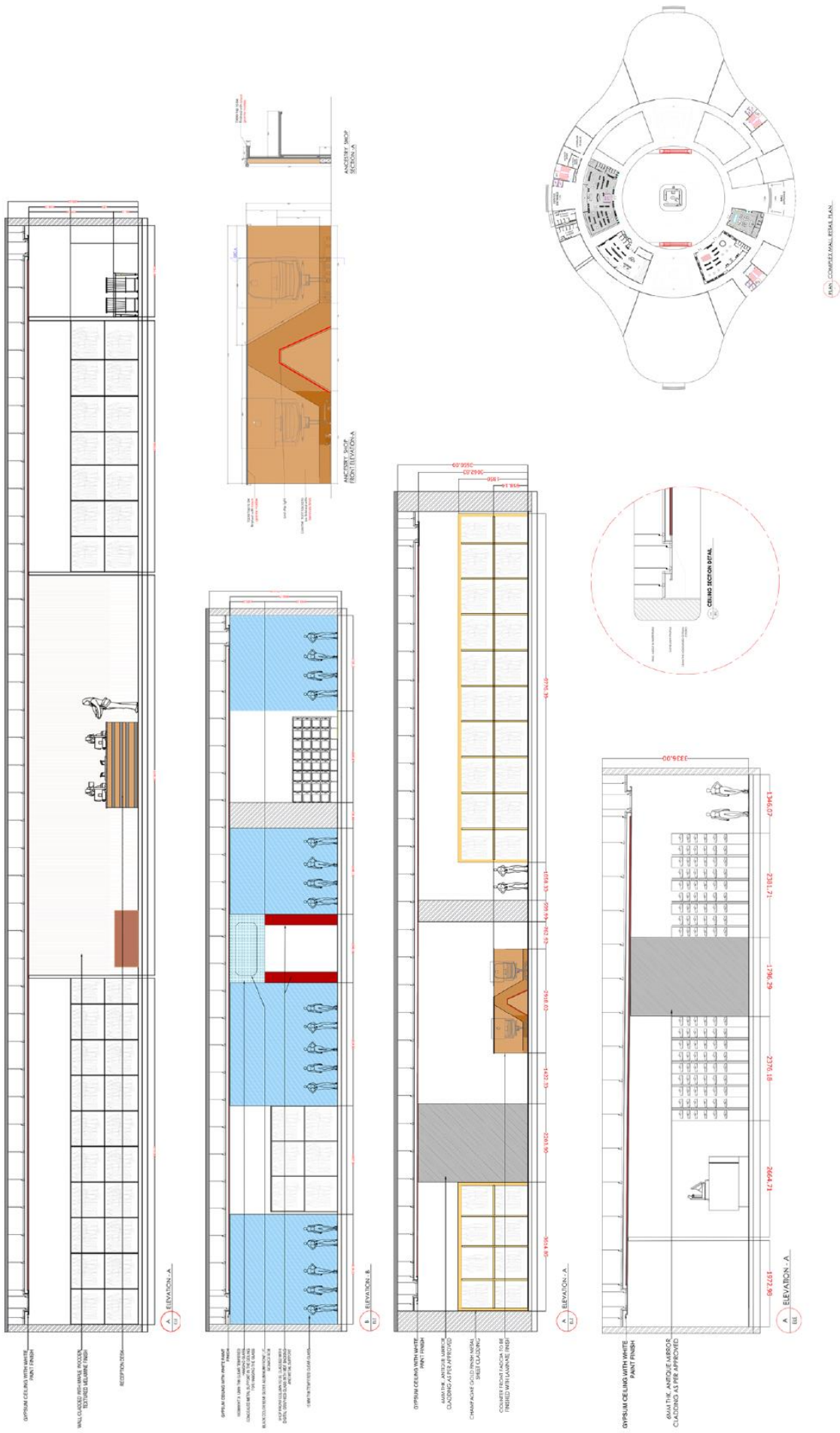
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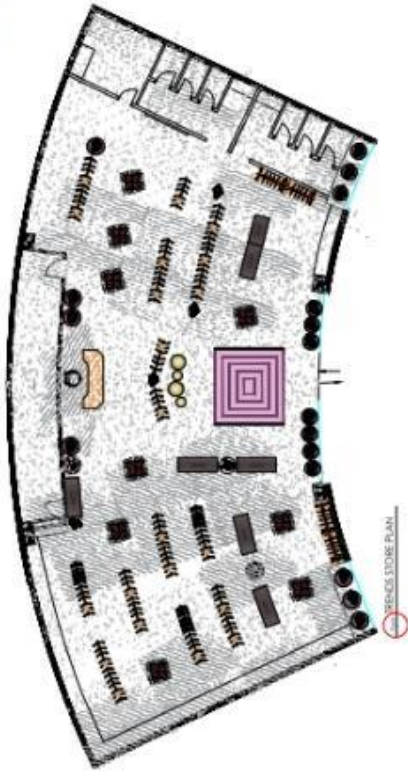
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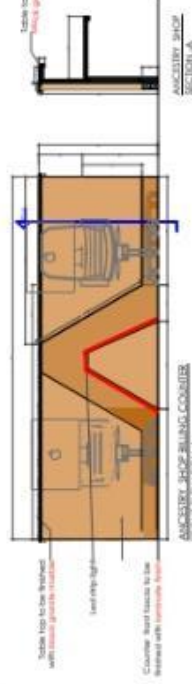
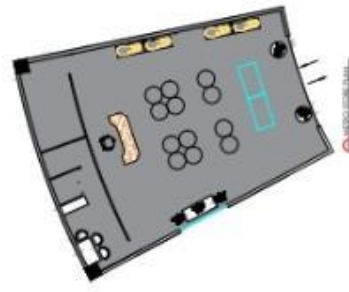
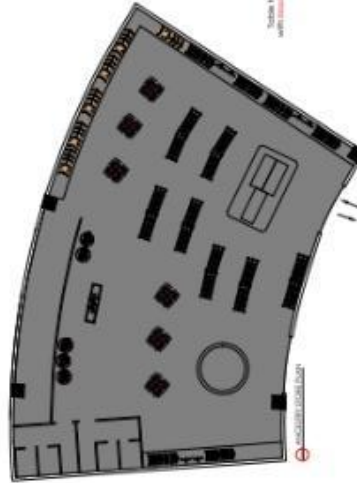
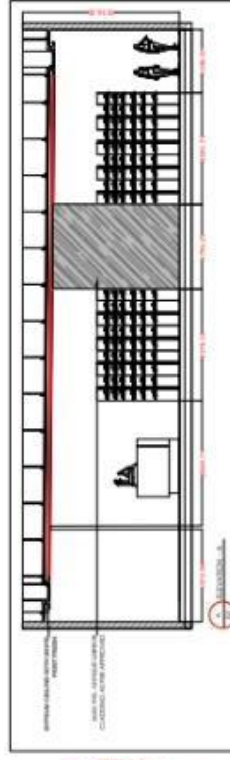
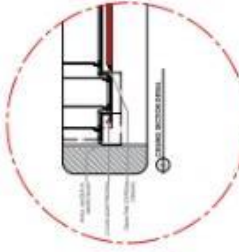
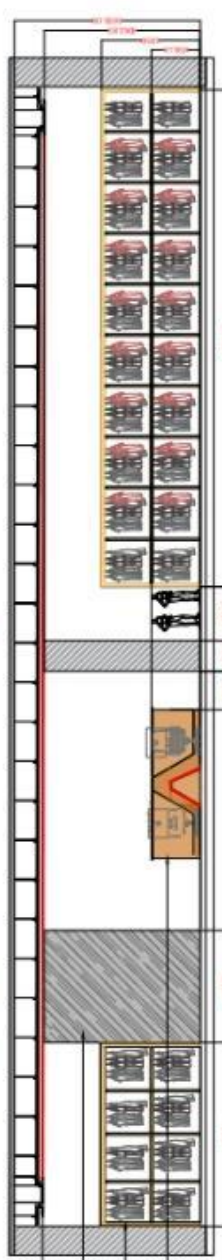
The architectural drawings for the Trends Store include the following components:

- ELEVATION - A:** A long, narrow elevation showing a storefront with a reception desk, display windows, and a gypsum ceiling with white paint finish. The elevation is marked with dimensions and a section line 'SEC. A'.
- ELEVATION - B:** A similar long, narrow elevation showing a different storefront design with a gypsum ceiling with white paint finish. It is also marked with dimensions and a section line 'SEC. B'.
- DETAILS:** A circular detail showing a cross-section of the storefront, highlighting the gypsum ceiling, white paint finish, and the reception desk.
- KEY PLAN:** A circular plan view showing the layout of the store, including the reception desk, display windows, and the gypsum ceiling with white paint finish.
- LEGEND:** A legend defining the symbols used in the drawings:
 - Reception desk (indicated by a red circle)
 - Reception counter (indicated by a red line)
 - Reception desk (indicated by a red line)
 - Reception counter (indicated by a red line)
 - Reception desk (indicated by a red line)
 - Reception counter (indicated by a red line)





GYPSONUM CEILING WITH WHITE PAINT FINISH
6MM TMC ANTIQUE MARBLES CLADDING
AS PER APPROVED
CHAMPAGNE GOLD FINISH METAL SHEET
CLADDING
COUNTER FRONT FACIA TO BE
FINISHED WITH LAMINATE FINISH



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