

HOME & DESIGN

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# TRENDS



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The designers' solution was to fragment the space into smaller sections serving as display spaces within a space. These either mimicked a lounge setting, with comfortable furniture for visitors, or mock-ups of spaces within a home, such as bathrooms, a library and a bar. "We used eight-foot high partitions that cordoned off the spaces, yet offered glimpses of the adjacent areas. This creates a sense of curiosity, encouraging shoppers to explore further," says Lohar.

"The showroom itself functions as a marketing vehicle," says Patel, explaining how the layout of the store serves to communicate the range of its offerings. Each of the internal sections follows a different interior treatment, while also using the shop's products as design elements. The floors, walls and even accessories like furniture all become part of the product display mechanism.

To keep the look of the interiors fresh, the display allows for easy alteration via a system of screws and Velcro fasteners. By making this allowance for constant change, the store is able to keep up with current trends, as well as provide a platform to showcase the wide range of products available without fatiguing the viewers.

In addition to the display, large green planters dot the walls. Using both natural and artificial plants, these create a sense of tranquillity for visitors as they roam through the shop. Graphic prints on the wall also give the various fragmented spaces their own character. The visual imagery covers a range of subjects, from sketches of works by iconic architects like Corbusier and Hadid, to depictions of the manufacturing process of certain products, like the tiles.

"Since the space was envisioned as more of a boutique than a studio, the idea was to change the function from a mere display area to an experience centre," says Lohar. Warm 4000K lights ensure that even in the inner reaches of the store, away from the windows, customers are able to envision the products as they would appear in natural light.

The task of integrating the vast array of products in the store by bringing together a multitude of different textures, products and materials required a judicious approach. By taking their task to create a retail space that best showcased the extensive range of products at Ceramic Gallery as their prime directive, the designers were able to provide the perfect solution for their client's needs. ■

**These pages** The ceiling is dotted with light fixtures to optimise display. It was also left in a dark colour so as to direct the eye towards the pieces for sale and not distract the viewer.







**These pages** Aside from the products on display, the store also has a collection of sourced furniture pieces. These are used to create mock-ups of spaces in the home or for small pockets where visitors can stop to rest and discuss their purchasing choices.



**Location** Anand, Gujarat  
**Owners** Ketan Patel, Sanjay Patel  
**Builder** Yogi Orchid  
**Interior Designer** Shivraj Patel — Intrinsic Designs; Ramesh Lohar — Studio RK06  
**Graphic Designer** Kashyap Shah; Designsane  
**Windows & Glass** Saibaba Glass  
**Lighting** Sandy LED, Futura Lights

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