



SAGA FURNITURE MALL

Architectural Design for a Furniture Retail Store

Client:	Mr. Keyur Doshi
Site Location:	C/6 Soma Kanji Estate, Opp Sanidev Temple, Udhna Magdalla Road, Surat.
Construction Area:	40000 sq ft / 3720 sq m (carpet area)
Cost of Project:	Confidential
Year of Completion:	2011
Services:	Architecture, Interior Design, MEP Integration
Firms Involved:	EssTeam



THE PROJECT:

'The good life inside out', this lifestyle furniture store project presented a unique opportunity to explore atypical spatial notions conceived through the adaptive nature of light, material experiments, as well as through the admittance of the building's structural system visibility. The high aspirations of the client became an interesting design proposition and the end product is a four- storey showroom, with a glass block facade; of course lit brilliantly at night with the programmable colourful lights. Each floor in the interiors has a different graphical theme for the ceiling and the light integration corresponding to the kind of display goods for each floor.

THE SITE:

The site is located in an Industrial estate in the city of Surat consisting of blank wall on two sides with 8,000 sq ft area. Creating a retail showroom building in a tightly packed industrial vicinity, with a time constraint of 9 months was therefore a very fascinating design proposal.



MANY COLOURS OF THE CITY

The building's adjacencies presented a compelling resource for interpretive use in the design process the ever-changing moods in a vibrant city. So much so, that the building in and of itself had to allay to its charm, both as a symbolic representation of the essence of the city and as an experience in luxurious living. This led to a concerted effort into both formulating an iconic façade system with lighted glass blocks on the building's exterior that altered from day to night and kept moving between varying bright light patterns, as well as initiating an intimate dialogue with its users inside. Grounded in realism and detailed, the project symbolized a jump from conventional representative Interior décor ideas to a planned, systemic approach to interior architecture in the city, in resemblance with the versatile exteriority of the building complex.

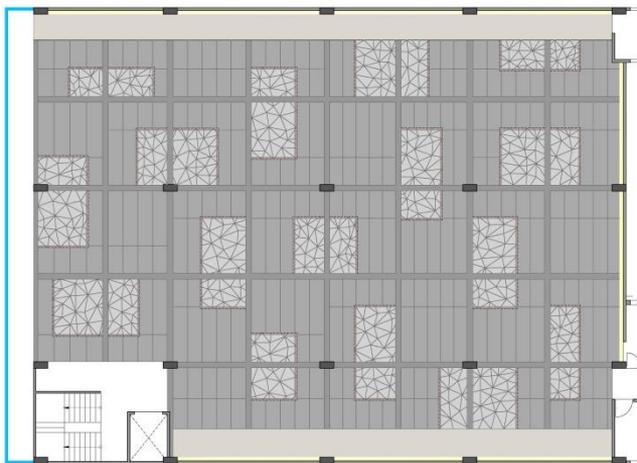
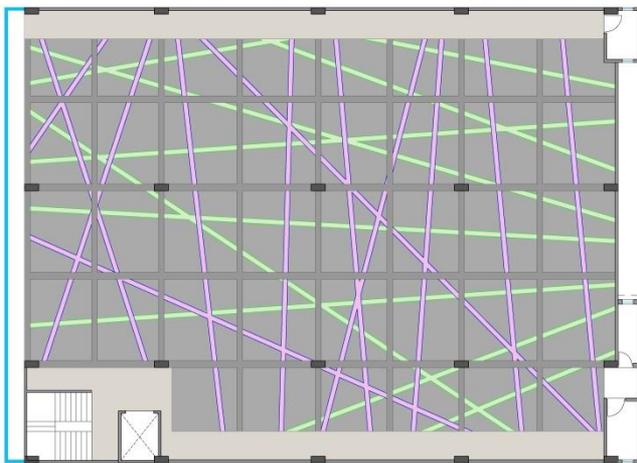
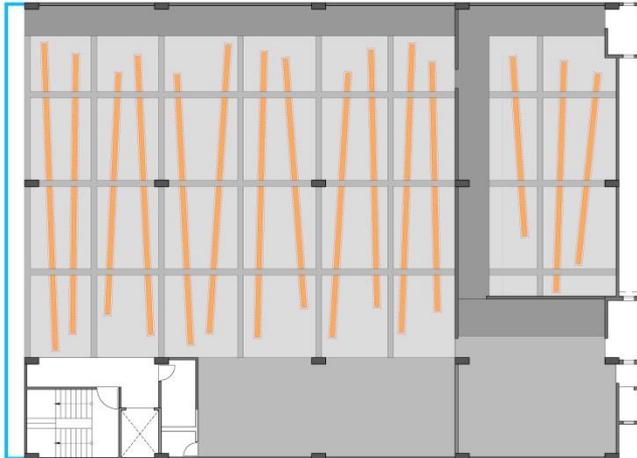
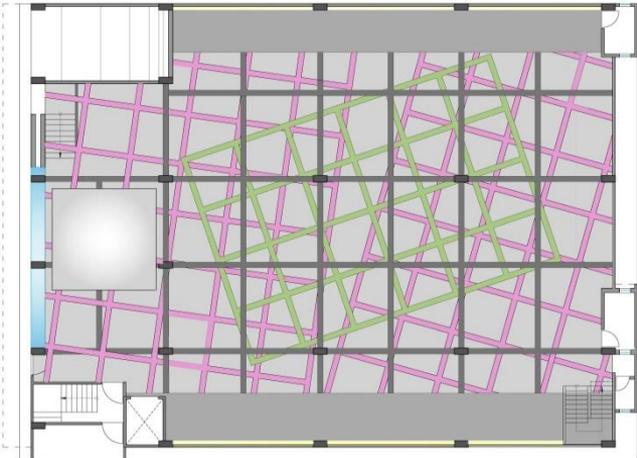


Light begets multiple personalities to the many spaces in the furniture mall by playing dual roles convincingly – that of a benevolent space-maker and as an illusionist of sorts, rendering enigmatic scenarios that both confound and mesmerize the viewer. The ‘Chairs’ mural, containing signature chairs by the brand itself, has been, contrary to popular belief, lit up simply with white light the separate hues that surround these chairs are but the reflections of the many colors of the former themselves, making a subtle yet resilient impact upon the observer. This mural represents exactly what the store has to offer and the products they sell. They purchased a lot of products from China, similarly they used customized tile designed in China from the logo of ‘SAGA’, as a backdrop and highlighter in a lot of interior and exterior spaces.

01. FACADE MURAL AND A CUSTOMIZED TILE BACKDROP



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An important concern in such projects is a very real possibility of the advent of monotony, which we avoided by incorporating separate flooring and, more significantly, different ceiling plans on each floor, thus defining a distinct experience on every level. Considering the ever-changing space for display with no scope for architecture intervention the only static element to retain its identity in this lifestyle store is the different ceiling designed for each floor catering the specific display. It included four different ceilings, four different patterns and four different light systems that controlled light at the same time acts as display.

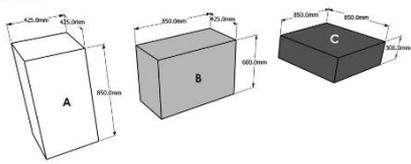


02. REFLECTIVE CEILING- FREE FLOWING DISPLAY AREA

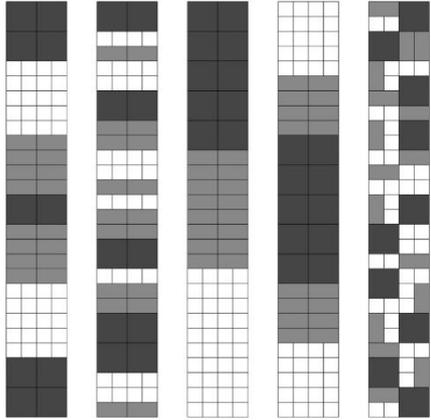


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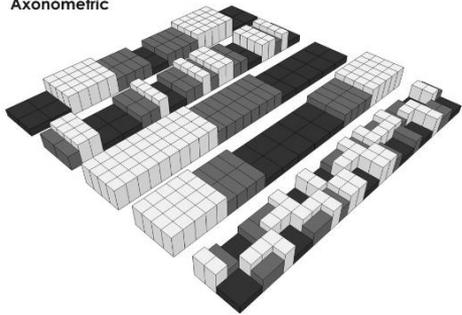
Modules



Possible Arrays



Axonometric



VOLUMETRIC COMPOSITIONS

Along with the exterior and interior architecting of the project, it has been also seen thus far that elemental composition plays a major role in defining spaces. The Artifact display zone on the first floor, a place to showcase objects three feet tall to a few inches high, is made up of three modules in a manner that allows for flexibility in arranging the entire space in multifarious formats. It consists of Box modules of various heights creating types of display systems for products within a confined rectangular space.



ORANGE STAINED
GLASS



PINE WOOD



GLASS BLOCKS



TEXTURED PAINT



CERAMIC TILES



04. DISPLAY AREA





04. OWNER'S CABIN

THE CAPSULE

The owner's cabin also referred to as- a 'Capsule' is the only confined space in the entire mall. The rest of the spaces used as a display area is very dynamic and flexible as required in a furniture retail store.





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