

# DEGREE PROJECT

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## Helios re-imagine

Sponsor : Titan Company Limited

Volume : 1

STUDENT : SASHI MALIK

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PROGRAMME : Bachelor of Design (B.Des)

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GUIDE : SWEETY TAUR

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2020

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INDUSTRIAL DESIGN FACULTY (FURNITURE AND INTERIOR DESIGN)

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राष्ट्रीय डिज़ाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN

The Evaluation Jury recommends SASHI MALIK for the

Degree of the National Institute of Design  
IN INDUSTRIAL DESIGN (FURNITURE AND INTERIOR DESIGN)

herewith, for the project titled "Helios Re-imagine"

on fulfilling the further requirements by\*

Chairman

Members :

Jury Grade : \_\_\_\_\_

\*Subsequent remarks regarding fulfilling the requirements :

This Project has been completed in \_\_\_\_\_ weeks.

Activity Chairperson, Education \_\_\_\_\_

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*There is a light within each of us that can never be diminished or extinguished. It can only be obscured by forgetting who we are.*

*-Deepak Chopra*

## Synopsis

As part of the National Institute of Design curriculum, all final year students are required to undertake the Graduation Project. The Graduation Project which is a full scale design project in the industry. It is expected to be of 4-6 months duration and is a complete demonstration of design service given to the client by the student. It is expected to generate a professional design assignment with application and implementation capabilities. It gives the student an exposure to the real life scenario of working in the industry and helps him/her to understand the constraints and limitations of any organization.

The project involves understanding the strength and infrastructure of the organization, analyse it and give them an appropriate solution within the given extent and time constraint. It helps to understand the role of

a designer, which in a practical solution is not just only restricted to design alone, but also includes management, communicating your ideas and directing your design as per the changing situations. The Graduation project helps them to realize their strengths and weaknesses, and assimilate it to the market environment.

I got the opportunity to work with Visual merchandise branch of Titam Company.

The project was aimed at the development of a new Retail Store for Helios. Helios is a store by Titan selling Premium watches by multiple brands and some in-house brands as well. This gave me wide possibility to design and develop something which will mirror the company's brand value and still creates its own identity and values.

The documents overviews the Project covering every stage process from data collection, initial concepts and brief development, research and study of the company profile, followed by concept building, design development. This documentation has been written as the journey of mine, which includes the opportunities and challenges at each and every stage, all the applications of learning and skills acquired at NID and attempt to get a balance between creativity and practicality in real life situations.

The range of retail store is the brain-child of the extensive research and market evaluation along with soulful designing for our target audience.



**P Rama Krishna Rao**  
Co-ordinator Furniture and Interior Design



**Mentor: Sarfraz Mohammed**  
Head VM- Large Format Stores | Helios | License Brands



**Guide: Sweety Taur**  
Faculty of Furniture and Interior Design

## *Acknowledgement*

I would like to acknowledge some core people involved in the project, without whom the project wouldn't have been possible.

### At NID

I would like to thank my guide, Sweety Taur, for providing her valuable feedback and critique. Apart from being a guide for this project she has mentored me to succeed at any other project I take up in future. I would like to thank her for all her efforts and time she has put in. This project would not have been possible without her. I would also like to thank P Rama Rao, my batchmates and the entire Furniture and Interior department for their love and support. Last but not least, I would like to thank my family, my friends for motivating me.

### At Titan Company

I would like to thank Sarfraz Mohammed, Head of Visual Merchandise at Titan for providing me this wonderful opportunity of working at Titan. Sarfraz has been a great mentor and has helped me achieve the most effective and aesthetic design solution in the given time frame.

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# *Introduction*



- About NID
- About FID
- About Titan
- Helios
- Project Timeline
- Design Brief
- Design Methodology

# About NID



As a result of the Industrial Policy Resolution of 1953, the government of India invited the design team of Charles and Ray Eames to recommend a programme of design to serve as an aid to small industries in India. On the basis of their document, 'The Indian Report', the government of India set up the National Institute of Design in 1961 as an autonomous national institution for research, service and training in industrial design and visual communication. The Sarabhai family, especially Gautam Sarabhai and his sister Gira, played a major role in establishment of this institution. Designer and sculptor Dashrath Patel was its founder secretary.

Today the national institute of Design is internationally acclaimed as one of the finest educational and research institute for Industrial, Communication, Textile and IT Integrated (Experiential) Design. It is an autonomous institution under the Ministry of Commerce and Industry, Government of India. NID has been declared 'Institution of National Importance' by the Act of Parliament by virtue of the National Institute of Design Act 2014.

It is also recognised by the department of Scientific and Industrial Research, Government of India as a Scientific and Industrial Research Organisation.



The Discipline of Furniture and Interior Design deals with the creation and evolution of objects, structures and systems at human scale that aim to improve the quality of life in the immediate living and working environment, while looking at sustainable and innovative use of diverse materials and processes. It believes in a broad and interdisciplinary attitude for enriching the design activity and draws from experiences of Industrial and Environmental Design professions. The Programme provides an integrated approach to the design of furniture and interior objects and systems as part of one's living and working habitat, while striving to redefine the boundaries of such elements with a systems perspective.

The Furniture and Interior Design discipline encourages the students to develop a strong foundation of basics, which facilitates anticipation of the future. The institute achieves this purpose through a diverse pool of faculty who brings academic knowledge and work experience to their instruction.

The programme aims to educate designers to handle all aspects of furniture design as one integrated user centric area of study; and their ability to integrate all such elements and systems into coherent wholes in various interior spatial contexts is considered to be important. Special emphasis is placed on the ability to develop self-made prototypes in order to test human and functional factors v/s aesthetics and use of materials.

Furthermore, the students are expected to attain an understanding of a body of theoretical and practical knowledge and are trained to carry out design processes as a part of a team as well as independently. Their understanding of the domain of design is demonstrated through measurable learning outcomes during the programme. Students are not only expected to complete specific courses but also to develop critical and analytical abilities together with educational values that contribute to a lifelong learning attitude

About FID  
About FID

# About Titan



Titan Company Limited (Titan), a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO), commenced its operations in 1984 under the name Titan Watches Limited. Titan is the fifth largest integrated own brand watch manufacturer in the world. Over the last three decades, Titan has expanded into underpenetrated markets and created lifestyle brands across different product categories. Titan is widely known for transforming the watch and jewellery industry in India and for shaping India's retail market by pioneering experiential retail.

India's multi-brand watch retailer offers an unmatched range of the latest designs across 30 international brands in addition to in-house brands. These stores are specially designed for the well-travelled connoisseur with a discerning taste in watches and a brand conscious outlook.

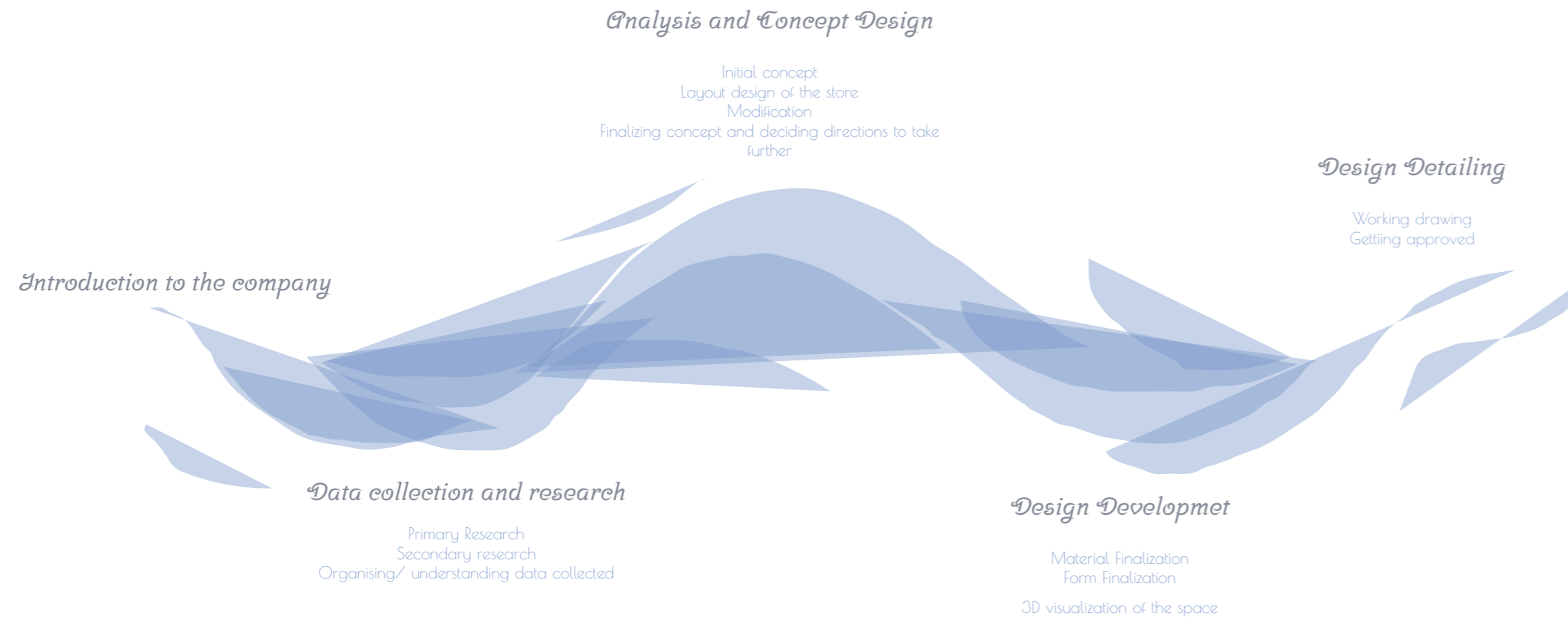
Spread over a spacious area of 2650 sq ft, the high-end multi-brand watch store houses more than 2200 watches and over 35 premium international watch brands including Versace, Seiko, Movado, Hugo Boss, Citizen, Fossil, Titan, Xylys, DKNY, Roberto Cavalli, Esprit, Tommy Hilfiger, Raymond Weil, Baume & Mercier, and Victorinox, amongst others.



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Helios  
Helios



# Project Timeline

## Project Timeline

## Context

Although Helios as existed since 2008 yet it has no brand identity of its own. It looks the same as any other World of Titan showroom. An in-house primary research showed that the current brand identity doesn't fit the demographic we cater to. The original intent of Helios is not how it is perceived in the market.

The Brief is to create a new identity that suits the highest buying demographic and define the aesthetics and the interior for Helios showroom to increase the sales.

## Objective

To create more demand for the products by attracting people to the store, intriguing them enough to enter the store. To change the brand identity so it speaks to the customers hence they resonate with the brand. To build brand strength and provide unique retail experience.

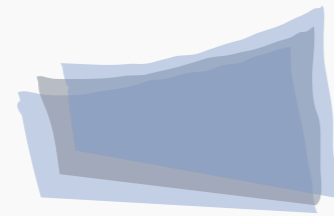
Objective is to increase customer interaction, to convert it from a brand centric store to a customer centric store so the customer goes home entertained and willing to come back.

To create focal points and high points to break the monotony with a multi-sensorial experience.

Design Brief  
Design Brief

# Design Methodology

## *Data Collection*



Buying Behaviour  
Understanding customer needs and wants  
Understanding the space

## *Literature Study*



Initial concept  
Finalizing concept and deciding directions  
to take further  
Layout design of the store  
Modification

## *Concept Development*



Define Helios brand  
Define Offerings  
Design Brief  
Concept Exploration

## *Design Development*



Concept build-up  
Visualization  
Mood-board  
3D Development/ 3D Render Element

## *Design Detailing*



Generating Working Drawings  
Material Board



# *Data Collection and Research*



- Defining Brand Helios
- Who is the customer?
- Buying behaviour
- What the Customer wants
- Existing Store Visit
- Secondary Research
- Mind-Map

## Defining Brand Belios

**BRAND OBJECTIVE**  
To become national player in the industry, key watch specialist, offer width and depth

**BRAND VISION**  
Bridge to luxury

**BRAND ASPIRATION**  
Luxury Brand

**BRAND VALUES**  
Honesty  
Responsible  
People oriented  
Non-pretentious  
Proud  
Trust  
Loyalty

**BRAND POSITIONING**  
High Fashion brand

## Brand Prism

### Reflection

Brand Conscious  
Fashion

### Relationship

Understanding  
Caring  
Emotional  
Connect  
Committed

### Self Image

Premium Watch Store

### Culture

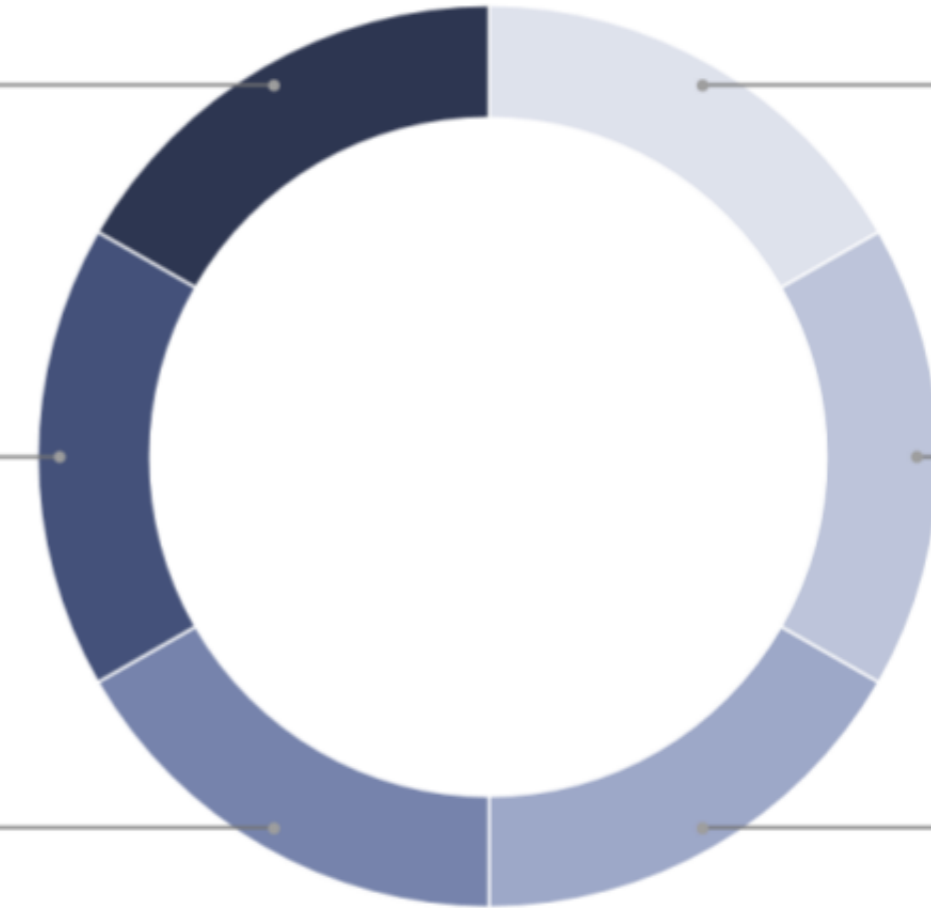
Customer Oriented  
Treasures  
Tradition

### Physique

Trust of TATA  
Titan Association  
Range of International  
Brands under one  
Platform

### Personality

Faithful  
Assures Quality





# Offerings

## INTERNATIONAL BRANDS

## IN-HOUSE BRANDS

### FASHION BRANDS

Anne Klein  
 Armani Exchange  
 Coach  
 Daniel Wellington  
 Diesel  
 Emporio Armani  
 Ferrari  
 Fossil  
 Guess  
 Kenneth Cole  
 Lee Cooper  
 Luminox  
 Michael Kors  
 Olivia Burton  
 Police  
 Skagen  
 Tommy Hilfiger

### SWISS WATCH

Favre-leuba  
 Frederique Constant  
 Movado  
 TAG Heuer  
 Victorinox  
 GC  
 Alpina

### SMART WATCH

FitBit  
 Garmen  
 Fossil Q  
 Mk  
 Armani Connect

### PREMIUM

Nebula  
 Raymond Weil  
 SEVENFRIDAY  
 Swarovski  
 Versace

### WATCH MAKER

Citizen  
 Seiko

Titan  
 Raga  
 Xyllys  
 Nebula

# Key Deliverables

## BRAND RELATED IDEA

Brand centric- make it customer centric  
 Retail zone- retailment  
 Consistent brand language  
 Standardise the sensory touch point elements

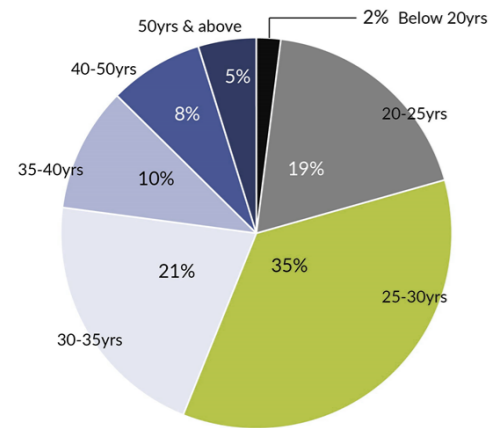
## SPECIFIC ELEMENTS IN STORE

Facade and window should communicate about the category  
 Predefined zoning in store  
 Focal points and high points to break the monotony  
 Negative space should be well utilised

## BASIC IDEA

Evolved Retail Look and feel in line with current scenario  
 Increase customer interaction  
 Motivation (what makes them enter the store)  
 Like Other milestone brand  
 Create experience they take home

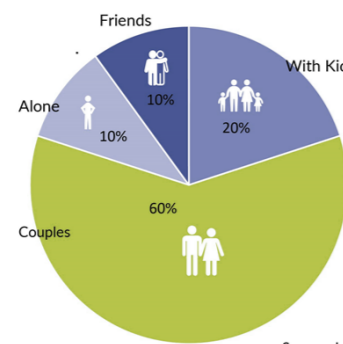
## Who is the customer?



Sample size: 1700 Google review  
60 personal interview

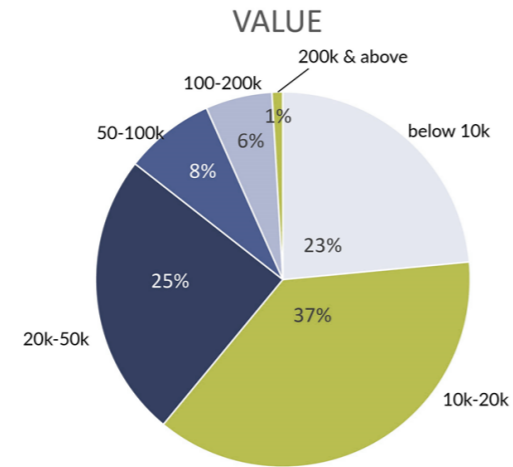
Majority of our customers are from 20-35yrs age bracket ,clearly indicating that Millenials are our primary consumers. They are brand conscious & has lower disposable income.

### Social group walk in Graph



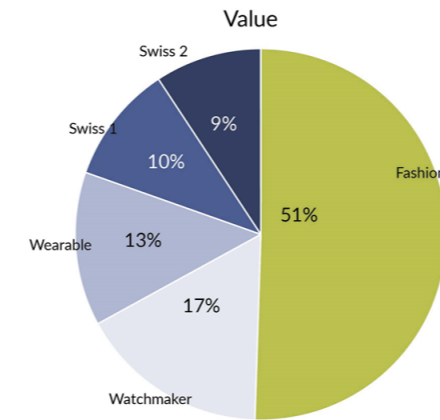
Source : Interviewwith store staff & Per day consumer observation

## Age Group



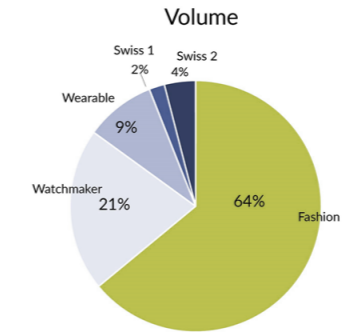
below 20k comprises 60% sales

## Price Point



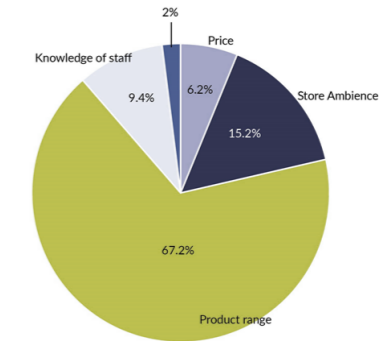
Fashion brands constitutes half of the sales figure in both volume & value. Supports the fact that our customers are fashion conscious.

## Category sales

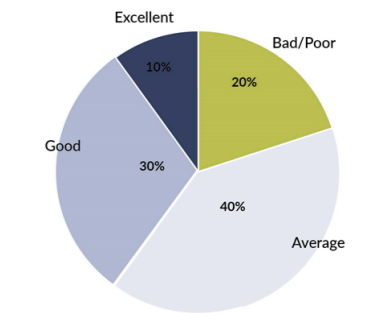


### Consumer Remarks on the Ambience

Store ambience do not connect with product.  
Display of few watch counters are too crowded  
Product details are not mentioned. Dependant on store staff's knowledge.  
Store Interior is too dull and cold.



### How did you find the store ambience? Did you find it appealing?



Sample size: 1700 Google review  
60 personal interview

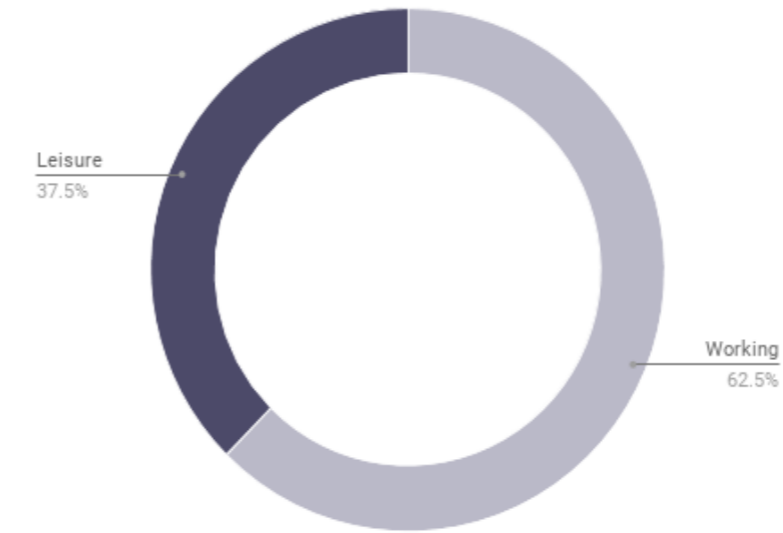
## Look & Feel Survey

Target Audiance: Age group 25-35 year old  
Upper Middle class  
Fashion Oriented

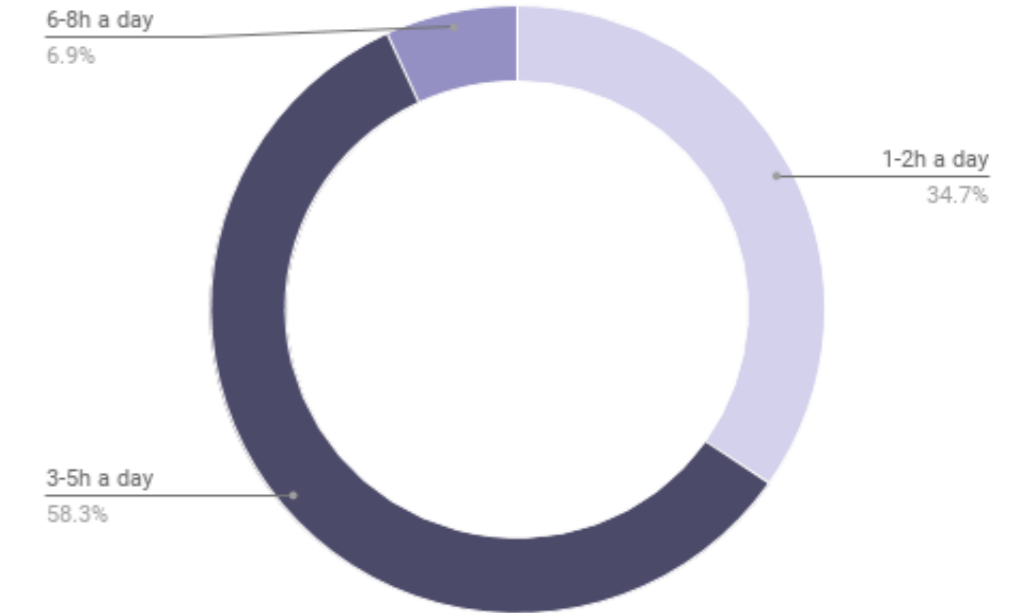
## What the Customer wants

In order to get an idea of what the customer wants (age group 25-35 year olds) a series of questions were asked to the public to understand the recent trends and what are people most excited about these days.

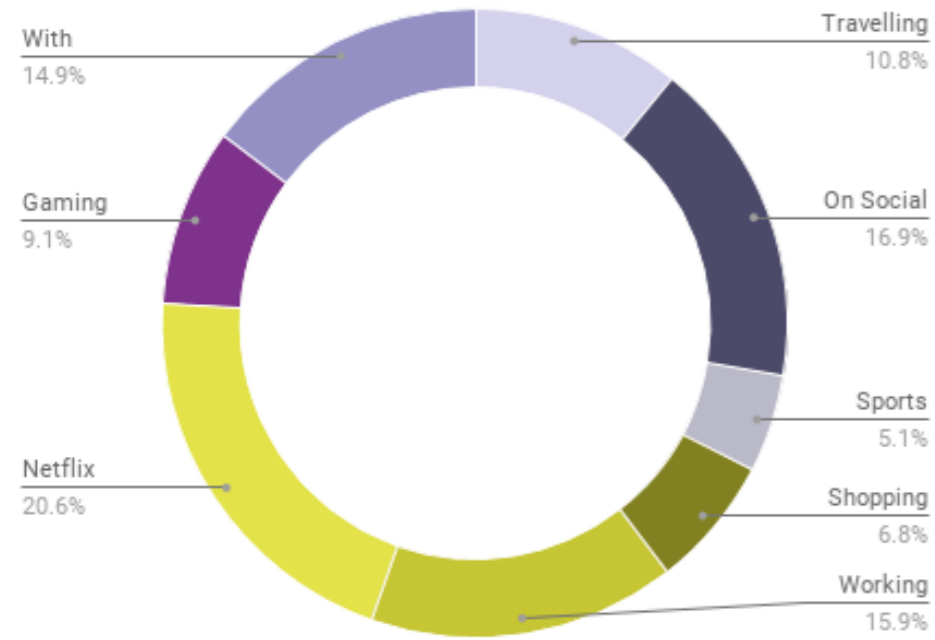
How do you spend most of your time in a day?



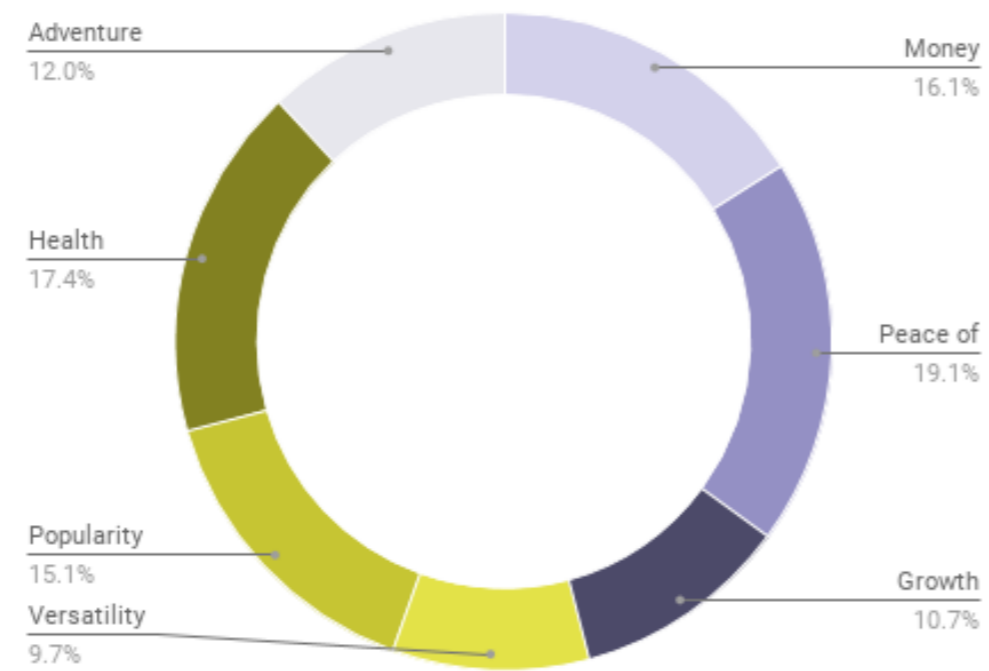
How much time do u spend on Leisure activity



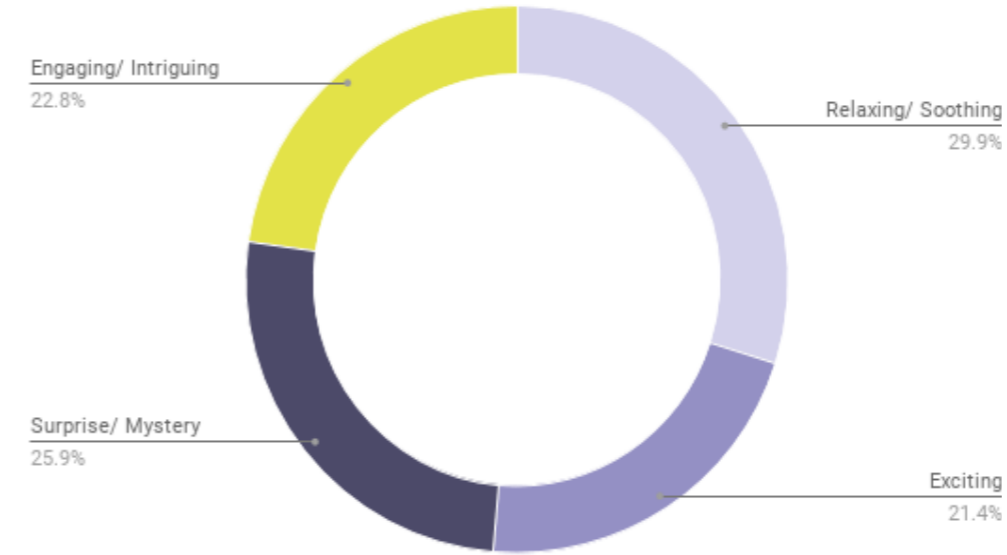
How do you spend most of your leisure time?



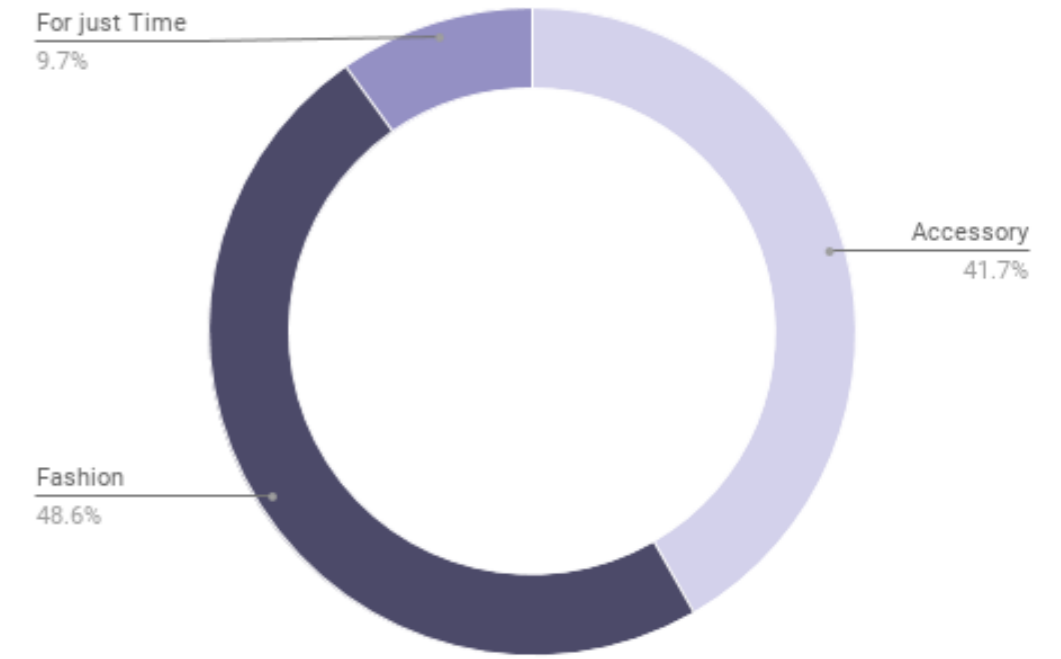
Which one of below given things is most important



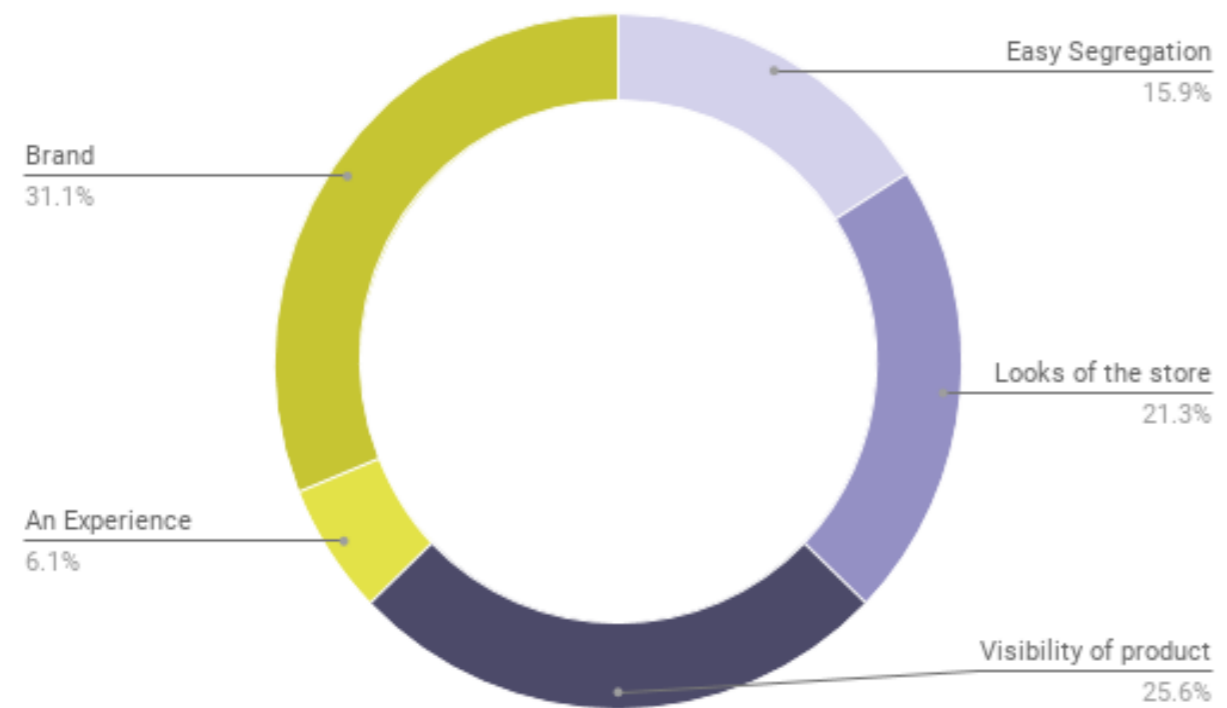
How would you describe a good experience



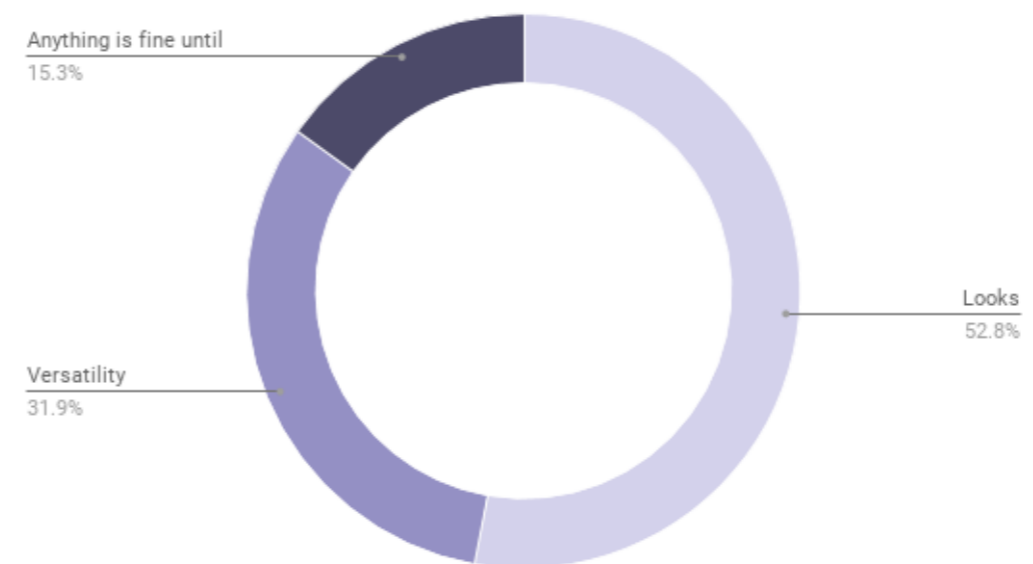
Why do u buy a watch



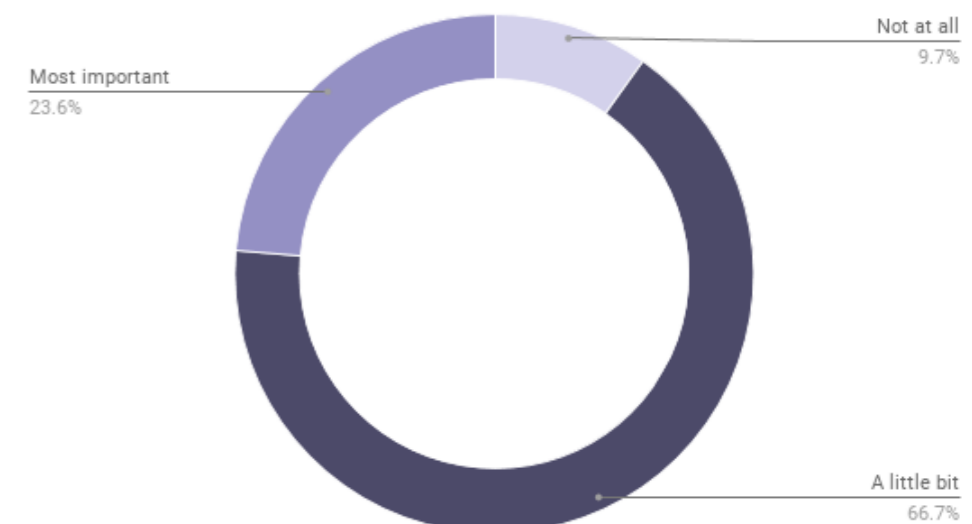
What do u look for while shopping



Quality you look for in a watch



Do the looks of a store matter?



## Existing Store Visit

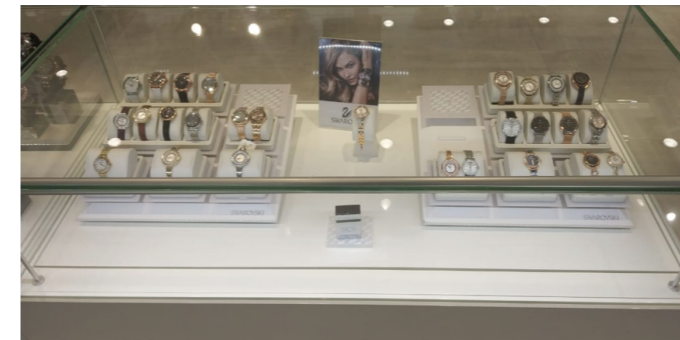


A combo store with Titan eye plus and WORLD OF TITAN. A lot of threshold area at the entrance with kind of a HOTZONE. A red wall with watches in it to create a point of attraction for the customers as appose to completely white interiors of rest of the store. Along with the red wall is a flatbed with yet another tightly packed set of watches.

Another area of focus would be at the cash counter where there are already things highlighted. Have tried to create a focal point with a black textured wall similar to the red wall but in black which does not help improve the looks. Rest of the store is too simple and packed to draw any attention. Layout is simple with rows of Flatbeds displaying watches and a row of single wall counters on the wall. On the floor an abstract pattern can be seen made using white and grey tiles. The ceiling looks chaotic with number of round ceiling lights.



The Kits in thid store are simpler and cleaner in this store. It avoids clutter and allows the watches to be viewed without obstruction.



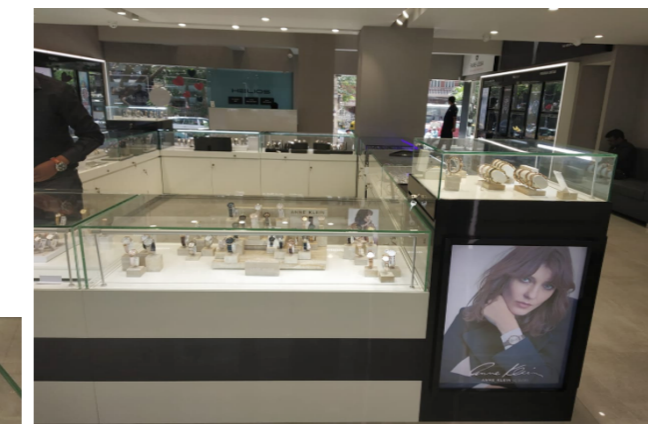
## Helios Stand Alone Store, Koramangla



A large format store, built from the ground up by Titan. This store is a good example of a Premium store. This store moves ahead of the simple mall format store and has ample space for wall art and a well in the center.

There is a proportionate amount of space left out for visuals creating sections of 3 wall displays after which comes a visual.

The displays are all on the walls except the well in the centre giving ample space in the store to walk and creates a clean look for the store.



Things to keep in mind while Making a Furniture

- Highlight - focus- attract
- Unique but blending
- Front of the store in the centre
- Like store window but more
- Use light playfully- not so much that it steals the show
- Props to tell a story
- Use vertical space
- Can also use different colour lights
- Break out of cuboids
- Form can be different than the rest of the store but yet the same
- Unique overhead lights can be eye catching
- Can also use different style or colour of furniture to let it stand out

Things to keep in mind while Making a Kit

- Highlight all watches - avoid over-crowding
- Use props to tell a story - set a tone
- Breathing pace - use different boxes to focus on certain watches and create proper eye movement
- Use different kinds of display styles like c clamp/ cube/ cushion/ slide
- Use different textures.
- Make sure same kit works for different heights or make different kits for different heights
- Break out of cuboids
- Attention to detail
- Clean visuals
- Zoning of different kit



## Secondary Research

### Peace

Literally, the word 'peace' is derived from the original Latin word 'pax', which means a pact, a control or an agreement to end war or any dispute and conflict between two people, two nations or two antagonistic groups of people. Peace is a presence of more other good things like virtue, justice, order, good law, good government, good relationship, well-being, freedom, respect for human rights, security etc., or an absence of violence. On the other hand, if we focus on the state of mind, peace is calm, serenity, tranquility or peacefulness of mind. Furthermore, if we refer to the state of a place or an atmosphere, peace means quietness and silence.

Internal peace is called by another word 'inner peace' is peace of mind or soul. It is a state of calm, serenity and tranquility of mind that arise due to having no sufferings or mental disturbances such as worry, anxiety, greed, desire, hatred, ill-will, delusion and/or other defilements. Internal peace is peace within oneself; it is derived from practicing or training of mind of an individual.

Internal peace and external peace are interrelated. Both are interdependent and help support each other. Internal peace represents individual's peace while external peace represents peace in society.

Negative peace means an absence of war, conflict, hostility, agitation, disturbance, disagreement or quarrel, struggle, violence, civil strife or civil commotion, social disorder, etc., and an absence of mental disturbance such as anxiety, worry, restlessness etc. Positive peace means a state of tranquility, calm, repose, quietness, harmony, friendship, amity, concord, peaceful or friendly relation, public order, pacification, spiritual content, reconciliation, serenity, security, social justice and bliss.



Image 2

## Sun, Culture and Myths

Surya means Sun in Indic literature. Above: Sunrise in Uttarakhand, India. The oldest surviving Vedic hymns, such as the hymn 1.115 of the Rigveda, mention Sūrya with particular reverence for the "rising sun" and its symbolism as dispeller of darkness, one who empowers knowledge, the good and all life. However, the usage is context specific. In some hymns, the word Surya simply means sun as an inanimate object, a stone or a gem in the sky (Rigvedic hymns 5.47, 6.51 and 7.63); while in others it refers to a personified deity.

In the Brahmanas layer of Vedic literature, Surya appears with Agni (fire god) in the same hymns. Surya is revered for the day, while Agni for its role during the night. The idea evolves, states Kapila Vatsyayan, where Surya is stated to be Agni as the first principle and the seed of the universe. It is in the Brahmanas layer of the Vedas, and the Upanishads that Surya is explicitly linked to the power of sight, to visual perception and knowledge.

Surya is celebrated as a deity in Buddhist artwork, such as the ancient works attributed to Ashoka. He appears in a relief at the Mahabodhi temple in Bodhgaya, riding in a chariot pulled by four horses, with Usha and Pratyusha on his sides. Such artwork suggests that the Surya as symbolism for the victory of good over evil is a concept adopted in Buddhism from an earlier Indic tradition.

### Greek and Persian influences

Further information: List of solar deities

Sun is a common deity in ancient and medieval cultures found in South America, Europe, Africa and Asia. The features and mythologies of Surya share resemblances with Hvarə-khshaeta of pre-Islam Persia, and the Helios-Sol deity in the Greek-Roman culture. Surya is a Vedic deity, states Elgood, but its deity status was strengthened from the contacts between ancient Persia and India during the Kushan era, as well as after the 8th-century when Sun-worshipping Parsees moved to India.

### Arka, Mitra and other synonyms

Surya in Indian literature is referred to by various names, which typically represent different aspects or phenomenological characteristics of the Sun. Thus, Savitr refers to one that rises and sets, Aditya means one with splendor, Mitra refers to Sun as "the great luminous friend of all mankind", while Pushan refers to Sun as illuminator that helped the Devas win over Asuras who use darkness. Arka, Mitra, Aditya, Tapan, Ravi and Surya have different characteristics in early mythologies, but by the time of the epics they are synonymous.

Sūrya namaskāra literally means sun salutation. It is a Yoga warm up routine based on a sequence of gracefully linked asanas. The nomenclature refers to the symbolism of Sun as the soul and the source of all life. It is relatively a modern practice that developed in the 20th century. A yogi may develop a personalized yoga warm up routine as surya-namaskar to precede his or her asana practice.

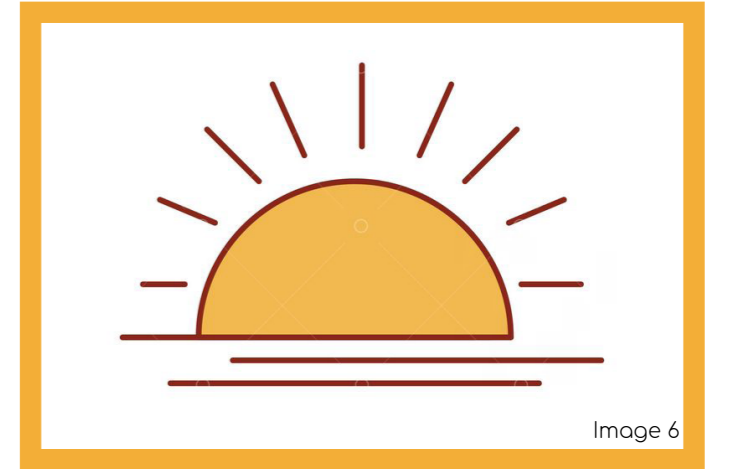


Image 6

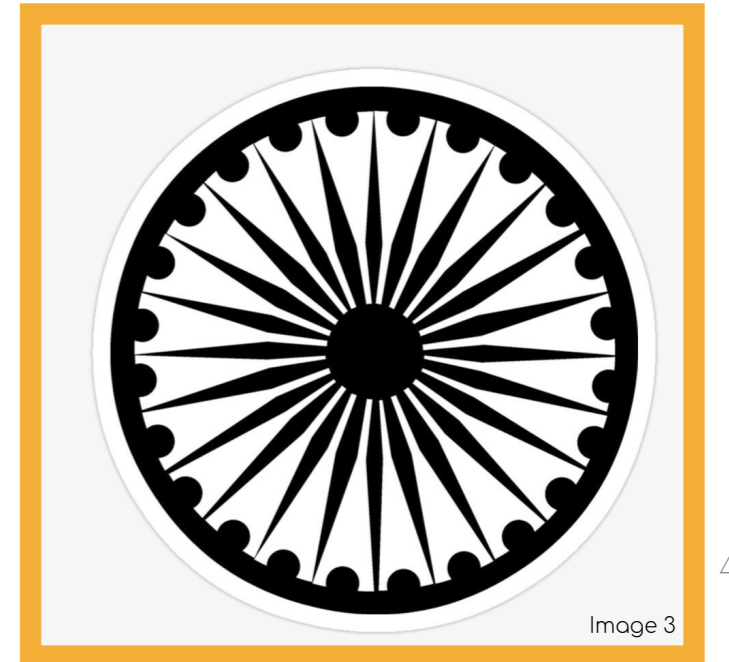


Image 3



## Psychology

Kaplan and Kaplan found that when we are exposed to a new environment, we tend to cognitively try to find a match in our memory that fits the new environment. This helps us interpret and understand a new environment, and might make it seem less daunting or intimidating. Whether it's a building that reminds us of a toy we had as a child or a space that resembles something we just saw a few weeks ago - finding familiarity in the unknown helps us adapt.

Lighting practitioners work hard at getting the stimulus right to attain a desired response. Historically, that has in large part meant a detailed and careful characterization of visual tasks under different lighting conditions - the stimulus - and a variety of important methods for measuring visual performance as those conditions are varied - the response. From Blackwell's Visibility Level to Rea's models of Relative Visual Performance, we have learned much about the nature of the stimulus-response relationships relating to human visual performance.

But what about those responses to lighting that go beyond considerations of task performance? Lighting can help create excitement in a themed environment. Lighting can help a person navigate through a new space. Lighting can help to bring about a sense of calm and peacefulness in a sacred setting. Lighting can help to add mystery in a theatrical production. And, lighting can cause us to strongly dislike a room which we would otherwise find appealing. How does our mind process the visual stimulus to produce these sorts of responses?

Flynn's lighting modes express the basic parameters of lighting which designers manipulate in creating the environments they desire - bright / dim, uniform / non-uniform, central / perimeter, and warm / cool.

For example, the designer could reinforce a feeling of relaxation by employing non-uniform lighting on the perimeter room surfaces from warm-tone light sources. Uniform lighting on the perimeter room surfaces reinforces an impression of spaciousness.

So Flynn gives us a thread of a stimulus described by lighting modes, linked to the human response of subjective impressions of environments. Kaplan and Kaplan give us a thread of a preference response that appears to be linked to environmental stimuli that are both coherent and complex - we can make sense of them and they are interesting enough to elicit our involvement. And Russell gives us a thread of primary emotional responses to stimuli that apparently drive our assessments of any environment, as we integrate a response along the dimensions of pleasantness and arousal. How can we weave these disparate threads together?

We can explore this more fully in future articles. For now, consider a conference room application. The designer wants to provide uniform illuminance across the tabletop as the first layer of the lighting. Experimental evidence indicates that this central, uniform lighting increases the arousal level of the space, which seems to be preferred for a working environment. Next the designer adds some uniform perimeter lighting along two walls, to reinforce an impression of spaciousness. This layer articulates the architectural boundaries of the space, adding to its coherence. Accent lighting on some artwork on an end wall provides an additional layer of light. The non-uniformity of this layer increases the complexity of the visual scene, making it more interesting, inviting the occupant to engage with the environment. The space succeeds because the designer has structured the lighting solution so that it reinforces the desired architectural impressions (according to Flynn), it balances the human needs for coherence and complexity (according to Kaplan), and it provides levels of arousal and pleasantness (according to Russell) that are appropriate for the architectural context of the space.



Image 5

## Spirituality

“like the sun, we are the source of our own light.”

Wake up early. In yogic and Ayurvedic traditions, the early morning hours are considered “spiritually charged”: ideal for meditation, yoga, and pranayama. Specifically, waking between 4 and 6 a.m. is thought to raise your “sattvic vibrations”, heightening your mental clarity and positivity. If you are a late sleeper, Ajmera suggests adjusting your time to wake gradually; by 15 minutes every couple days. This gradual shift towards an earlier start to your day will allow you to go to sleep earlier and benefit from deeper sleep.

Without the sun life cannot exist. The sun is what gives us life, energy, heat and existence through nature. Spiritual texts believe that there are two suns. The natural sun, and the spiritual sun, or the “Son of God.” Whatever theory or religious belief you may have, we cannot deny the power of this ball of light.

### The Sun and The Human Metabolism

During a health study it was observed that humans and the sun are directly related. It makes sense when we talk about the circadian rhythm or “sleep-wake cycle.” This is when the body produces a hormonal release depending on whether light or darkness surrounds us. This helps us wake up and go to sleep. Ancient and Ayurvedic studies believe that the human metabolism is directly linked to the movement of the sun. Thus, many Ayurvedic philosophies state that the biggest meal of the day should be at lunch.

Why is this? Because the sun is burning its brightest and is hottest at mid-day. The metabolism, like the sun, is heat that is emitted from the body. So, those “late night” meals that make you feel sluggish in fact are related to nature – since the sun is down, the metabolism is slower.

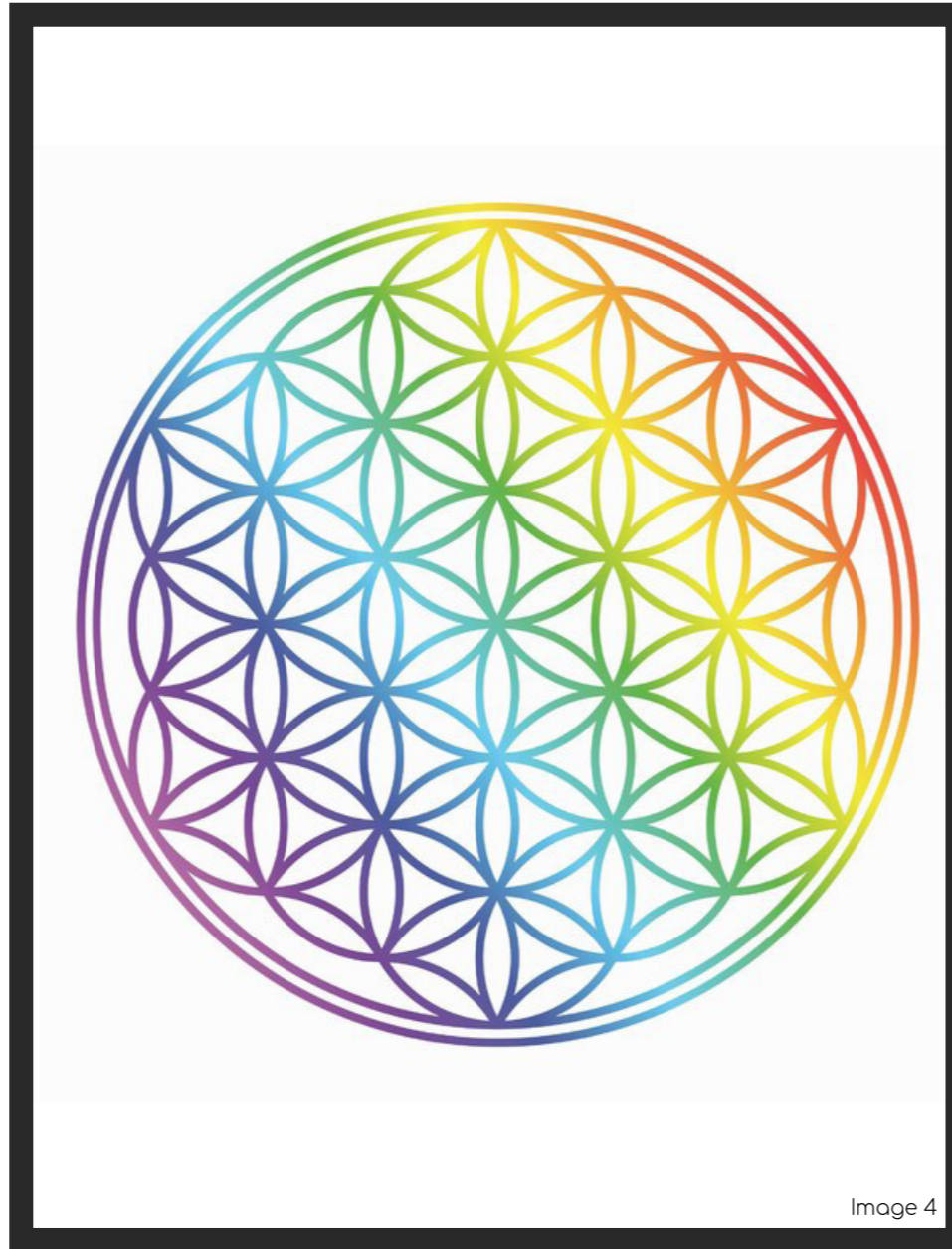


Image 4

## Colour and Light

Different coloured lights have different impacts on human body when exposed to them for longer duration of time.

### Brightness, Saturation and Hue

These are the three main qualities of light in relation to color. Brightness is the amount of light given off by a light source, usually expressed in lumens or lux. Some studies have shown that brighter light can intensify emotions, while low light doesn't remove emotions, but keeps them steady. This can lead to people having the ability to make more rational decisions in low light and find it easier to agree with others in negotiation.

Saturation is the intensity of a color. More saturated hues can have amplifying effects on emotions, while muted colors can dampen emotions. In art, saturation is defined on a scale from pure color (100% [fully saturated]) to grey (0%). In lighting, a similar scale can apply.

Hue is defined as a color or shade. It's been proven (through various studies) that natural light can make you happier, but colors created by artificial light can also evoke different emotions and have other effects on the body.

Blue/white light makes us energetic and can interrupt sleep patterns if exposed to around bedtime due to the fact that blue light suppresses melatonin levels. Brain cells tend to be the most sensitive to blue wavelengths and the least sensitive to red wavelengths. Blue wavelengths can even have an impact on those who are blind when it comes to circadian rhythms.

Red/amber light is the least likely hue of light to impact our internal clocks. Red light in the evening can help improve mental health. This is because red light in the evening helps increase the secretion of melatonin which leads to better sleep at night. Better sleep at night leads to improved cognition and overall mental wellbeing.

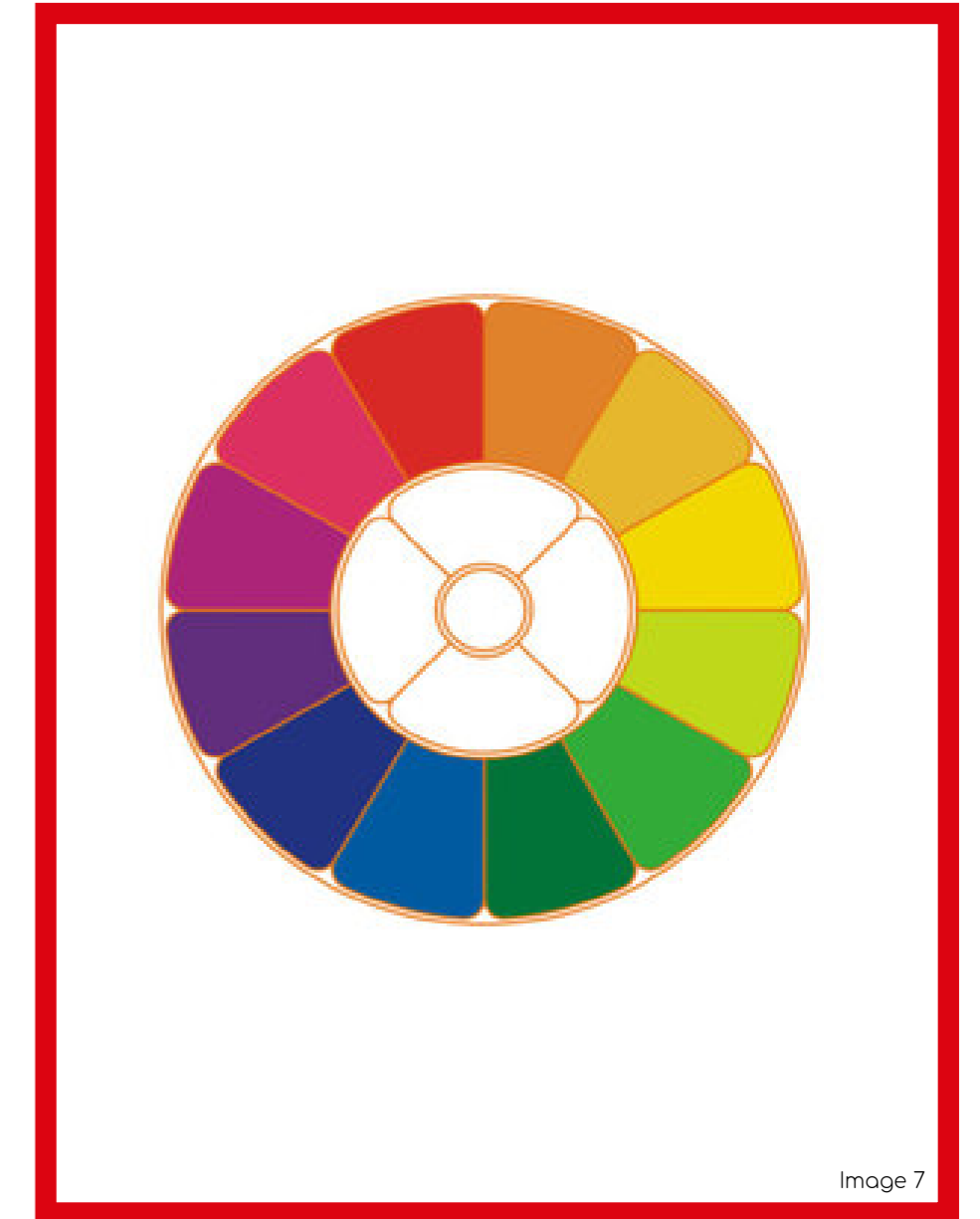
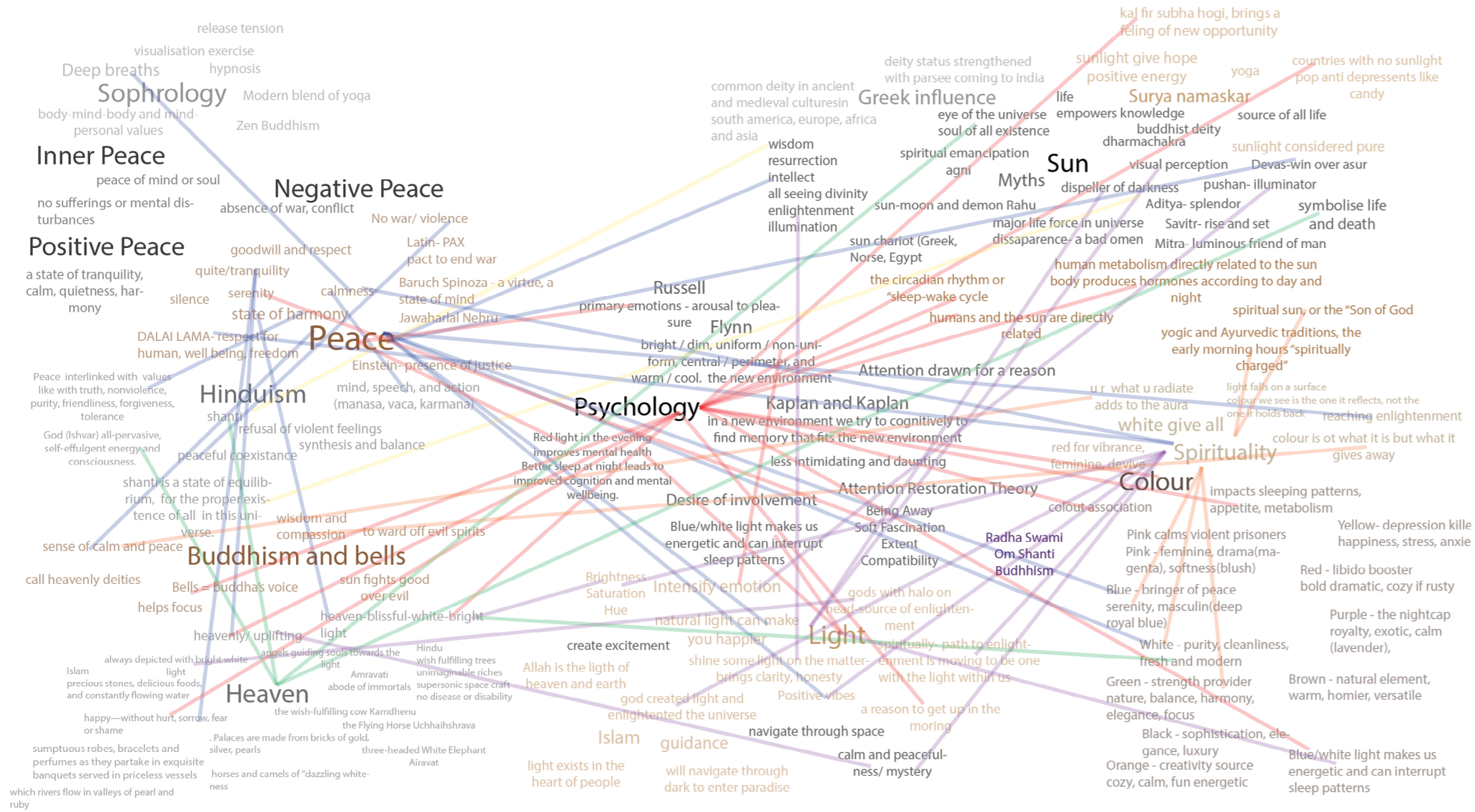


Image 7



## Mind Map

Different colors of light have different psychological effect on us. It can be peaceful, spiritual, calming or even heavenly.

Take the sun for example:

Lack of it causes depression amongst people, ultimate source of life.

Culturally as well it have positive connotations like. " Tomorrow is a new day". this statement brings a sense of opportunity that sunlight brings with itself with a new day. Spiritually speaking, most of these institutions talk about meditating and finding the light within one's self, achieving enlightenment.

Heaven, supposedly the most peaceful place in most religions is depicted by bright white light, up in the sky with completely white surroundings.

Since childhood it is ingrained in our brain that light equals positive energy.

According to Kaplan and Kaplan's theory ART (Attention Restoration Theory) we tend to cognitively try to find old memory to relate to a new environment so we are not intimidated by it.

Hence, I want to take a familiar idea like Positive energy of light and use it to create a space that speaks to the people.

The Mind Map helped create an overall understanding of how all these topics are inter-related and how they collectively have an impact on the human mind, eventually helping me to create concepts and themes for the new store.





# *Site Study*



- Location and Surrounding Area Statement
- SWOT
- Understanding the site
- Dimensions and Standards
- Store Layout
- Furniture
- Case Study

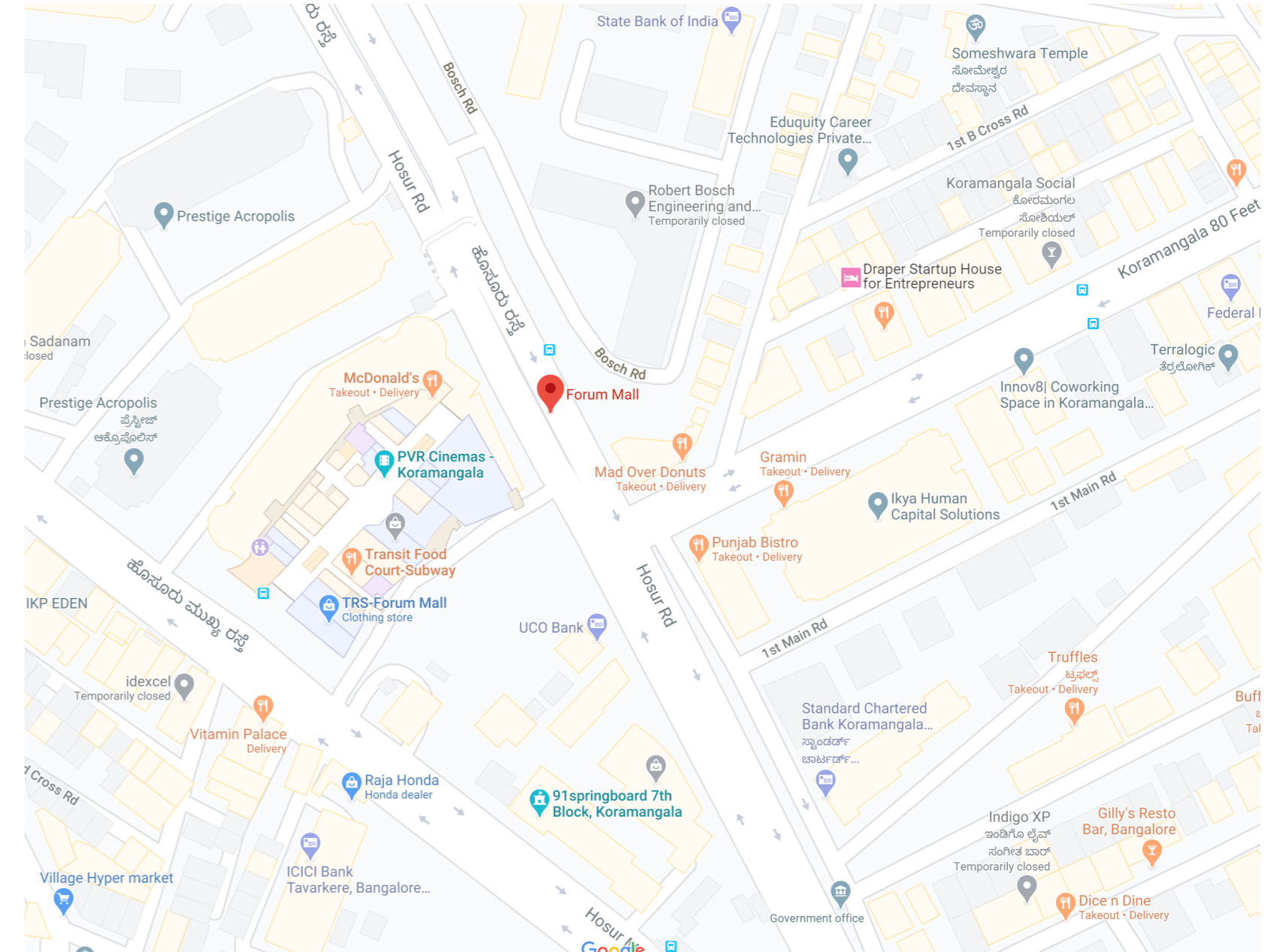
## Location and Surroundings

The site of the store is in Forum Mall in Koramangla area of Bangalore, Karnataka, India developed by Prestige Group.

The Forum is the oldest full-fledged mall in Bangalore with a multi-story book store, 12 cinema halls and other entertainment facilities. The mall is an attraction for tourists. The shopping mall houses 72,000 m<sup>2</sup> (780,000 sq ft) of shops over five levels.[1] A major attraction at the mall is the multiplex, PVR.



Image 8



# Area Statement

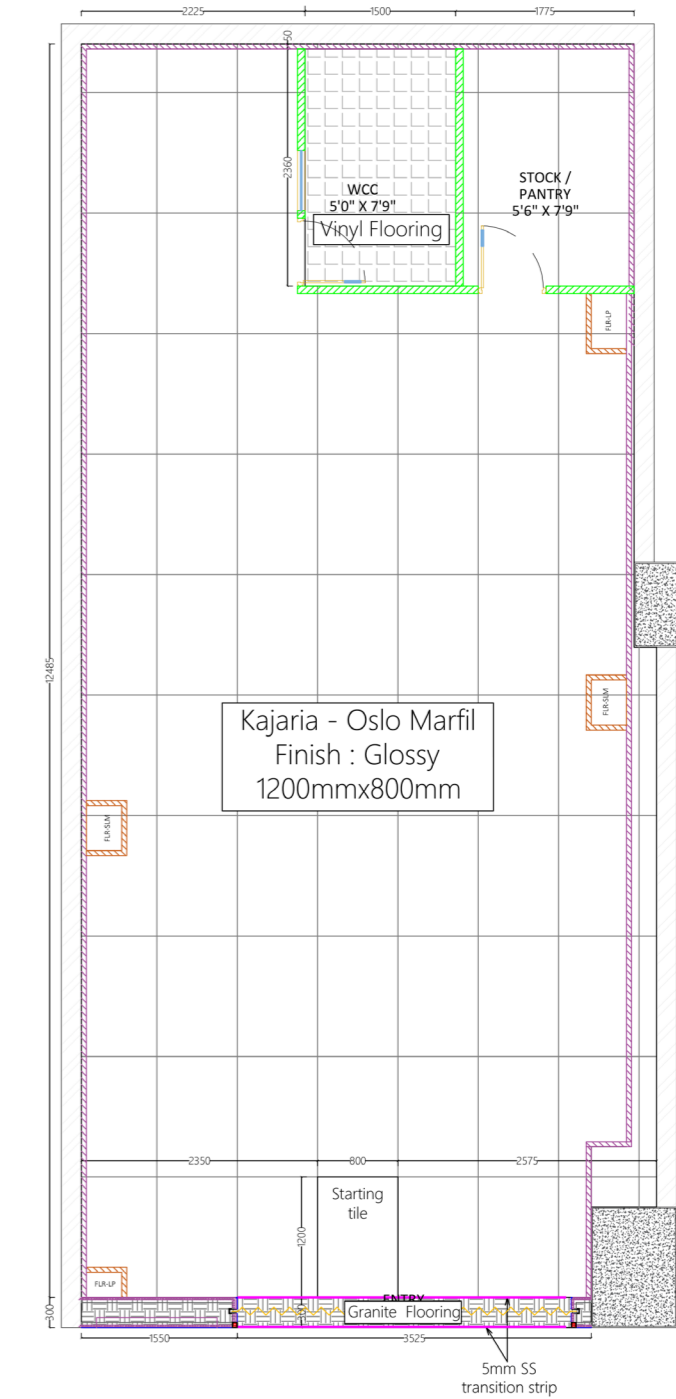
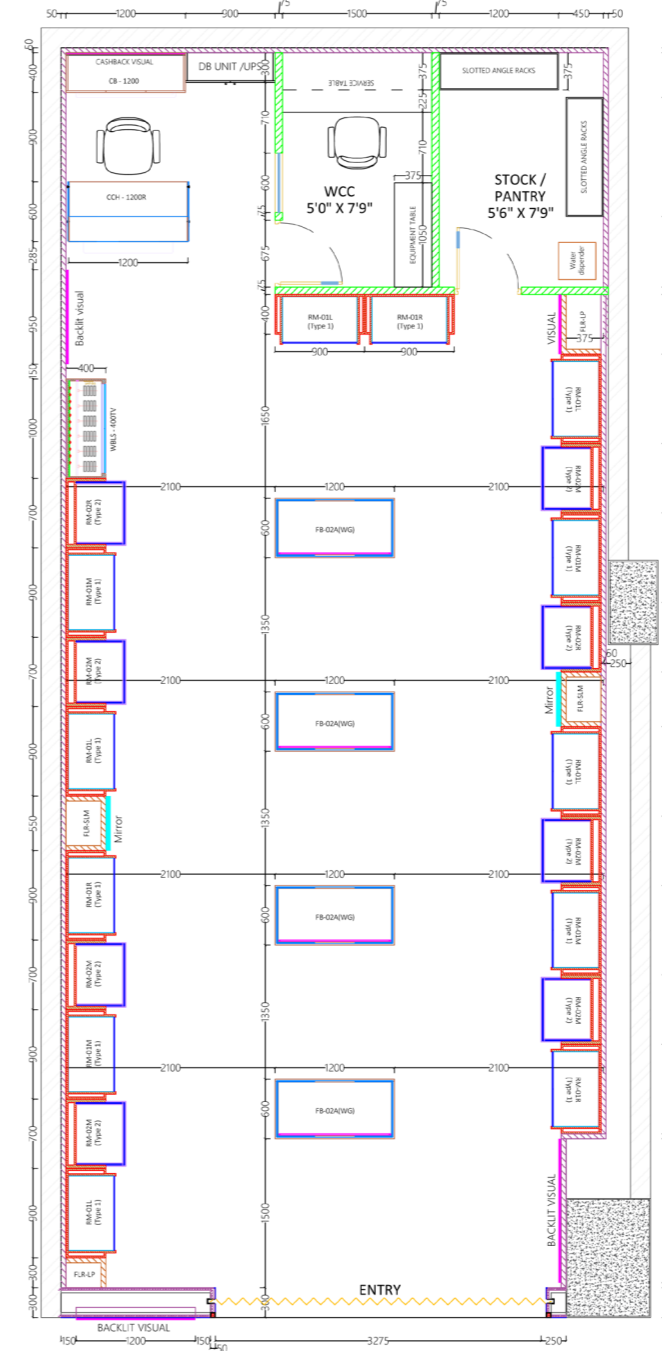
SIZE: 38 ft X 18 ft

HEIGHT: 12 ft

INDOOR AREA: 765 sq.ft

OFFICE/STORAGE AREA: 90 sq.ft

DESIGN SCOPE: 675 sq.ft  
(INDOOR AREA - OFFICE SPACE)



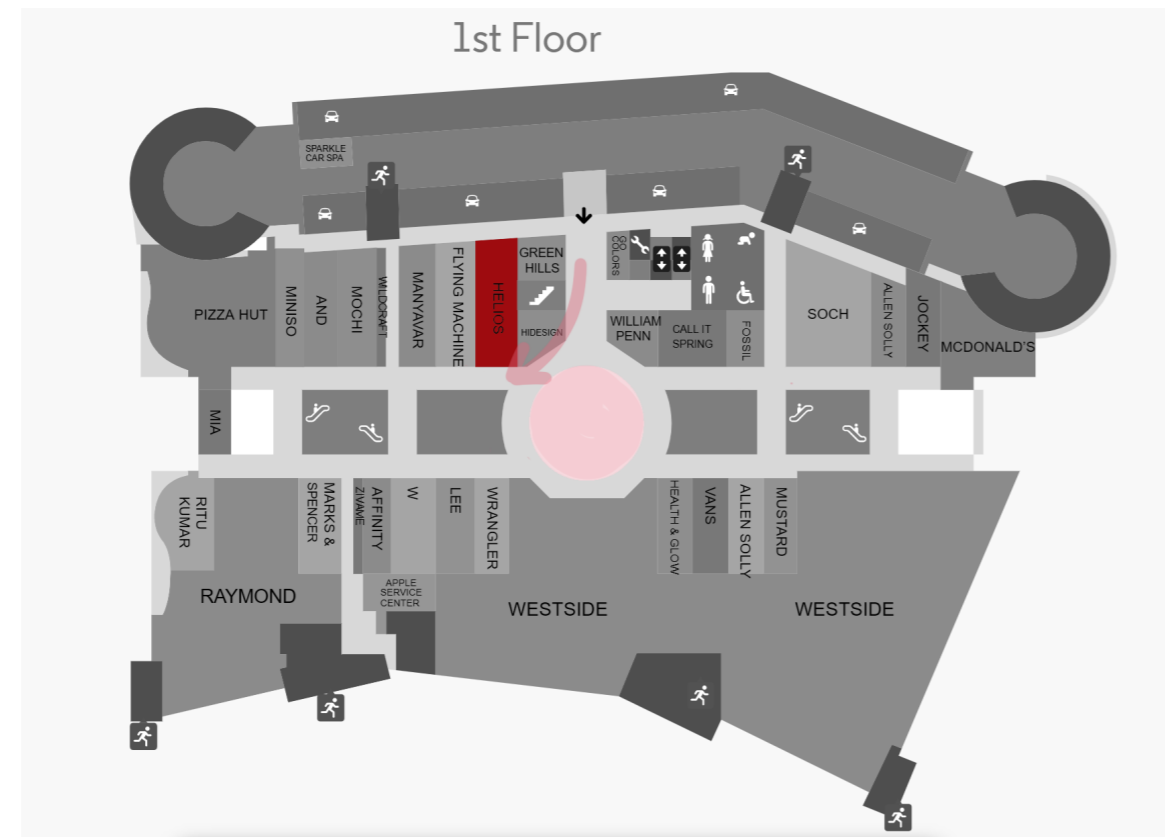
## S.W.O.T Analysis

### STRENGTH

The store is located near the entry from the parking area. People who enter directly from the parking would spot the store easily and quickly.

Located centrally, right next to cross-section situated in the middle of the store.

Near the resting stations, with seats allowing the customers to observe the store and giving them time to decide whether they find something attractive to enter the store.

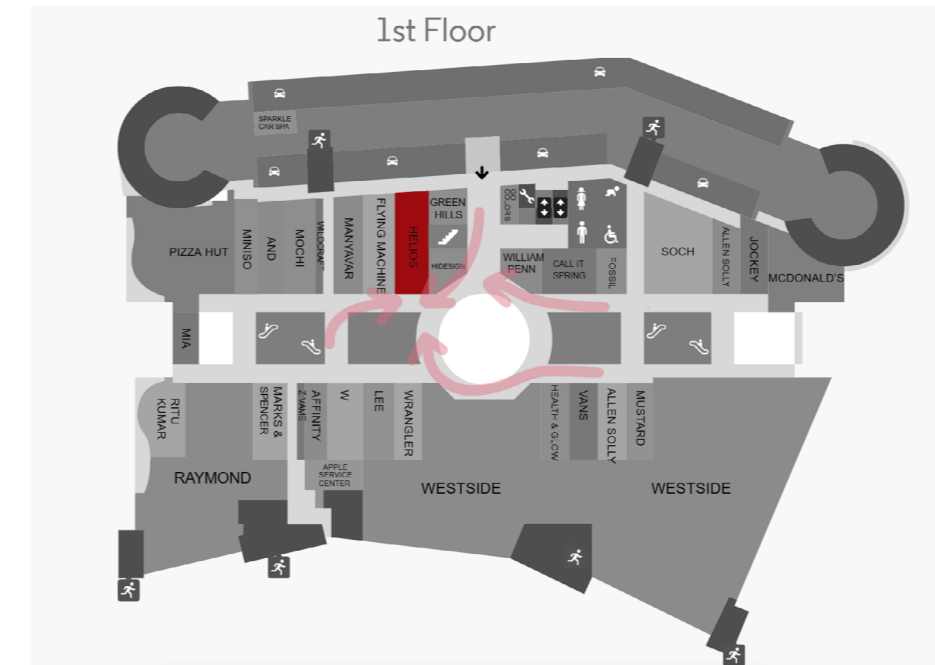


### WEAKNESS

Floor level: the store is located on the first floor, giving an opportunity to the customer only if they come to the first floor.

Since the store is on one of the edges, it makes it difficult to be visible from the ground floor.

After building the false ceiling the store height comes down 9ft.





## OPPORTUNITY

Multiple Vantage point of the site need to be exploited.

Entry as wide as the width of the store, giving opportunity to showcasing all attractive elements and features of the store at once.

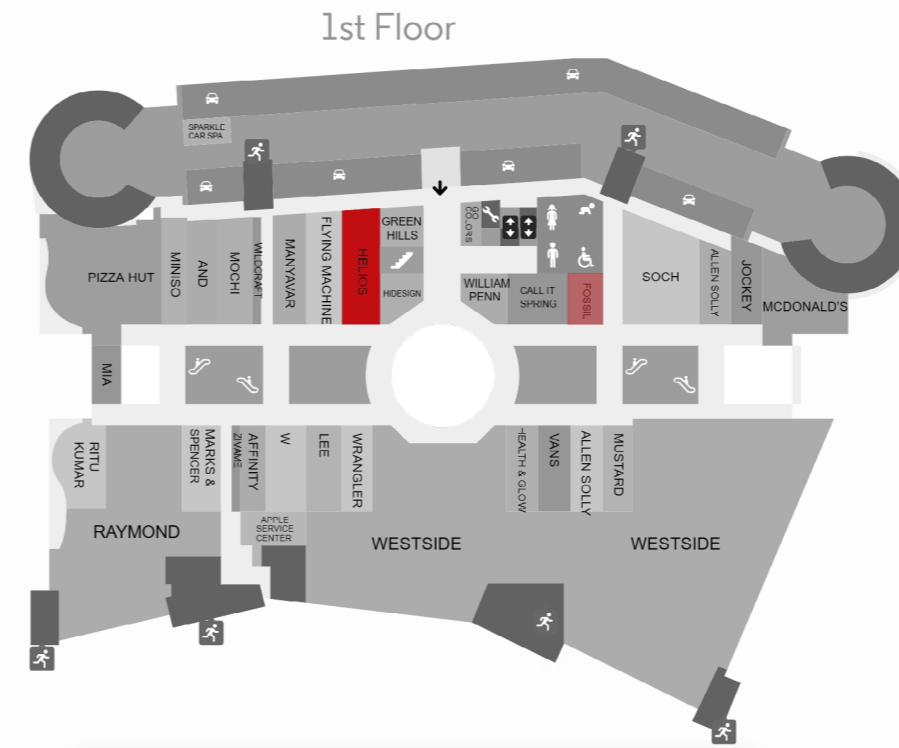


Image 10

## THREATS

Competitive brands situated around the outlet.

Rival brands situated on the ground floor get a change to woo the customer before they reach the store.



## Understanding the site

There is an existing Helios store at the site where we are suggesting a new store.

It is a rectangular store with facade as big as the width of the store. available height after false ceiling is 9 ft

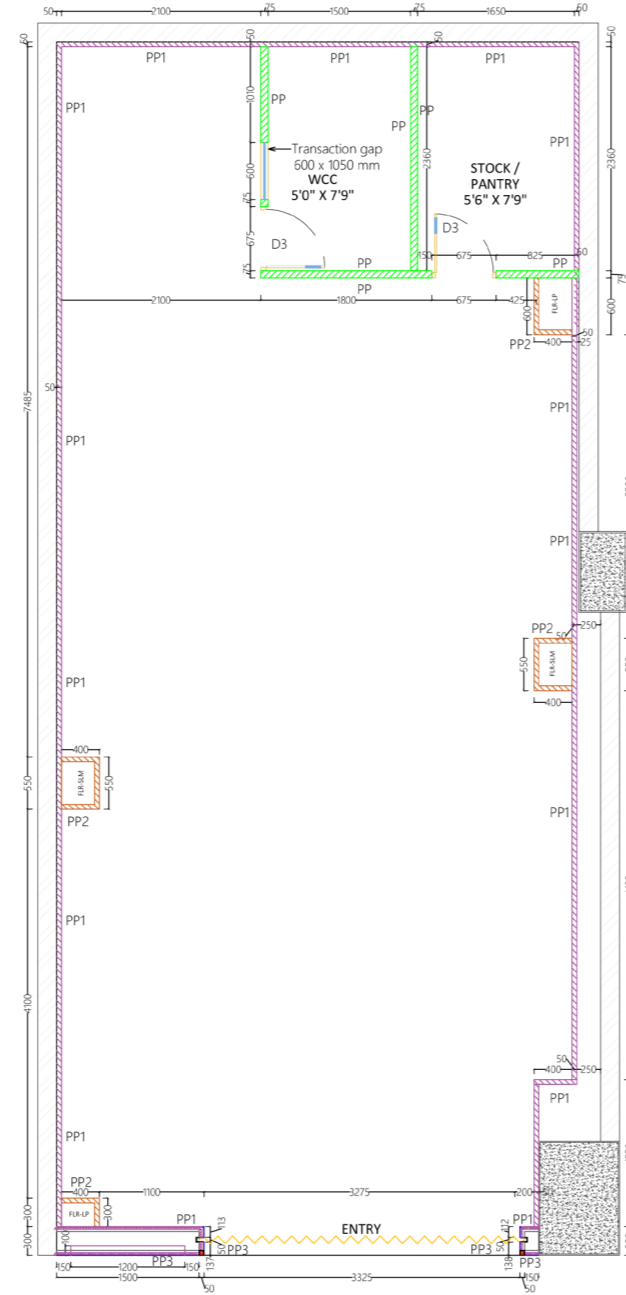


Image 11

## Dimensions and standards

The minimum space required for the person to comfortably move around in the store is minimum 51 inches.

To reach the top shelf to remove watches from the kit maximum 60 inches height is required.

For the product to be visible, the top counter height should 48 inches.

To be able to comfortably reach the products kept in the drawers located below the display, there must be 51 inches minimum distance kept between the wall and the flatbed in the middle.

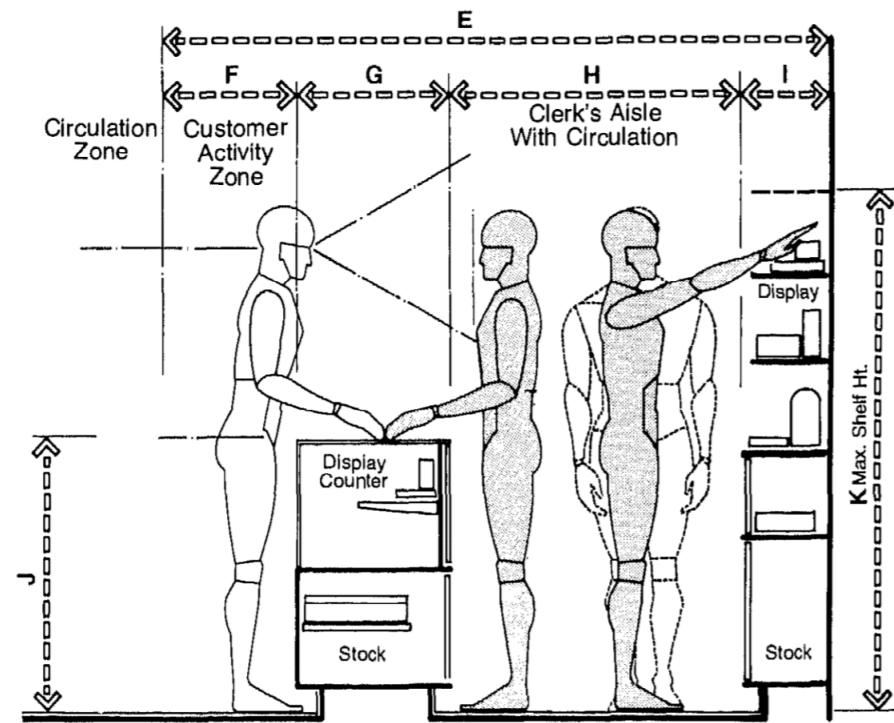


Fig. 2 Typical sales area/standing customer.

	in	cm
A	26-30	66.0-76.2
B	18-24	45.7-61.0
C	42	106.7
D	28	71.1
E	84-112	213.4-284.5
F	18	45.7
G	18-24	45.7-61.0
H	30-48	76.2-121.9
I	18-22	45.7-55.9
J	35-38	88.9-96.5
K	72	182.9

	in	cm
A	48 max.	121.9 max.
B	30-36	76.2-91.4
C	51 min.	129.5 min.
D	66	167.6
E	72	182.9
F	84-96	213.4-243.8
G	20-26	50.8-66.0
H	28-30	71.1-76.2
I	18-24	45.7-61.0
J	18 min.	45.7 min.
K	72 max.	182.9 max.
L	4	10.2
M	42	106.7
N	26 min.	66.0 min.

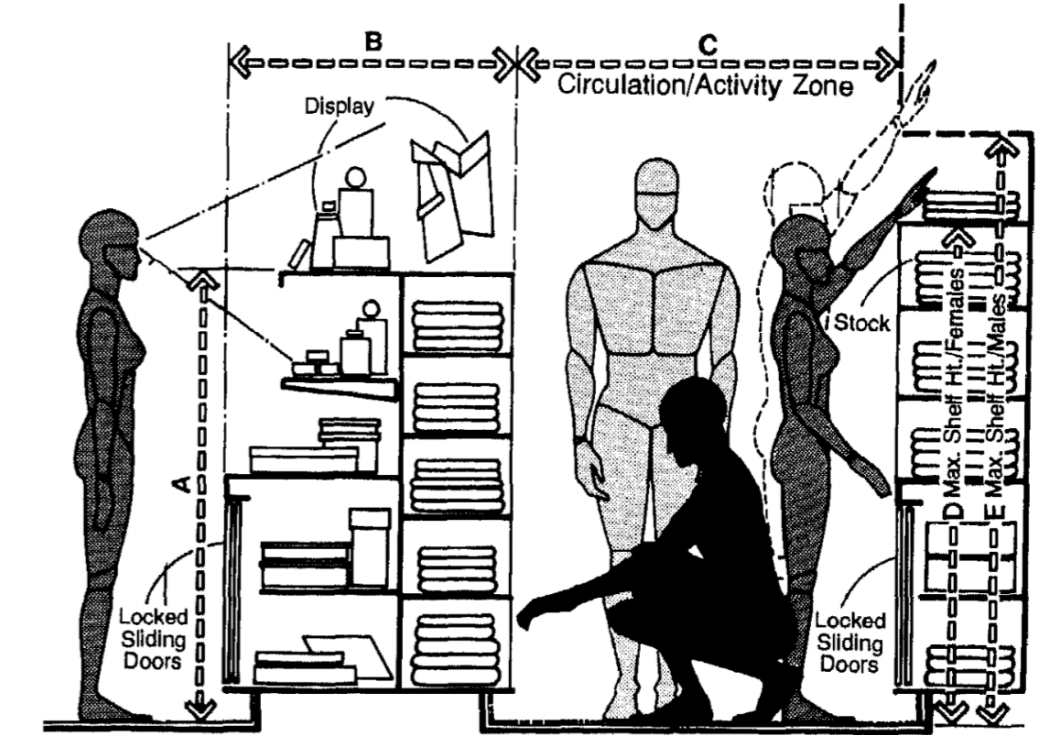











Fig. 5 Typical merchandise cases.

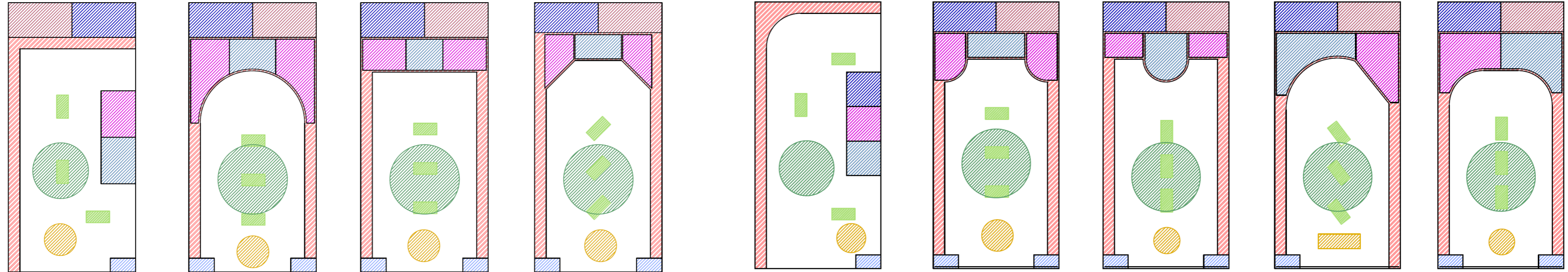
# Store Layout

The store is rectangular and quite thin, it doesn't leave much option for layout. Specially when there are more than 20 displays, 3 flatbeds and at least 2 hot-zones that need to be enclosed in the space.

The back space is reserved for a cabin and a store, with displays mostly on the side walls.

The diagrams help restrict area for various elements in the store and contribute in the final layouting.

-  Cabin
-  Cash Counter
-  Customization/ gifting counter
-  Wall unit
-  Flatbed
-  Hotzone
-  Installation
-  Storage
-  Window



## Furniture

Furniture selected reflects on the business's long-term plans and goals. More so since the entire store is consumed by furniture leaving very little space for anything else. The walls brimming with counters, primarily taking up all the space and with cash counter, flatbed and hot-zone taking over the centre.

Furniture is an investment.

The furniture should only act as a support to the product. It should be simple but elegant and at the same time not take away attention from the product. It should enhance the looks and strike the eye so the customer is attracted to the store but not be too loud that it grabs focus to itself when the customer has entered the store.

Furniture should be designed keeping in mind that it should be easily replicated and can be used in variety of store of different shapes and sizes. Since production will be held off-site, the store must be modular.

The images to the right represent the above mentioned qualities and are something to be inspired by.



While inspired by them, we want to create our own identity. Something that speaks Premium + Fashion and the inherent qualities of Titan like trust and loyalty

## Case Study - Levi's

Chose Levi's as the case study since it was absolutely necessary that this new store have a theme, a concept that it runs by, even beyond the product. Something that conveys the values of the company. It should provide the customer a unique experience. Which is very rightly depicted by Levi's.

This store illustrates a combination of everyday fashion, comfort and the rooted values.

It gives the feeling that u naturally fit in the environment (not out of place) which gives an opportunity to freely roam around in the store picking products and buying them.



## ELEMENTS AND FINISHES

Levi's Originated from miners and their need for durable pants. That feature is still intact in the modern day Levi's store. the rugged finish of the wood (using light textured wood to show their humble and down to earth origins.

Using indoor plants like cactus also depiction of it's root in the desert.

Other than embracing the origin, they have also tried to grasp the current reality of the brand. They have used raw material to grab attention. The tie and dye cloth hanging right in the front of the store gives the customer a glance at what to expect from their products. It also guides the gaze towards the first floor which is not to be missed out on.

They also used the front of the store to display their new arrivals to attract he customer and used elements like leaves, and cosy seats to make them feel more comfortable.

## OTHER STORE ELEMENTS

Our Product is small and requires the customer to get close to it to examine the watch, hence it is important to figure out how shops that sell product that cannot be view from afar captivate the passers by to view the product closely.

Here are three examples for the same.

1. Puma store: uses light to highlight shoes. While the store is packed with various products of various sizes, it still manages to capture the attention.
2. A shoe store: uses simple, plain, monochromatic background to point focus on the display.
3. The same shoe store also using the front of the store to display their best product for anyone who is passing by to give them a glimpse of that more lies in the store also providing them with a closer look without having to enter the store.





# *Concepts*



Initial concepts  
Selected concept  
Polling of the Concept  
Concept Directions  
Palettes  
Other Concept Direction  
Mood-boards



## Initial Concept

The data collected during primary research revealed what is deemed as most important in the lives of 25-35 year olds. What intrigues them and what piques their interest. Based on this information a number of concepts were developed. These concepts are initial level ideas, very basic in nature giving an overall idea of that theme or feeling will the store emulate.

## Sundial Shadows

Maharaja Jai Singh II made 5 Jantar Mantar across India between 1725-1735. The biggest one out of them was a stone observatory in Jaipur. Amongst the 24 instruments built are multiple differently built sundials. What if the store is a sundial with a rotating source of light on the ceiling acting as a sun. The display would act as the numbers. With an everchanging light, the store give a unique experience whenever one enters. A prospect of this new experience would encourage people to come to the store just to go through the new experience. (light would move fast than the speed of sun so people in the store can witness the shadow change, the entire store would follow the aesthetic of jantar mantar i.e. sunny, sand, stone, yellow)



## Lifecycle of sun

Store aesthetics change as the day progresses.

Idea is to create recreate the sky as we see it during different times of the day. The store would look as if it's up in the clouds and as the day moves towards it's end the lights would change with it. The store will reinvent itself giving the customer a unique experience everytime they enter the space.

If this was to be taken forward then the customer would not see much of a change during the peak hours it would be just sunny, it won't change lot. We can speed up the change so during the working hours i.e. 10:30am-10:00pm we can see the whole progression from sunrise to sunset.



## Illusion

Illusion of space.

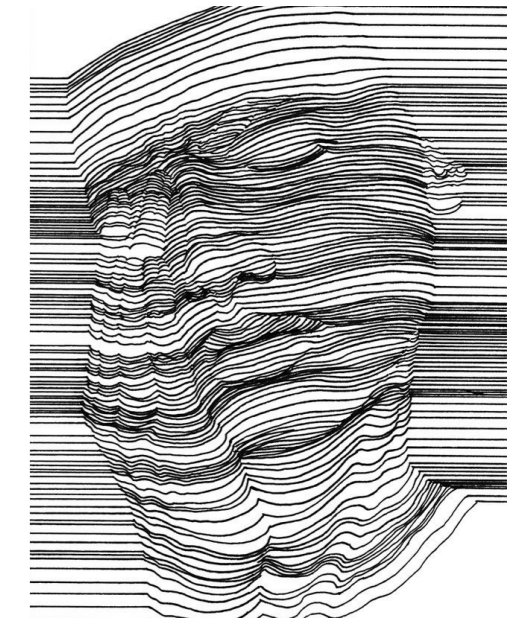
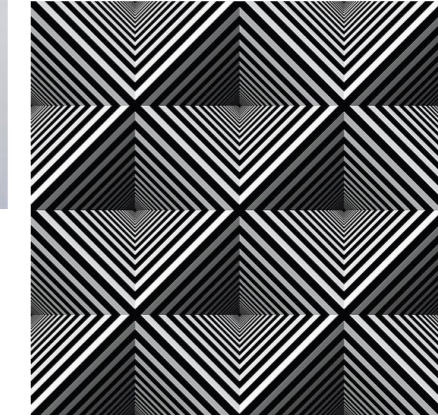
Trying to make the store look bigger than it is.

Creating an element of curiosity/ intrigue through space. Humans are naturally curious beings, they are explorers. If there is a mystery they try to solve it.

By creating an element of mystery in the store we would be inviting people inside.

For eg: an artwork on the power wall or an artwork that continues from the floor to the power wall.

Or even by using principles of overlapping to create illusion in space throughout the store.



## Future and Past

What is it that's common between the past and present of Titan that we would like to continue in the future as well?

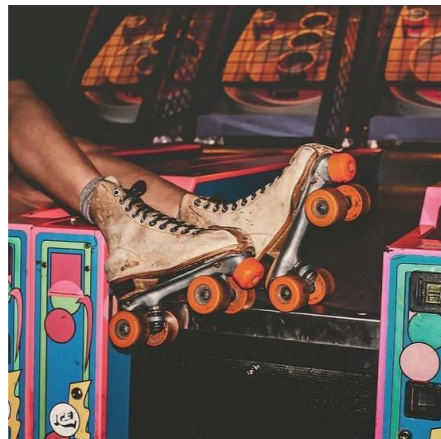
### GIFT GIVING

Theme: Endless stories of gift giving. Evolution in aesthetics over time

As we proceed from outside to inside of the store the looks of the store changes from it's texture, colour to shape, material. From old to new. From shape of the watch to mechanics.

What must be portrayed: the looks might change, the technology might change but Titan will always be the Premium gifting commodity.

This would help ignite a sense of loyalty among the customer, how Titan is a trusted company and a can be counted on to as a perfect give for special occasions.



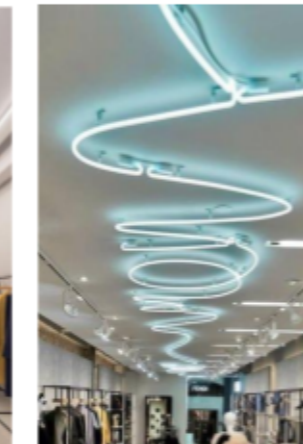
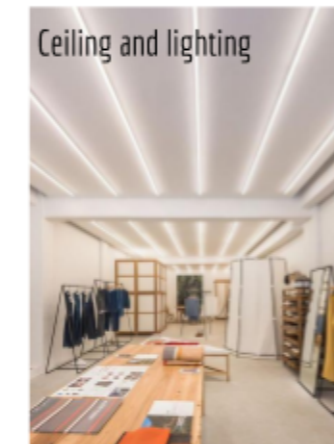
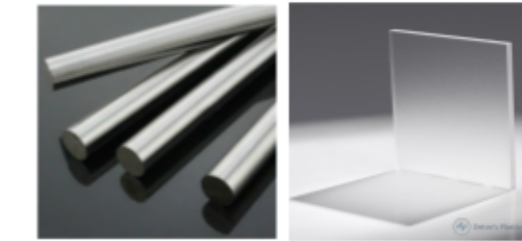
## Futurism



### Overall Look and feel



### Material and textures



One often find themselves thinking about what lies in the future. Want all the latest gadgets and wonder what lies ahead. Here the future is brought to the customer or what is interpreted by Titan.



Color Palette

# Content Consumption

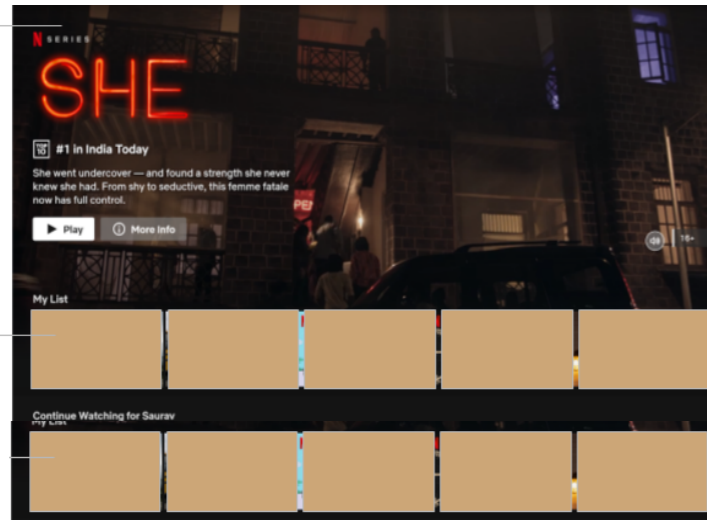
Content consumption amongst our target audience has increased many folds whether its series, movies, songs, memes, or social media like insta, twitter, tinder, youtube.

They are used to social media and streaming content and will find it extremely easy to explore them.

A store with user experience like sites like netflix or instagram or a combination of both, creating something by taking a very familiar interface and creating a new experience.

A store with interior based on social media interface.

Visual



Wall unit



# Timeless

Theme: Clock towers

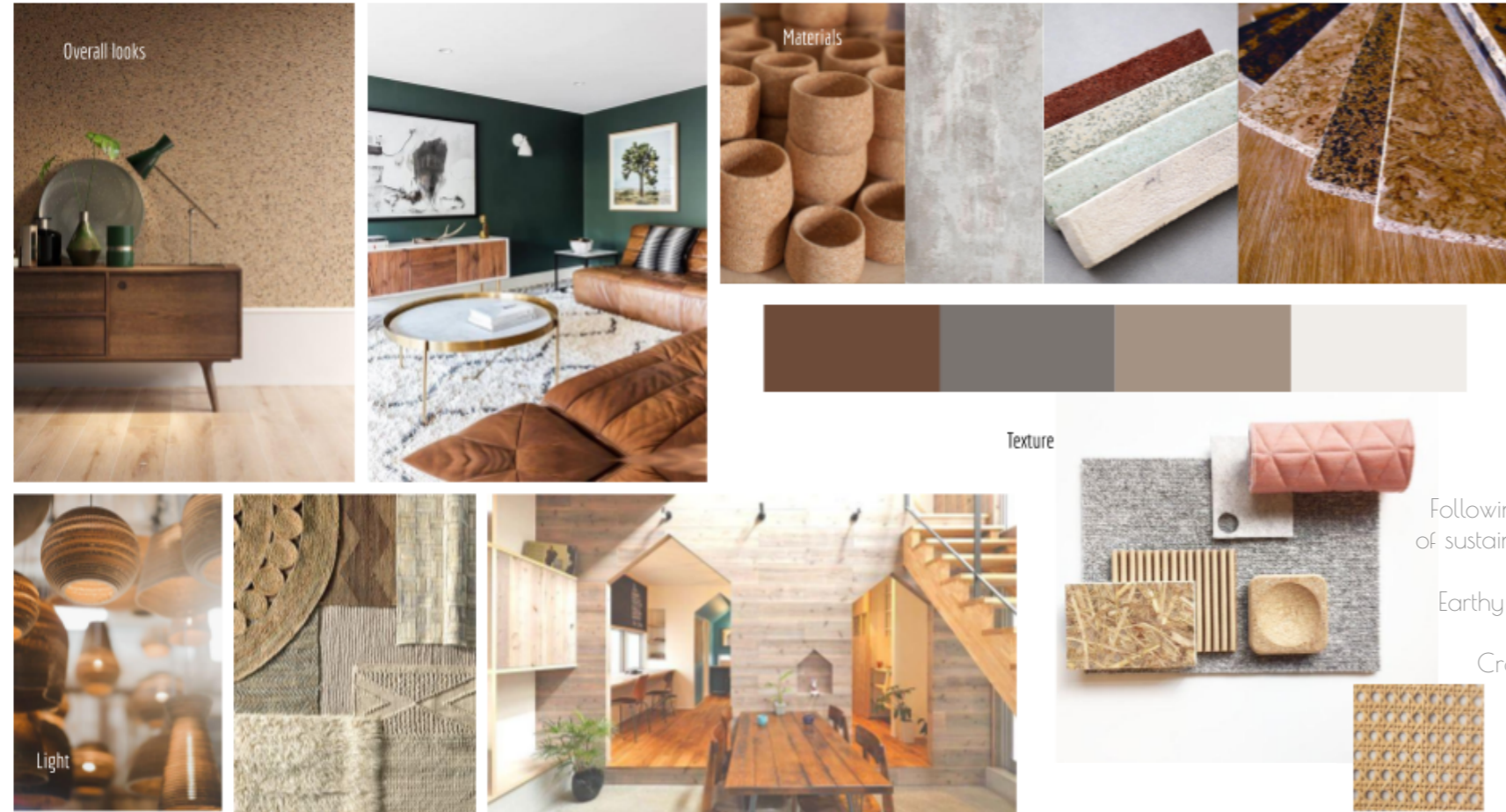
The store will be made into a street from for example switzerland, with a clocktower (since one can find clock-towers in every town there)

People in India aspire to go abroad, to experience a different culture. We bring the abroad home.

We can have 3D projections of different place of the world in one area recreating the space. Idea is to fascinate people with a new experience, increasing the footfall in the stores.



## Sustainable Store



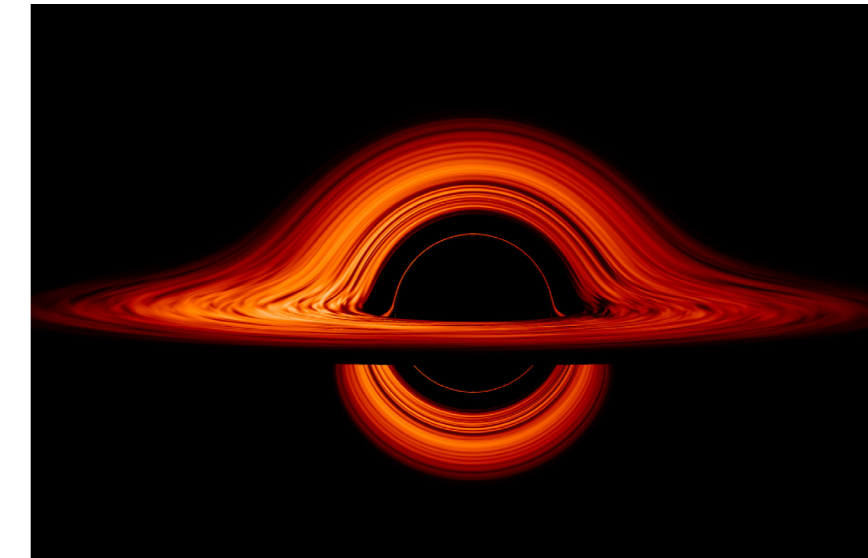
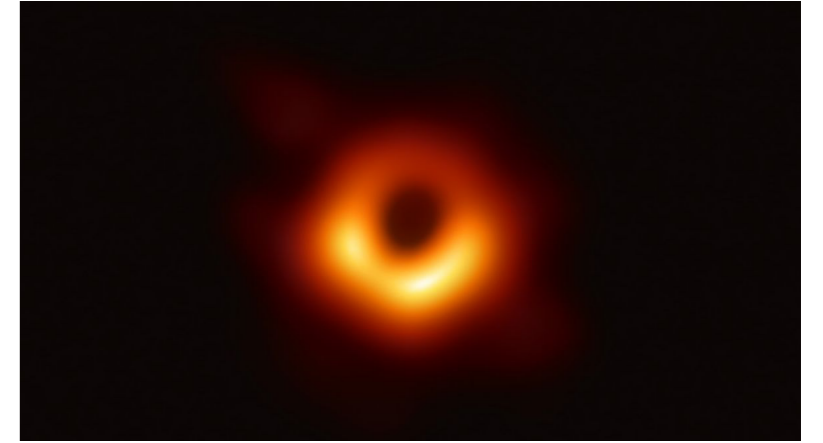
## Time and Space

After doing some primary interviews with people in the age group of 25-35 years old There was found a common pattern. People want to escape reality, want to live in a fantasy world which is why they spend time, money and energy on experiences that help them break out of their reality like escape rooms, adventure parks, augmented reality, video games.

Recently NASA retrieved an image of black hole and a wave of questions arise about the same. People often crave peace of mind in a forever busy schedule and if a space can make them feel even a slight sense of calm then they would want to spend more time in the store. People often reside in a completely dark room in order to relax. Darkness can be very soothing.

A store creating an experience of how would it be like to be in a black hole would help achieve that. In a black hole time stands still -it's black - there is nothingness - gravity is so strong that even light can't pass - can create event horizon(the yellow light that surrounds the black hole).

Would also help maintaining focus on the watches.



# Selected Concept

## Comfort Design

AFTER COVID-19 - People are too scared to step out and be around other people  
They have become accustomed to a quiet environment, away from all the hustle bustle  
We want to extend that peace of mind to our store and make our customer feel warm and welcomed

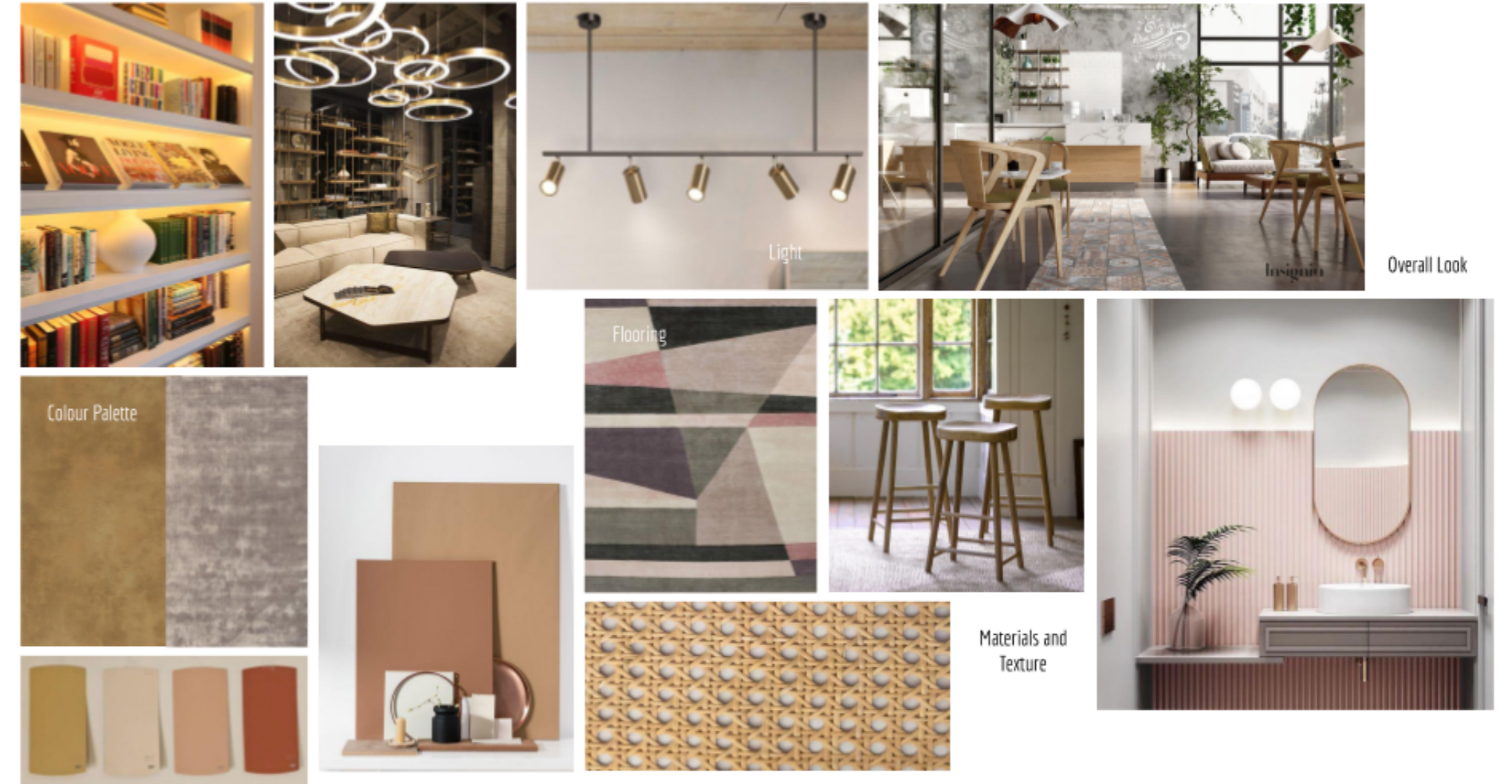


BEFORE COVID-19 - People are too scared to step out and be around other people  
They have become accustomed to a quiet environment, away from all the hustle bustle  
We want to extend that peace of mind to our store and make our customer feel warm and welcomed



What if we slow down the time, provide a tranquil experience!  
Since we can't really slow time down, we can give a feeling of calm as if we have pause time or made it slow.

Some things that should be part of the store are elements like soothing comforting perfume and soft music  
To give an idea of that kind of music i am talking about check out the first 20 seconds of this song: Abraham



## Polling of the concept

After a discussion with the Visual Merchandise team (the team who is in charge of Helios Stores across nation), three of the concepts were shortlisted on the basis of the fact "what fits the values of Titan?".

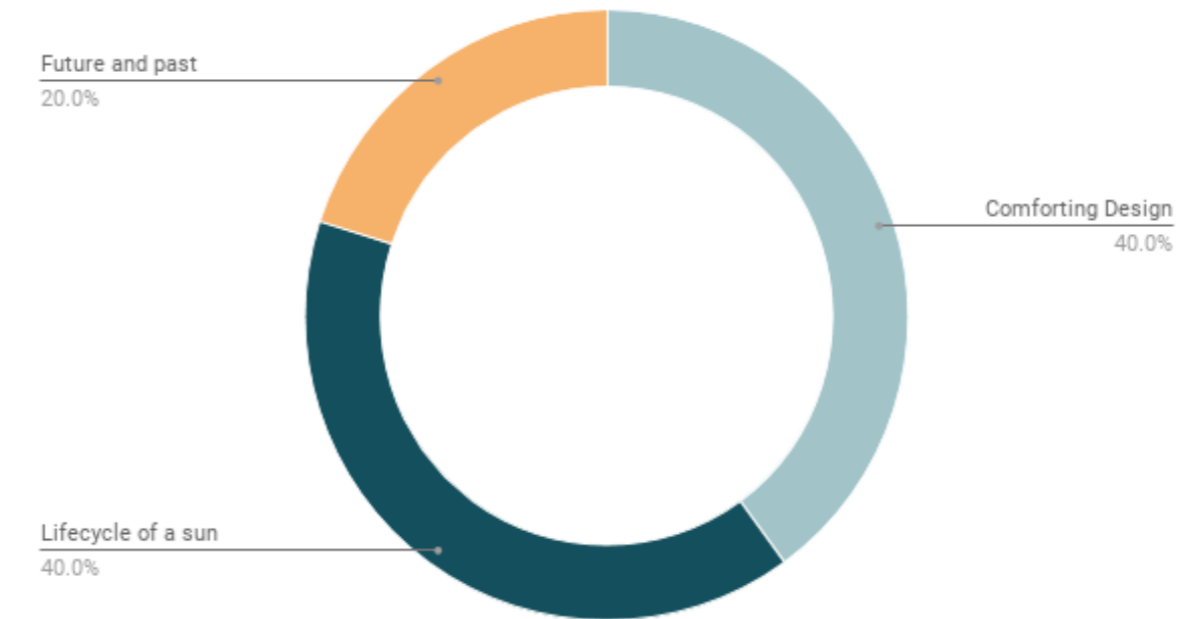
Now customer feedback was needed to understand "What the customer wants?"

"Future and Past"  
"Lifecycle of Sun"  
"Comfort Design"

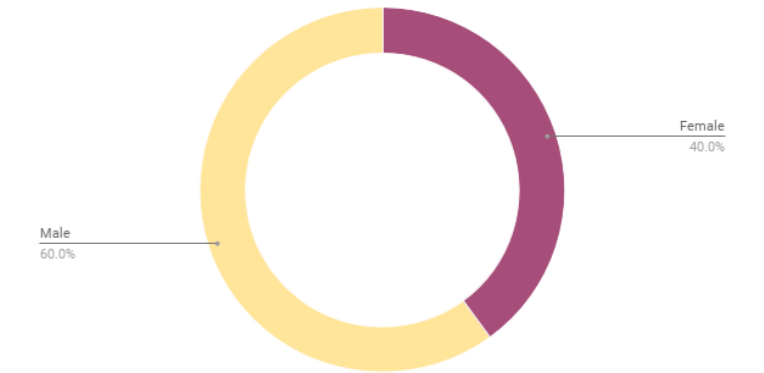
A poll was conducted to finally select one concept to Design the store.

And with a combined vote of the team and the customer "Comfort Design" was chosen.

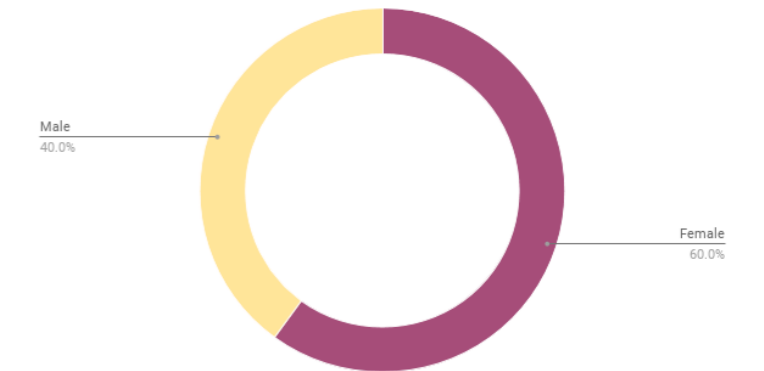
### Concept Polling



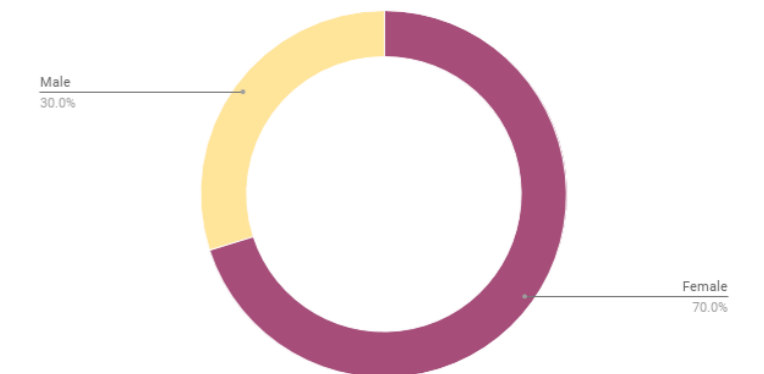
### Future and Past



### Life-cycle of sun



### Comforting Design



# Concept Directions

## Initial level

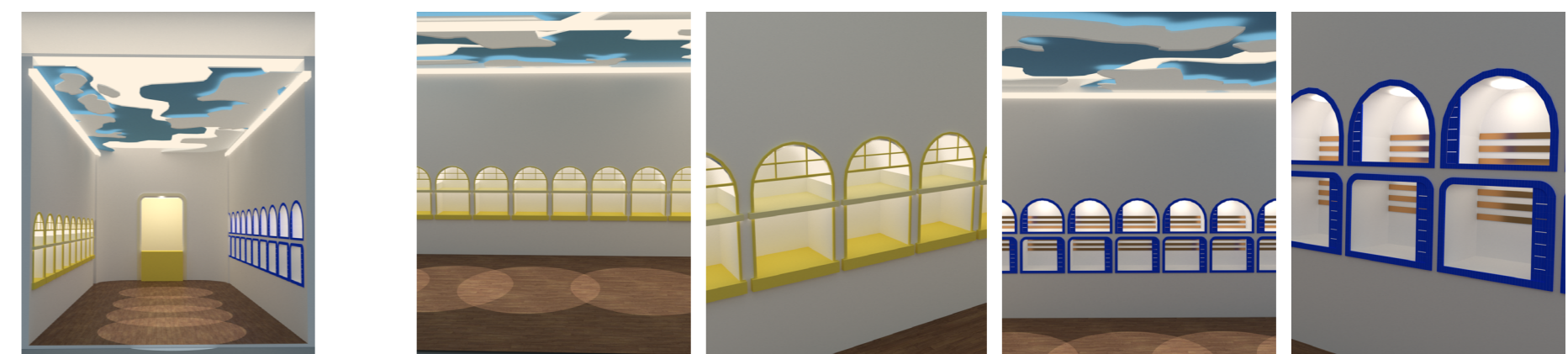
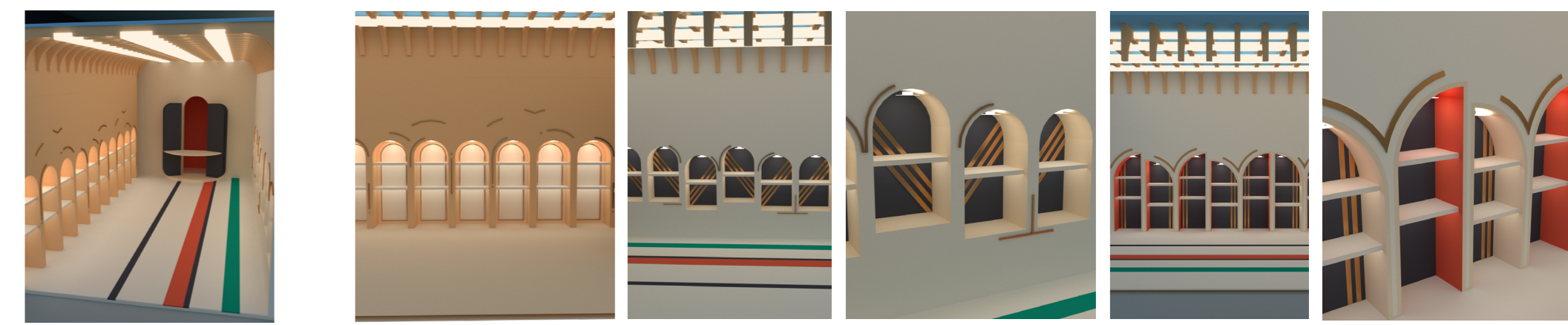
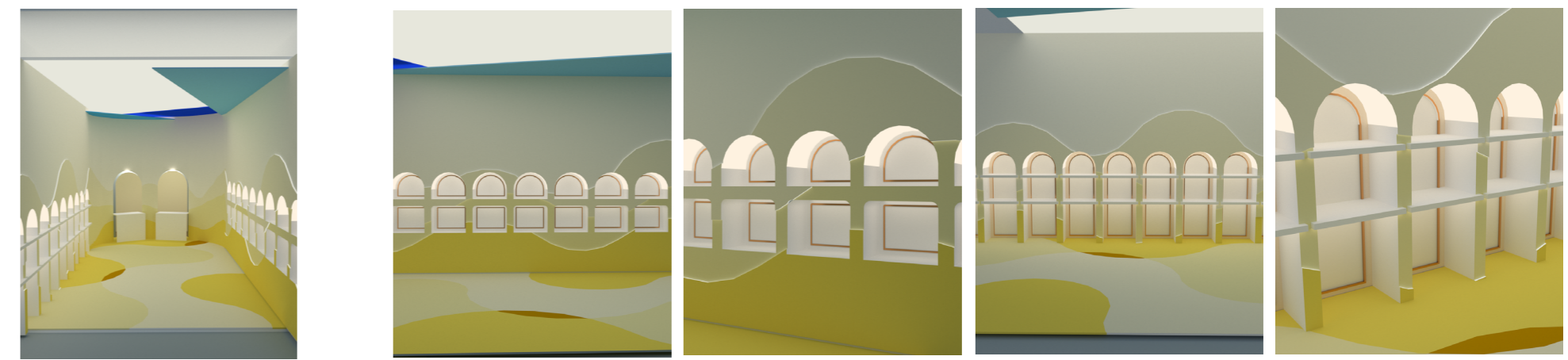
Once Comfort design was finalized, multiple approach came to mind. The first few are on the right. In order to make the space feel comfortable it should be:  
 inspired by places people go to on a vacation like a beach  
 or a place where people go to achieve peace of mind like a church.

*Although this Initial concept was not taken forward by the Company*

On the right is a U shaped store with big waves moving throughout the store grading from bright to light. The same colours are used in the flooring to give a unified look, where there is a continuation of pattern not just in the walls but also the floor. The ceiling is an abstract depiction of sky whereas the walls depict a sunny day with positive vibes. The monochromatic interiors gives it an immersive experience. Like one is in another universe. There are two counters one for the repairing and the other is the cash counter.

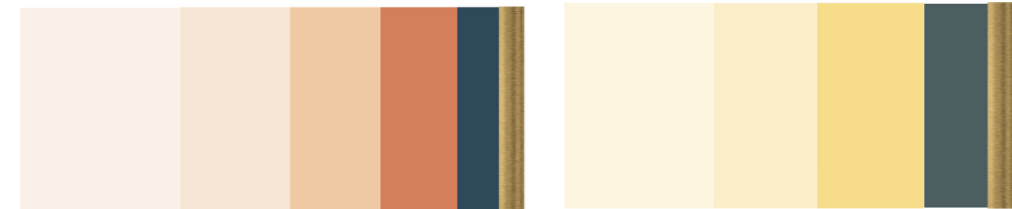
Inspired by church, the concept on the right has a repetitive window like wall counters with round tops. Even the cash counter is meant to look like a pedestal. Here I've tried to add an architectural element to the store by changing the ceiling. Colours here are a bit bold compared to the other yellow palette. Tried to break away from the conventional symmetry of the store so it doesn't get boring.

Inspired by Scandinavian aesthetics and the city of Santorini. Trying to create an outdoor environment. An artificial cloudy sky. Wall display in the form of windows. Clean white look. Curved corners. Spotlight for installation and hotzone. Inspired by the greek look, the sunlight in greece is white in colour and hence makes white colour look very serene and the sea blue very calming.





# Palettes



Colour Palette

The colour palettes show the colour in the proportion it would be used in the store. Starting from a very light cream colour to a dark green. Most of the store would be made with the first three colours. The orange and the green is only to add highlights, used in very limited quantities. The last texture is brass which is meant to be used in the inlay work or to highlight, brass is also to give it a more fashionable look while also adding a classy touch. It'll add a little shiny texture of a metal.

## Elements

For the interior of the store, here are some examples for inspiration. The shapes in the right most image can be used as a shape for wall display units. Or even for the structure in the store can be inspired by the left most image.



Keeping in mind the colour palette, Art Deco and the concept of comforting design, some common materials that come to mind would be  
 White Marble  
 Pine wood  
 Cork sheet  
 Semi glossy surfaces  
 A course rug  
 Brass  
 Some plants and inlay work



## Material Board

### PowerWall

Examples given on the right are only a reference for the kind of patterns to use and not for reference of colour. Following the idea of tranquility I suggest an abstract form for the wall that adds to the relaxed ambience. While the entire store would be in symmetry, this would break that pattern to provide visual relief. I also suggest this mural or the pattern to be on a larger surface to make it more appealing.

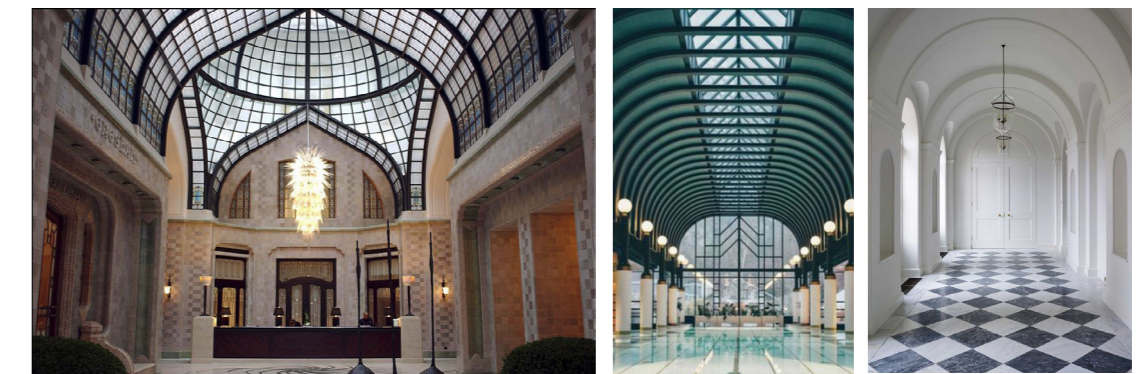


### Structure

Some structural elements that we can include in the store. Like in the right most image, a similar structure can be used in place of cash counter. Similar structure like in the third image from the right can be used as separate columns for several different brands. Even for the power wall, similar structures can be used.



For the overall shape of the store specifically for the ceiling. How the store would look from the outside. Rather than a rectangular shape I would suggest a change to escape from a rigid structure to something more fluid. For example:- higher ceilings give a peaceful feeling



## Other Concept Directions

Another way to move forward was to break down what "Comfort" Meant to people, if not directly then indirectly (psychologically). What peace meant to people and how it related to mental peace. How it was all relates to the culture a person is from and the values imbibed in them by that culture. How spirituality plays a role and how science played a role too.

### Comfort Design

After COVID 19 struck our lives, we have been confined for so long that people are too scared to step out and be around other people.

They have become accustomed to a quiet environment, away from all the hustle-bustle

We want to extend that peace of mind to our store and make our customer feel warm and welcomed.

All we humans want at the end of the day is peace of mind, whether it's because of financial stability or spiritual awakening. While we enjoyed our little break from the world, we would eventually go back to our lives.

Our fast-paced life, where people are extremely stressed and don't have a single moment of peace, where we are always running around doing something, always have something that needs to be done.

This concept would still work in our favour since we would be able to help the customer feel relaxed and give them a sense of calm.

## Comfort Design

and

### Light and Sun

It's such a beautiful sunny day, Look on the sunny side. Got sunshine in my pocket. What comes to mind? Whenever we talk about a happy feeling, positive vibes we talk about the sun, the life-giving source on earth. Kal fir Subha hogi brings a sense of new opportunity. Not just culturally, even scientifically it has been observed that people in countries that get no or very less sunlight tend to take anti-depressants during winters. Spiritually speaking sunlight is considered pure and morning hours are spiritually charged. Hence, it's considered very important to wake up in the morning and soak all that positive energy.

The circadian rhythm or the sleep-wake cycle is considered very important in our culture since we understand the importance of the sun and its energy. And that is the kind of energy that we want to bring to the customer not to attract them using a single element or object in the store but by radiating a positive aura that makes them want to enter the store. But different kinds of light can have a different effect on the human mind. What we want is to be tranquil and give a feeling of calm and peace.

So how do we define a serene place, a blissful place?

A place with balance and existence of mind, speech and action without violence. Such a common theme is visible across religions and cultures. A place called Heaven. Heaven is a place devoid of hurt, pain, sorrow, fear. A place of eternal peace and harmony. Since the beginning of mankind, humans have thrived to reach this blissful aboard and made continuous efforts to confirm a ticket to Heaven whether its a sacrifice, prayers, rituals, but let's not jump to the conclusion that everyone is a religious person. For that reason alone we are targeting the psychology of the person alongside our understanding of peace as a society and connotations of heaven.

### Spirituality and Peace

Adding to the concept of Comforting Design. Light occurs naturally and has an unconscious impact on our behaviour but what is it that we as humans do to achieve that peace of mind. Many practices come to mind that we humans have devised to relax and calm down, to forget about our worries and unwind. Practices like meditation. Although meditation started as a practice to feel closer to god or to achieve eternal salvation, it became a practice to discipline one's self and be connected with nature and now has eventually become a way to release all stress and worries.

Now there are meditation centres artificially creating peaceful environment for people to be able to let go. Places like yoga centres and Spa use similar aesthetics to provide a harmonious space

Thinking about the comfort of the mind, here is another approach, where people take an initiative. Spirituality is one such area where all the focus of the practice is on achieving inner peace, the stability of mind and contempt.

*Mood-Board*

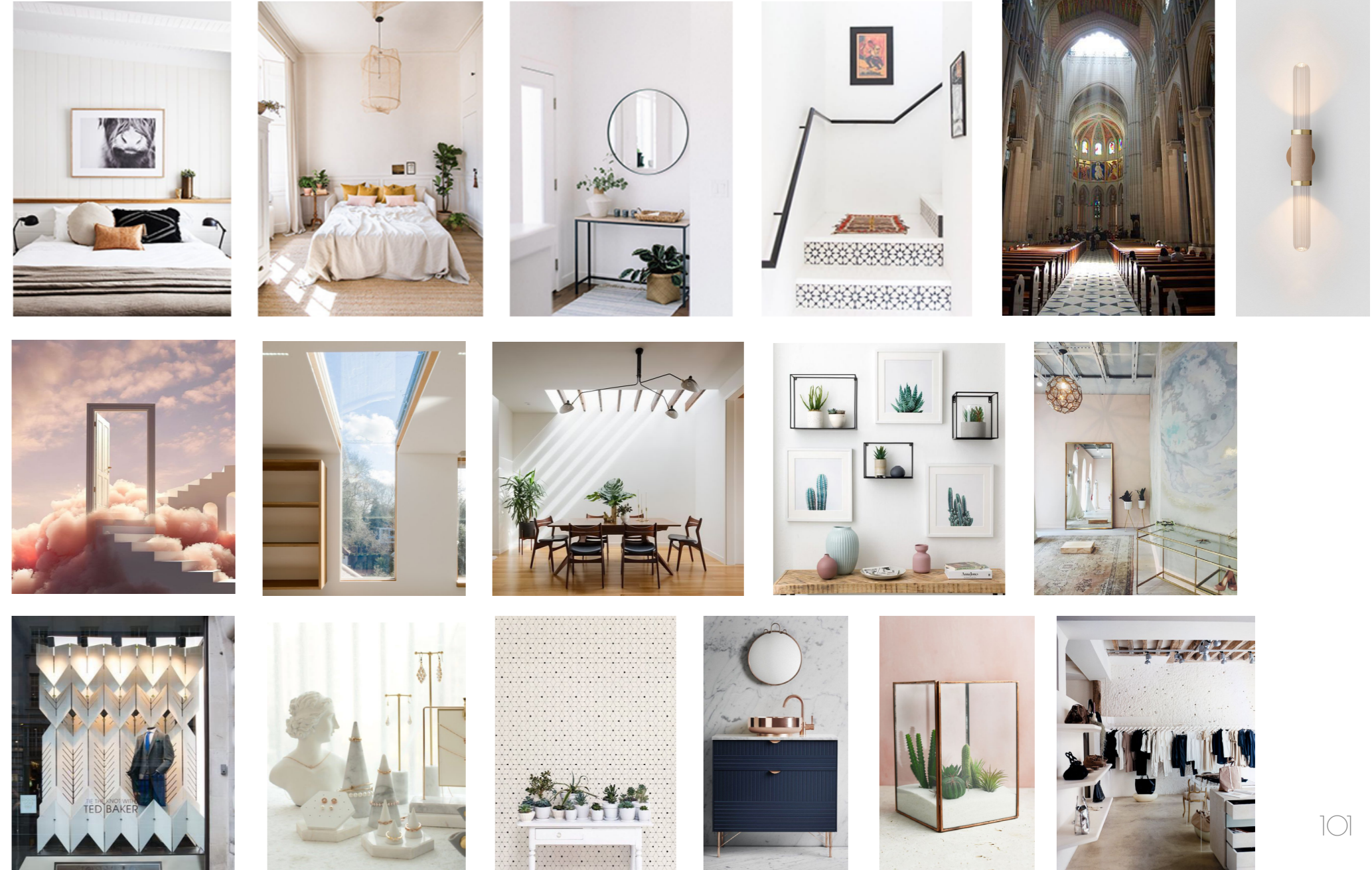
Comfort Design

*and*

Light and Sun

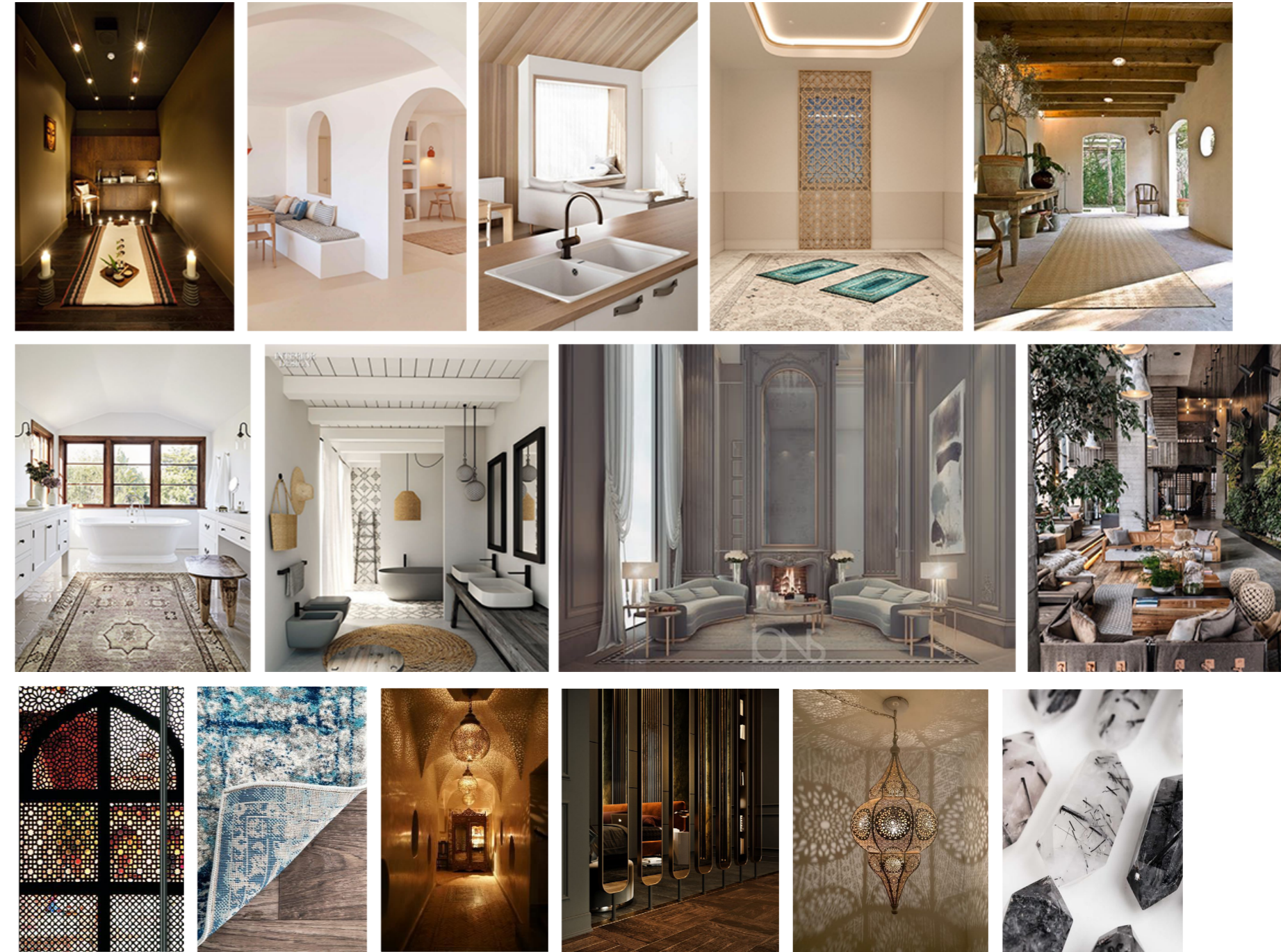
White walls  
 Marbled flooring  
 Golden and Blue Frames on walls  
 Wooden finish drawers  
 Shed like false ceiling  
 Simple, light weighted Furniture frames  
 Dark Blue back wall

Natural materials  
 Marble walls  
 Wooden flooring  
 White interiors  
 Sky light for natural looking light from the ceiling  
 A Window up in the clouds, leads to heaven  
 Replicating Natural Light  
 Thin black frame kit  
 Textured Wall



## Spirituality and Peace

High ceilings  
Rugs  
Geometric Patterned window (Jali)  
Natural materials  
Marble flooring  
Rustic finish  
Soothing light  
Mirrors  
Close to nature, not man-made smooth  
texture  
Curved doors  
Neutral colours





*Final Design Options*  
Comfort Design



- Colour Palette
- Material Palette
- Store Renders
- Display Kits
- Concept Detailing  
Plan
- Detail Drawing

## Colour Palette



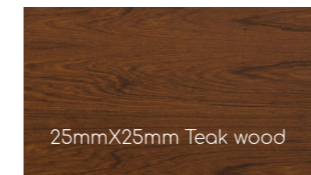
## Material Palette



Image 15



Brass Finish on MDF Frame  
Dulux Velvet Touch - NY Metallics



25mmX25mm Teak wood

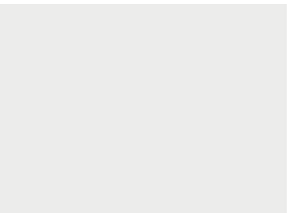


Asian Paints Dusty Trail  
(beige Matt Finish)  
COLOUR CODE: 8506

Deco wood veneers  
Teak Splendor Dark Grain

Textured white Marble  
rk marble  
volakas white

Image 16



Deco wood veneers  
(Drawer)  
TEAK DIVINE LIGHT GRAIN

Image 17

## Store Renders

The store that was taken forward by the company is one of the simplest out of the options.

With a layout similar to the light and heaven store. The interior of the store is all white, from floor to ceiling, side walls to partition everything is white. This goes with the existing Helios stores making it easy for the customer to be comfortable with the change in the look.

It is another take on heaven like interiors (here the heaven is a bright white light extending in all directions) like inside a cloud.

The all white pillar like hotzone further resembles the Greek depict of heaven when simplified. the symmetric store also has a ray of light beaming through the long false ceiling panels running throughout the length of the store.



## Display Kits

A new kit for a new store must be designed to go with the store interiors with the aim of displaying 25-30 watches in each kit. Some complications that needed to be solved with the new kit:

Watches should be easy to remove from their casing without any hustle

Visibility of watches in the back of the top shelf

The composition of the watches should not look cluttered

No watch should go unnoticed

Also the challenge of 25-30 watches in each kit.



Kit 1



Kit 2



Kit 1 is meant for the high level display and Kit 2 is meant for the kit on the lower level.

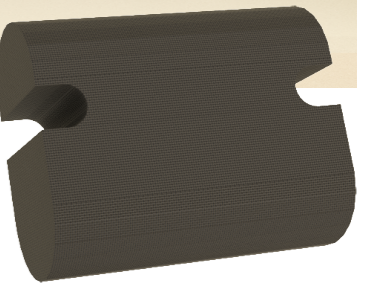
The platform at the back on which the stand is kept makes sure that watches don't hide behind when one looks at them from a lower angle. Cushions help break away from the otherwise rigid frames and structures.

The cushion in the 3X4 frame is designed specially to allow easy extraction with space created on either side of the cushion for better grip.

Other than the cushions the watches are simply kept in the place without any clamps making it extremely easy to remove.

Using frames to segregate the different sets of watches within a display. This creates a highlight for each set and helps people navigate their eye and helps them remember them better.

The kits follow the colour palette and can easily blend into the store.







## *Concept Detailing*

Cash back is the wall behind cash counter, here it's a white framed marbled wall with a huge golden logo on top of it which helps attract attention.

Behind this marble wall is a blue wall with visuals on either side showing the customer what Helios has to offer. Blue adds life to the store. It has been used in controlled quantities, in the frames of wall counter and the back wall in order to not overdo it.

In the middle of a completely symmetrical store is an asymmetrical cash counter. This dynamic table breaks the monotony of an otherwise perfectly mirrored store.



Flooring consists of a row of arrow like pattern made of white marble pointing towards the inside of the store guiding the customer to enter the store. The arrow leads the customer to the back of the store where lies the cash back.





Talking of tables, there is another set of them attached to the mirrors, providing convenience to the customer to try the product on and check how it looks in the mirror.

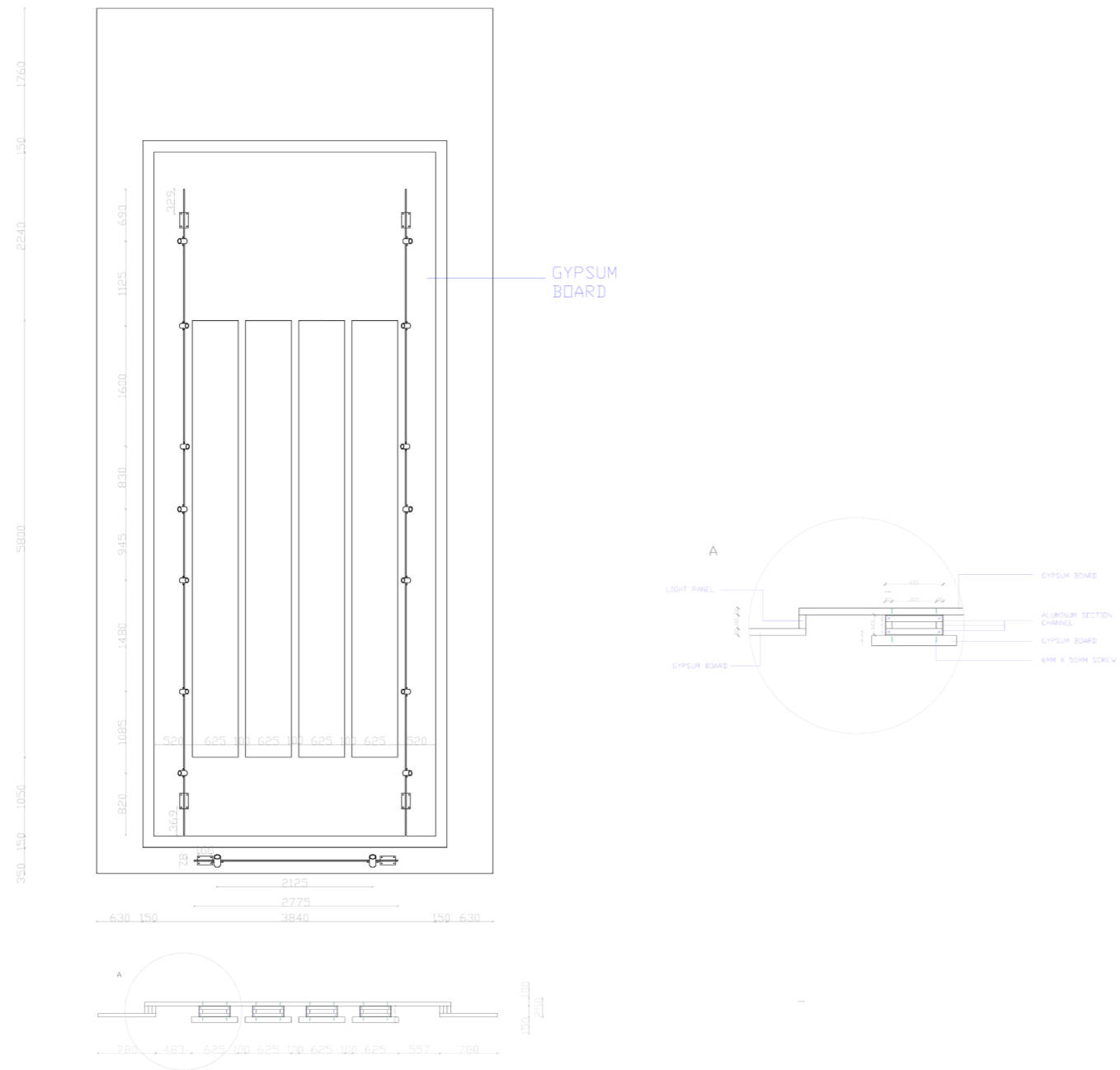
Two sets of spotlight run across the length of the store in the ceiling giving products the focus they need.

The number of brands displayed leans towards the higher side and to maintain customers interest, wall counters have two types of layout (with two compartments and three compartments)

The top wooden drawers are much shallower than the bottom drawer. Reason being, it would help create a make shift display system, where u can instantly increase the display by opening the drawer.

This option is a safe bet and is capable of getting positive results. It takes less risk and plays at what the customer already knows and is familiar with.

# Ceiling



NOTES :-

REVISIONS :- RD		
REV NO	DATE	PARTICULARS
RD	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

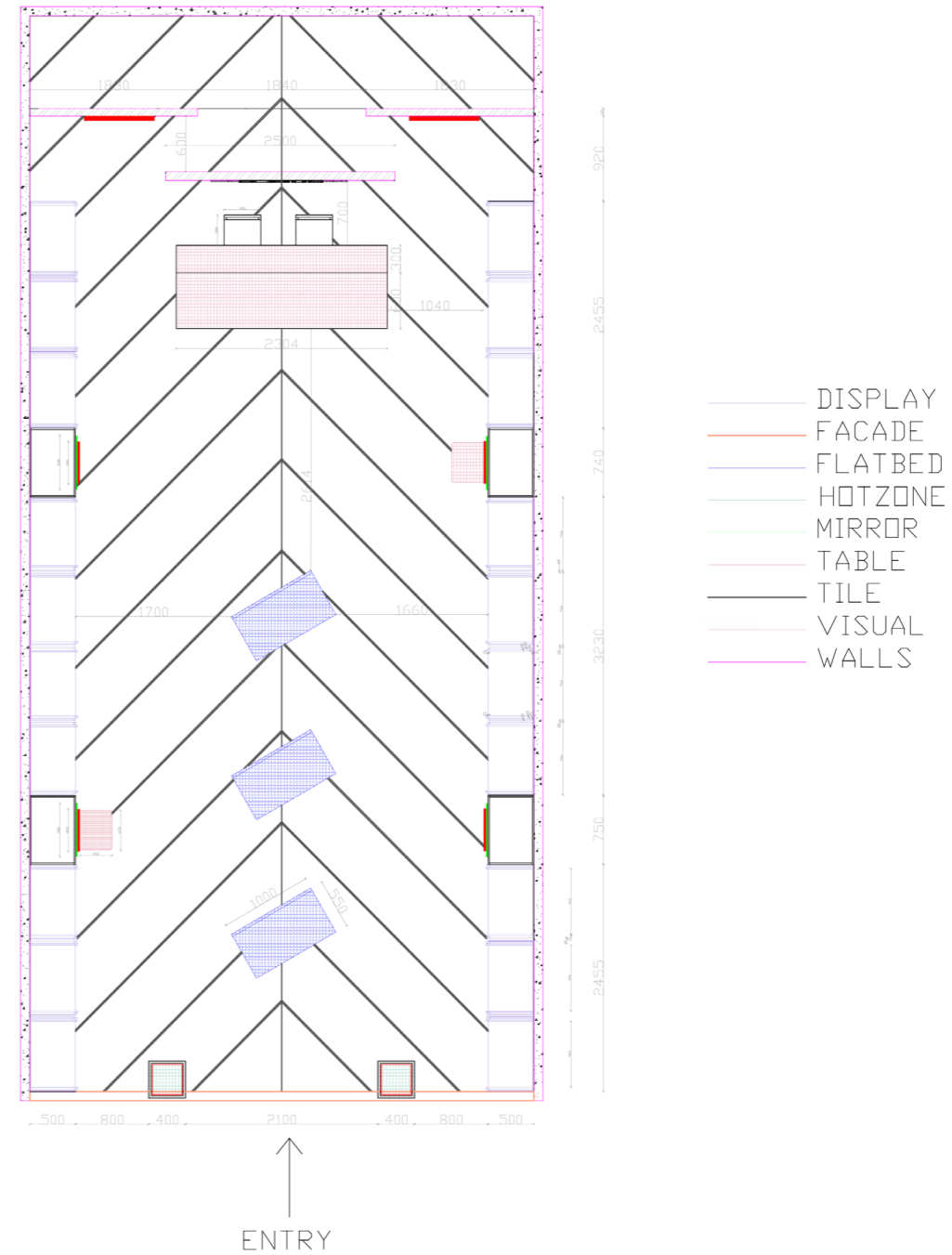
DRG TITLE:- CEILING

SCALE: N.T.S.  
DEALT: AANAL  
CHD BY:  
DATE: 26-08-2020  
E-MAIL DONE :-  
CAD FILE :-

**SASHI MALIK**

FARIDABAD  
PHONE: 7600657432  
E-MAIL: sashi.mg@nd.edu

# Plan



NOTES :-

REVISIONS :- RD		
REV NO	DATE	PARTICULARS
RD	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- PLAN

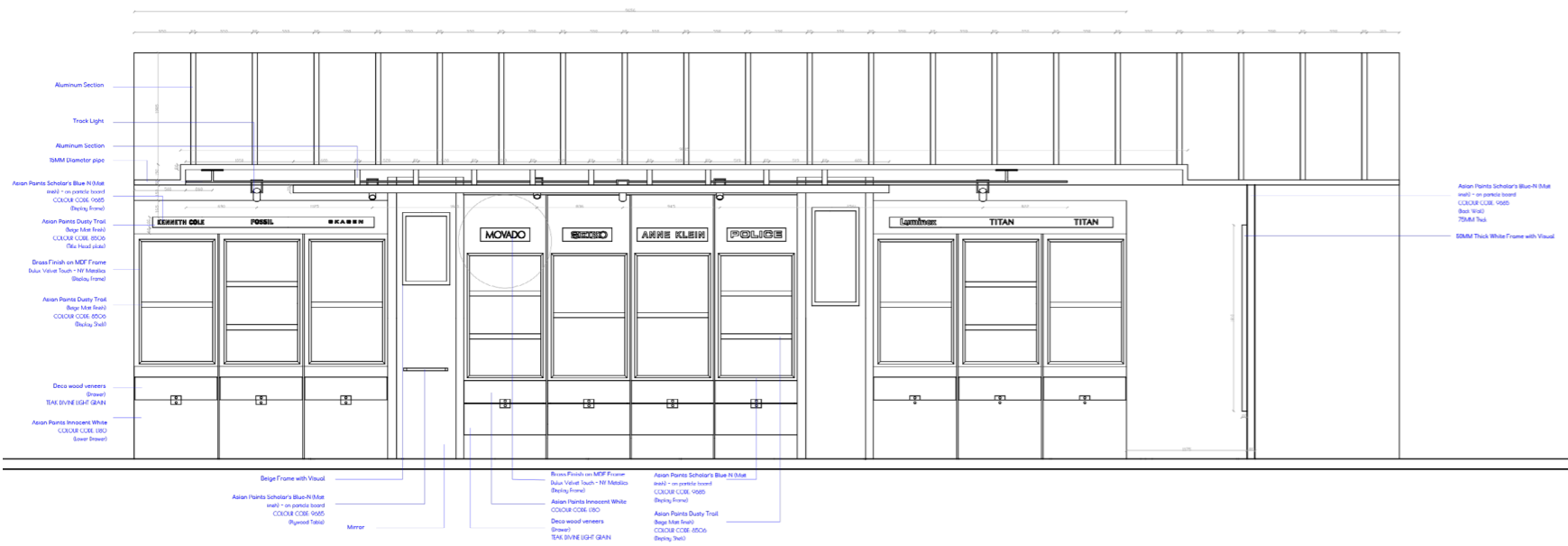
SCALE: N.T.S.  
DEALT: AANAL  
CHD BY:  
DATE: 26-08-2020  
E-MAIL DONE :-  
CAD FILE :-

**SASHI MALIK**

FARIDABAD  
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E-MAIL: sashi.mg@nd.edu

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# Display Walls



NOTES :-

REV NO.	DATE	PARTICULARS
RD	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Display Wall**

SCALE : N.T.S.

DEALT : AANAL

CHD BY :-

DATE :- 26-08-2020

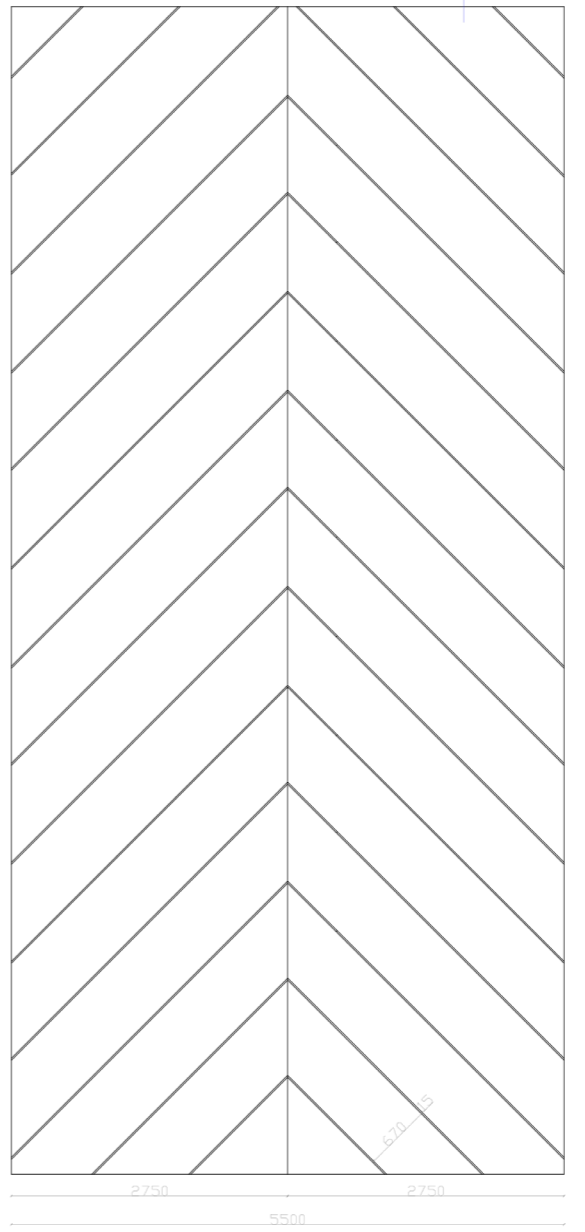
E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

FARIDABAD  
PHONE : 7600657432  
E-MAIL : sashim@red.edu

WHITE MARBLE  
Volakas white



NOTES :-

REV NO.	DATE	PARTICULARS
RD	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Floor**

SCALE : N.T.S.

DEALT : AANAL

CHD BY :-

DATE :- 26-08-2020

E-MAIL DONE :-

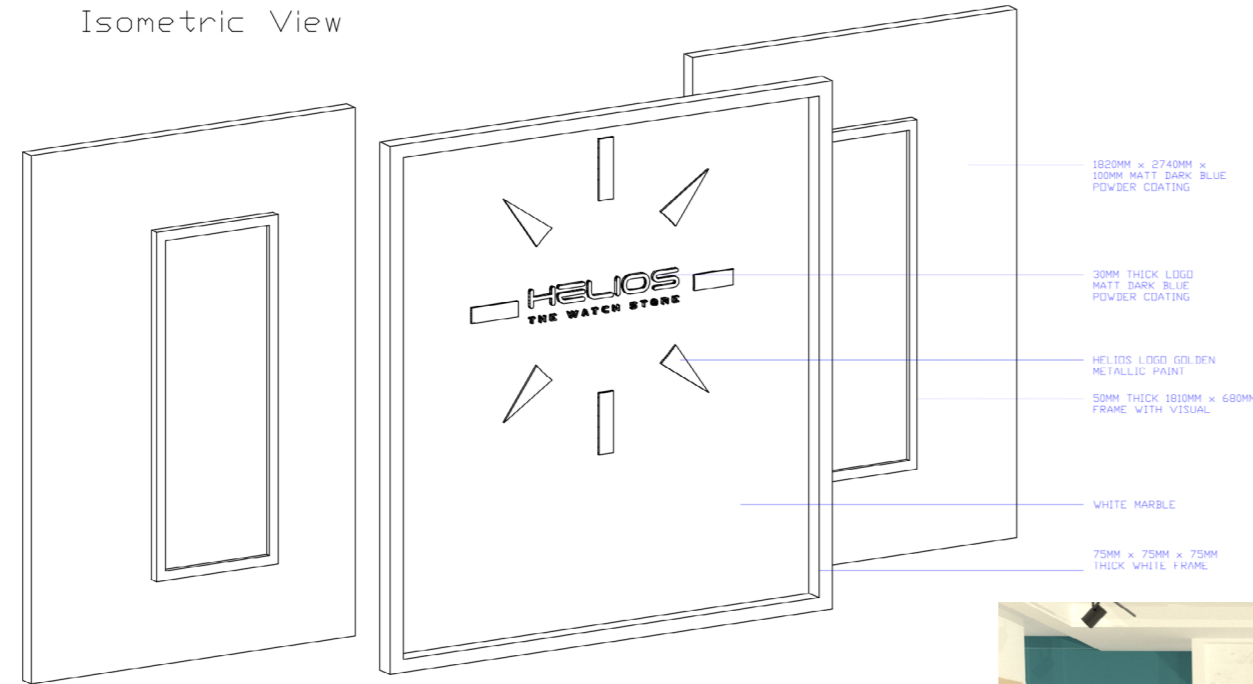
CAD FILE :-

**SASHI MALIK**

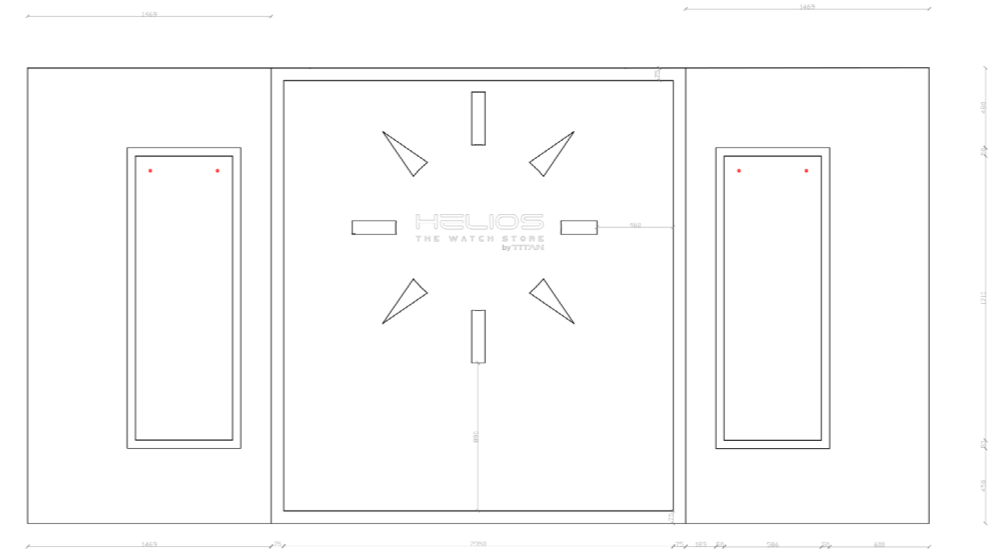
FARIDABAD  
PHONE : 7600657432  
E-MAIL : sashim@red.edu

# Cash Back

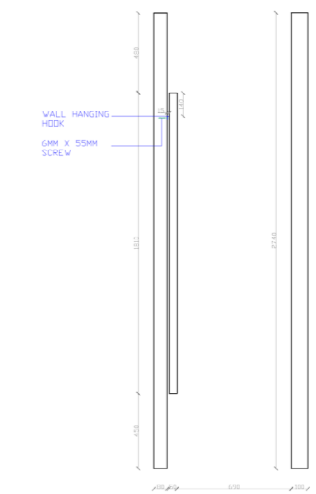
Isometric View



Front View



Side View



Plan



NOTES :-

REVISIONS :- R0

REV NO	DATE	PARTICULARS
R0	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

CASH BACK

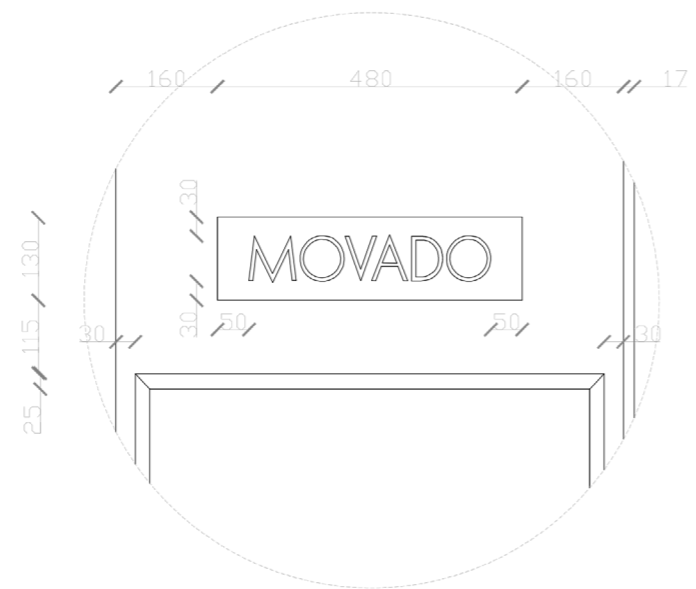
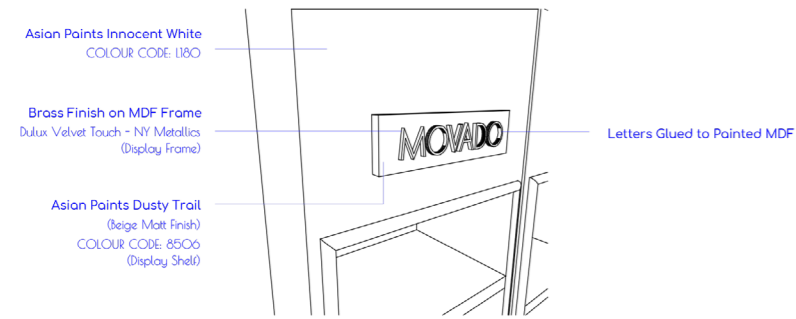
SCALE :- N.T.S.
SCALE :- A4/M4
CHK BY :-
DATE :- 26-08-2020
E-MAIL DONE :-
CAD FILE :-

SASHI MALIK

FARIDABAD  
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# Letter spacing and mounting



NOTES :-

REVISIONS :- RD		
REV NO.	DATE	PARTICULARS
RD	26-08-2020	FOR APPROVAL
PROJECT :- HELIOS NEW STORE		
DRG TITLE:- <b>Lettering</b>		
SCALE : N.T.S.		
DEALT : ANMAL		
CHD BY :		
DATE : 26-08-2020		
E-MAIL DONE :-		
CAD FILE :-		
<b>SASHI MALIK</b>		
FARIDABAD PHONE : 7600657432 E-MAIL : sashim@red.edu		





# *Furniture and Elements*



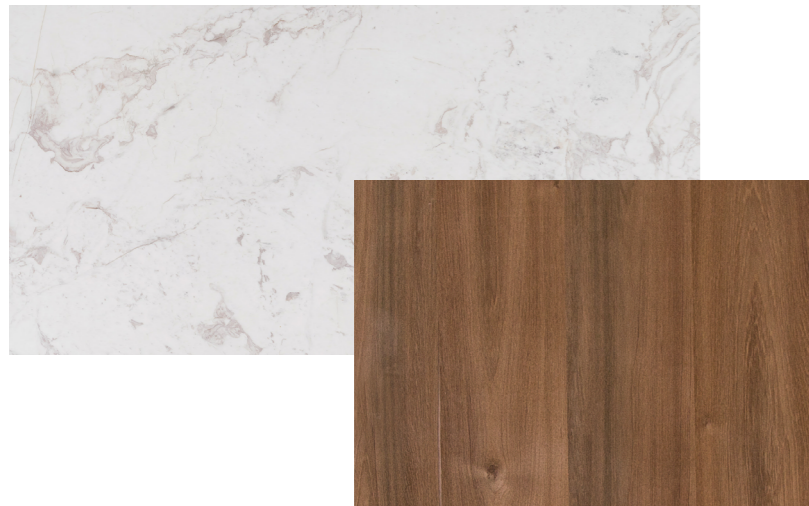
- Cash Counter
- Flatbed
- Hot-zone
- Wall Mirror
- Modular Element
- Wall Cluster 1
- Wall Cluster 2
- Flooring
- Facade Options
- Drawings



# Cash Counter

Deco wood veneers  
Teak Splendor Dark Grain

Textured white Marble  
rk marble  
volakas white



## Cash Counter

Bottom View

Side View

Front view

Side View

Back view

Plan

Isometric View

REVISIONS :- RD

REV NO	DATE	PARTICULARS
RD	26-08-2020	FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **CASH COUNTER**

SCALE :- N.T.S.

DEALT :- AANAL

CHD BY :-

DATE :- 26-08-2020

EMAIL DONE :-

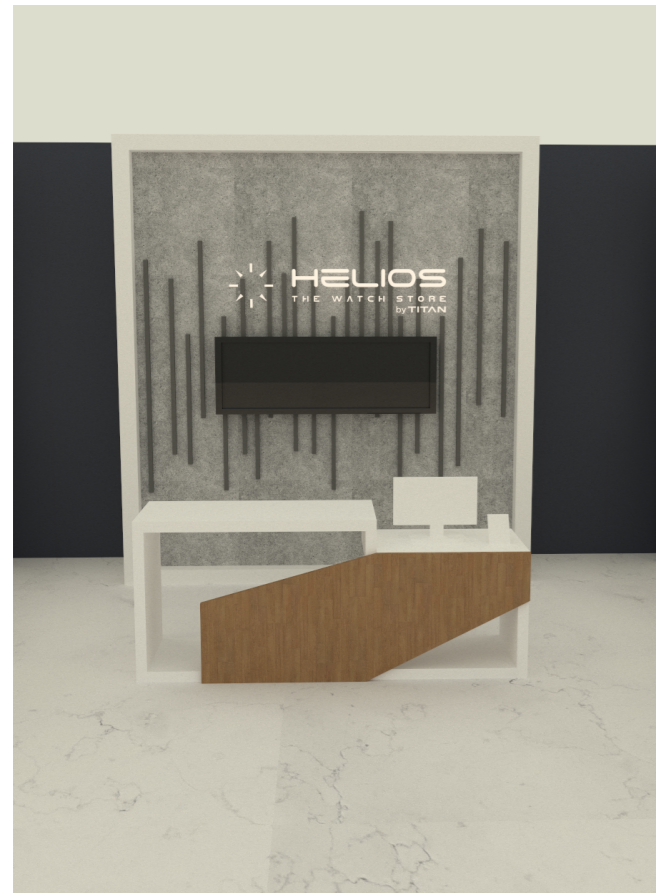
CAD FILE :-

**SASHI MALIK**

FARIDABAD  
PHONE :- 7600657432  
E-MAIL :- sashi.mg@nd.edu

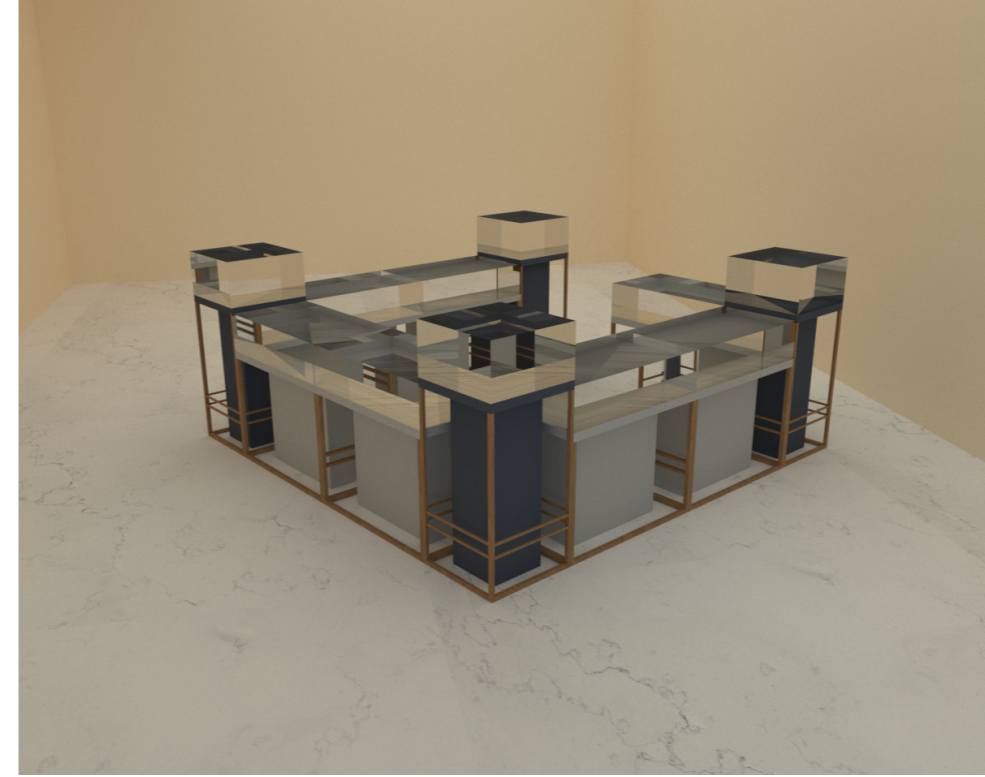
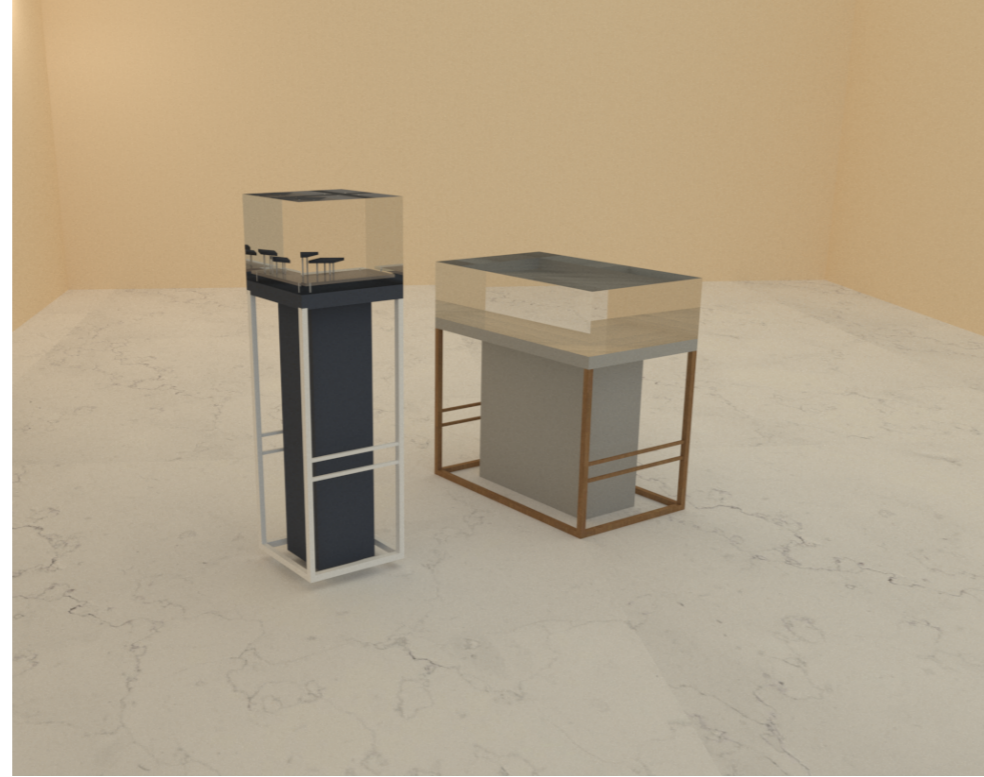
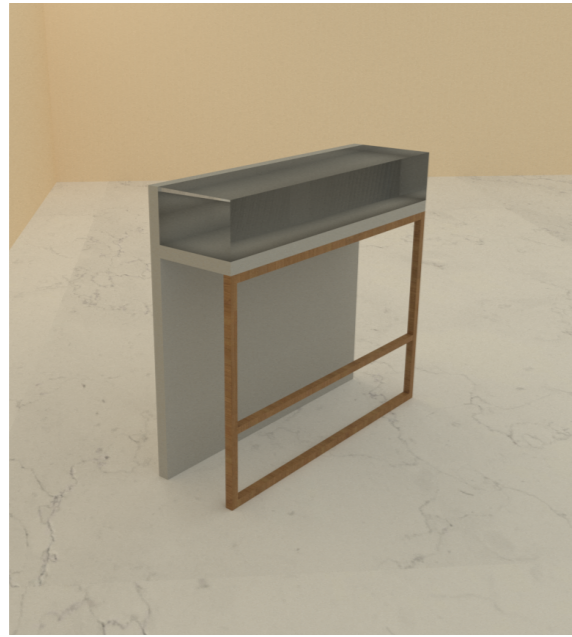
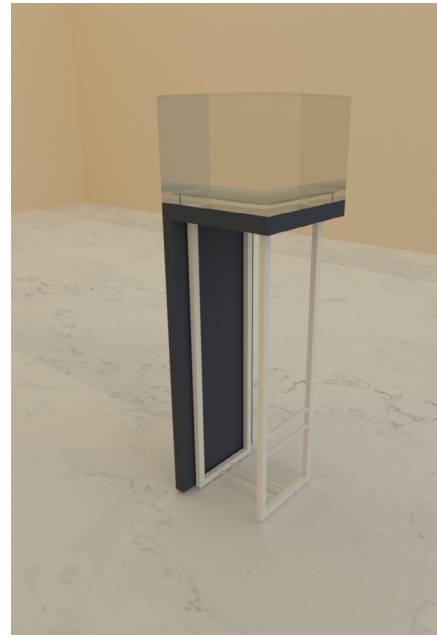
129

# Cash Counter Options





# Hot-zone and Flatbed Option

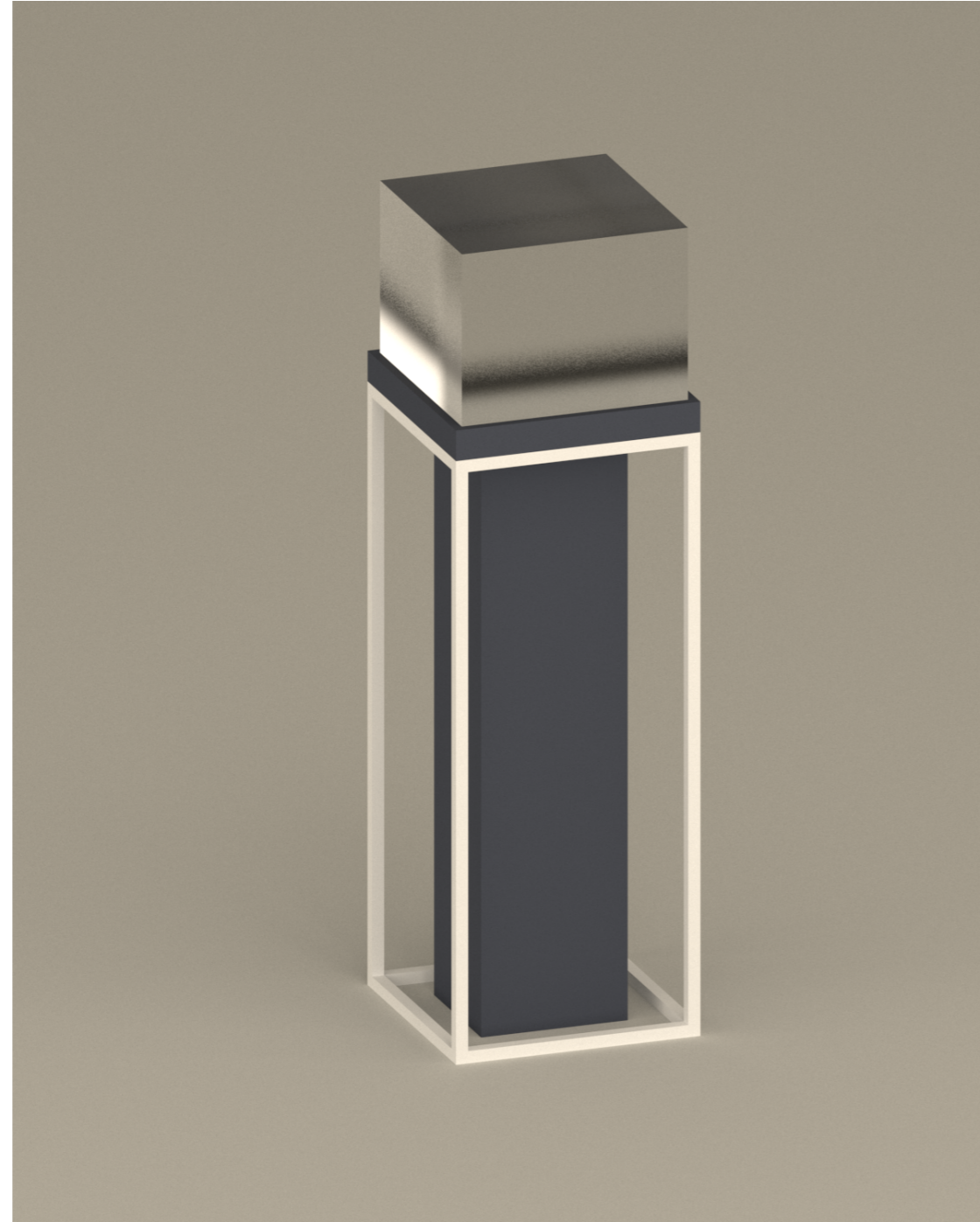


# Hot-Zone

10mm thick transparent glass

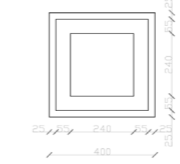
Asian Paints Innocent White  
(Matt Finish) - on MS pipe  
COLOUR CODE: L180

Asian Paints Scholar's Blue-N  
(Matt finish) - on particle board  
COLOUR CODE: 9685

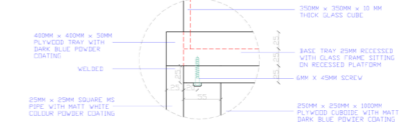


# Hotzone

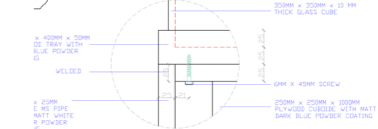
Bottom View



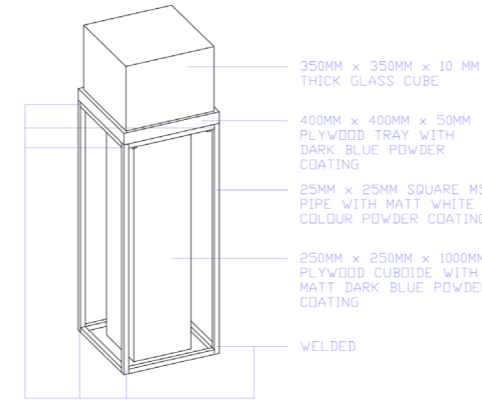
A



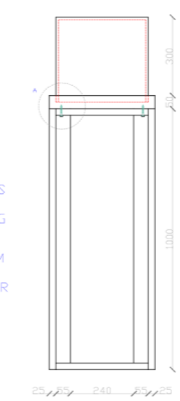
B



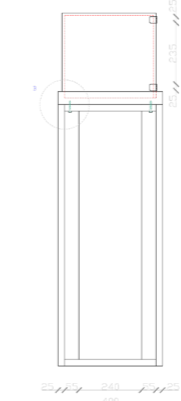
Isometric View



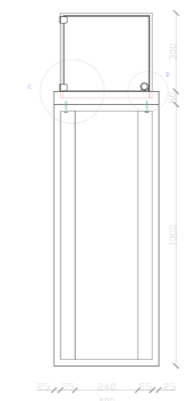
Front view



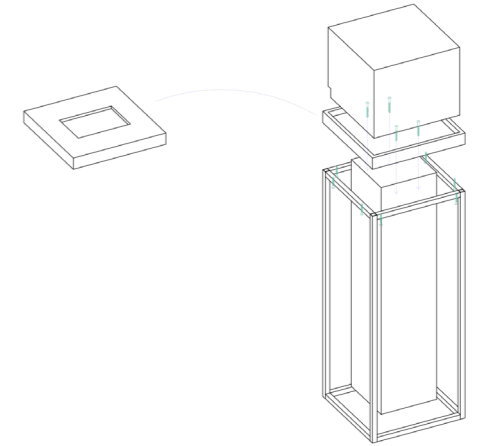
Side View



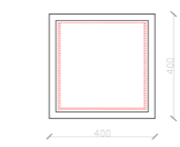
Back View



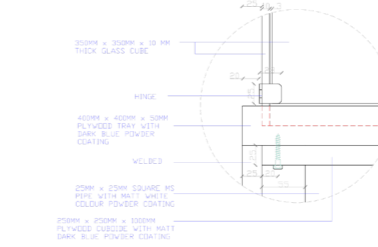
Exploded View



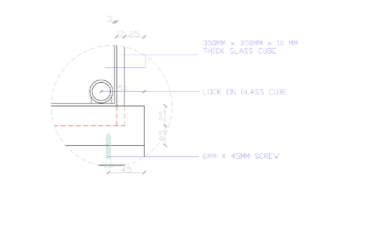
Plan



C



D



NOTES :-

REVISIONS :- R0

REV NO	DATE	PARTICULARS
R0	28-08-2020	FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **HOTZONE**

SCALE: N.T.S.

DEALT: ANNA

CHD BY:

DATE : 26-08-2020

E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

FARIDABAD

PHONE: 760067432

E-MAIL: sashi.malik@red.mobi

# Wall Mirror

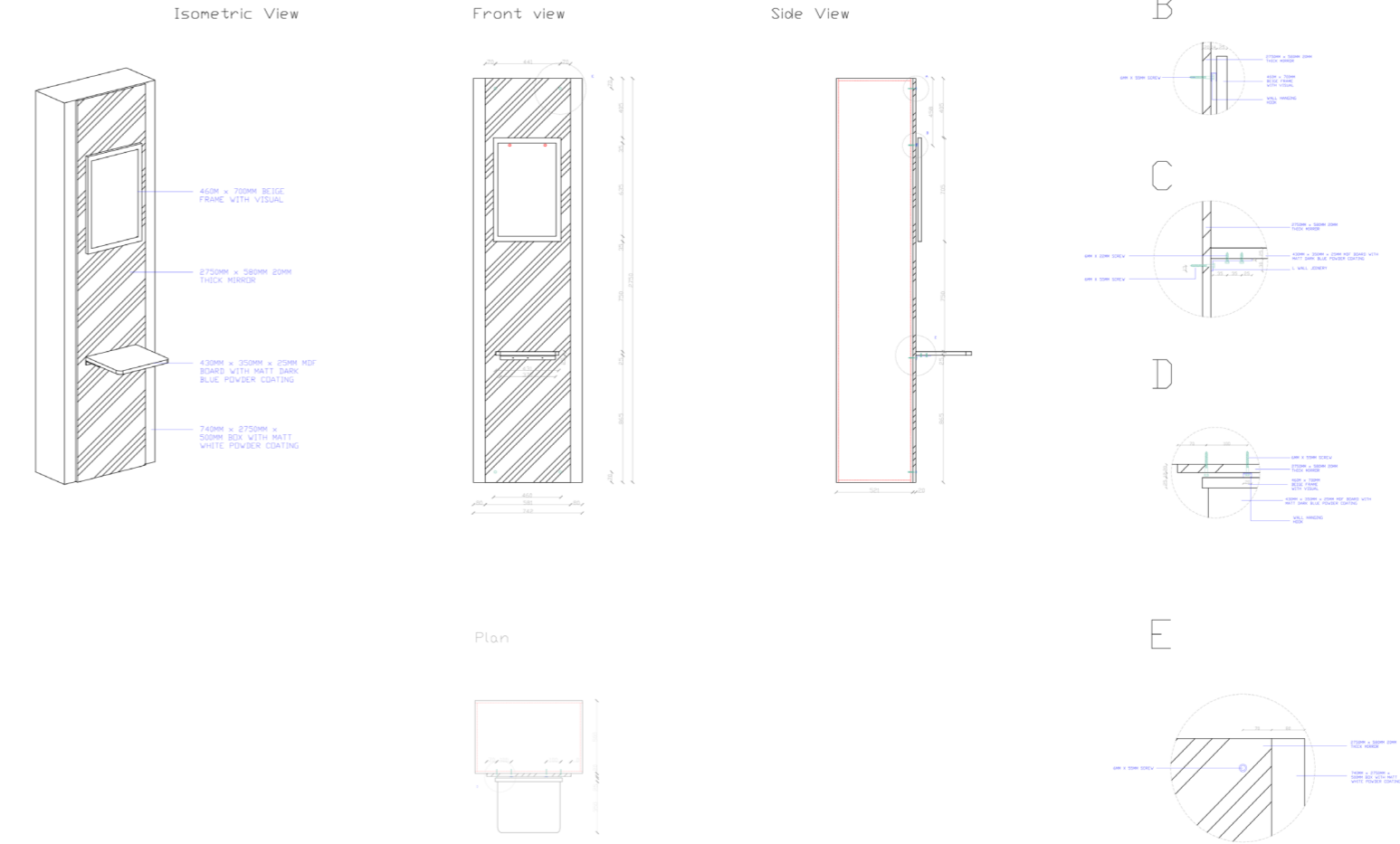
10mm thick Mirror

Asian Paints Innocent White  
(Matt Finish) - on Plywood Frame  
COLOUR CODE: L180

Asian Paints Dusty Trail (Beige  
Matt Finish)  
COLOUR CODE: 8506



## Mirror and table



NOTES :-

REVISIONS :- R0		
REV NO	DATE	PARTICULARS
R0	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **MIRROR**

SCALE :- N.T.S.

DEALT :- ANNA

CHD BY :-

DATE :- 26-08-2020

E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

FARIDABAD  
PHONE : 7600657432  
E-MAIL : sashi.malik@rediffmail.com

# Modular Element

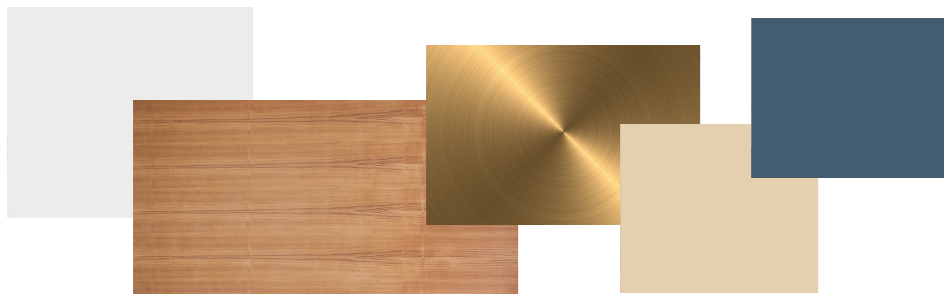
Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506

Deco wood veneers  
(Drawer)  
TEAK DIVINE LIGHT GRAIN

Asian Paints Scholar's Blue-N  
(Blue Frame Matt finish)  
COLOUR CODE: 9685

Asian Paints Innocent White  
(Matt Finish Bass)  
COLOUR CODE: L180

Brass Finish on MDF Frame  
Dulux Velvet Touch - NY Metallics



NOTES :-

### Wall unit A

Exploded View      Front view      Side View      Isometric View

Plan

- Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506  
(The Heat plate)
- CONTR. THICK PARTITION
- DISPLAY UNIT
- Brass Finish on MDF Frame  
(Dulux Velvet Touch - NY Metallics)  
(Display frame)
- Deco wood veneers  
(Drawer)  
TEAK DIVINE LIGHT GRAIN  
800MM x 200MM x 400MM
- Asian Paints Innocent White  
COLOUR CODE: L180  
(Lower Drawer)  
800MM x 800MM x 500MM (STOR. BOX)

### Wall Unit B

Exploded View      Front view      Side View      Isometric View

Plan

- Asian Paints Innocent White  
COLOUR CODE: L180
- Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506  
(The Heat plate)
- Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506  
(Display Panel)
- DISPLAY UNIT
- Asian Paints Scholar's Blue-N Blue  
(Matt) - on particle board  
COLOUR CODE: 9685  
(Display frame)
- Asian Paints Innocent White  
COLOUR CODE: L180  
(Lower Drawer)  
800MM x 200MM x 400MM
- Deco wood veneers  
(Drawer)  
TEAK DIVINE LIGHT GRAIN  
800MM x 200MM x 400MM

- Asian Paints Scholar's Blue-N  
(Matt) - on particle board  
COLOUR CODE: 9685  
(Display frame)
- Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506  
(The Heat plate)
- Asian Paints Innocent White  
COLOUR CODE: L180  
(Lower Drawer)  
800MM x 200MM x 400MM

- Asian Paints Innocent White  
COLOUR CODE: L180
- Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506  
(The Heat plate)
- Asian Paints Scholar's Blue-N Blue  
(Matt) - on particle board  
COLOUR CODE: 9685  
(Display frame)
- Asian Paints Innocent White  
COLOUR CODE: L180  
(Lower Drawer)  
800MM x 200MM x 400MM

REV. NO.	DATE	PARTICULARS
R0	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **MODULAR UNIT**

SCALE: N.T.S.

DEALT: ANAAL

CHD BY: \_\_\_\_\_

DATE: 26-08-2020

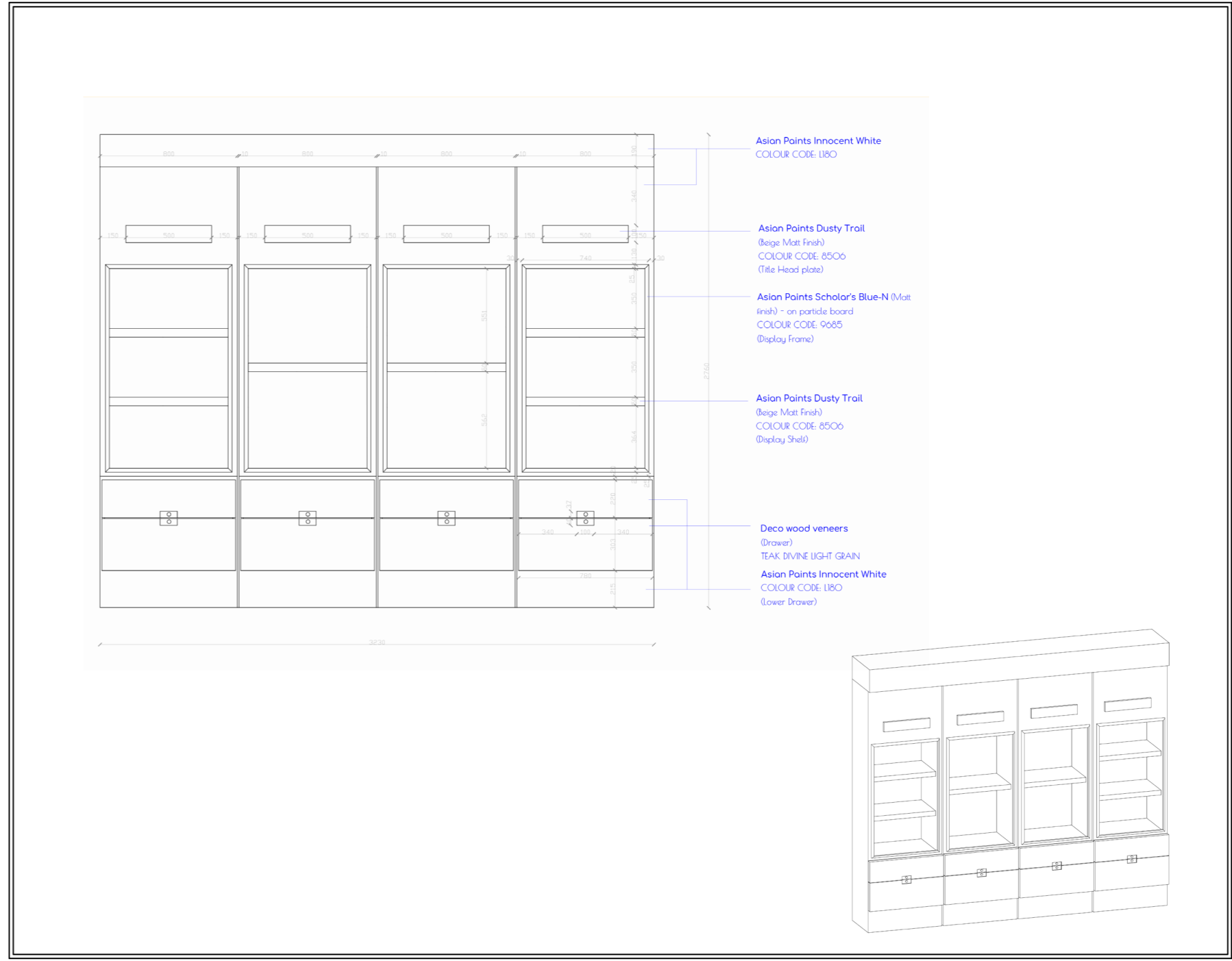
E-MAIL DONE :- \_\_\_\_\_

CAD FILE :- \_\_\_\_\_

**SASHI MALIK**

FARIDABAD  
PHONE: 7600657432  
EMAIL: - sashi.malik@nd.edu

Wall Cluster 1

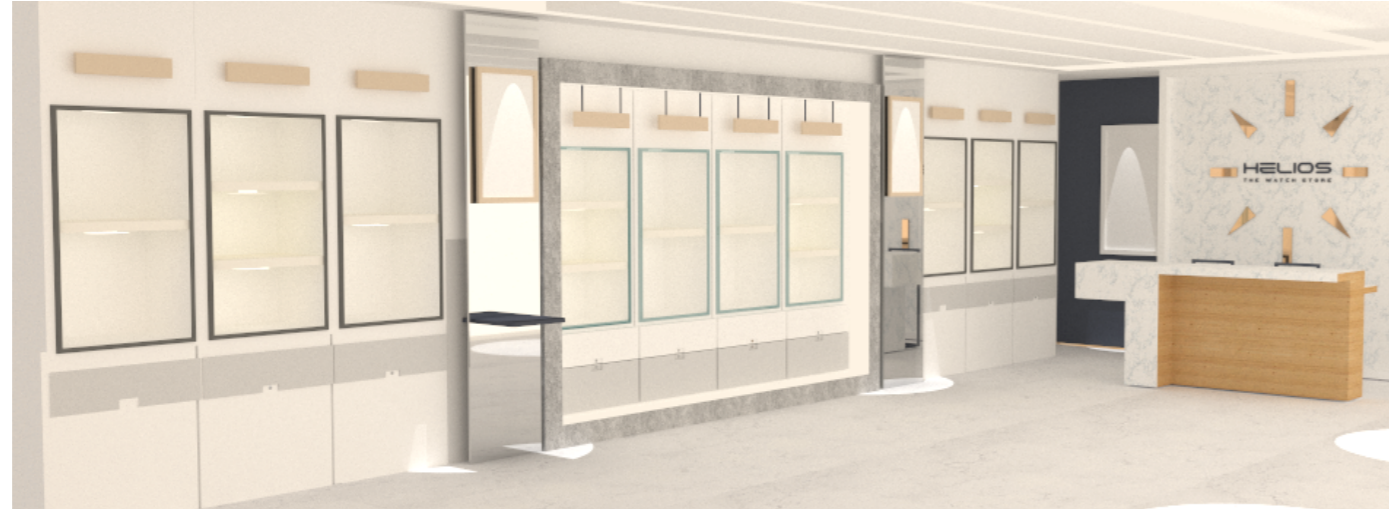


NOTES :-





Wall Texture  
Options



Wall Texture Options

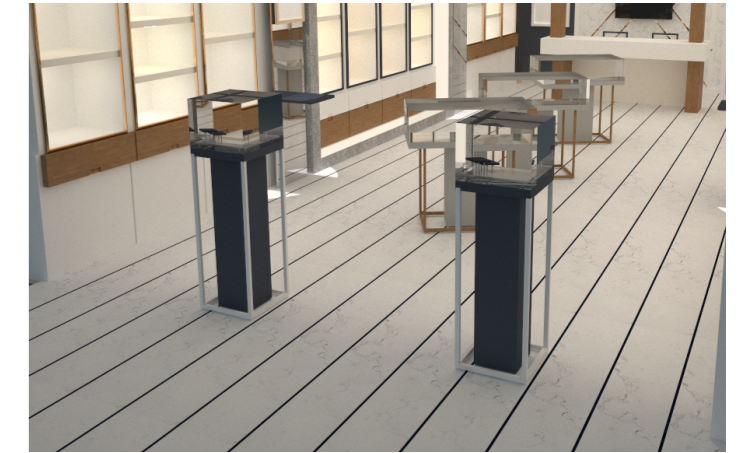
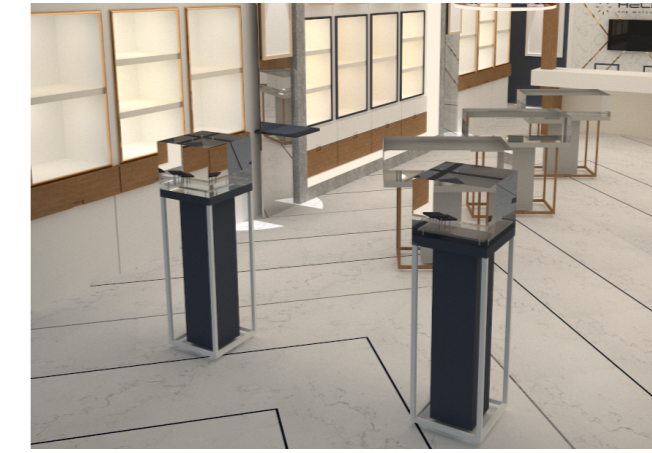
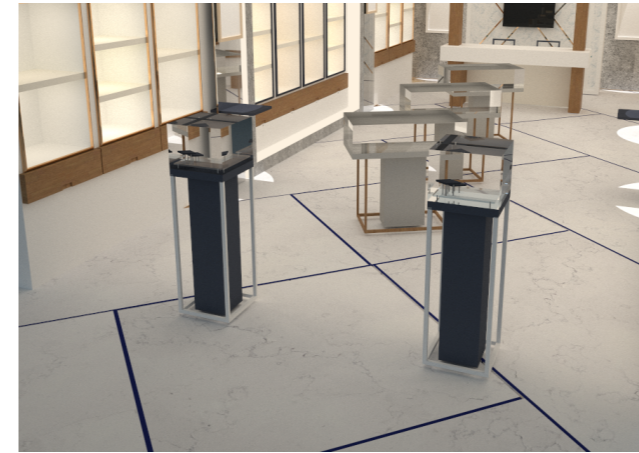


# Flooring

Textured white Marble  
rk marble  
volakas white



## Floor Tile Composition Options



Facade Options







*Comfort Design  
and  
Light*



Colour Palette  
Material Palette  
Store Renders  
Display Kits  
Concept Detailing  
Plan  
Drawings

# Colour Palette



# Material Palette



Floor Paneling - pergo  
DAISY OAK, PLANK, PAR-  
QUET - GOTLAND |  
W1705-03884daisy oak plank

Image 23



Wallpaper



Asian Paints Dusty Trail  
(beige Matt Finish)  
COLOUR CODE: 8506



Deco wood veneers  
Teak Splendor Dark Grain



Asian Paints Innocent White  
COLOUR CODE: L180



Wall marble - RK marble  
Mystic White

Image 24



## Store Renders

Being a fashion-oriented store. The store was designed keeping in mind that there must be a balance between fashion, comfort design and the connection with sunlight, heaven and positive vibes.-

The store is made to look like a beach house, a place you would go to relax. A house with skylight to absorb all the sunlight. An artificial light to look like skylight, with light replicating sunlight. A long singular strip of light running throughout the length of the store with minimal obstruction. To make it look cleaner. A patio or a deck like flooring with wood panels where one could sit and enjoy a calm evening on the edge of a lake.



Natural materials like marble is used in all walls, wood in flooring and furniture, metal in Signage, glass in display and mirror (also glass) are used in the store. It helps create asymmetrical patterns throughout the space much like nature itself that is not uniform like man-made objects.

A sleek look for furniture following the minimalistic approach that is being used in this concept.



While the rest of the store is inspired by people's interpretation of heaven or how it is often described in movies and TV series (since following pop culture is a norm and not an exception).

One may notice that the store has curves at multiple places like the mirror, clouds, Hotzone and flatbed frames and overall layout of the store to give it a softer look. With overall white walls and splashes of golden here and there to give it a more premium look. Colours that are often associated with heaven.

Although heaven is a man-made phenomenon that stands for everything natural. While the light depicts sun and with-it glowing interiors. It's a ray of light that falls upon us filling us up with joy and hope.

## Display Kits

A new approach to the kit design where the kit is not divided into two part but is one single kit throughout the case. Unlike the regular kit where the depth of the case is used to compose the kit, the thenght of the case is used. All the kits are on the wall and in front of rather than behind. This will enhance visibility and allow the customer to have a better look at the product without getting too close.

The challenge here is to display 50-60 watches in this kit, without the depth.

On the right are two examples of how these kits would look like without them being overcrowded and giving each watch a good visibility.



Kit 1



Kit 1 is an extremely clean display resonating completely with the whole concept of this store.

Each section came with it's own frame clearly dividing sections. This kit provides adequate space and attention to each watch, clearly creating horizontal chunks guiding the eye from to to bottom.

Other than the cushions the watches are simply kept in the place without any clamps making it extremely easy to remove.

Kit 2



Kit 2 comes with it's own tiny kits with a frame of their own each with different elements.

It also has individual highlight cases directly attached to the wall giving them enough breathing space and individual attention.

Tried to use different kinds of elements in order to make it more exciting and guiding the eye in a zig-zag pattern from top to all the way down.

## Concept Detailing



Minimalistic but elegant is the motto to go by. Pursuing it, the cash counter was eliminated altogether to avoid the clutter and visual obstruction it creates by making the cash desk into a window. Hiding all the electronics, wires, stationary behind exposing an ornamental wall. This wall adds a much-needed hint of colour to the store. It breaks the monotony of neutral colours.

Gives a warm mystical sky like texture to the wall with mirror clouds adding to the whimsy. While the entire space is all natural, this adds a sense of wonder and a fantastical element that is associated with heaven. The customer is lead up to the window to heaven, the journey of the customer ends here. The eventual goal of both the brand and the consumer. It grabs attention and brings the customer to the store.

Right behind this enigmatic wall is another separation creating a seamless passage from the main store to the back of the store to the manager's cabin and the storage. Eradicating doors or any view to the back of the store keeping it hidden from the customers. This partition is made of long sinuous stripes of marble and ornamental popes both stretching from floor to ceiling establishing a sense of grandeur while still keeping the interior classy and fashionable. The layout consists of one single wall that goes from left side wall and bends into the backwall shattering into stripes of marble equidistant from each other and reforms itself to create the right-side wall. This generates a simple and straightforward walk cycle for the consumer without the need of any door.

Coming to smaller elements that constitute the store: Without disrupting the soothing view of simple walls, the letters of the brand names are mounted directly on the marble. This reduced the need of an additional element to go on the wall.

Under the wall display units are cabinets for additional storage for watches that go on the display. Continuing with an identical wall finish, the drawers too have a marble top. Trying not to break the continuity of the wall. An asymmetrical set of drawers under the display without handles makes the wall dynamic while seamless.

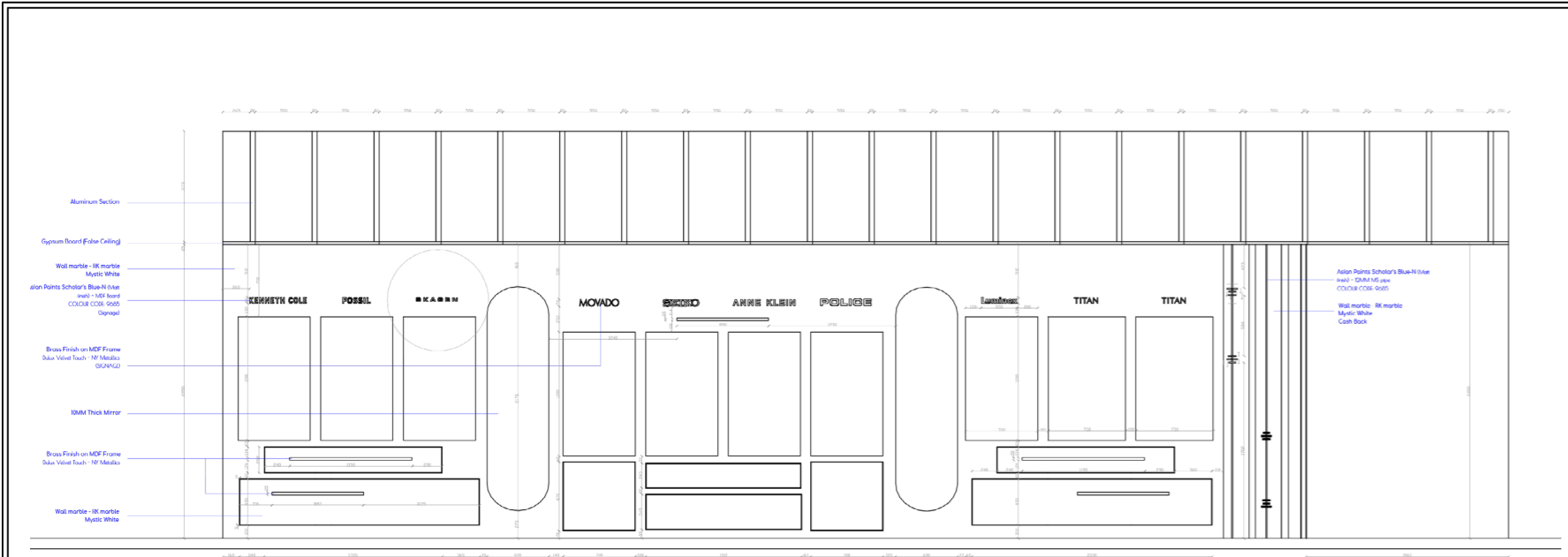
Dark teak wood used in free standing furniture to contrast the light wood underneath and the white walls and ceiling.

There is an additional set of spotlights aiming towards the display units to provide an adequate amount of attention the products deserve.

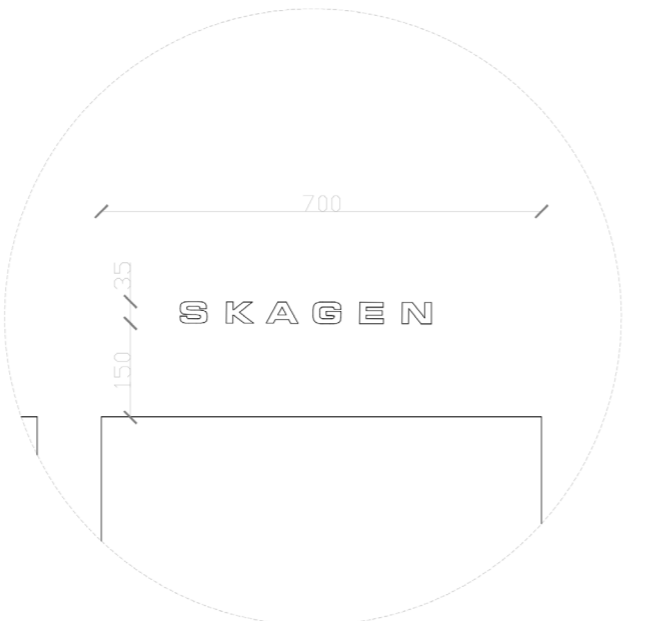
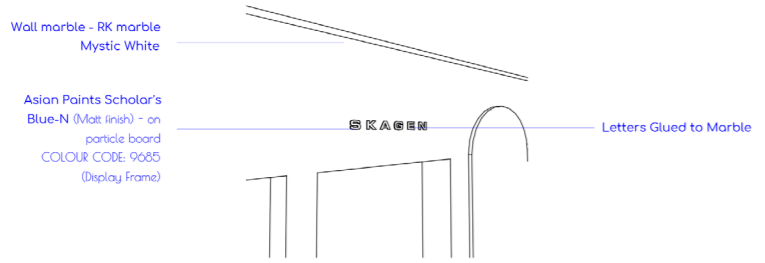
Mirrors are also used to make the store look big while providing the opportunity to check out how the product looks while the customer wears it. It is hoped that it will reflect the truth or would help self reflect since it's being compared to heaven. With a stream of light falling straight into heaven right in the centre of the store to shine light on everyone creating a positive atmosphere.







Display Wall and Letter mounting



NOTES :-

REV. NO.	DATE	PARTICULARS
RD	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Display wall**

SCALE : N.T.S.

DEALT : AANAL

CHD BY :

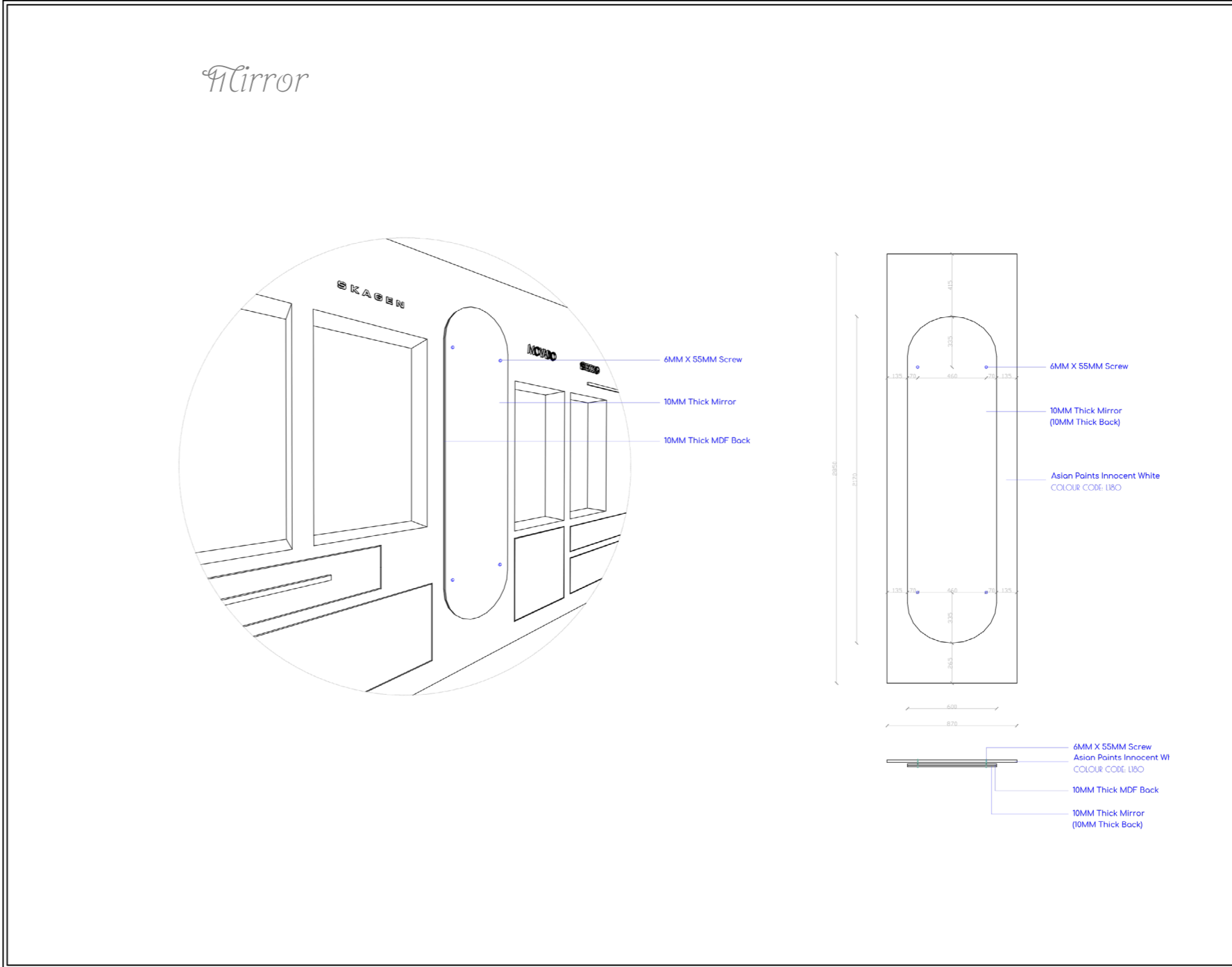
DATE : 26-08-2020

E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

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NOTES :-

REV. NO.	DATE	PARTICULARS
RD	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Mirror**

SCALE : N.T.S.

DEALT : AANAL

CHD BY :

DATE : 26-08-2020

E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

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*Comfort Design  
and  
Spirituality*



Colour Palette  
Material Palette  
Store Renders  
Display Kits  
Concept Detailing  
Plan  
Drawings



# Colour Palette



# Material Palette



Pergo - Wood paneling  
CAROB WALNUT, 3-STRIP,  
PARQUET - VÄRMDO |  
W1911-04064

Image 29



Dulux - Cherry (Maroon  
colour)

Image 30

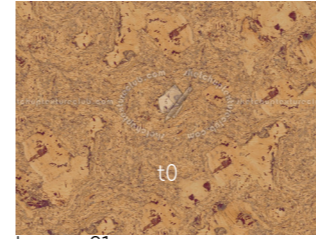


Image 31



Brass Finish on MDF Frame  
Dulux Velvet Touch - NY Metallics

Image 32



Asian Paints Dusty Trail  
(Beige Matt Finish)  
COLOUR CODE: 8506

Image 33



Deco wood veneers  
Teak Splendor Dark Grain

Image 34



Floor marble - RK marble  
White Onyx

Image 35



Asian Paints Innocent White  
COLOUR CODE: L180

Image 36



Carpet

## Store Renders

Often spaces like Spa and retreat hotels create a spiritual space what would be useful for meditating or to cleanse the body of negative energy.

By using neutral colours and calm surrounding we want to invite our customer in the store and experience peace stirring up their memory, to give them something to relate, so they can make a connection with experiences they have had. Idea is to make people think about what they already know about spiritual space and be comfortable in this new store. The drastic change in the aesthetic should not overwhelm the customer but make it more welcoming.

Inspired by a practice that started in nature, whether it is a mountain top or under a banyan tree. The spaces always have a number of different textures involved and with it varied variety of smells. It's a highly sensorial with nothing man-made. That's something that defined what material should be used while making this store.



The layout itself is organic and uses asymmetry. This store only contains two walls, the right side wall and the left side wall that extends further to the back wall into a curve. It's a continuation of side wall into the cash back. It further contains layers, the curve of the back wall is repeated to create a partition between the back of the store and the main store and the cash counter.

These are concentric circles arranged in a manner replicating ripples in a quiet lake.



The primary material used throughout the walls is a rugged textured cork sheet that would help absorb excessive noise from the outside i.e. the mall, creating a quieter atmosphere. Attempting a similar environment but an opposite tone of colours(darker) giving very earthy look to the space.

Again mostly using natural materials like marble in flooring, teak wood and jute cloth in independent flatbed and hotzone structure, glass and cork sheet on the walls. All giving a unique pattern across the store and unique experiences.

To enhance the softness and to increase comfort a new texture is added to the store i.e. The soft and soothing carpets. The carpet lay underneath the flatbeds resting on the floor in the centre of the store, highlighting the displays and breaking the monotony of the parallel stripes of the flooring.

Brand names are mounted on a separate platform for each one of the brands, its sleek and has the same texture as the wall. Hence they don't stand out.

Mirror is an important element in the space and has been used multiple times in the store. Mirror in the cash counter covers the width of almost an entire wall. This helps make the store look bigger in size and more spacious. It also guides the customer towards the cash counter, since people often find themselves getting attracted by their reflection.

Mirror in the walls is also in stripe form continuing the ceiling and floor pattern.

Flatbed and Hotzone structure are lean frames with a floating centre, representing the feeling that people experience when they meditate or reach enlightenment, a feeling of being uplifted. That feeling is what would make the customer enter the store and stay.

*Display Kit*





## Concept Detailing

Similarly the cash counter is given it's own pedestal, a circular wooden platform upon which it rests.

The curved cash counter has an inviting vibe. It creates a dip for the customer to stand in much like circular platforms created under trees to sit and relax.

Behind the cash counter is a glass partition closing walls to refrain entry to the back of the store where lies manager's cabin and extra storage space. The partition eliminated the need for a door and naturally closes the back of the store.

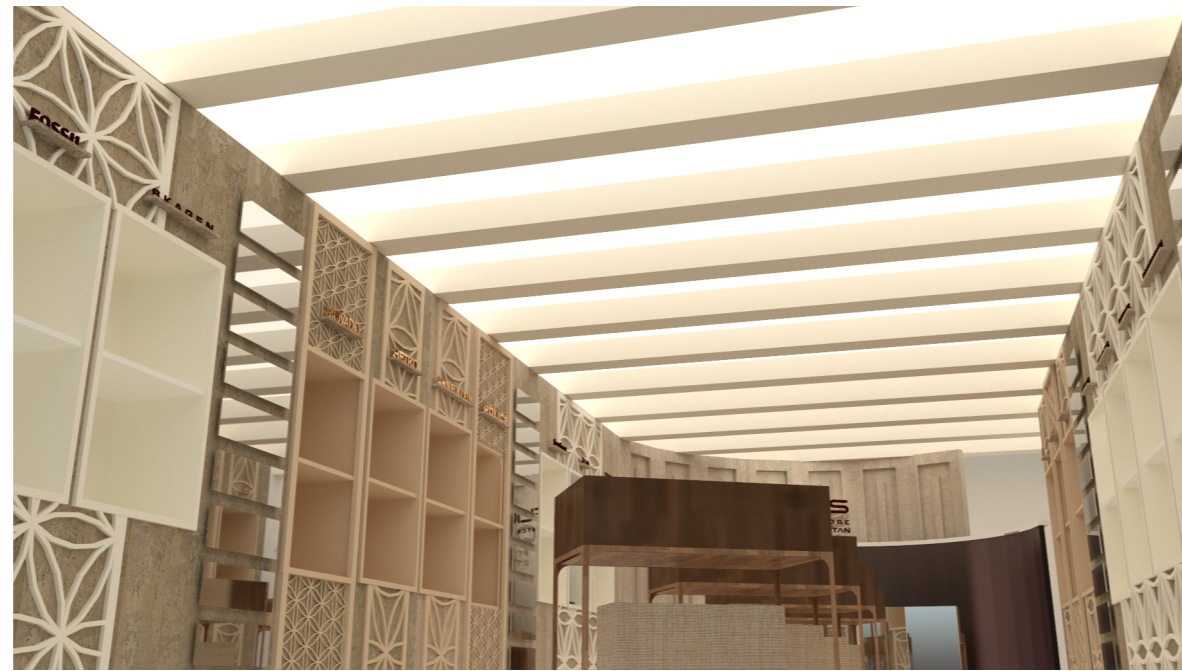
The partition also helped introduce a new colour to the space "Maroon". A colour that helps highlight elements and break the boring beige and white interior. While much darker it doesn't break away from the general pattern of colours. It isn't too drastic or shocking. It soothes and calms while grabbing attention.

A single texture runs from top to bottom of the wall without any disturbance creating an illusion of the walls being taller. It is layered by a decorative jali of full wall length mimicking the huge jali structure inspired by places of worship like mosques and temples and monuments to help light enter the space and help with the ventilation. Jali is used as the primary pattern in the store, with its huge patterns giving a perception something being larger than us. A humbling feeling.

The pattern used in jali is "Flower of life", the best way to depict a grounding and calm atmosphere. It depicts how all life comes from one singular source - represented by the circle in the middle of the pattern. There is believed to be a secret symbol hidden within the Flower of Life symbol, which is said to hold the most significant and sacred patterns of the universe.

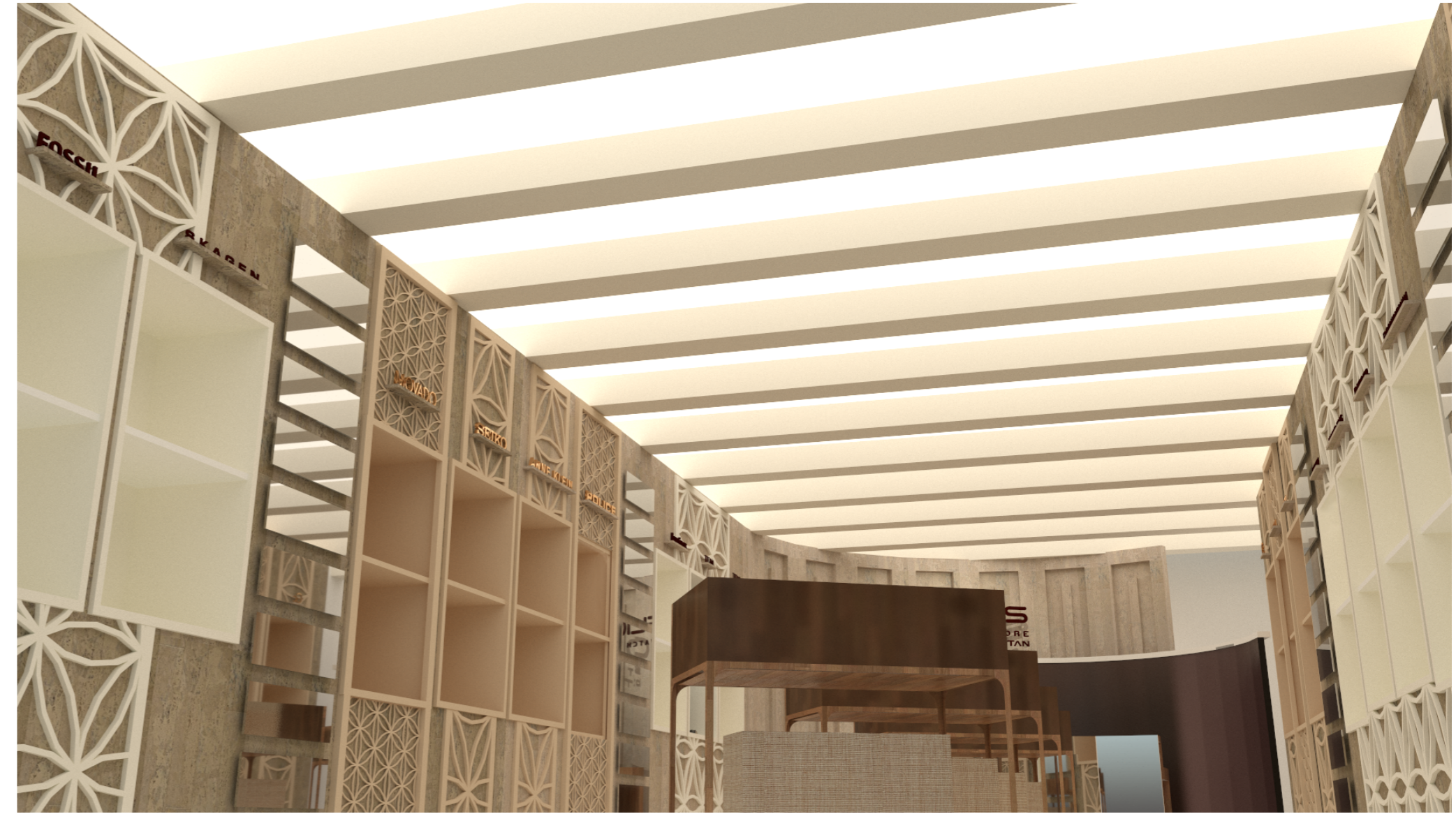
The same pattern is used in different sizes to not clutter the space with too many patterns and yet making it more exciting and away from monotony.

The store lacks smooth textures much like nature where nothing has a shiny smooth finish and nothing is machine made.

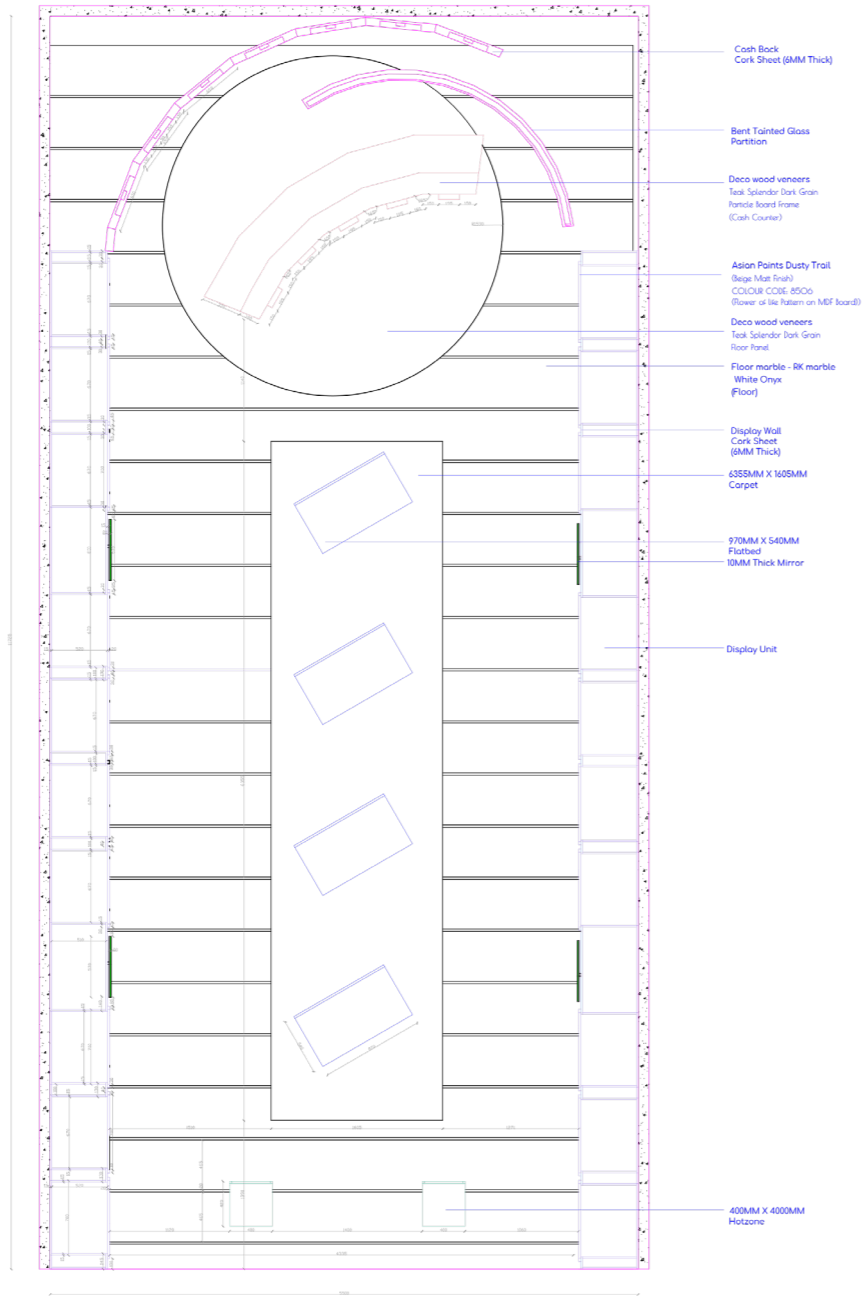


Imagine a monk sitting under a banyan tree, it's noon and sunlight is penetrating the gaps in the leaves and falls upon the monk. That's the kind of partly covered partly exposed ceiling created in this store. There are parallel bars covering the length of the store with light peering down through them on the customers. It's gives an experience of a shed for a traveling monk.

The floor mimics the ceiling with horizontal strips parallel to each other. Like a mirror image, what is up is what is down.



Plan



- Cash Back  
Cork Sheet (6MM Thick)
- Bent Tinted Glass  
Partition
- Deco wood veneers  
Teak Splendor Dark Gran  
Particle board frame  
(Cash Counter)
- Asian Paints Dusty Trail  
(Beige Mar Finish)  
COLOR CODE: 8506  
(Rover of the bottom on MDF board)
- Deco wood veneers  
Teak Splendor Dark Gran  
Floor Panel
- Floor marble - BK marble  
White Onyx  
(Floor)
- Display Wall  
Cork Sheet  
(6MM Thick)
- 635MM X 1605MM  
Carpet
- 970MM X 540MM  
Flatbed  
10MM Thick Mirror
- Display Unit
- 400MM X 4000MM  
Holzone

NOTES :-

REV	DATE	PARTICULARS
R0	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Layout**

SCALE: N.T.S.

DEALT: ANNAL

CHD BY: \_\_\_\_\_

DATE: 26-08-2020

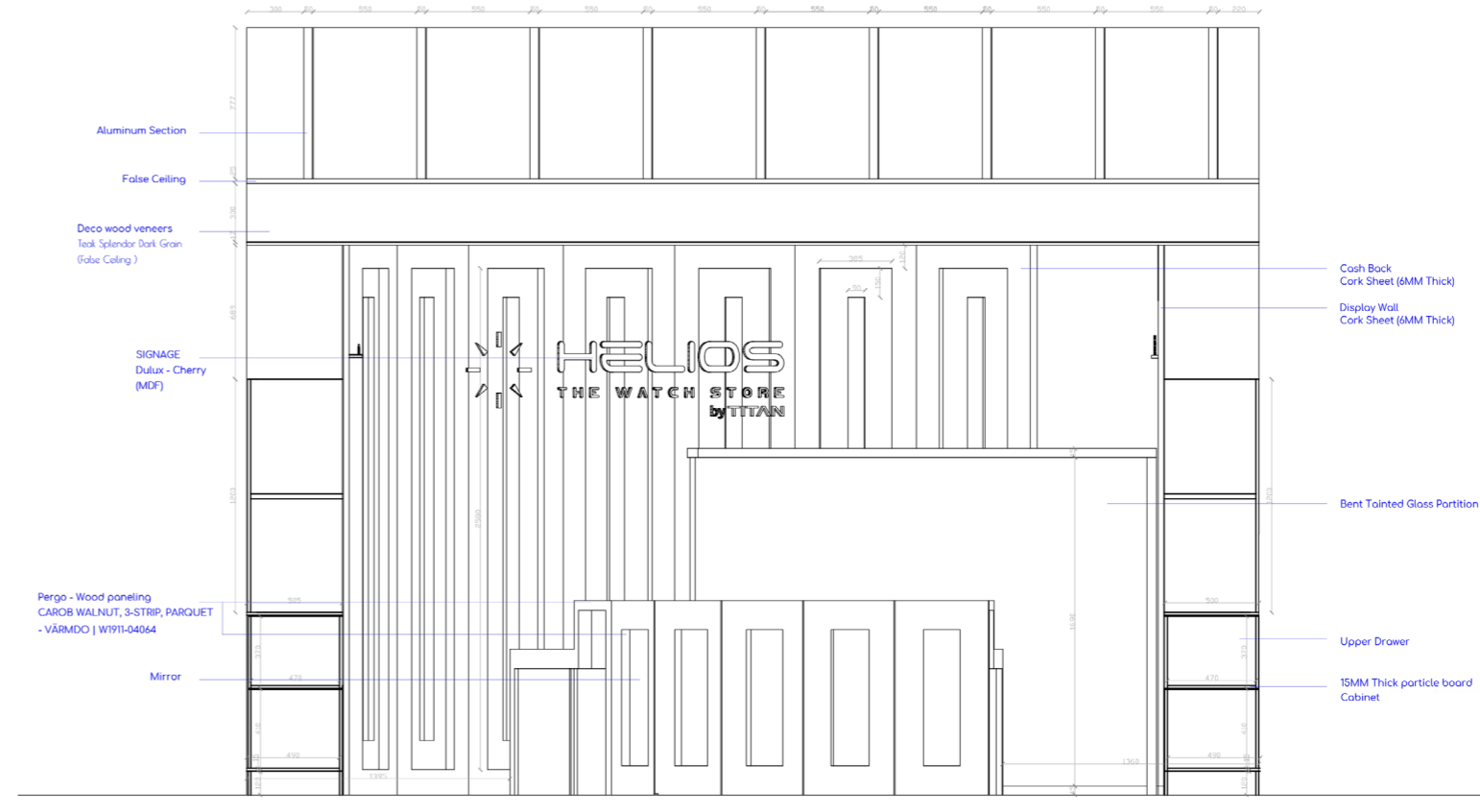
E-MAIL DONE: \_\_\_\_\_

CAD FILE: \_\_\_\_\_

**SASHI MALIK**

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Cash Back



- Aluminum Section
- False Ceiling
- Deco wood veneers  
Teak Splendor Dark Gran  
(false Ceiling)
- SIGNAGE  
Dulux - Cherry  
(MDF)
- Pergo - Wood paneling  
CAROB WALNUT, 3-STRIP, PARQUET  
- VÄRMDO | W911-04064
- Mirror
- Cash Back  
Cork Sheet (6MM Thick)
- Display Wall  
Cork Sheet (6MM Thick)
- Bent Tinted Glass Partition
- Upper Drawer
- 15MM Thick particle board  
Cabinet

NOTES :-

REV	DATE	PARTICULARS
R0	26-08-2020	- FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Cash Back**

SCALE: N.T.S.

DEALT: ANNAL

CHD BY: \_\_\_\_\_

DATE: 26-08-2020

E-MAIL DONE: \_\_\_\_\_

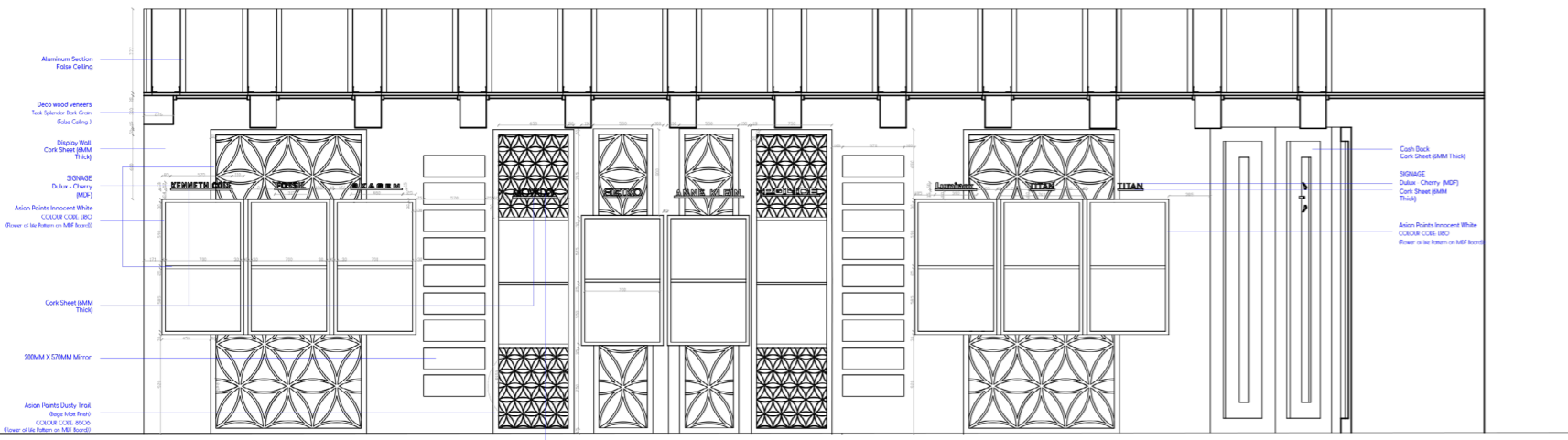
CAD FILE: \_\_\_\_\_

**SASHI MALIK**

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# Display Wall 1



NOTES :-

REVISIONS :- RD		
REV NO	DATE	PARTICULARS
RD	26-08-2020	FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Display Wall 1**

SCALE : N.T.S.

DEALT : ANANAL

CHD BY :

DATE : 26-08-2020

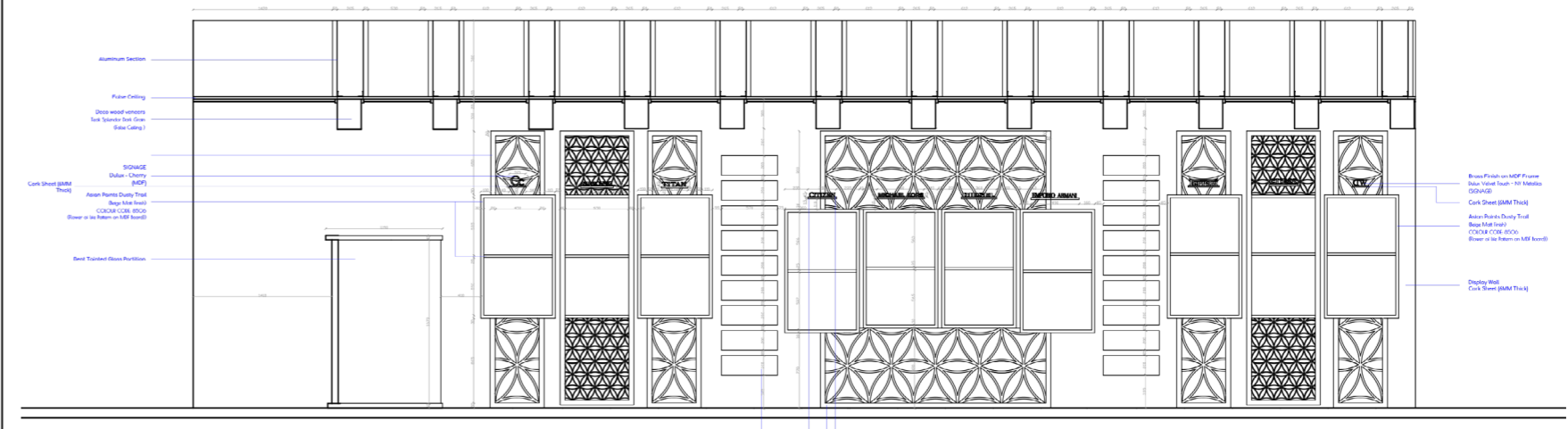
E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

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# Display Wall 2



NOTES :-

REVISIONS :- RD		
REV NO	DATE	PARTICULARS
RD	26-08-2020	FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Display Wall 2**

SCALE : N.T.S.

DEALT : ANANAL

CHD BY :

DATE : 26-08-2020

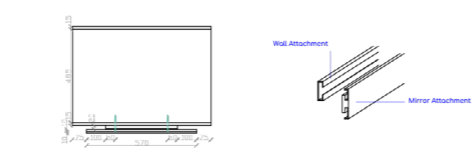
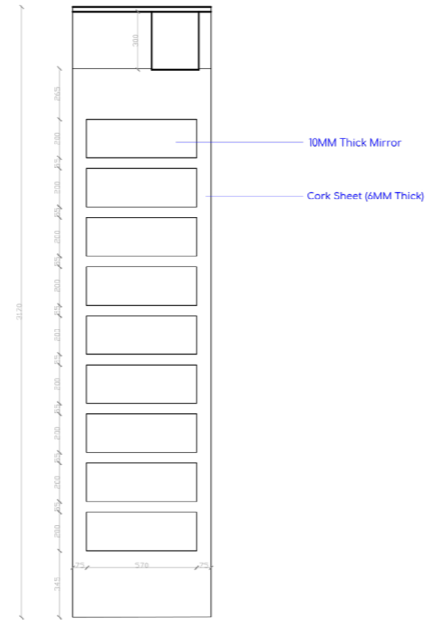
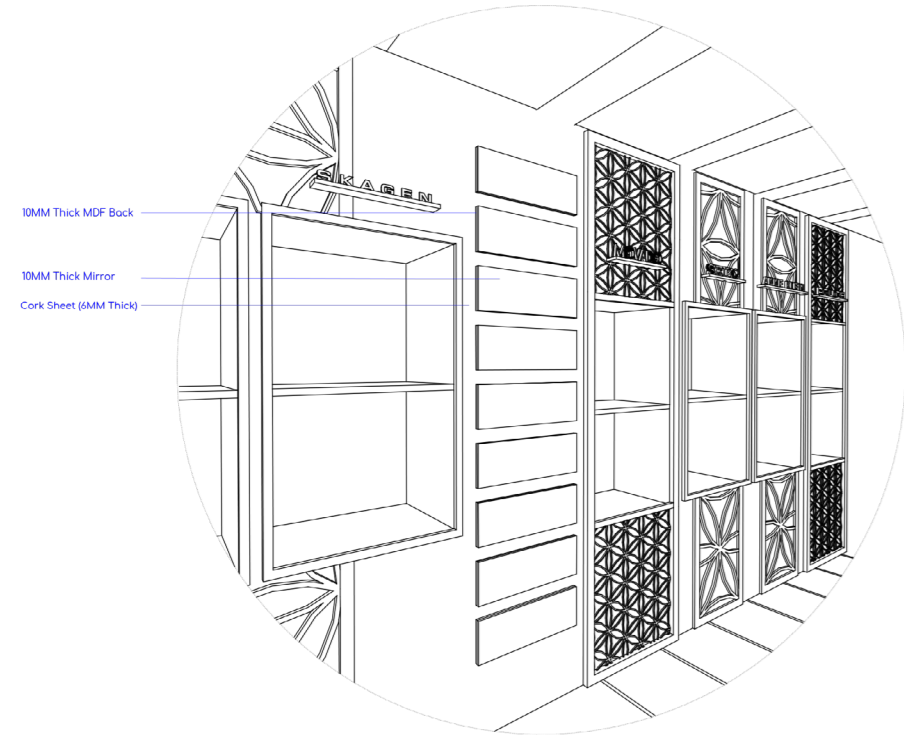
E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**

FARIDABAD  
PHONE : 7600657432  
E-MAIL : sashi.malik@red.edu

# Mirror



NOTES :-

REVISIONS :- R0		
REV NO	DATE	PARTICULARS
R0	26-08-2020	-FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:- **Mirror**

SCALE : N.T.S.

DEALT : AANAL

CHD BY :

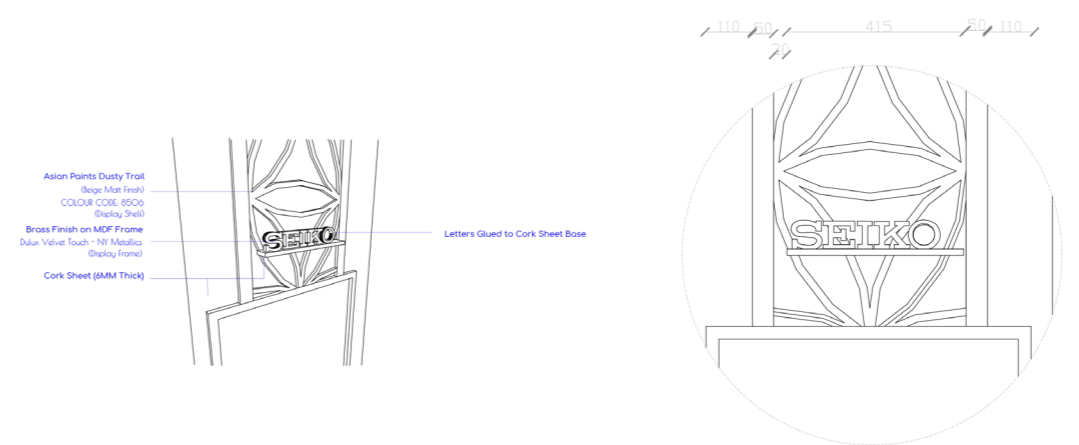
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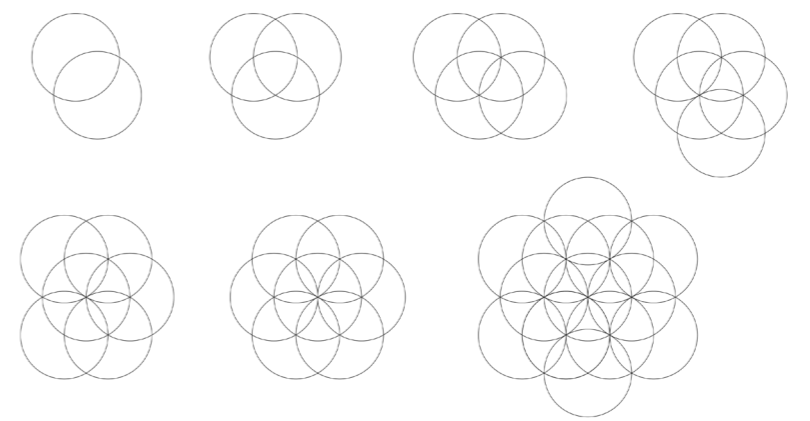
CAD FILE :-

**SASHI MALIK**  
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 PHONE : 7600657432  
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# Letter Mounting



# Step by step Making of Flower of Life



NOTES :-

REVISIONS :- R0		
REV NO	DATE	PARTICULARS
R0	26-08-2020	-FOR APPROVAL

PROJECT :- HELIOS NEW STORE

DRG TITLE:-

SCALE : N.T.S.

DEALT : AANAL

CHD BY :

DATE : 26-08-2020

E-MAIL DONE :-

CAD FILE :-

**SASHI MALIK**  
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 E-MAIL : sashi.mg@nd.edu

A decorative graphic on the left side of the page. It features a large, light blue ring that curves around the text. Several overlapping circles are scattered around the ring: a large white circle, a medium white circle, a small white circle, and a small blue circle. The text "Learnings and Experience" is written in a dark blue, elegant script font, centered within the blue ring.

## *Learnings and Experience*

The result of a 6 month long journey came out pretty well. The nervousness of a new comer in the industry seems to slowly go away.

The project taught me about many new subjects and also introduced the world of interior contrary to the product approach I primarily had in college.

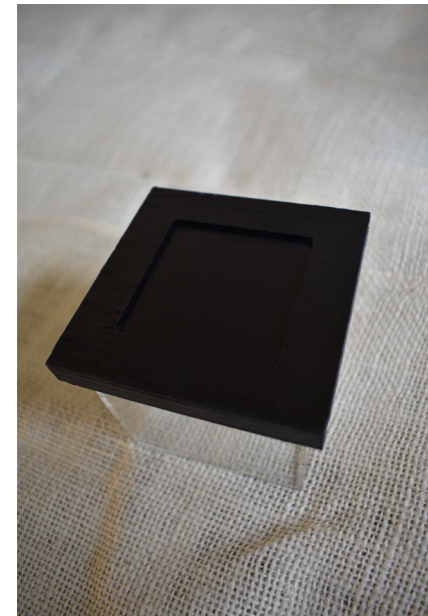
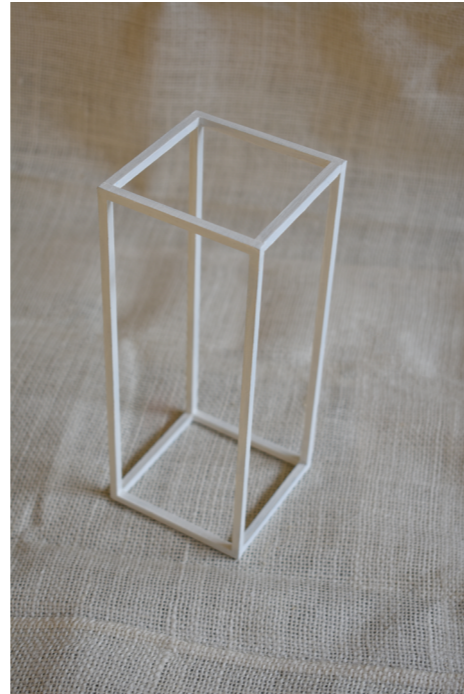
It helped me realize how important the background of the company is when it comes to representation of the company in any form. It helped me understand the values and persona of the company and modify the design in that respect.

A hiccup in the name of COVID-19 presented itself and helped me learn how to overcome unexpected adversities whether it's related to work or life.

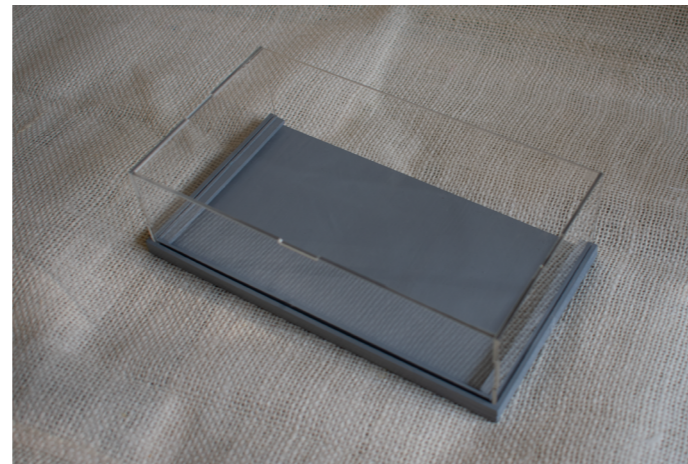
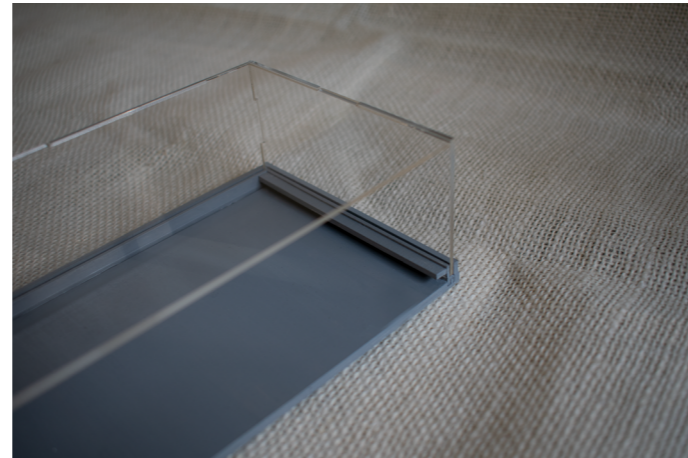
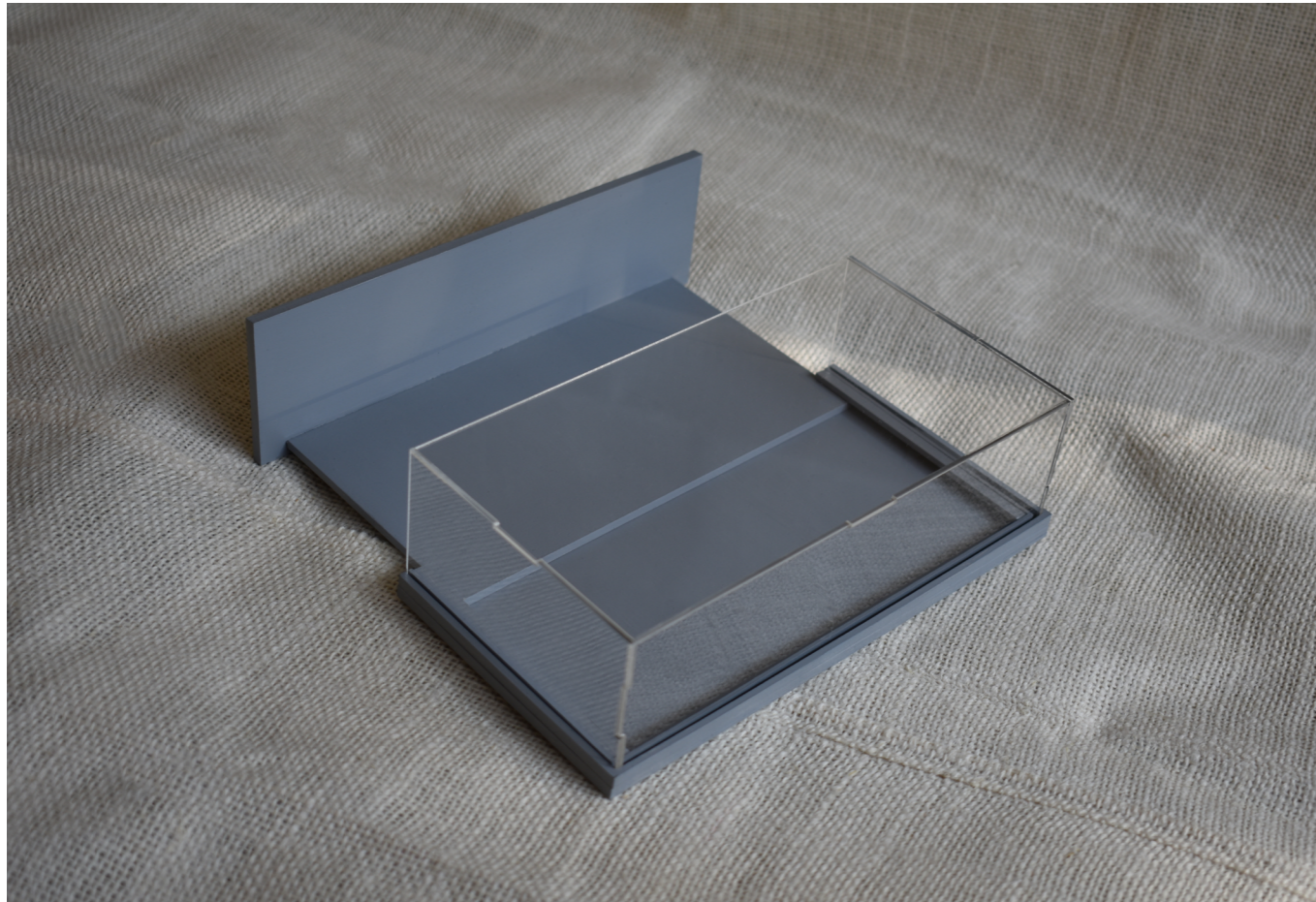
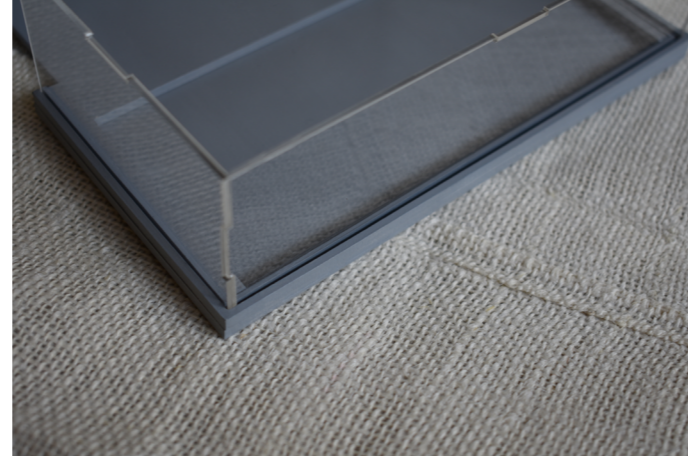
The project has taught me a lot about time management, communication and working remotely from the team. The project also taught me the practice implementation of design we create, which helped me create parameters in terms of designing within prescribed limits and within a given time frame.

*Flock-up*

Hotzone



## Flatbed Top



## Costing

### Hotzone

Sno.	Item	Rate	Unit	Size/No.	Amount
1	25mm x25mm square MS pipe	250	feet	15	3,750
2	10mm Glass	96	sq feet	6.6	633
3	Plywood	36	sq feet	15	540
4	Asian Paints Innocent White	145	per l	4	580
5	Asian Paints Scholar's blue-n	240	per l	2	480
6	Hardware	300			300
7	Hinge and Lock	1500			1,500
8	Labour	350	per person per day	3	1,050
	Total				8,833
	Overhead	25%			2208
	Total				11,041
	Margine	25%			2,760
	Total				13,800
	Retailer's Margine	15%			2,070
	Total				15,870
	GST	28%			4,443
	Total				20,313

### Flooring

Sno.	Item	Rate	Unit	Size/No.	Amount
1	Texture White Marble	275	sq feet	346.7	95,345.20
2	Cement	365	per bag	18	6,570
3	Labour	350	per person per day		2,100
	Total				104,015
	Overhead	25%			26,000
	Total				130,018
	Margine	25%			32,500
	Total				162,522
	Retailer's Margine	15%			24,378
	Total				186,900
	GST	28%			52,332
	Total				239,232

### Wall Unit A

Sno.	Item	Rate	Unit	Size	Amount
1	Particle Board	36	sq feet	126.47	4,552
2	10mm Glass	96	sq feet		873
3	MDF	36.26	sq feet	4	145
4	Asian Paints Innocent White	145	per l	4	580
5	Brass Finish on MDF Frame Dulux Velvet Touch - NY Metallics	125	per l	1	125
6	Deco wood veneers	120	sq feet	2.5	300
7	Asian Paints Dusty Trail	145	per l	2	290
8	Hardware	900			900
9	Labour	350	per person per day	3	1,050
	Total				8,815
	Overhead	25%			2,203
	Total				13,221.75
	Margine	25%			3,305.44
	Total				16,527.19
	Retailer's Margine	15%			2,479
	Total				19,006
	GST	28%			5,321
	Total				24,327

### Ceiling

Sno.	Item	Rate	Unit	Size	Amount
1	Gypsum Board	265	sq feet	517.648	137,176.72
2	Hardware	20	piece	196	3,920
3	Light	50	feet	65.4	3,270
4	Asian Paints Innocent White	145	per l	10	1,450
5	Labour	350	per person per day		700
	Total				146,516
	Overhead	25%			36,629
	Total				183,145
	Margine	25%			45,786
	Total				228,931
	Retailer's Margine	15%			34,339
	Total				263,270
	GST	28%			73,715
	Total				336,985

### Flatbed

Sno.	Item	Rate	Unit	Size/No.	Amount
1	10mm Glass	96	sq feet	9.9	950
2	Teak wood	50	sq feet	14	700
3	Plywood	36	sq feet	25.7	925
4	Asian Paints Innocent white	145	per l	2	290
5	6mm x 55mm screws	50			50
6	Drawer Channel	400	per set		400
7	Polish	140	ler liter	2	280
8	Labour	350	per person per day	2	700
	<b>Total</b>				<b>4,295</b>
	Overhead	25%			1,073
	<b>Total</b>				<b>5,368</b>
	Margine	25%			1,342
	<b>Total</b>				<b>6,710</b>
	Retailer's Margine	15%			1,006
	<b>Total</b>				<b>7,716</b>
	GST	28%			2,160
	<b>Total</b>				<b>9,876</b>

### Back Wall

Sno.	Item	Rate	Unit	Size/No.	Amount
1	Particle Board	36	sq feet	190	6,912
2	Marble	275	sq feet	69	18,975
3	MDF	36.26	sq feet	5.6	200
4	Hardware	400			400
5	Asian Paints Innocent White	145	per l	4	580
6	Asian Paints Scholar's blue-n	240	per l	10	2,400
7	Brass Finish on MDF Frame Dulux Velvet Touch - NY Metallics	125	per l	1	125
8	Labour	350	per person per day	4	1,400
	<b>Total</b>				<b>30,992</b>
	Overhead	25%			7,748
	<b>Total</b>				<b>38,470</b>
	Margine	25%			9,685
	<b>Total</b>				<b>48,155</b>
	Retailer's Margine	15%			7,223
	<b>Total</b>				<b>55,378</b>
	GST	28%			15,505
	<b>Total</b>				<b>70,883</b>

### Cash Counter

Sno.	Item	Rate	Unit	Size/No.	Amount
1	Wood Veneer	120	sq feet	30	3,600
2	Marble	275	sq feet	36.3	9,982
3	Plywood	36	sq feet	66.3	2,387
4	Hardware	200			200
5	Labour	350	per person per day	2	700
	<b>Total</b>				<b>16,869</b>
	Overhead	25%			4,217
	<b>Total</b>				<b>21,086</b>
	Margine	25%			5,271
	<b>Total</b>				<b>26,357</b>
	Retailer's Margine	15%			3,953.50
	<b>Total</b>				<b>30,310</b>
	GST	28%			8,487
	<b>Total</b>				<b>38,795</b>

### Wall Unit B

Sno.	Item	Rate	Unit	Size/No.	Amount
1	Particle Board	36	sq feet	126.47	4,552
2	10mm Glass	96	sq feet	9.1	873
3	MDF	36.26	sq feet	4	145
4	Asian Paints Innocent White	145	per l	4	580
5	Asian Paints Dusty Trail	145	per l	4	580
6	Asian Paints Scholar's blue-n	240	per l		240
7	Deco wood veneers	120	sq feet	2.5	300
8	Hardware	900			900
9	Labour	350	per person per day	3	1,050
	<b>Total</b>				<b>9,220</b>
	Overhead	25%			2,305
	<b>Total</b>				<b>11,525</b>
	Margine	25%			2,881.00
	<b>Total</b>				<b>14,406</b>
	Retailer's Margine	15%			2,160.90
	<b>Total</b>				<b>16,566.90</b>
	GST	28%			4,638.73
	<b>Total</b>				<b>21,205.63</b>

### Mirror

Sno.	Item	Rate	Unit	Size/No.	Amount
1	Mirror	96	sq feet	17	1,632
2	Plywood	36	sq feet	83	2,988
3	MDF	36.26	sq feet	5	181
4	Hardware	200			200
5	Asian Paints Innocent White	145	per l	5	725
6	Labour	350	per person per day		700
	<b>Total</b>				<b>6,426</b>
	Overhead	25%			1,606
	<b>Total</b>				<b>8,032</b>
	Margine	25%			2,008
	<b>Total</b>				<b>10,040</b>
	Retailer's Margine	15%			1,506
	<b>Total</b>				<b>11,546</b>
	GST	28%			3,232
	<b>Total</b>				<b>14,778</b>

### Total Cost

Sno.	Item	Cost	No. of unit	Amount
1	Cash Counter	38,795	1	38,795
2	Back Wall	70,883	1	70,883
3	Hotzone	20,313	2	40,626
4	Flatbed	9,876	4	39,504
5	Wall Unit A	24,327	12	291,924
6	Wall Unit B	21,205.63	8	169,645.04
7	Flooring	239,232	1	239,232
8	Ceiling	336,985	1	336,985
9	Mirror	14,778	4	59,112
	<b>Total Cost</b>			<b>1,286,706</b>

## Image Reference

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Image 3: Google Images

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Graduation Project Document

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National Institute of Design

