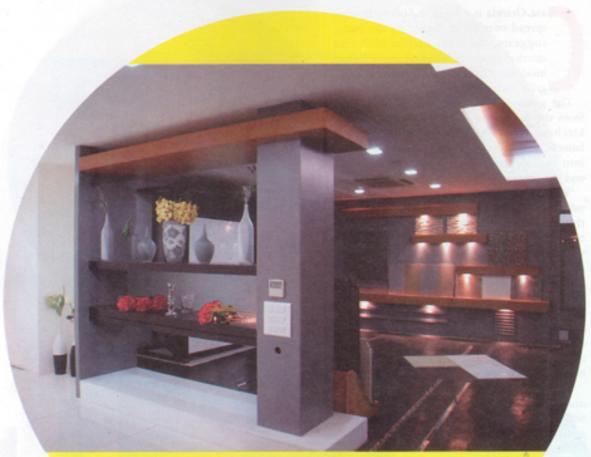
Kanan Modi, chief architect at eLogic Design Solution India Pvt Ltd designs a retail store for high end interior products in Hyderabad.

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modest colours on surfaces. 'We used an interesting mix of flooring, dado, counter top and wall treatments that would accentuate them. For example, for a very high end and bright red kitchen, we wanted to de-glamourise everything else around. Thus we used raw cement flooring and a frosted, toughened glass backdrop for its dado. This really highlighted the clean and striking details of this kitchen.'

In the tiles zone, there are no tiles on the floor so that all attention gets focussed on the tile disArchitect: Kanan Modi eLogic Design Solution India Pvt Ltd Store: Casa Granda Products: Kitchens, Tiles, Accessories Area: 6,500 sq ft Location: Banjara Hills, Road # 10, Hyderabad.

play panels. The cement flooring was repeated here but got an inlay of different borders and tiles. In fact, they have created several inlays of mosaic borders in different colours that run the length of the store. These borders are connected at the two ends with diagonal concept boards (to display larger tiles), embedded into the cement flooring. Both

the display boards
and all the
strips are made to
be easily removable,
so that the look of the
store can be changed as often
as needed.

The accessories area is mainly in white, with lots of mirrors and focus lights to highlight the products. The white look complements the Denmark collection of crockery and accessories that the store displays.

eLogic Design Solution has designed a sleek, smart store, which is as high end as the products it displays.