

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

## SHOPFRONT

**C**asa Granda is a huge, 6,500 sq ft store spread over three floors. As the name suggests, the store carries high end interior products, ranging from Italian modular kitchens, sanitaryware, tiles, grills and accessories.

The ground floor, with excellent visibility from the main road, stocks Scavolini Italian kitchens, a brand which has just been launched in India. The second floor is split into two sections, one is dedicated to tiles and the other displays home accessories.

'We spent a lot of time studying the products before we began any design work, so that the design did not distract or take attention away from the products. At the same time we had to do justice to the high end products that were to be displayed. Thus we have kept the décor quiet to let the products do the talking. While all the three zones are distinctively different catering to the different products they showcase, there is a sense of connectivity in their design in the use of materials and finishes,' explains the architect.

In the kitchen zone, once the number of models and the layout was frozen, the architect created a different ambience for every kitchen. The vibrant kitchens are complemented with dark yet



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### FACT FILE

Architect: 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.

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 dis-

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. 