



# Built Smart

**B**uild Mart, one of the biggest tiles and bath products retail brands, recently unveiled a multilevel showroom spread over an area of 21,000 sq. at Yeshwanthpur in Bangalore. Established by Rathod Build Mart Pvt. Ltd., this showroom has more than 1000 trendy, novel and quality imported tiles for modern houses, bathroom and kitchen settings from across the globe—displayed in excellent combinations.

The showroom has been designed and conceptualised by 4 Dimensions. "The brand objective was to establish the retail outlet as the one-stop destination for tiles and sanitary ware which should not be intimidating but is open for all giving value for money. To provide a unique retail experience for customers by combining the outstanding product lines showcasing maximum variety is the main focus of the showroom. Clean and open displays for the customers to easily access and browse through the products with all varieties under one roof was the most important thing which we had to establish through the interior decor of the space," explains Nagaraja R, Director –Design, 4 Dimensions.

The store design strategy followed was to

create compelling settings that showcased the creative applications of coordinated products and also collections of specialized products in galleries. The material, texture and colour palette of the store concept was put together to draw attention to the inspiring settings and offerings. Graphics and signage helped complement the ambience and convenience in the store experience.

While explaining the design signature of the store Nagaraja R mentions, "Considering the merchandise categories, the colour palette of the store is in hues of grey to enhance the products and also make the store look premium and international. Artistic product displays which are zoned are targeted differently with a neo-contemporary look and feel. The front facade has been kept simple and open having a welcoming look and feel inspired from contemporary residential facades – usage of double height and see through entrance to facilitate footfall. The store interiors are given a very contemporary and minimalistic look. Forms and shapes have been sparingly used to strike a balance between value and premium. Since a major portion of the interiors is occupied by the products, wall treatments, flooring and ceiling



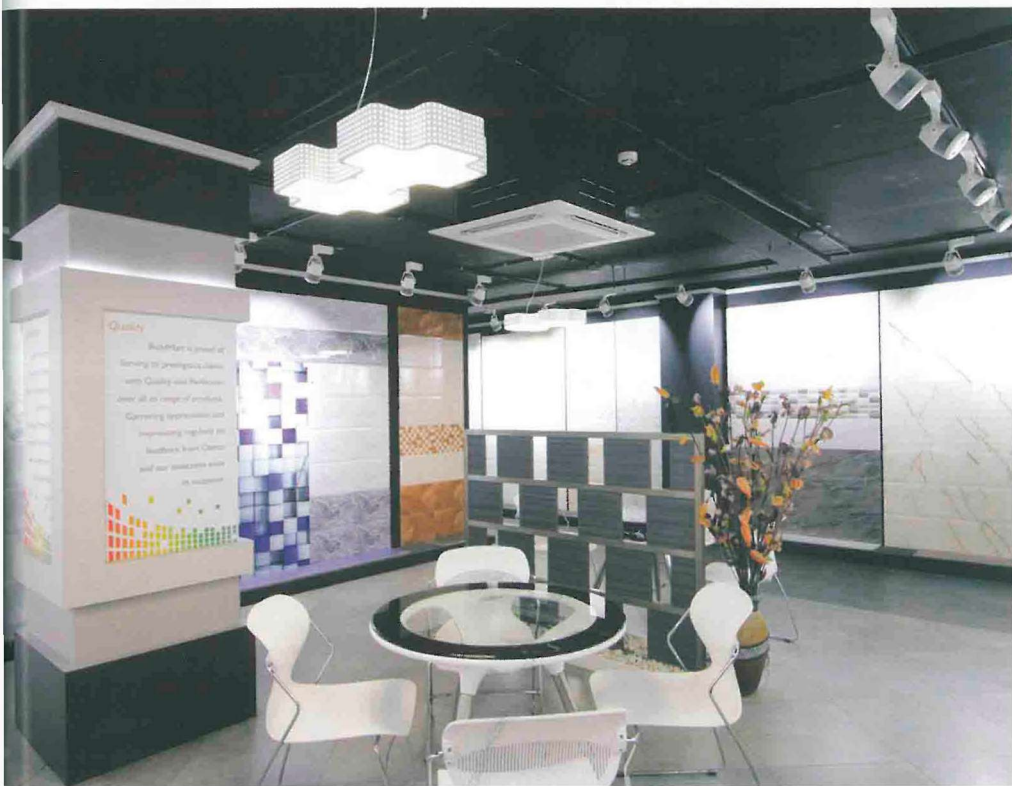






are kept clean and neutral. The entire space is kept more open to showcase the variety of products implementing easy browsing and hassle free shopping. A few accent colours have been added to break the monotony especially near the discussion areas, columns on the rear walls of the store. The guiding factor for the store design process was- "Products are the hero! Since the products are very firm and rigid, the materials used in the store design are kept light and smooth to maintain a balance. Customer comfort and a homely look and feel were the consideration while choosing the material palette. Usage of materials such as wallpaper and textured paint add to the homely ambiance of the store."

The lighting concept is boutique type with the use of adjustable accent LED track lighting which highlights the store design elements, products and settings in the store. The ceiling concept is a combination of dressed up stripped slab and false ceiling over highlighted areas in the store where recessed lighting fixtures are used.



On the zoning of the store Nagaraja R shares, "The store zoning is self-directing and navigating. It is made user friendly connecting related products together to browse with ease in a layout which is very spacious and open. With proper merchandise display the layout has ample space for mock-ups. Merchandise is displayed in a manner to enhance the visibility of each and every product so that the shoppers can make quick decisions. Each and every product has its unique space allocated to avoid clutter."

In terms of graphics and signage a bold communication language has been used with bright colours for the focal areas to draw attention to and entice customers to engage with the offerings. Comfortable lounge and discussion areas are planned in the store for pre-sale and post-sale interactions with customers. Contemporary furniture and styling is used here to add to the contemporary and premium ambience.



### Design & Concept Four Dimensions (4D)

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