

Space of Pace

The 1200 sq ft Neos Store at Surat is a design story stemmed from the passion for running. Catalyst Design mapped the space carefully in an informal design language.



Running today is not only a form of sport but a religion. This idea may have prompted WSF Group when they opened Neos Store at Surat's VR Mall amongst their many sportswear stores in India. Responsible to execute the store design and VM of the store, Jags Rawat of Catalyst Design, explained, "The brief was to create one of its kind running speciality multi-brand chain that connects with runners and provides them holistic solutions under one roof."

In order to make the space more inviting, the store has taken the open façade approach to make the entrance more inviting and windows more accessible. The signage in 3D box letter with LED back-lit is aimed to stand out from the other stores in the mall. The engage podium with body forms in running posture at the center of the store

"Running as a sport is really catching up with the young and fast generation in India. We have interviewed around 20 runners to understand what running means to them. As per most of the runners, it meant freedom and movement. We have inculcated the same approach into our design," says **Jags Rawat of Catalyst Design.**



demarcates the store into footwear and apparel zone and also works as a navigator for the consumers. The open approach prevails throughout the store, where

exposed ceiling, unfinished brick wall, open back fixtures with perforation creates a space which can breathe. In short, the store resonates with every runner's mindset.

"Being the key category, we have strategically placed footwear on the left-hand side wall, as it was the most visible & spacious zone of the store. The footwear wall has been further demarcated by brands. Women have a separate zone near the rear end of the wall. The back-lit header calls out the brand mix. The apparel has been displayed on the right-hand side of the wall, considering the proximity to trial room. The accessory wall is in proximity of the cash counter to induce impulse buying," added Rawat.

To create a raw and industrial look, the store walls were dripped with POP and carved manually for a week to create the unfinished brick wall look. The flooring is polished concrete vitrified tiles with white floor marking of running tracks, which reminds customers of their favourite sport. The floor markings have been created with rubber paint for finish and sustenance. "We have kept the ceiling exposed to compliment the surrounding and have painted the ceiling in dark grey colour to minimize the visibility of chill pipe and another electrical line," Rawat added. To weave the modular design story further, the fixtures are kept lean made of perforated metal sheet with the modular channel to create several different presentations. The glorifier box has been strategically placed one per brand to call out the brand story while the footwear seating unit has been created in the shape of jumping block found in the gym.

The shoe pedestals carry shoes from the different brands that showcase and displays the entire eco-system and range of products on offer. The right-hand side window has three perforated metal pedestal with neon tube light inside it which is made to talk about the key product/brand story of the month.

The cash counter is made up of the circular perforated metal sheet with acrylic CNC cut Neos logo on top of it. As the back of the cash counter also serves the opportunity to draw consumer attention, we have painted the Surat city map on cash back area with the location of the store marked on it," Rawat said •

Satarupa Chakraborty

Fixtures

R.R. Interiors

Lights

Focus Lighting & Fixtures Pvt Ltd

Props

Catalyst Design



Kamal Wadhwanja, Owner, NEOS, says "NEOS was inception as a result of the ever-growing need in the marketplace for sports multi-brand outlet that offers premium products from all niche brands under one roof. With energetic and new-age look and feel of the store, we hope to inspire our consumers towards healthy way of life."

