

Neelsutra

Retail

Khan Market, New Delhi



ARCHITECTURE DISCIPLINE



LOCATION: New Delhi

PRINCIPAL ARCHITECT: Akshat Bhatt

DESIGN TEAM: Akshat Bhatt, Aditya Tognatta, Nikhil Auluck

BUILT AREA:

COMPLETION OF PROJECT:

ELECTRICAL CONTRACTORS: Lirio Lopez

STRUCTURAL ENGINEER: Isha Consultants Pvt. Ltd.

PHOTOGRAPHY: Jeetin Sharma

As an extension of the series of multi-designer pret stores, where the collections are themed and curated, Neel Sutra- the India Fashion store at Khan Market is emblematic of Indian Design ethos, in line with the inherent colonial character of one of the oldest markets in New Delhi. While showcasing Indian fashion in a customized and curated format, this store is emblematic of Indian fashion within the construct of high street retail. While being reverent to the architectural context, and notions of identity, the building was painted all white, with only blue

(neel in hindi) on the louvered windows. The interior experience for the garments to be showcased has been neutralized to a single predominant colour- Blue. This transgresses as a continuous notion, in the form of a wave from the walls on to the hand-placed parquet floor that is also stained in azure blue.

To break away from the monotony of the colour, neutral perforated boards on the walls are created to allow for a visual break. The display /shelving system is also a simple evolution of what already exists in the



