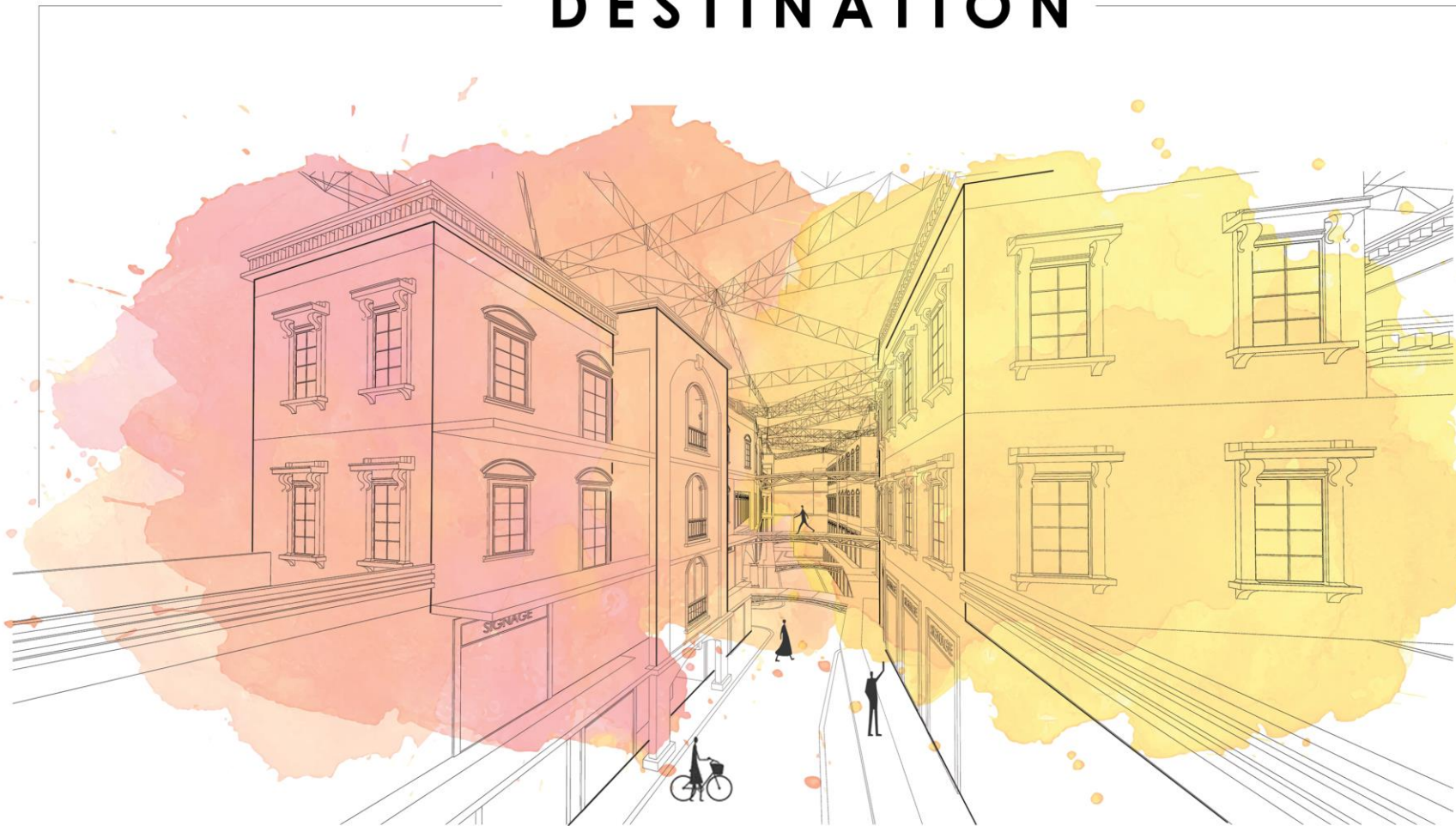


DESTINATION



||

*In the heart of hinjewadi, a European street unfolds,
Its beauty timeless, stories to be told.*

*Cobblestone pathways, where history weaves,
A canvas of life, where every step believes.*

*Boutiques and markets in a harmonious dance,
Essential shopping, is a cultural trance.*

*Facades with colors of produce and delight
A palette of flavors, a culinary height.*

*Ancient facades whisper tales of old,
As shoppers tread where history is strolled.*

*With each quaint storefront and charming stall,
Essentials chores gathered, to connect all.*

*This European street, is a daily art,
Doing daily shopping, is a rhythmic part.*

*From bread to blooms, the treasures unfold,
A symphony of life, in every street and corner hold.*

||

- A project by **SMP REALTY**
Designed by **INTEGRID DESIGN**

CONCEPT

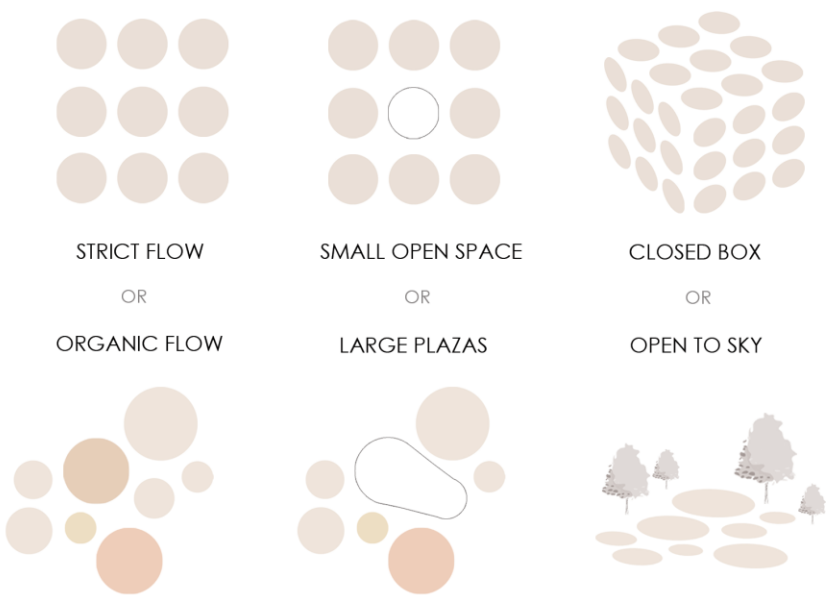
The concept of retail, encompassing the interaction between shopkeepers and customers, has undergone significant evolution,

Consequently, our approach to designing commercial spaces must transcend the conventional box-like structures of modern buildings.

It should offer sustainable solutions that harmonize with nature while creating ample engagement opportunities.

One intriguing model worth exploring is the open-to-sky High-street experience, as it seamlessly combines the advantages of multiple retail stores with safe, open spaces for customer interaction.

HOW WOULD YOU LIKE TO SHOP ?

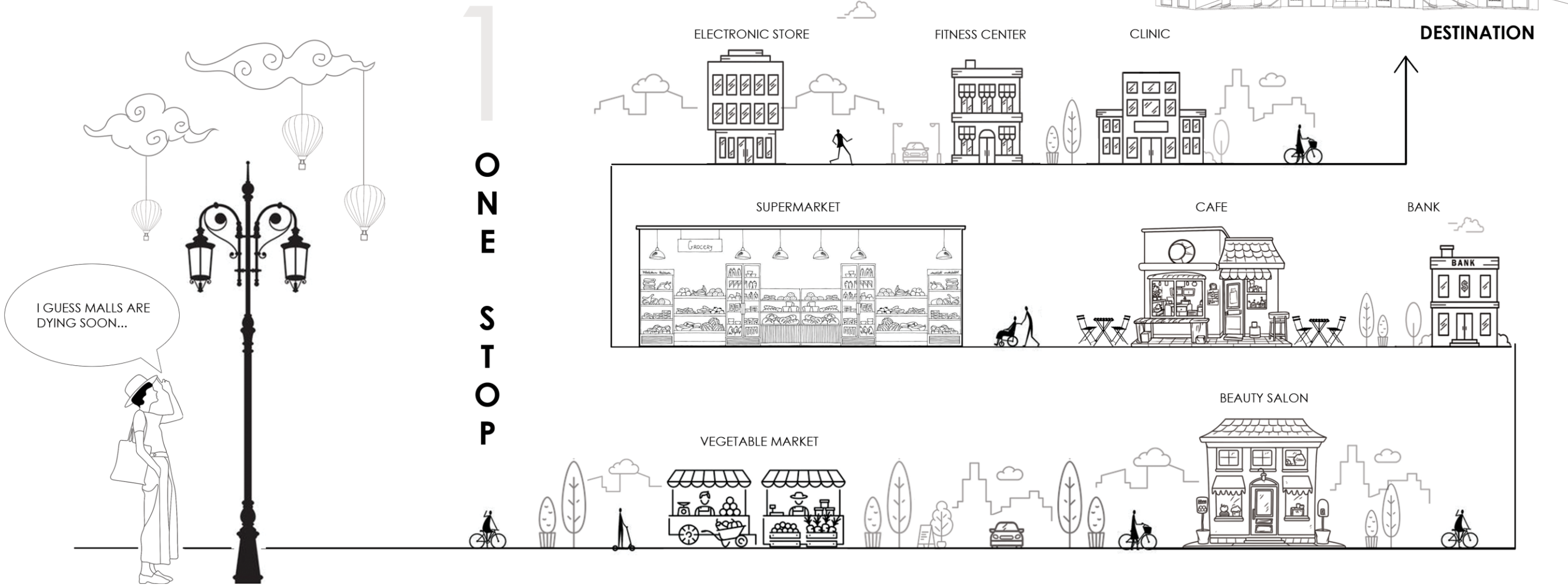


WHAT IS DESTINATION?

The role and planning of essential shopping extends beyond the act of purchase. It is a dynamic process that intertwines practicality, sustainability and community engagement, enriching the fabric of day-to-day living.

Integral aspect of the shopping journey is Crafting a visual and spatial encounter that fosters consumer interaction and expression can profoundly transform the dynamics of retail. Regrettably, this facet is at times overlooked.

It's crucial to recognize that contemporary shopping complexes constitute a significant portion of the public sphere, where individuals engage, socialize, and connect and celebrate life.





?

WHAT DOES IT OFFER

1

RETAIL

CLOTHING
REPAIR SHOPS
SPORTS GOODS
MEDICAL STORES
LIQUOR SHOPS

2

CONNECTIVITY

CONNECTIVITY
BETWEEN THE
FLOORS AS WELL
AS THE STREETS

3

RESTAURANTS

MULTI-CUISINE
RESATURANTS

4

PARKING

BICYCLES
2 WHEELERS
4 WHEELERS
LOADING &
UNLOADING BAYS

5

COMMERCE

OFFICES
BANKS
CLINICS
LABORATORY
POST OFFICE

6

RECREATION & AMENITY

BANQUET HALLS
ACTIVITY AREAS
AMPHITHEATRE
PLAZAS

7

VEGETABLE & LIVESTOCK

VEGETABLE
MARKETS
FLOWER MARKET
PET STORES

8

CAFES

JUICE BARS
TEA STALLS
ICE CREAM
STALLS

9

ENTERTAINMENT & FITNESSS

GYM
KIDS ZONE
SPA
PARLORS

10

LIGHTING

DIFFERENT
LIGHTINGS
FOR FESTIVALS
AND EVENTS



HINJEWADI

Hinjewadi is an IT hub of the Pune city that comprises of dense working population, due to this the residential area has been on hike.

The site is located in the core area in Phase I around huge companies like WIPRO and Infosys and is adjacent to mass housing schemes likt Blue Ridge and Godrej.

This increases the footfall on the site and thus makes it a suitable site as a commercial center.

The proposed location for destination center acts like one stop market for all the people working and living in the area.

1



2



3



4



5



6



7



8



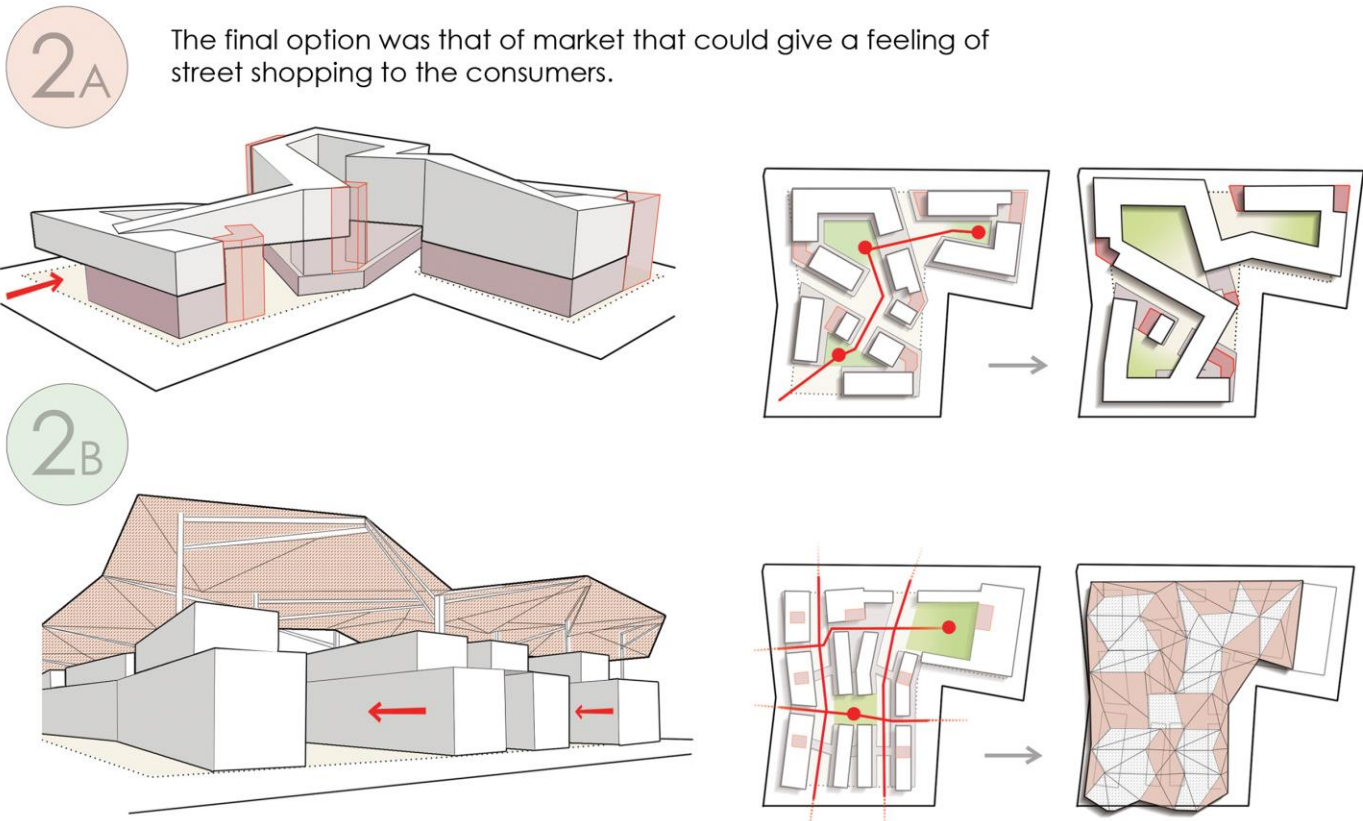
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10



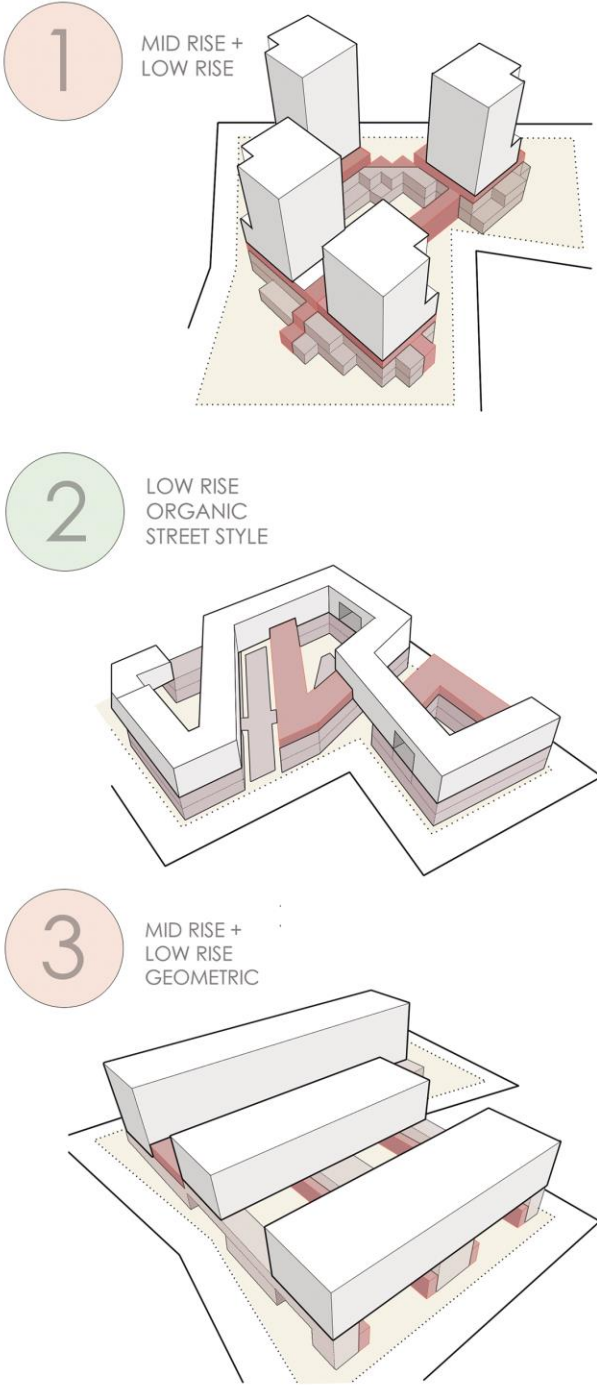
DEVELOPED COMPOSITIONS



FINAL FORM

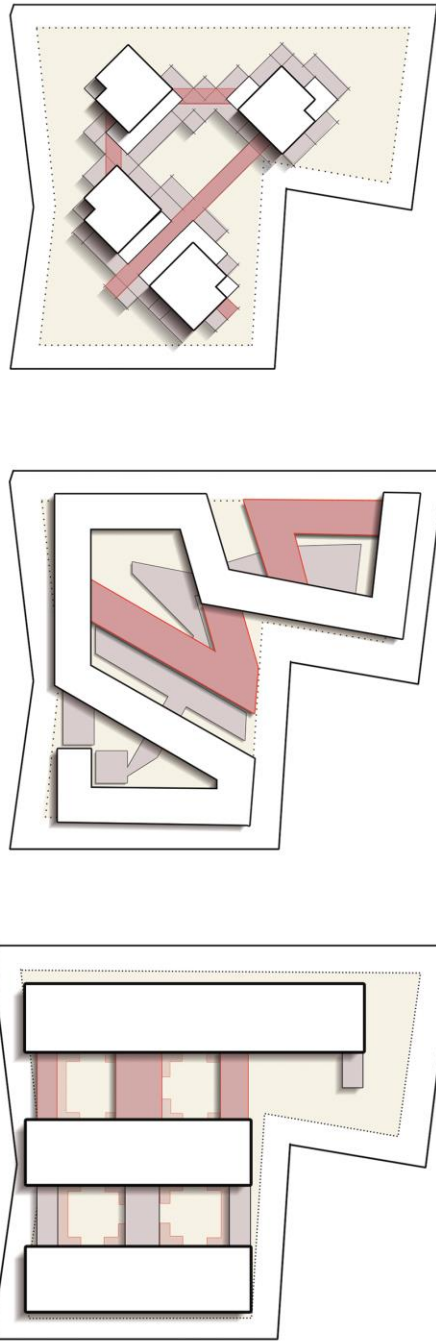
INITIAL COMPOSITIONS

The jump from co-housing to a commercial center landed after studying about the site and surroundings in detail and understanding the requirements of the users residing in that area.

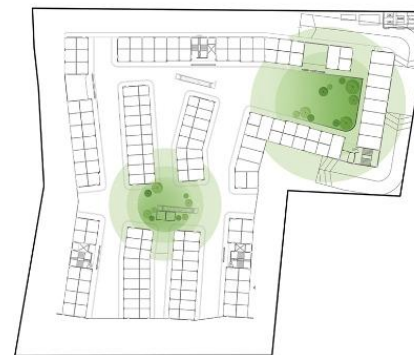
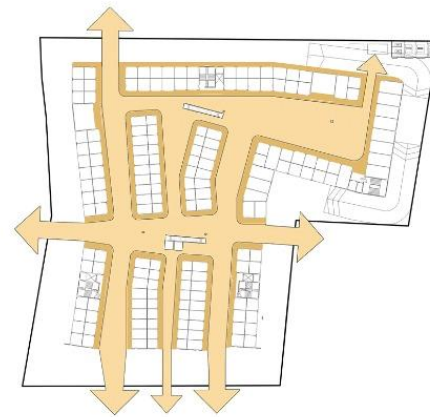
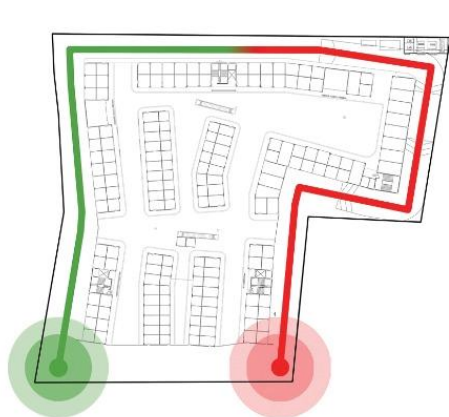
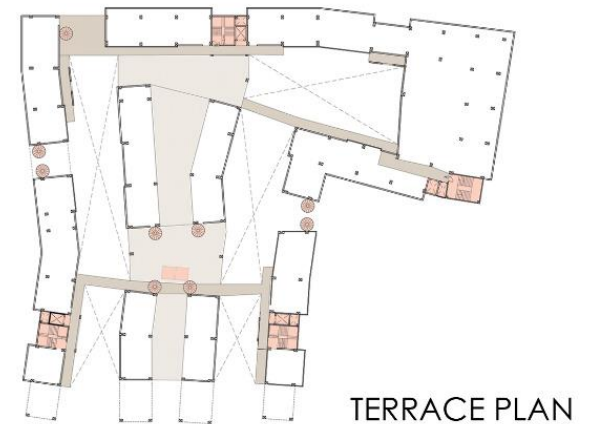
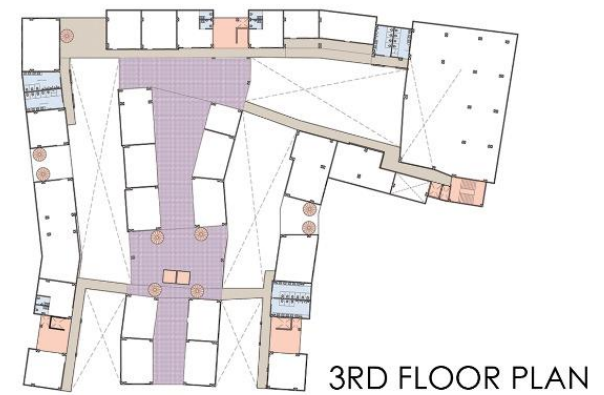
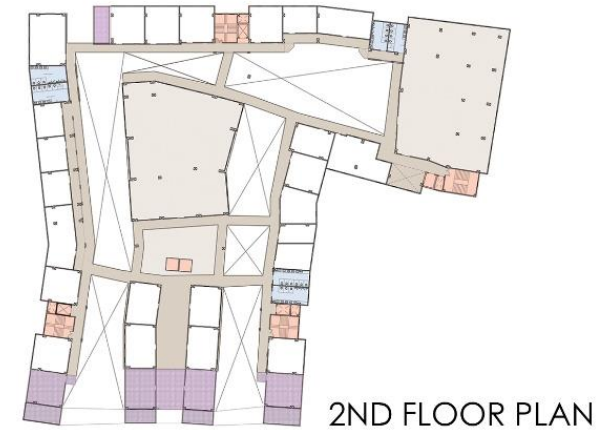


FORM DEVELOPMENT

The site being the amenity space of Godrej Housing located in Hinjewadi had limitations on the type of buildings that could be built on site yet various creative options were explored through the process of concept evolution.



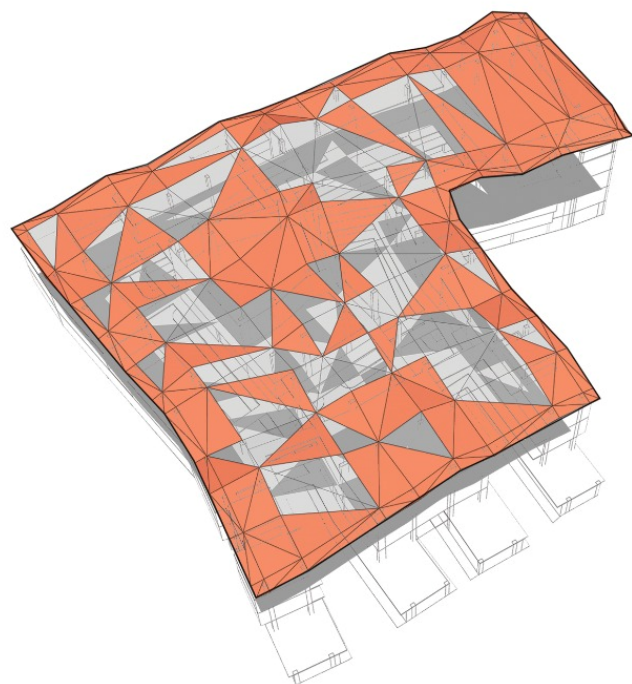
PLANS



1

A DYNAMIC ROOF

Designing a dynamic roof which represents destination as a whole was a challenging task. The goal was to achieve a balance between aesthetics and functionality in terms of services, natural light and ventilation as well as user attraction.



2

COMMERCIAL ATTRACTION

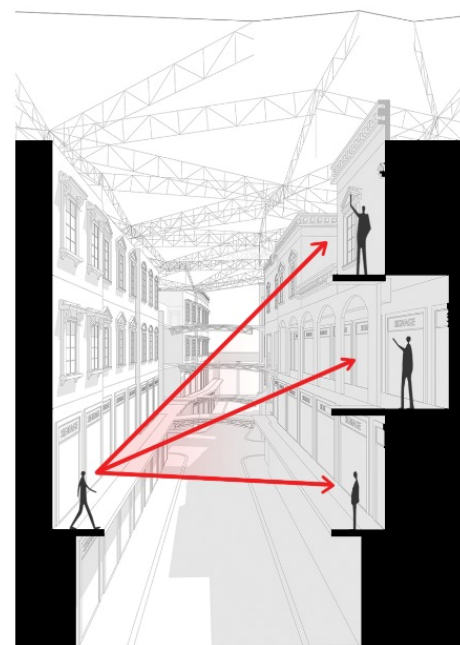
To attract all age groups, Destination aimed to offer a mix of Commercial, Entertainment, Retail, Restaurants, Markets and Gathering spaces. The cycle friendly approach attempts to make a daily activity eventful in a more charismatic way.



3

CONNECTIVITY

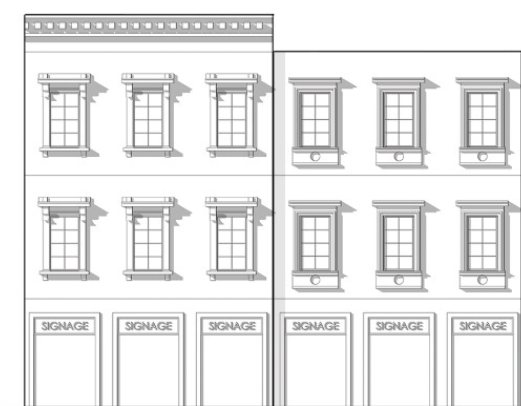
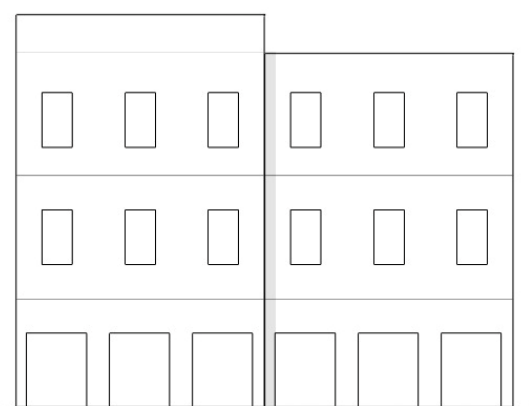
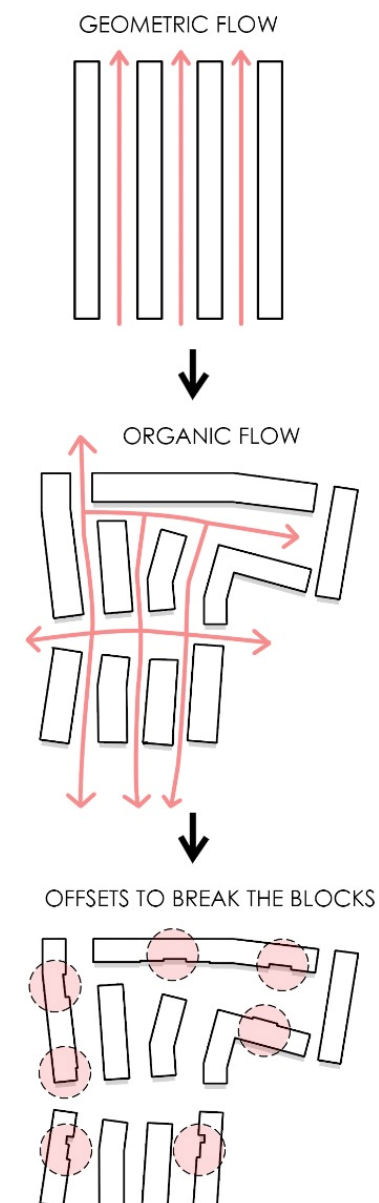
All the streets are visually connected both vertically and horizontally which allows uninterrupted views to flow. The open streets create a sense of transparency throughout the structure.



4

ORGANIC STREET

The objective was to create a market that could give a feeling of street shopping to the consumers. Instead of shopping in a enclosed mall, the thought was to make shopping in its original and organic form using traditional European style architecture elements and colors.





DESIGN STRATEGIES

1

GATHERING SPACES

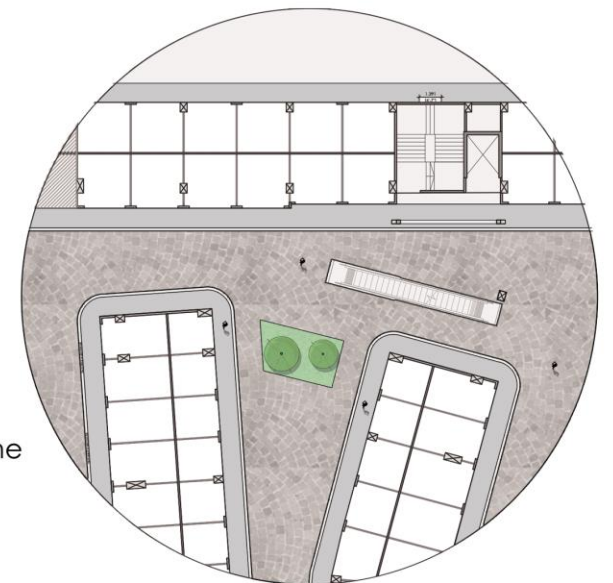
Food court area having common space of 5000 sqft that allows for larger crowd gathering to add the versatile design of the mall



2

STREET PATTERNS

Street pattern is made using steel grey granite of 1.8 m on both shop front passages which could be used as an exclusive space whereas the cobblestone is used for the circulation areas

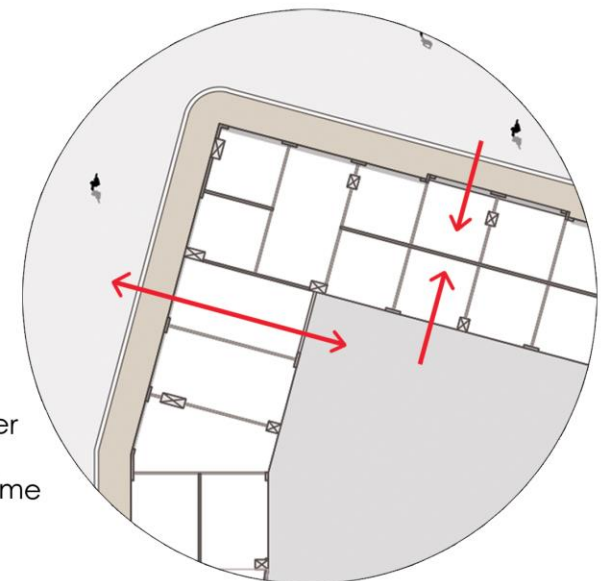


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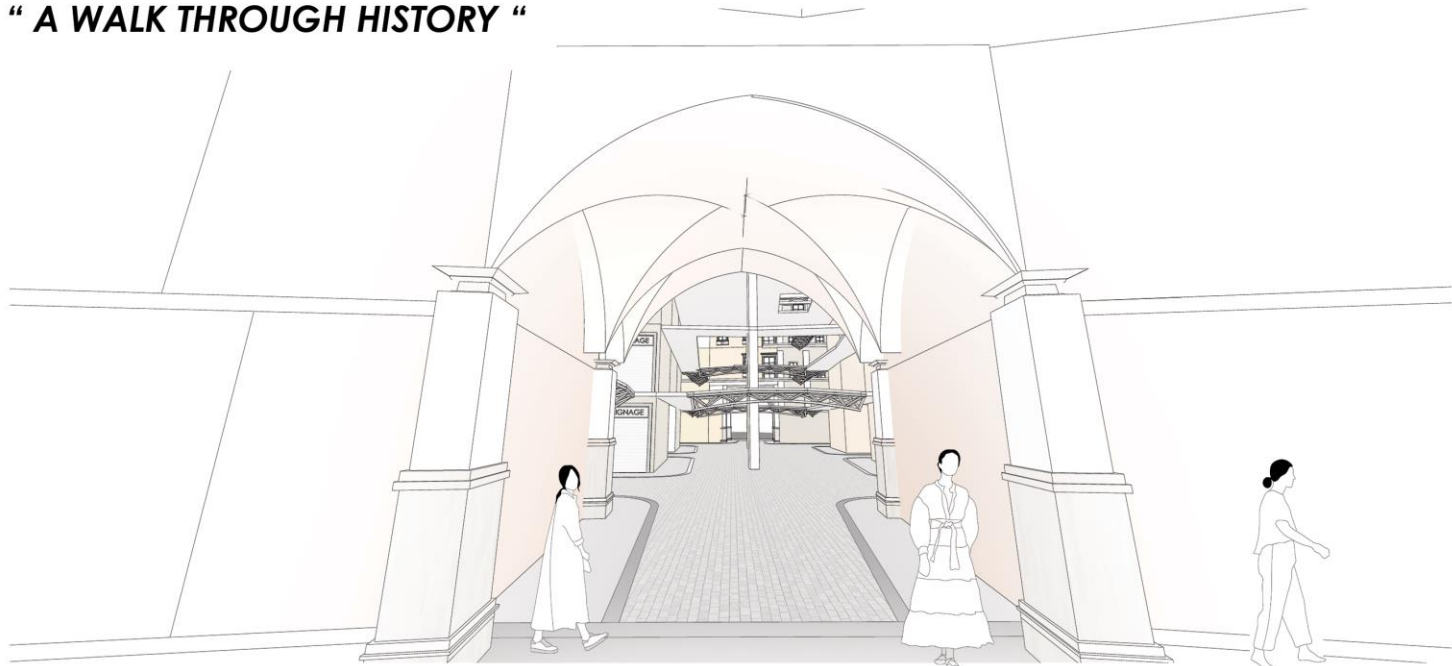
SHOP DESIGN

Shops are made in multiples of 100 sqft that can clubbed together easily in any fashion adding flexibility to expansion.

They open in and out and the two wheeler parking all around the periphery helps in giving value to those shops at the same time allows for convenience for the users

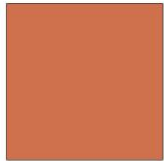
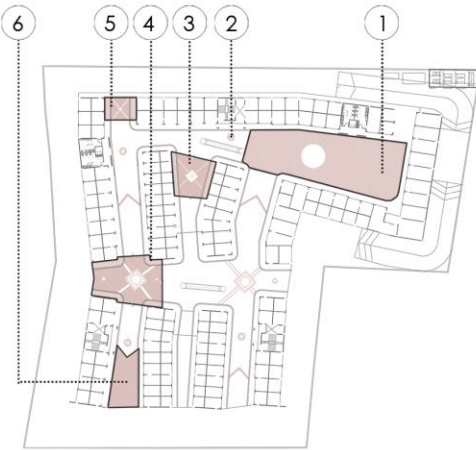


“ A WALK THROUGH HISTORY “

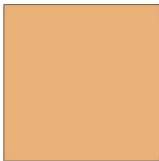


MATERIAL AND COLORS

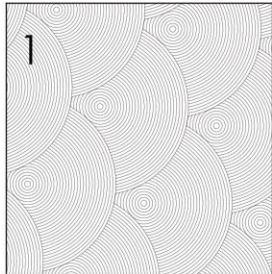
The beauty of strolling through the streets of old European cities is truly enchanting. Cobblestone paths, Historic architecture, and the timeless ambiance create a charming atmosphere. Each step is a journey through centuries, surrounded by the elegance of the past, making it a delightful experience



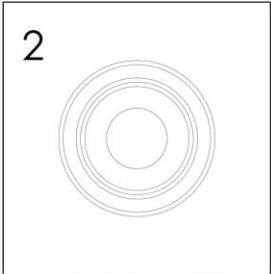
CARRIBEAN
SUNSET



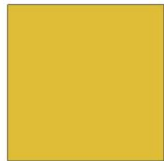
SAN
MATEO



COBBLESTONE



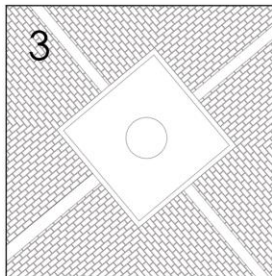
STREET INLAY



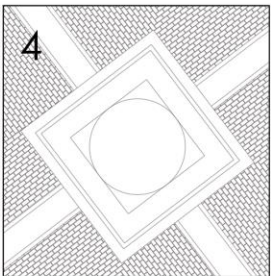
MAY
TULIP



MANGO
SENSATION



COMMON AREA



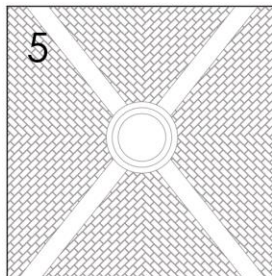
FLOWER BED
FOUNTAIN



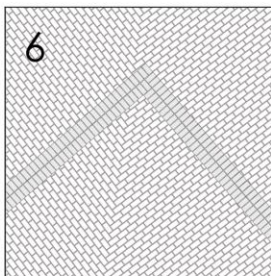
MAPLE
FANTASY



TWISTED
TWIG



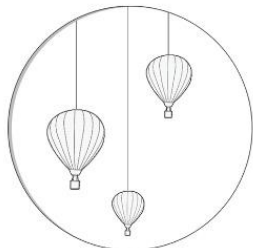
DROP OFFS



ANGULAR PATTERN



PORTICO



LIGHTS



WALL LAMPS



RAILINGS



COLORS



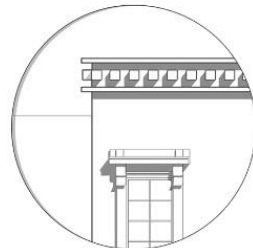
WINDOWS



STREET LAMPS



SIGNAGES



EDGES

The FACADE

FACADE ELEMENTS

The Destination centre was designed to revitalize the historical areas of the former old towns markets of Europe-an architecture by combining the retail scheme with high-quality public spaces.

The planning was inspired by the traditional structure of the old town's architecture in Europe.

TYPES OF WINDOWS

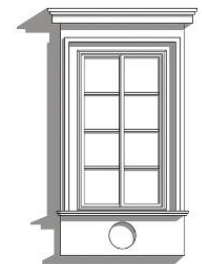
The window, inspired by Baroque style in European architecture, opening is elongated, frequently extending of the standard length, down to the floor & comparatively narrow. Ornamentation applied embellishment in various styles that is a distinguishing the characters of the buildings.



1



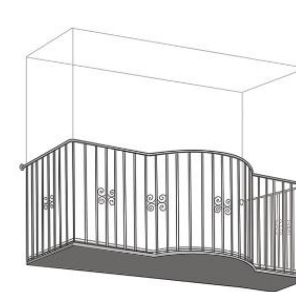
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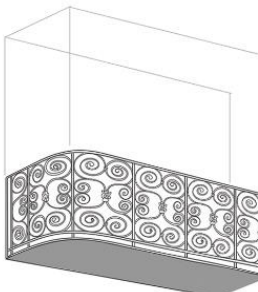
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1



2



3

ORNAMENTED RAILINGS

Variations in railing designs enhances the building facades



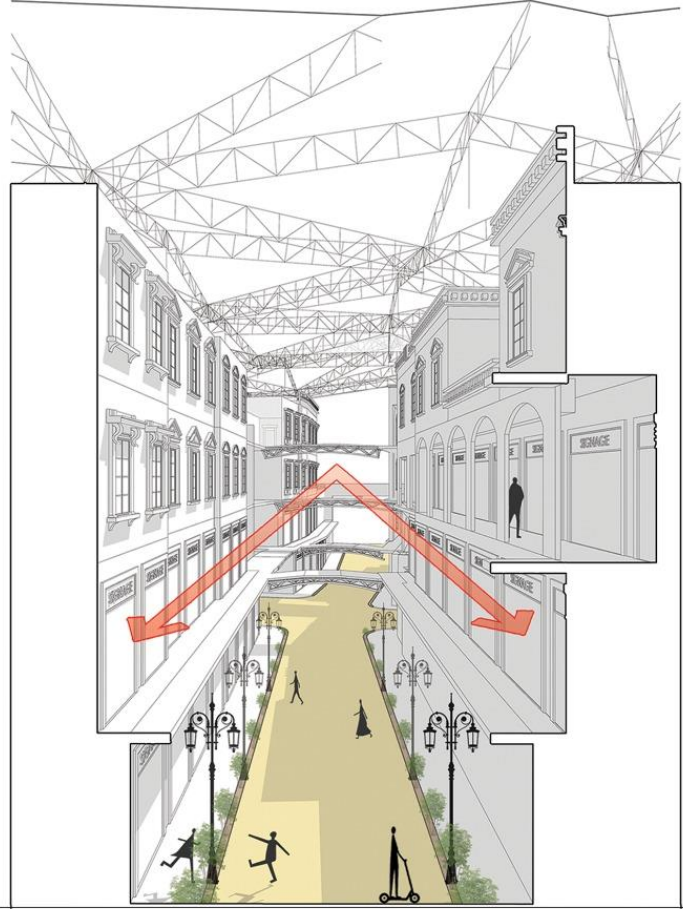
ROOF AND STREET ELEMENTS

It's a shift towards a more personalized and nostalgic shopping atmosphere, where each corner of the old streets holds a story, creating an engaging and memorable retail journey.

VISUALLY CONNECTED STREETS



FOCAL POINT



- TRANSLUCENT DANPAL POLYCARBONATE SHEETS
- OPAQUE METAHYBRID SHEET WITH WOOD TEXTURE PRINT ON LOWER SIDE

OPAQUE METAHYBRID SHEET WITH WOOD TEXTURE PRINT ON LOWER SIDE

TRANSLUCENT DANPAL POLYCARBONATE SHEETS

SUPPORTING COLUMNS

OVERALL STRUCTURE

- FOR ALL AGE GROUPS
- FAMILY ORIENTED
- CYCLE FRIENDLY
- INTERACTIVE

