

# DESTINATION



1



1 - 4

2



5 - 6



3



7 - 10

4



11 - 12



5



13 - 16

6



17 - 36



7



37 - 60



8



61 - 66





# 1

## ACKNOWLEDGEMENT

We warmly acknowledge the constant encouragement, timely discussions and suggestions offered by the client for the completion of the project. The ideas gradually took shape due to the interactive guidance and complete involvement of all the members.

Also, we are thankful to all the in-house team members and labours who directly and indirectly contributed in converting our vision to reality by understanding and thoughtfully developing the design as per the requirement of the client which led to the success of this project.



||

*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.*

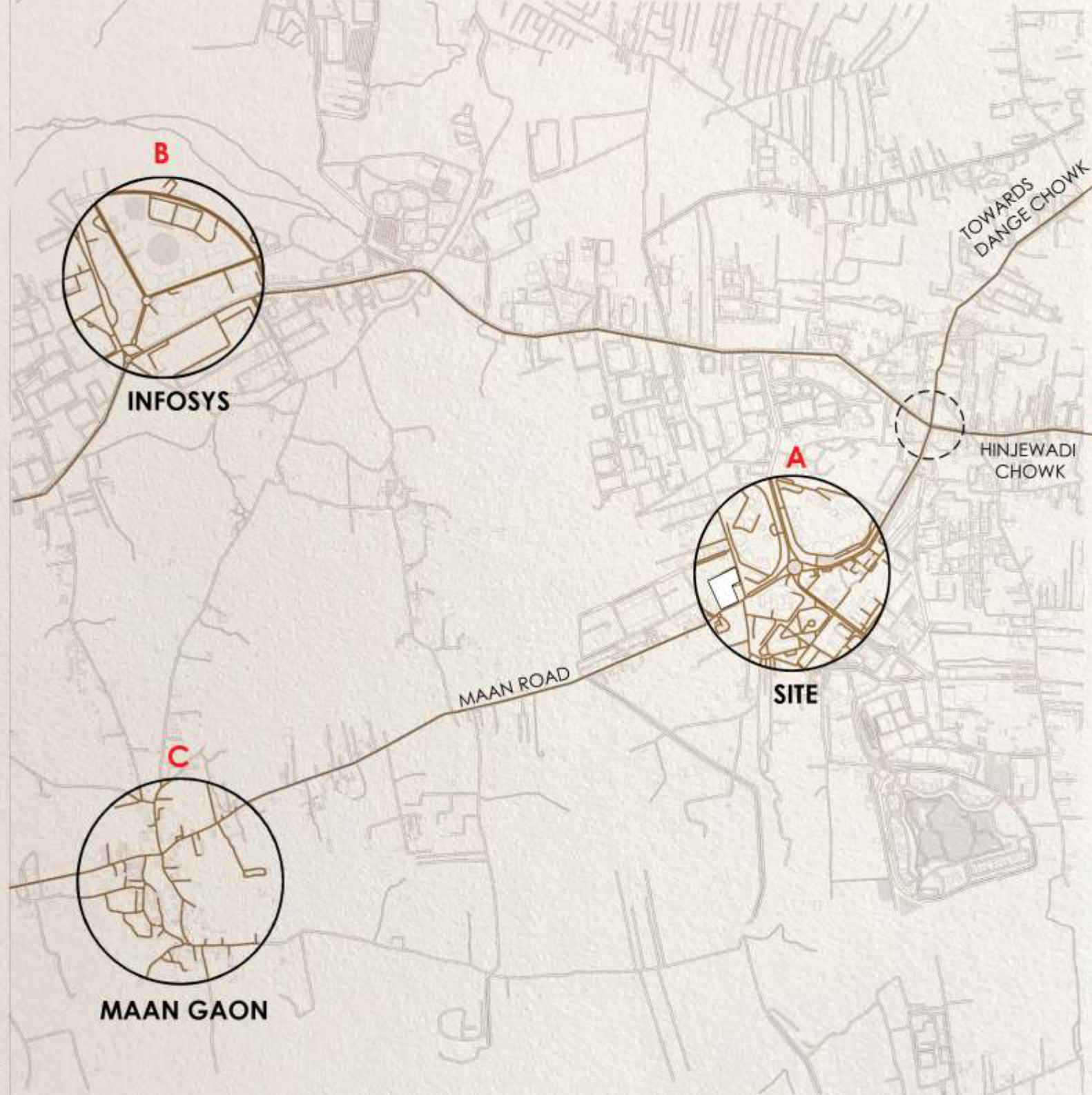
*This European street, is a daily art,  
Doing daily shopping, is a rhythmic part.*

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

||



# HINJEWADI



**B**

INFOSYS



# 2

## CONTEXT

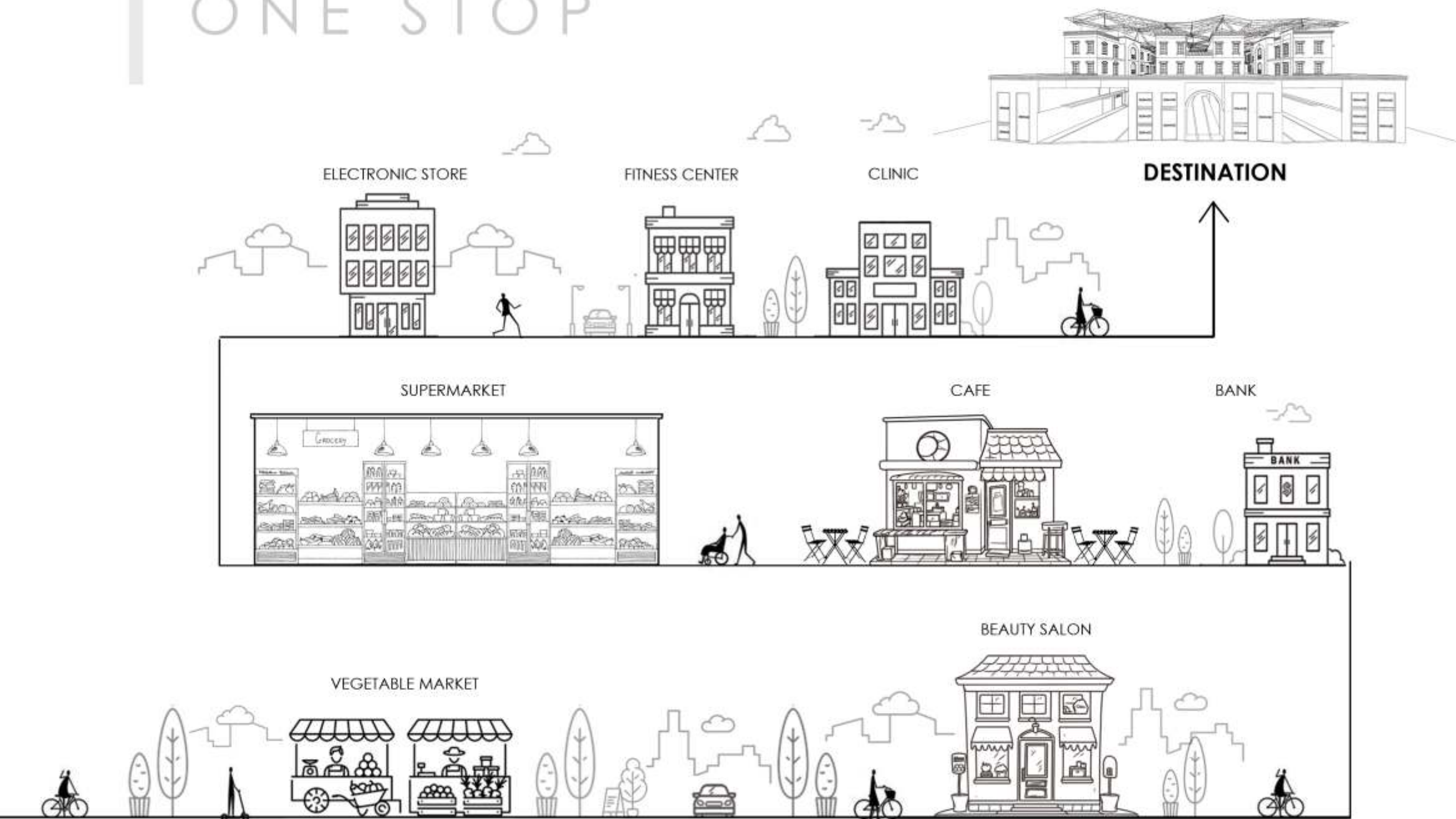
Hinjewadi is an IT hub of the Pune city that comprises of dense working population, due to this the residential area has been on hike.

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 like 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 ONE STOP



# 3

## 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 ?



## RETAIL

Clothing, household necessities, Repair shops, Garage, Salon etc.



## VEGETABLE & LIVESTOCK

Vegetable market, flower shop, Fruits market, Traders. Pet stores, etc



## COMMERCE

Banks, Offices, Clinics, Laboratory, Jewelers, etc



## RECREATION & AMENITIES

Banquet halls, Activity areas, Plazas, Sit-outs, etc.



## FOOD AND BEVERAGES

Bars, Ice-cream parlours, etc



## ENTERTAINMENT & FITNESS

Game zones, Kids zone, Gym, Spa, etc.



### **PARKING**

2 wheelers, 4 wheelers,  
bicycles parking



### **PEDESTRIAN PATHWAYS**

Cobblestone pathways, Cycle  
-Friendly ways



### **OLD TO NEW**

European street  
architecture



### **LIGHTING**

Different lightings as per  
the festivals and events



### **CONNECTIVITY**

Floating passages on every  
floor



### **CAFES & RESTAURANTS**

Multi-cuisine restaurants,  
Juice bars, Coffee shops





## HOW WOULD YOU LIKE TO SHOP ?



STRICT FLOW

OR

ORGANIC FLOW



SMALL OPEN SPACE

OR

LARGE PLAZAS



CLOSED BOX

OR

OPEN TO SKY





# 4

## CONCEPT

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

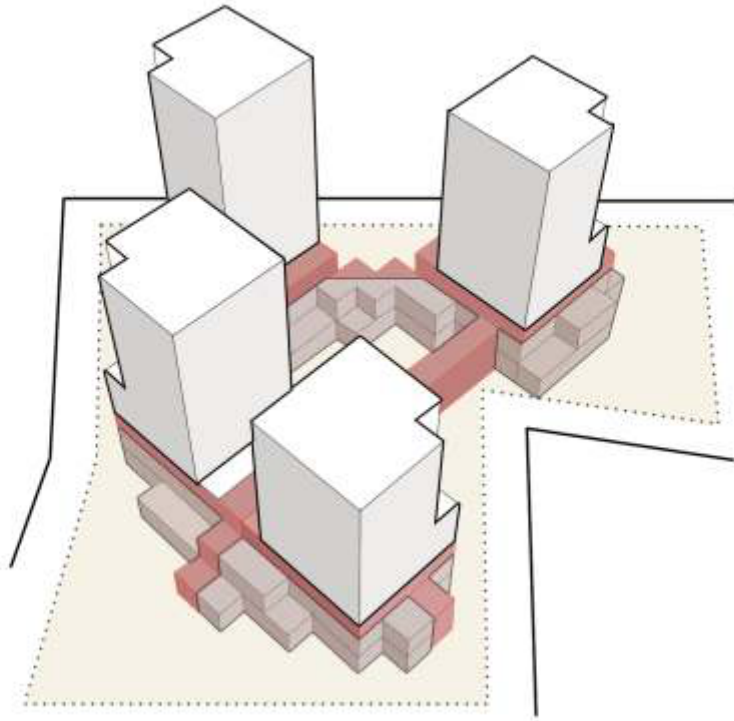
Consequently, our approach to designing commercial spaces must transcend the conventional box-like structures of modern buildings.

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.

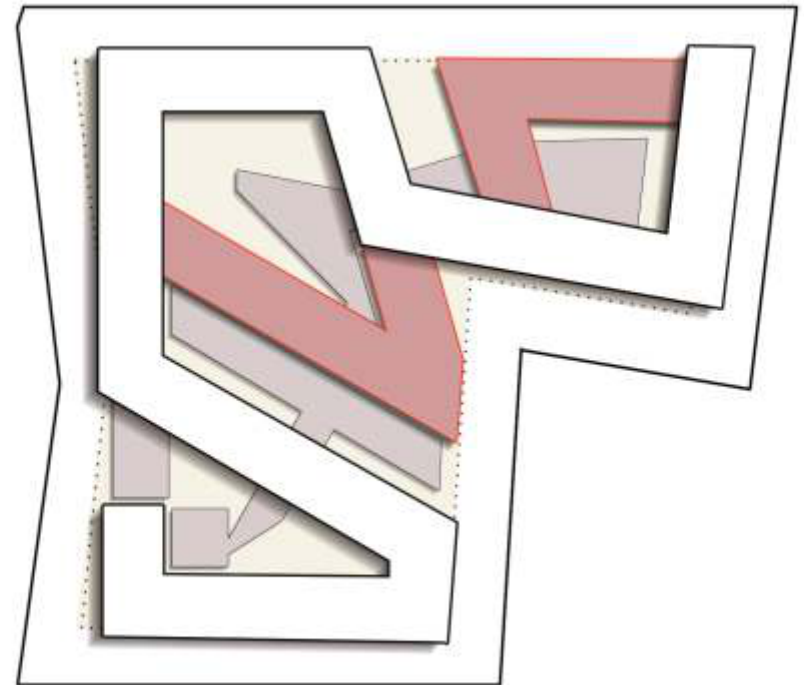
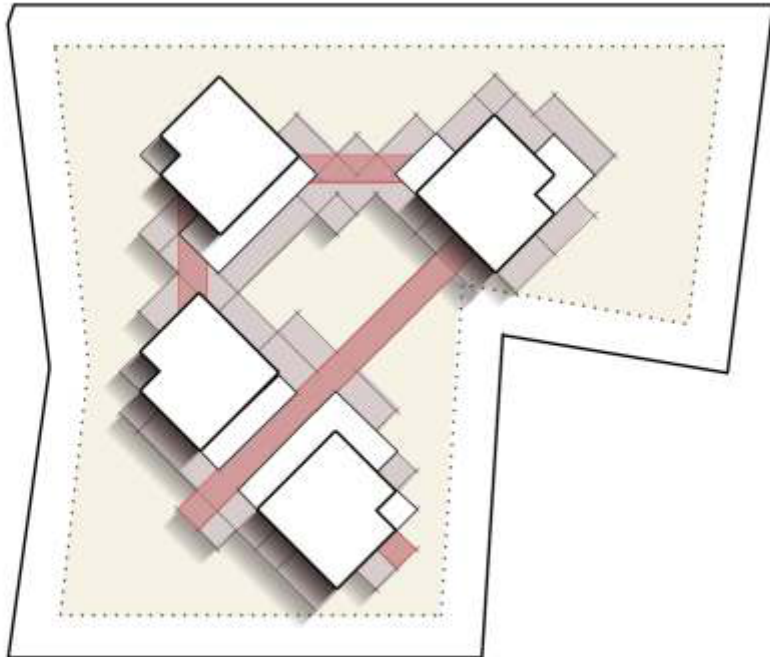
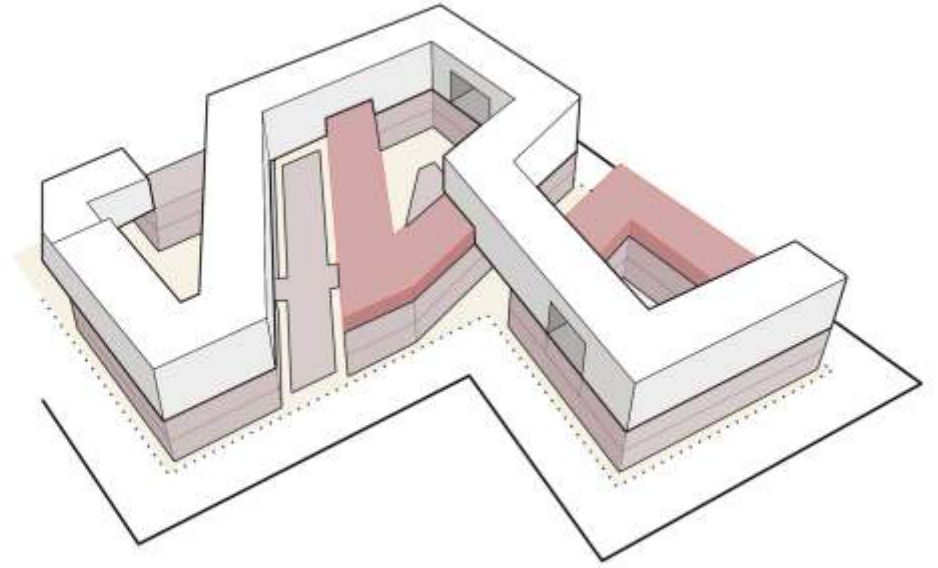
1

MID RISE +  
LOW RISE

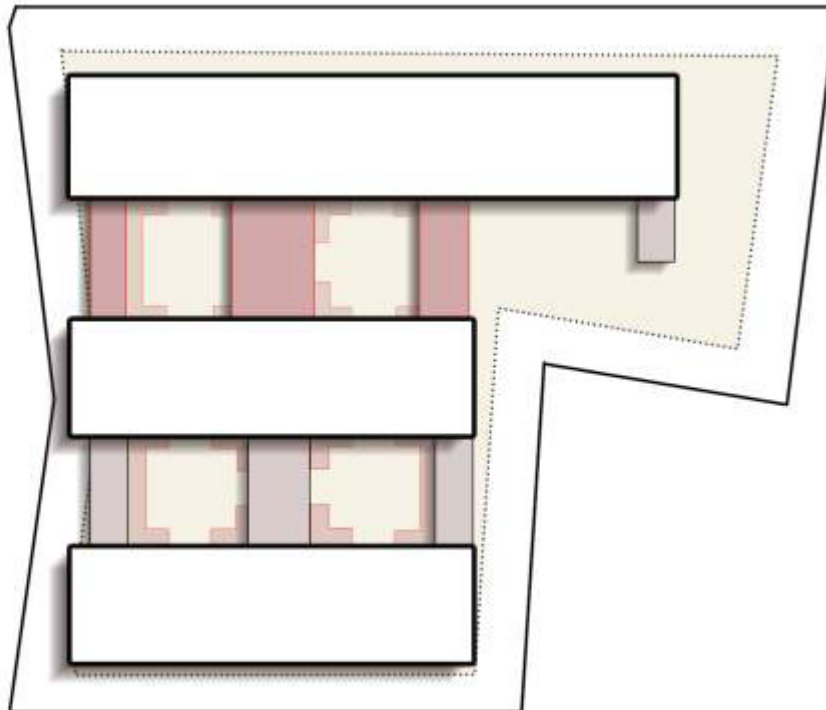
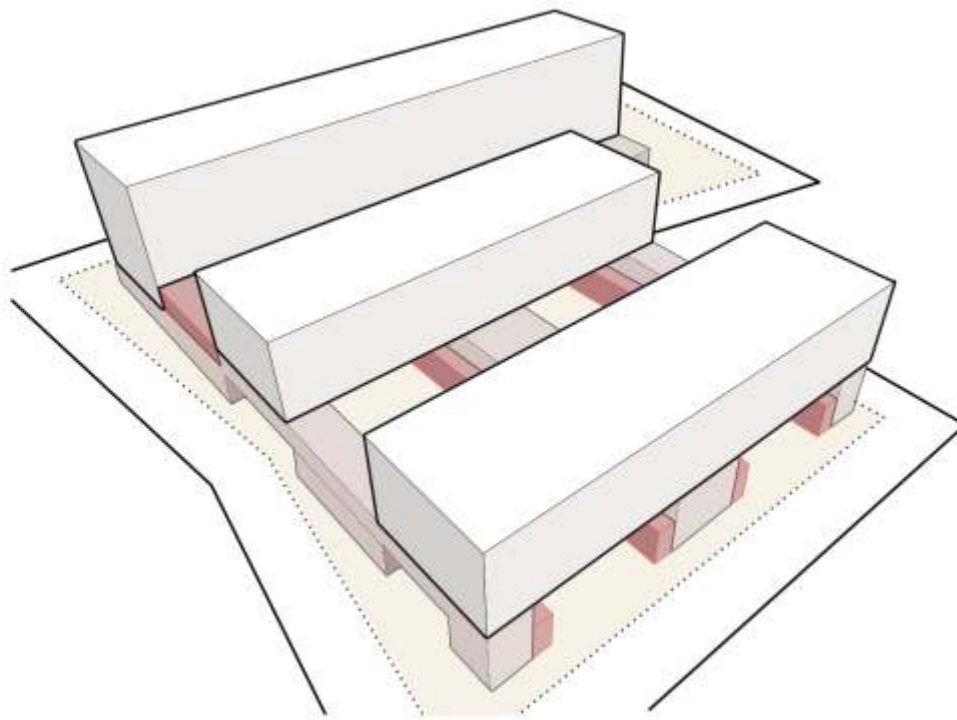


2

LOW RISE  
ORGANIC  
STREET STYLE



3

MID RISE +  
LOW RISE  
GEOMETRIC

5

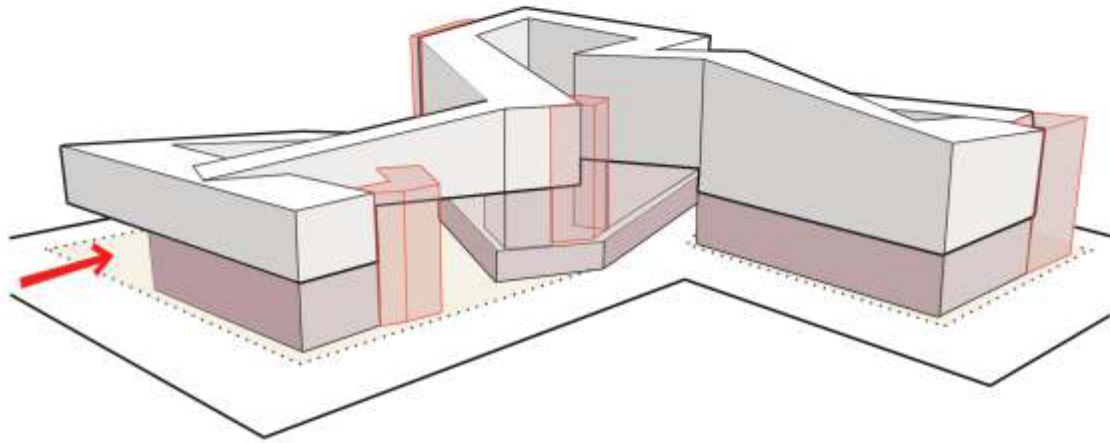
## FORM DEVELOPMENT

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.

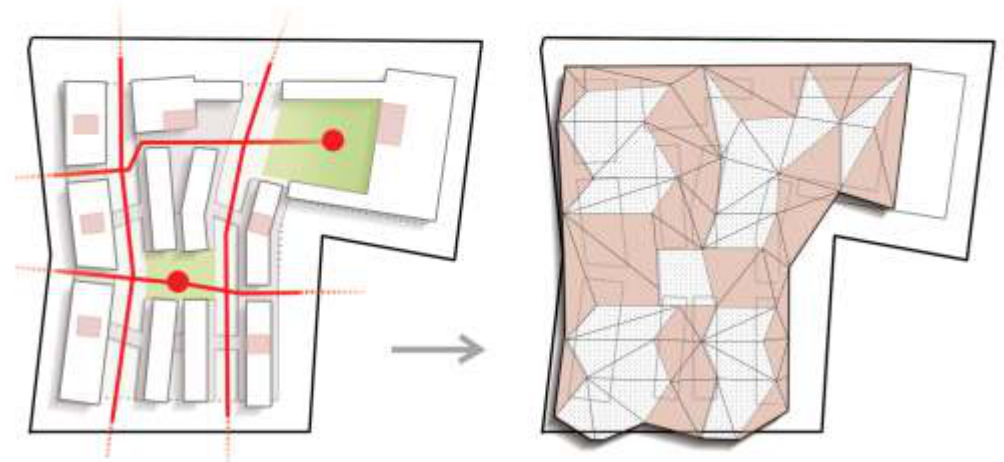
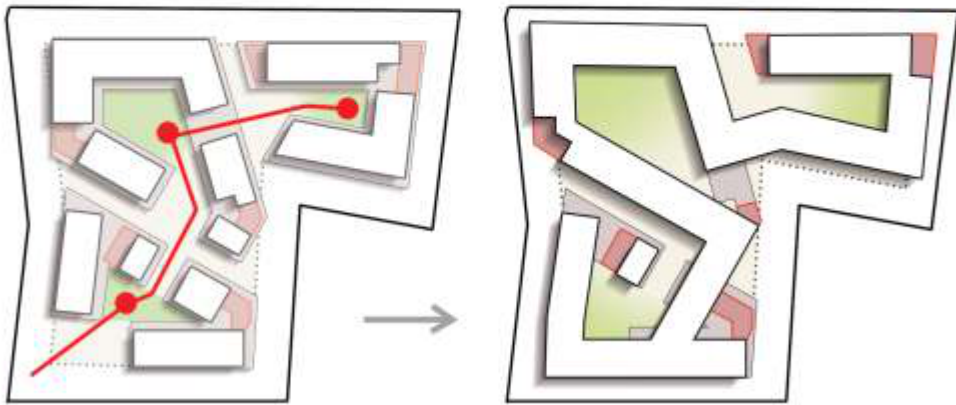
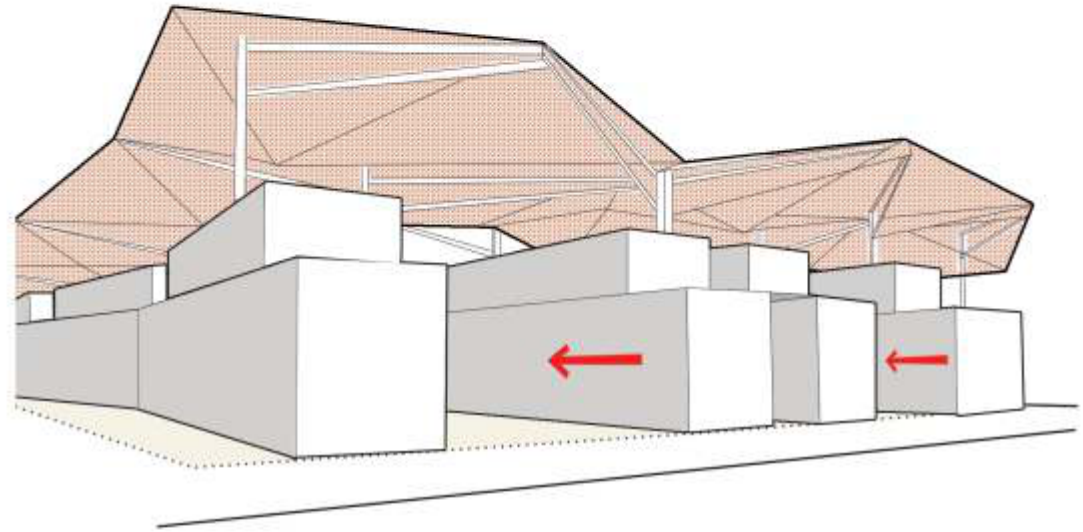
The jump from co-housing to a commercial center landed after studying about the site and surroundings in detail and understanding the requirements of the users residing in that area.

The final option was that of market that could give a feeling of street shopping to the consumers.

2<sub>A</sub>



3<sub>A</sub>



## FORM DEVELOPMENT







# 6

## DRAWINGS

By combing the space needs of retail, commercial and entertainment, we pile up the functional modules from bottom to top in respect of their needs.

The vertical zoning differentiates the managerial functions more easily. It improves the usage efficiency of different functions.

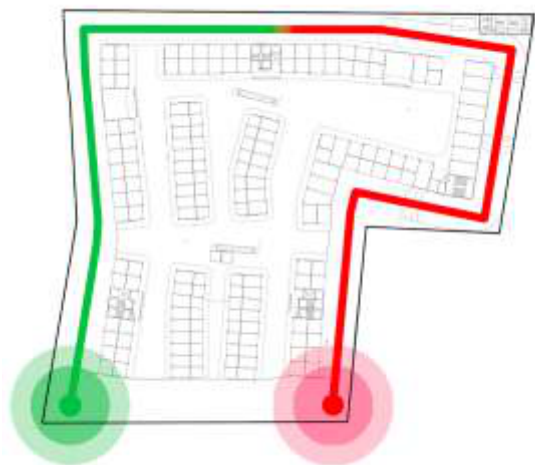


GROUND FLOOR PLAN

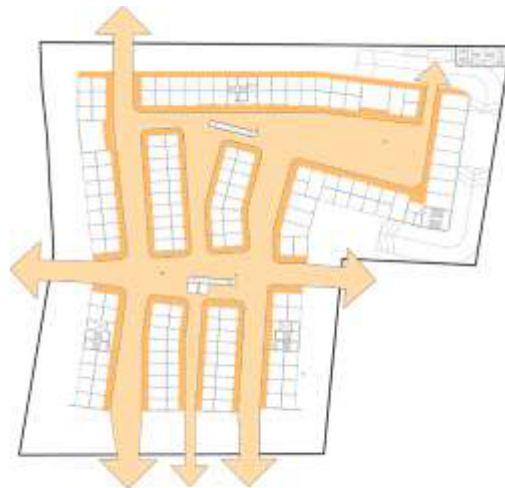




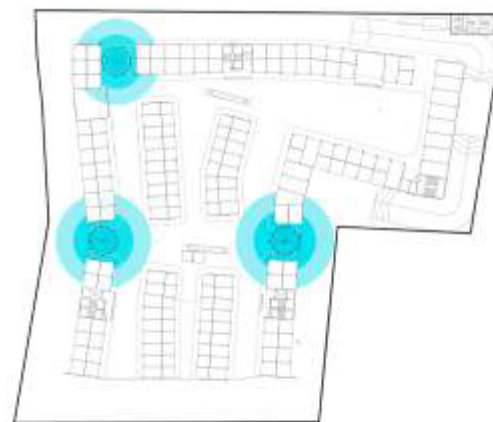
ENTRY / EXIT



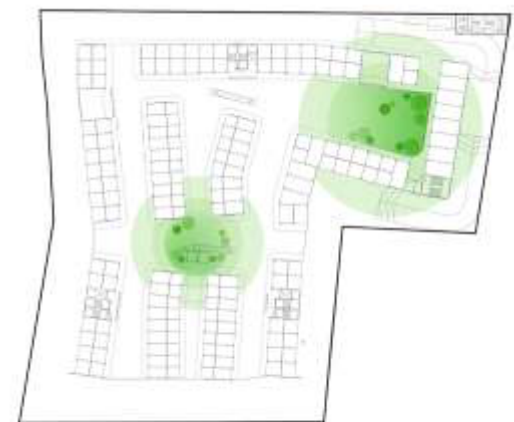
CIRCULATION



DROP OFF POINTS



PLAZA





CONCEPTUAL SKETCH FOR PLAZA



# FIRST FLOOR PLAN







CONCEPTUAL SKETCH FOR STREETS

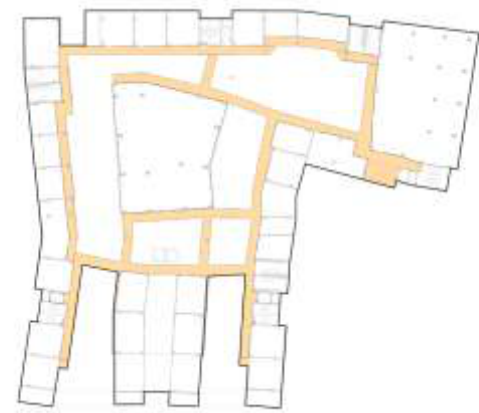


## SECOND FLOOR PLAN





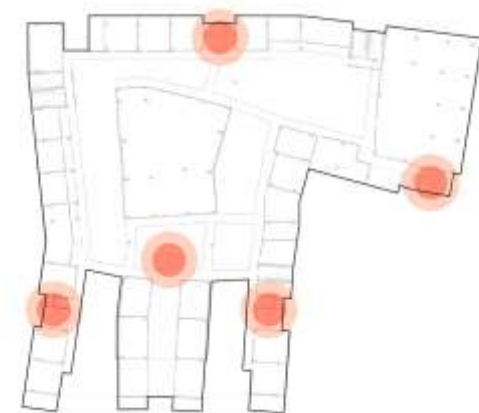
CIRCULATION

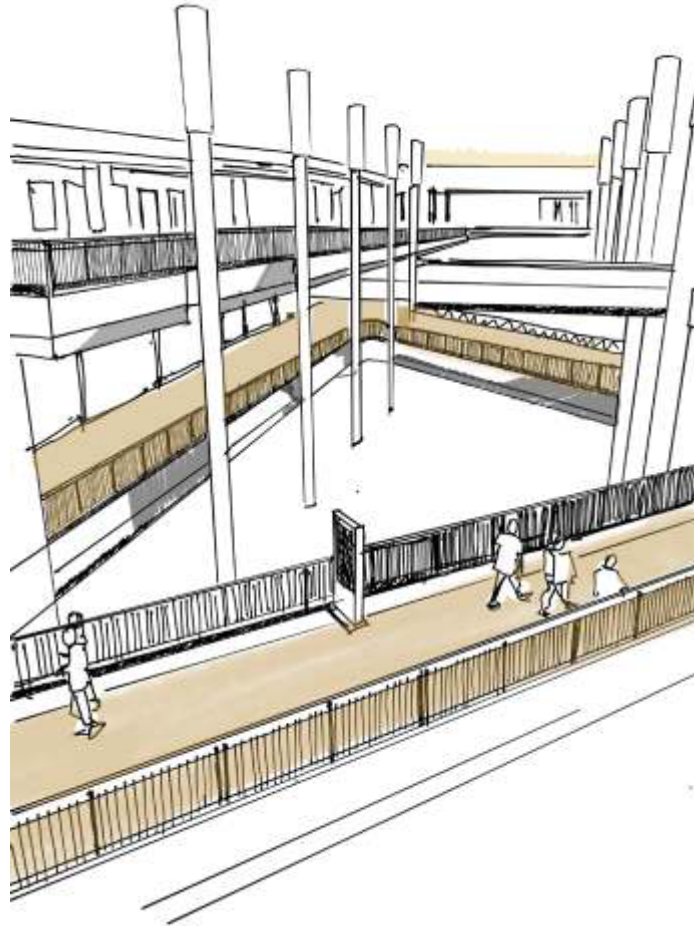


OFFICE AND BANQUET HALL



CORES



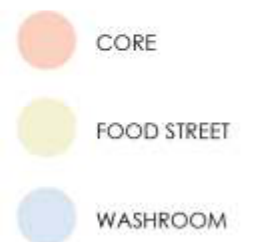


CONCEPTUAL SKETCH FOR CONNECTIVITY

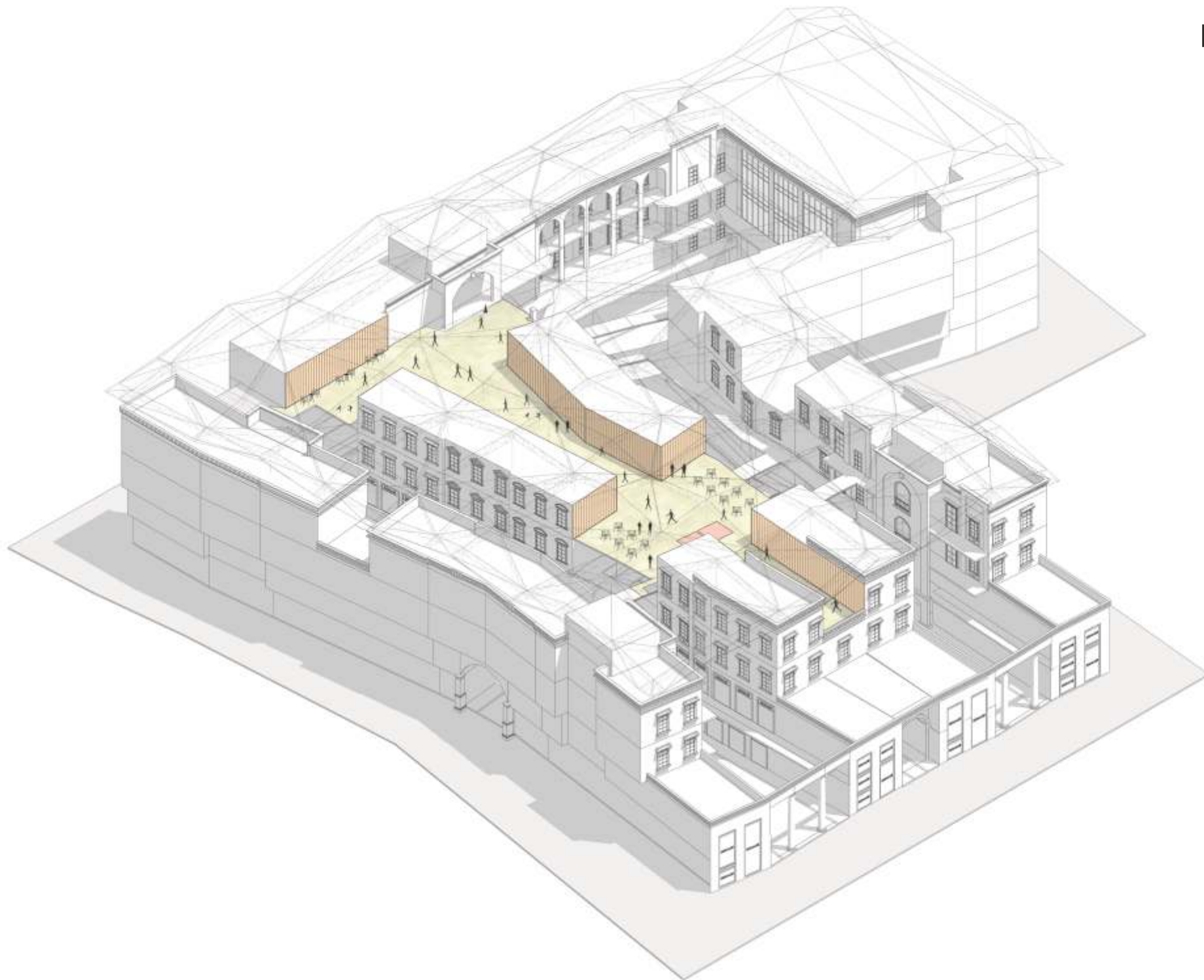


STREETS OF EUROPE

# THIRD FLOOR PLAN



# FOOD STREET





CONCEPTUAL SKETCH FOR FACADE





# DESIGN STRATEGIES

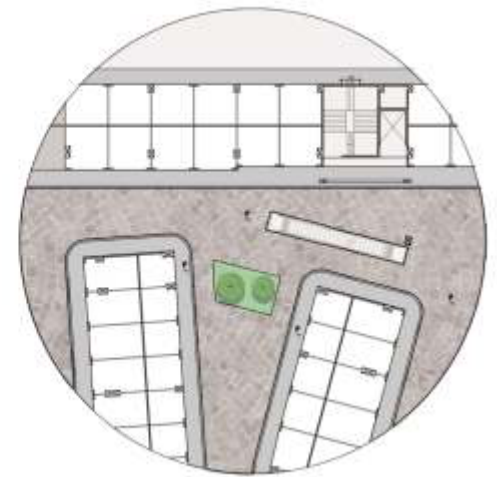
## 1 GATHERING SPACES

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

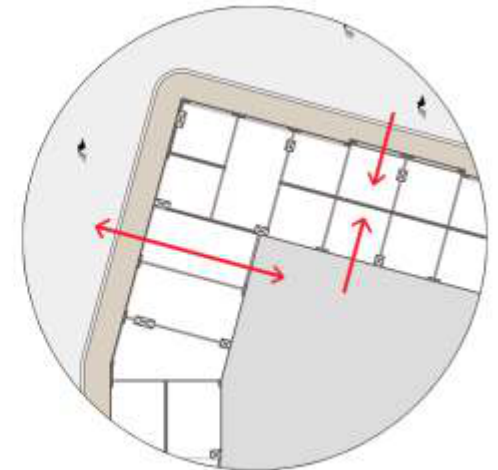
Street pattern is made using steel grey granite of 1.8 m on both shop front passages which could be used as an exclusive space whereas the cobblestone is used for the circulation areas



## 3 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





FOR ALL AGE GROUPS



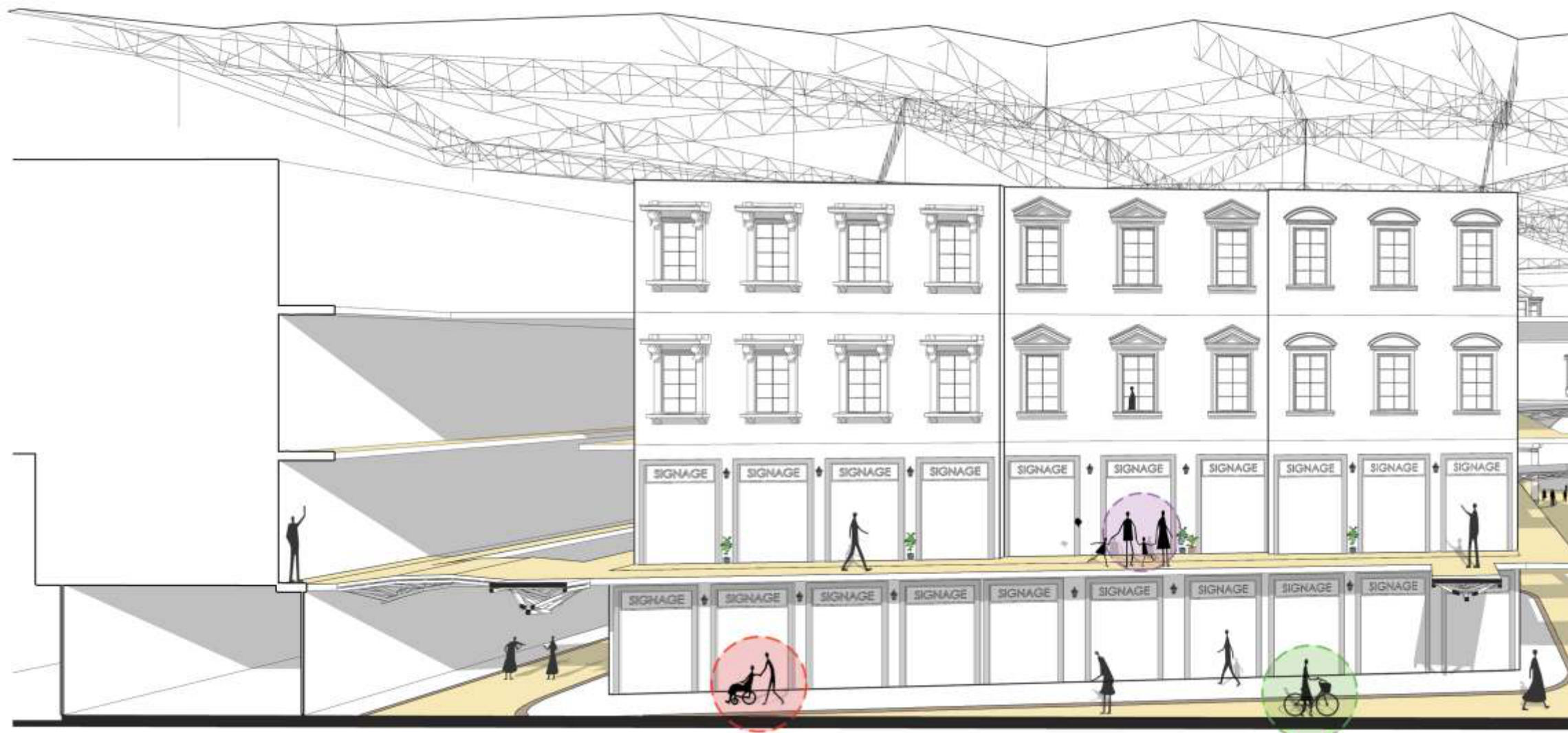
CYCLE FRIENDLY



FAMILY ORIENTED



INTERACTIVE





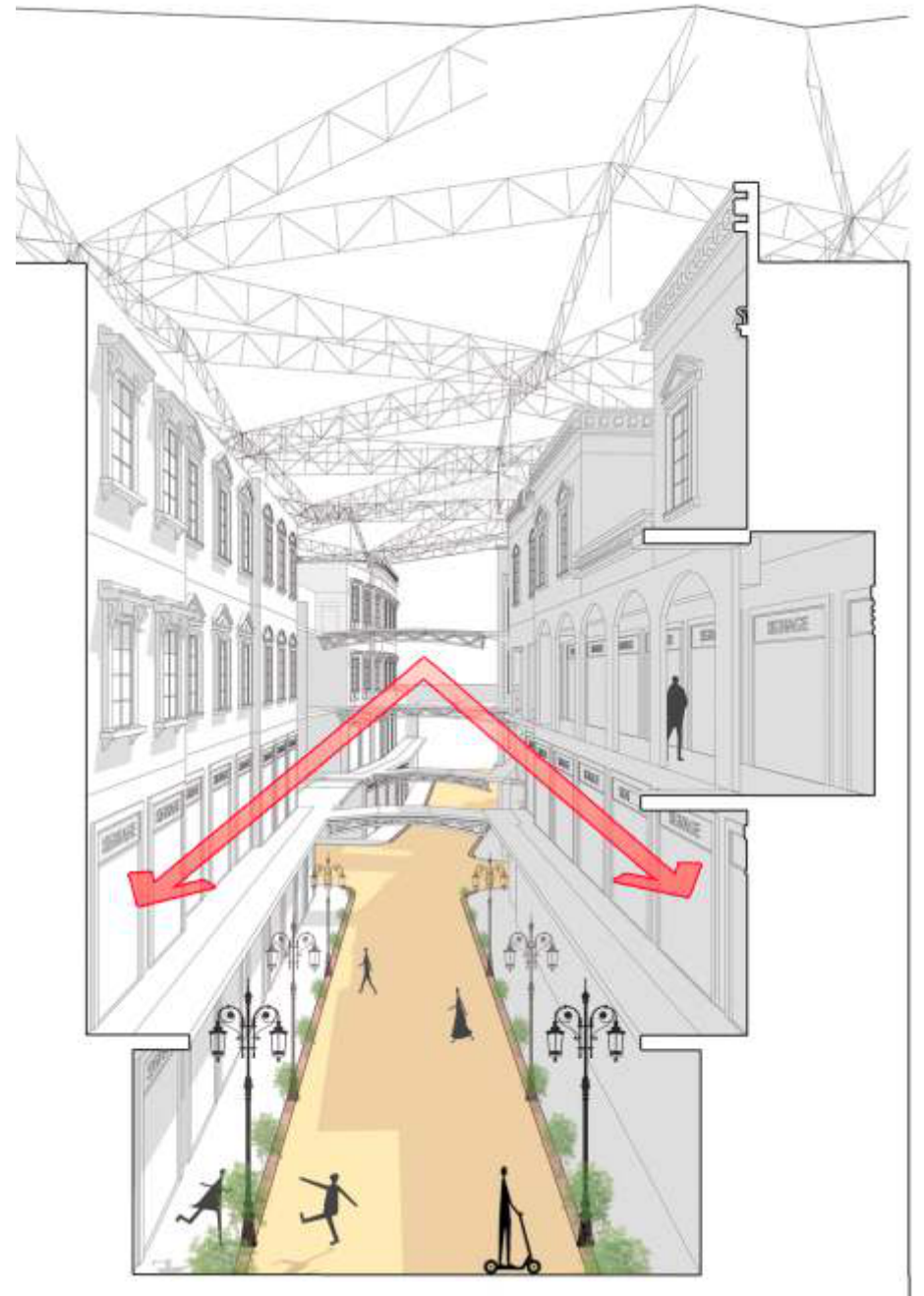
# 7

## A CHARACTER - THE STREETS

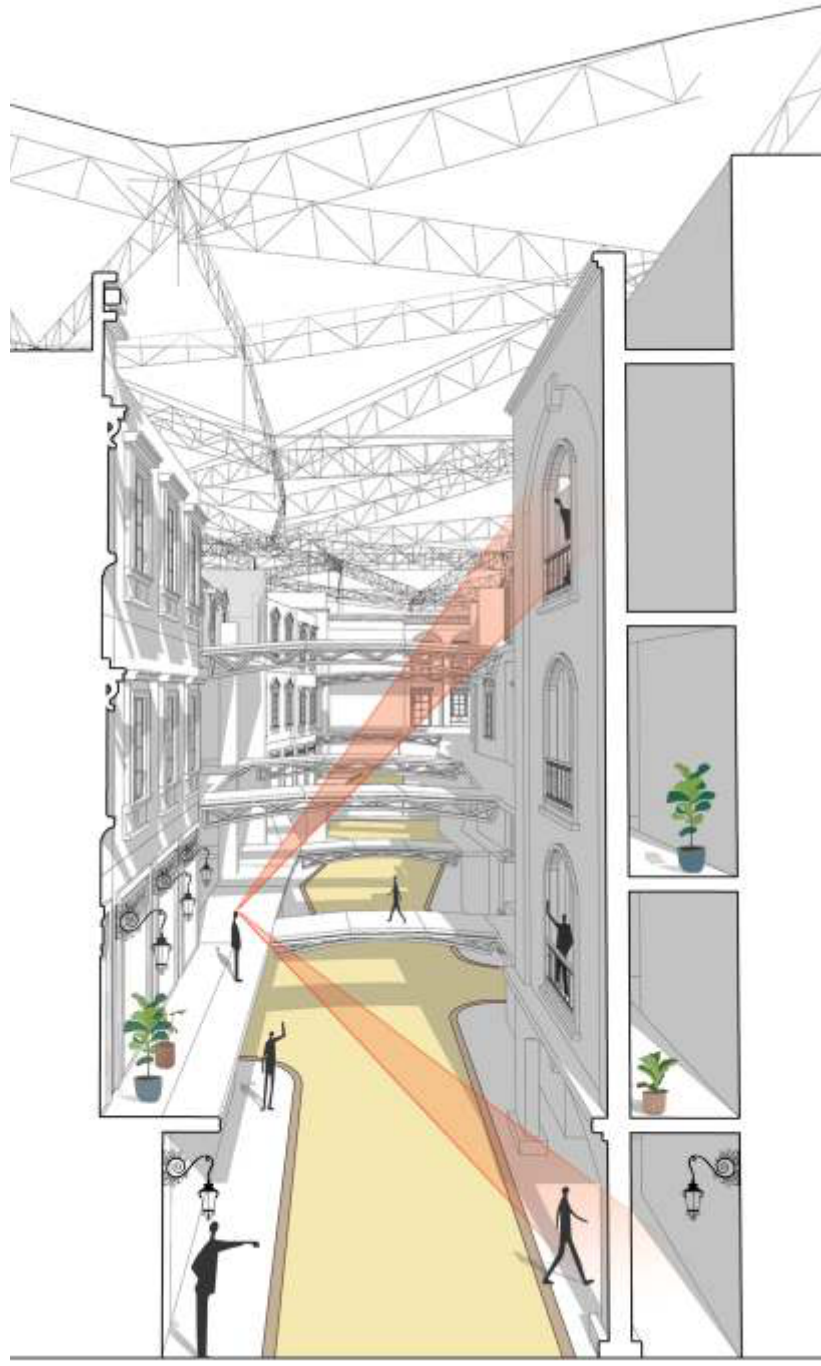
It's a shift towards a more personalized and nostalgic shopping atmosphere, where each corner of the old streets holds a story, creating an engaging and memorable retail journey.



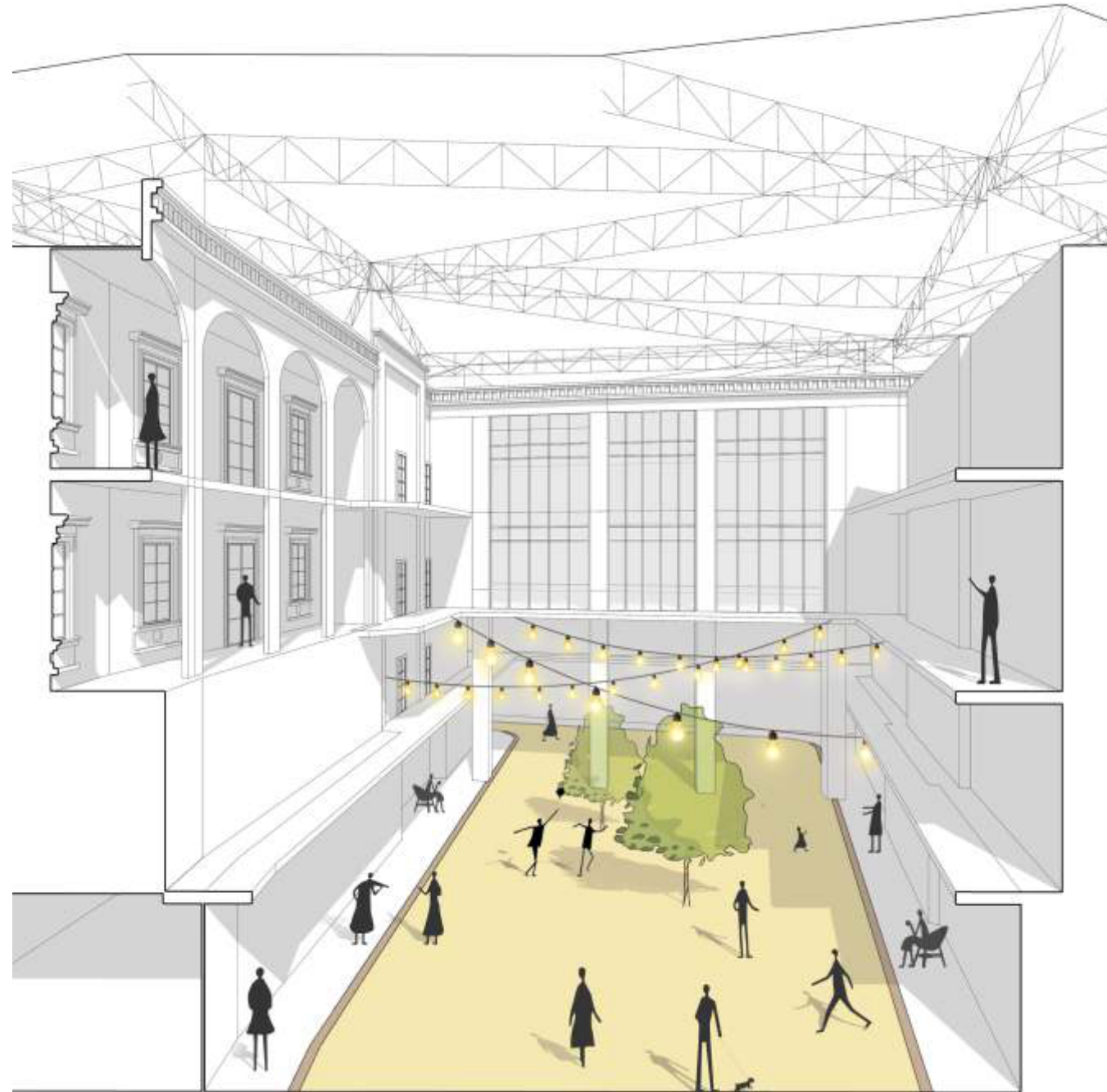
# 1 FOCAL POINT



## 2 VISUAL CONNECTIVITY



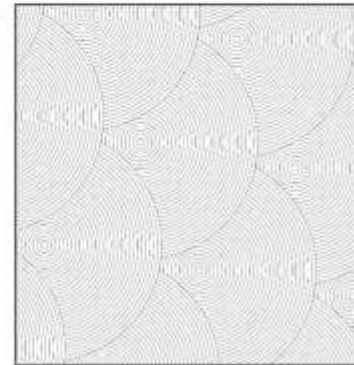
## 3 GATHERING SPACES





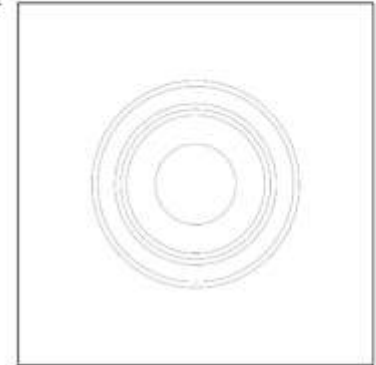
## MATERIAL AND COLORS

1



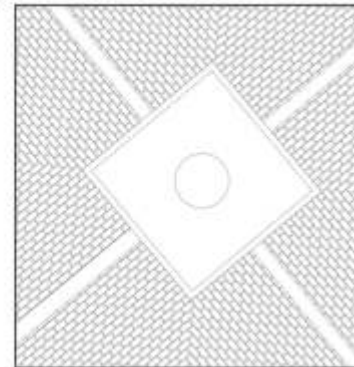
COBBLESTONE

2



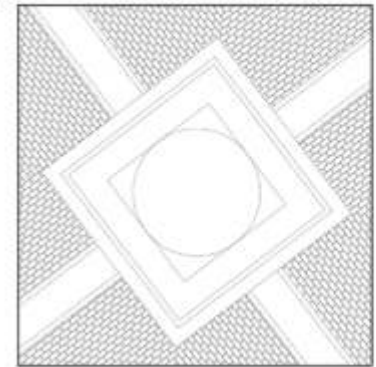
STREET INLAY

3



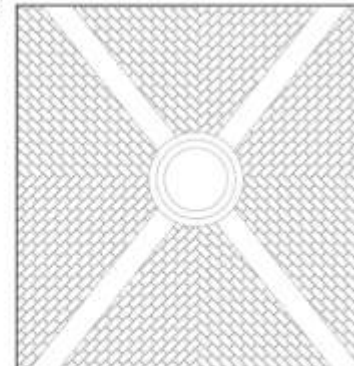
COMMON AREA

4



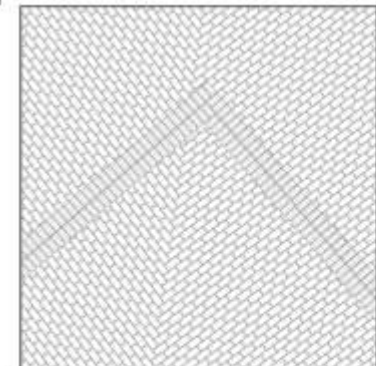
FLOWER BED FOUNTAIN

5



DROP OFFS

6



ANGULAR PATTERN



## “ A WALK THROUGH HISTORY “

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



MAY  
TULIP



MANGO  
SENSATION



MAPLE  
FANTASY



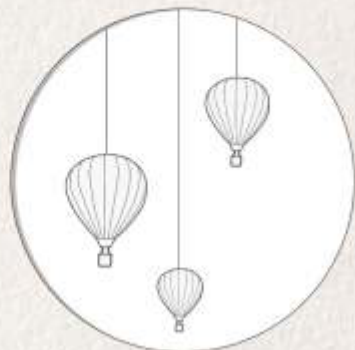
TWISTED  
TWIG



GROUND FLOOR



PORTICO



LIGHTS



WALL LAMPS



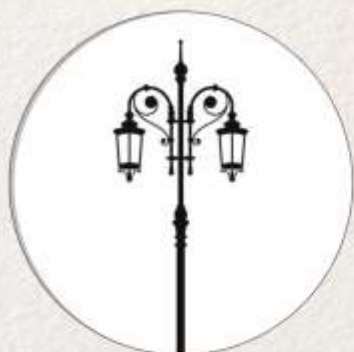
RAILINGS



COLORS



WINDOWS



STREET LAMPS



SIGNAGES



EDGES



# 7 B

## CHARACTER - THE FACADE

The Destination centre was designed to revitalize the historical areas of the former old towns markets of European 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.

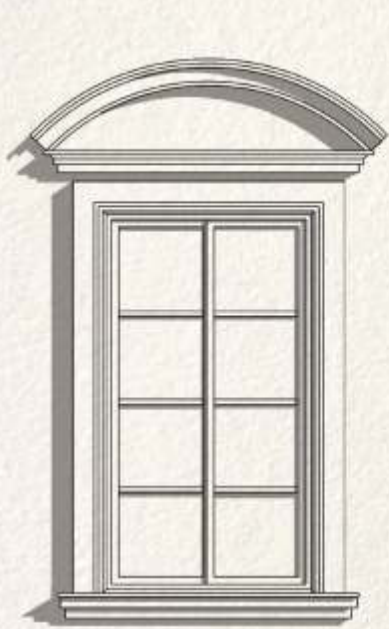




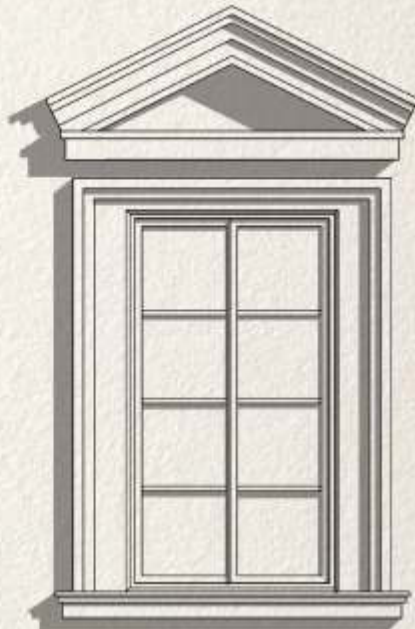
## WINDOW DETAILS

The window, inspired by Baroque style in European architecture, opening is elongated, frequently extending of the standard length, down to the floor and comparatively narrow.

Ornamentation applied embellishment in various styles that is a distinguishing the characters of the buildings.



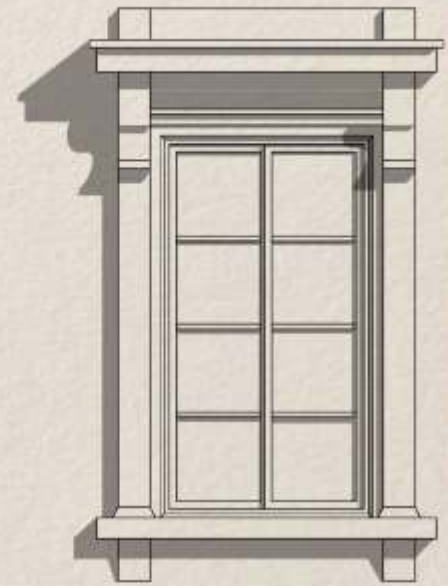
1



2



3



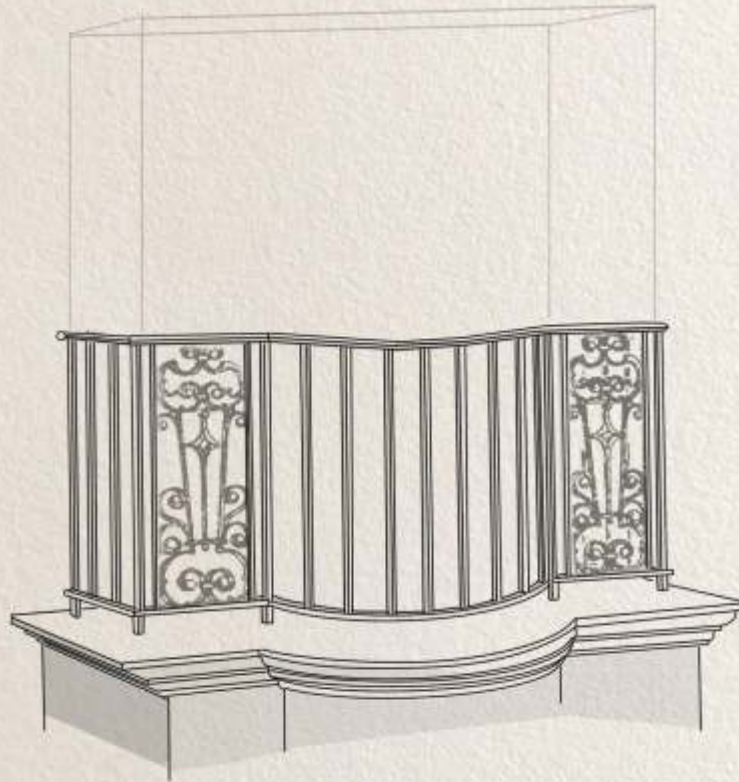
4

## RAILING DETAILS

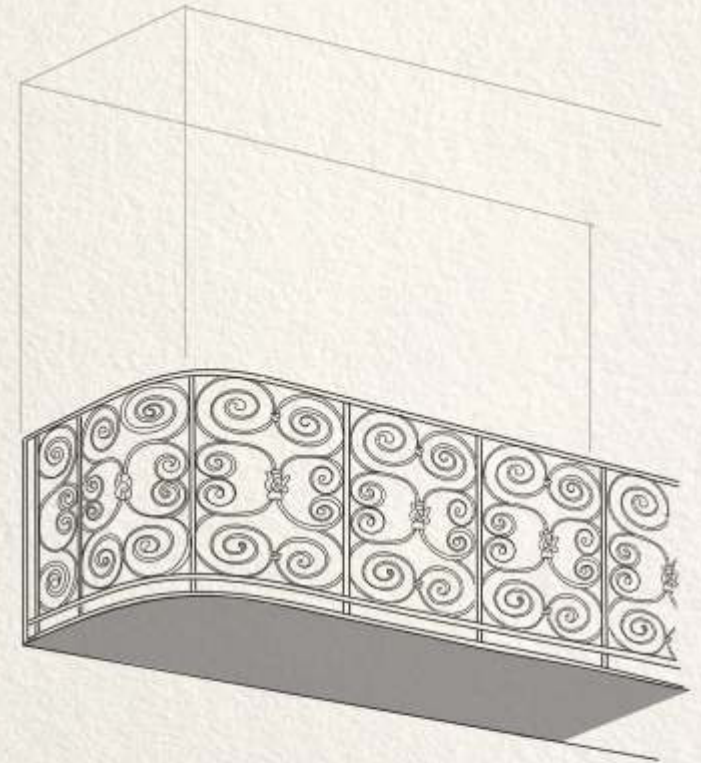
Variations in railing designs  
enhances the building facades



1



2



3

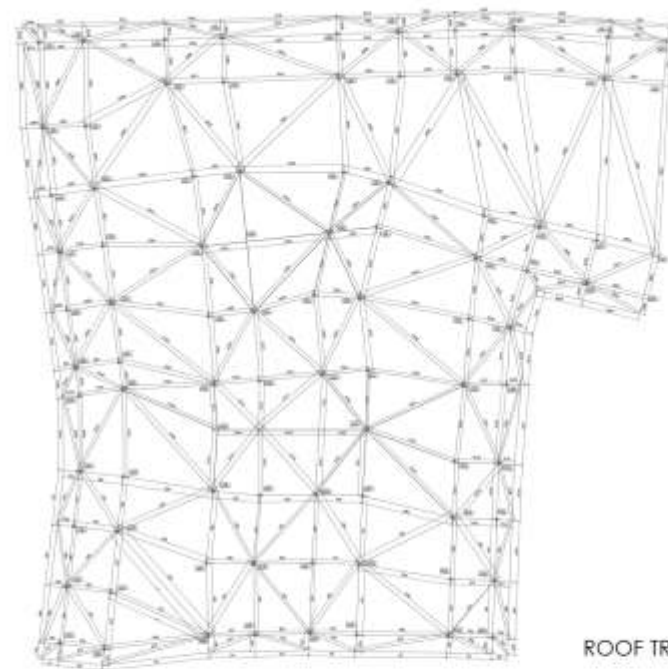
**DROP OFF**



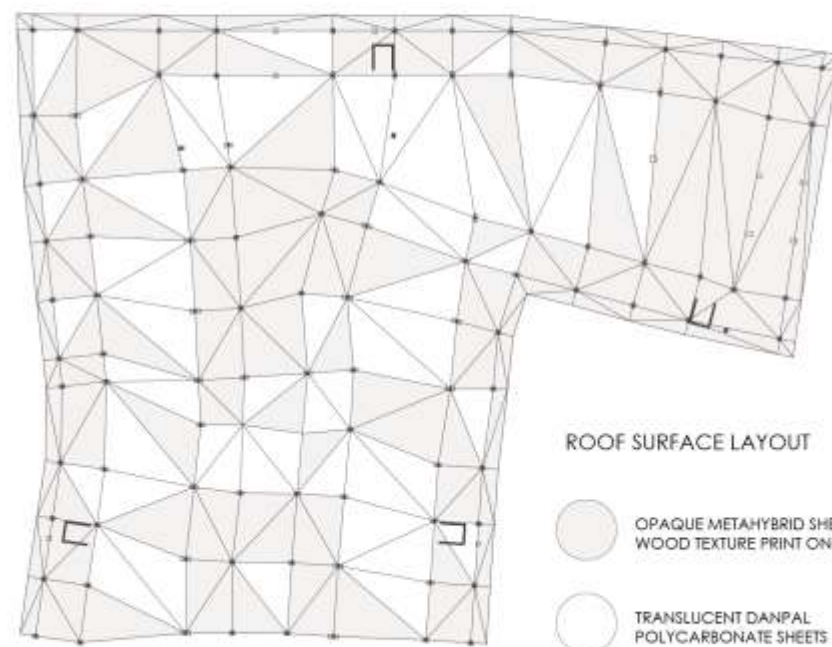
CONCEPTUAL SKETCH FOR DROP OFFS



DESTINATION

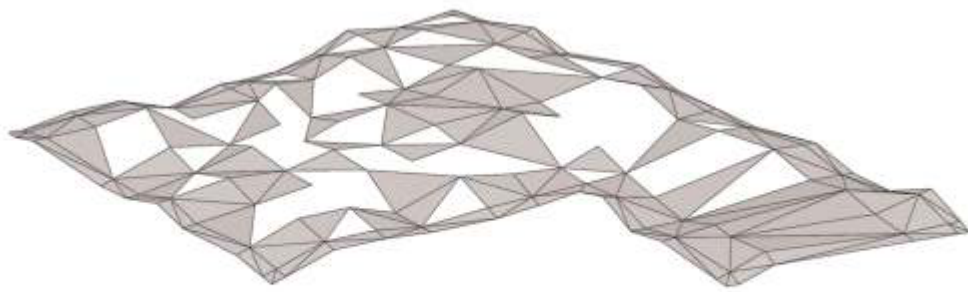


ROOF TRUSS LAYOUT

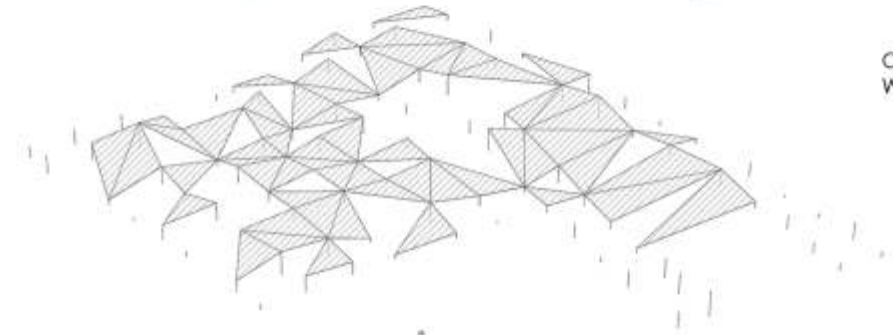


ROOF SURFACE LAYOUT

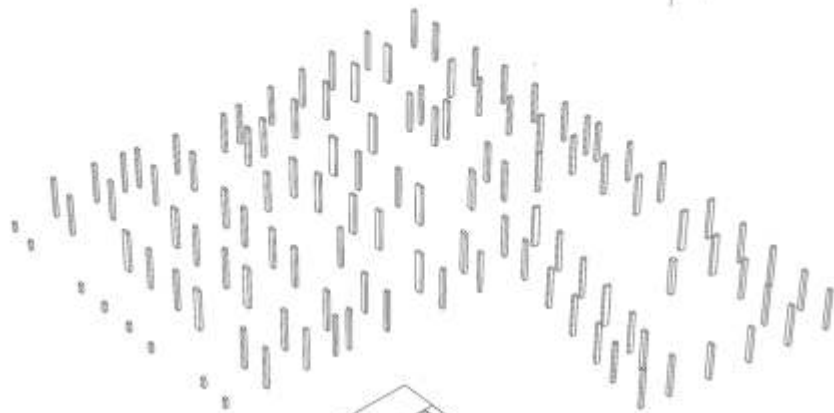
-  OPAQUE METAHYBRID SHEET WITH WOOD TEXTURE PRINT ON LOWER SIDE
-  TRANSLUCENT DANPAL POLYCARBONATE SHEETS



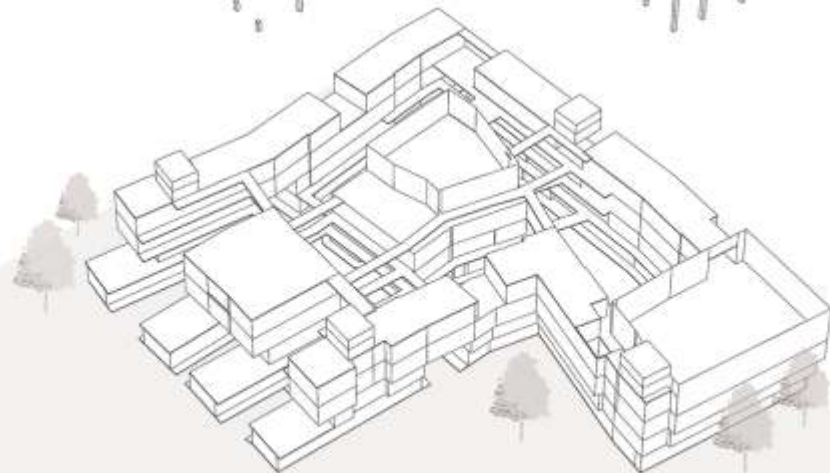
OPAQUE METAHYBRID SHEET WITH  
WOOD TEXTURE PRINT ON LOWER SIDE



TRANSLUCENT DANPAL  
POLYCARBONATE SHEETS



SUPPORTING COLUMNS

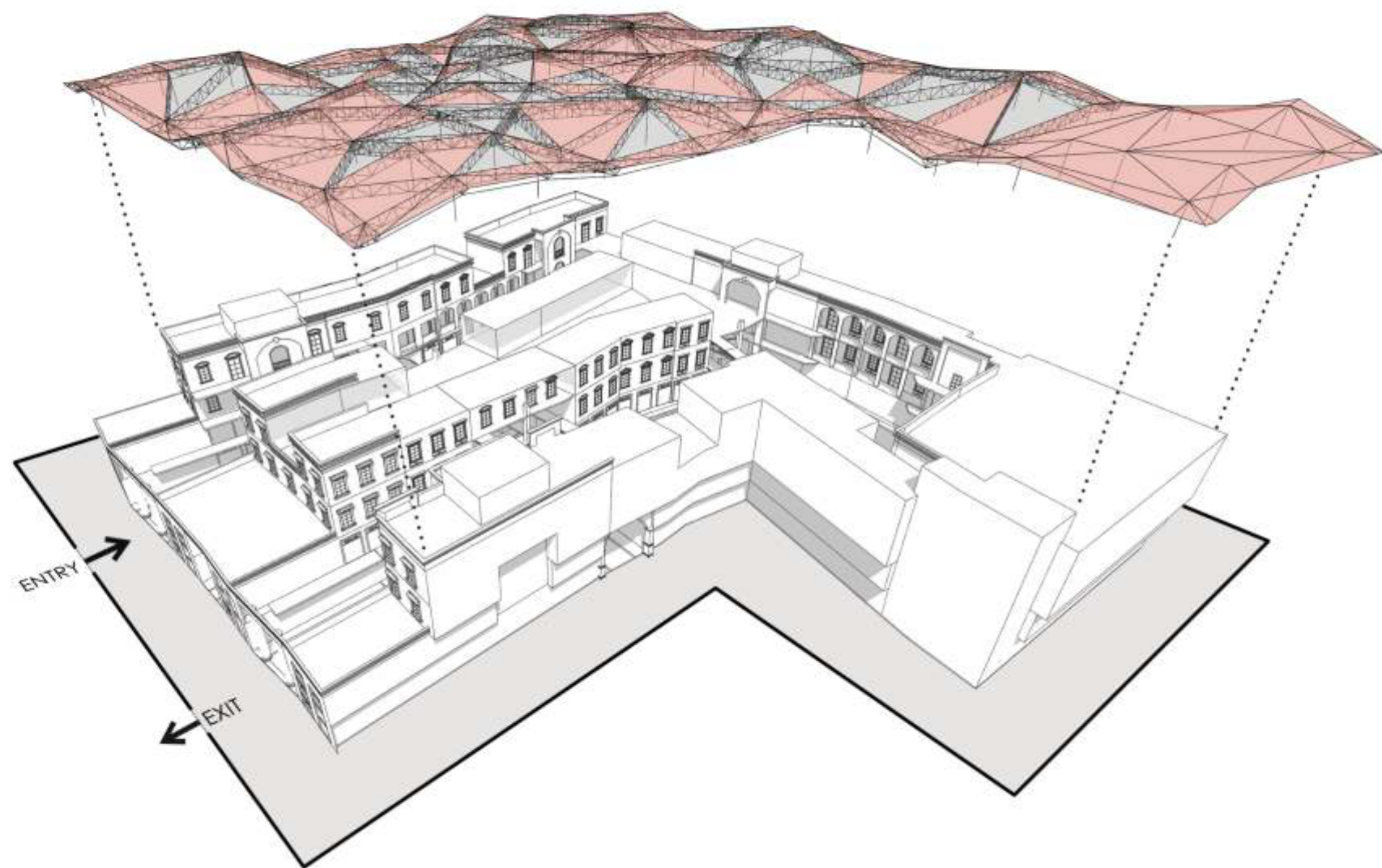


OVERALL STRUCTURE

# 7C CHARACTER - THE ROOF

Inspired from the " *SANTA CATERINA MARKET* " located in Barcelona, the idea for the roof was to represent Destination as a whole.

The design balanced both functional and aesthetical part in terms of services and user attraction.





STREETS OF EUROPE

DESTINATION

SHOPPING FOR BENT  
WANT A LITTLE CHANGE  
IN YOUR SHOPPING

SHOPPING FOR BENT  
WANT A LITTLE CHANGE  
IN YOUR SHOPPING

SHOPPING FOR BENT  
WANT A LITTLE CHANGE  
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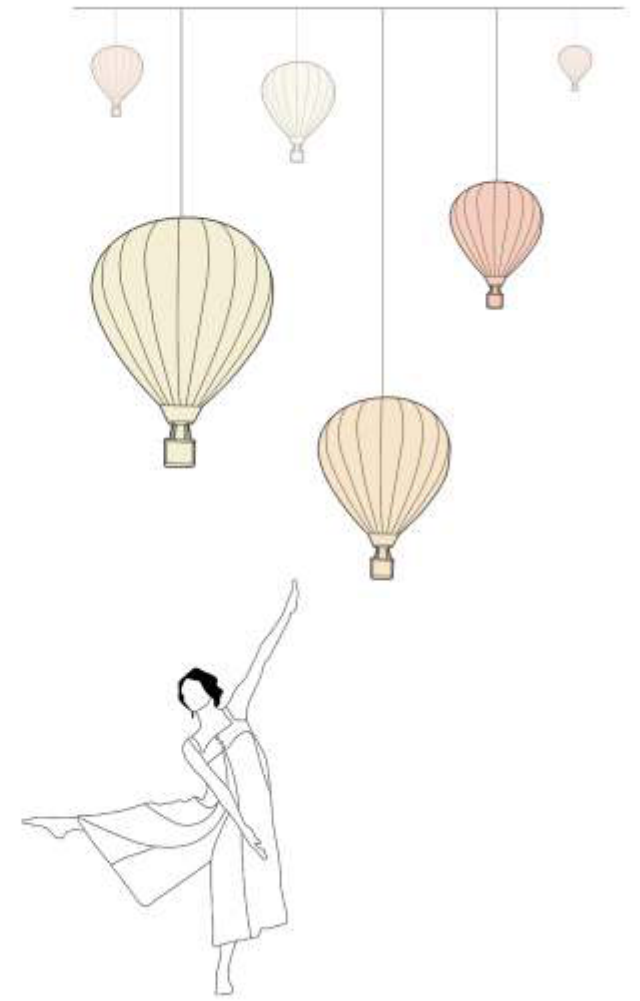
SHOPPING FOR BENT  
WANT A LITTLE CHANGE  
IN YOUR SHOPPING

SHOPPING FOR BENT  
WANT A LITTLE CHANGE  
IN YOUR SHOPPING



7  
D

## CHARACTER - THE LIGHTS



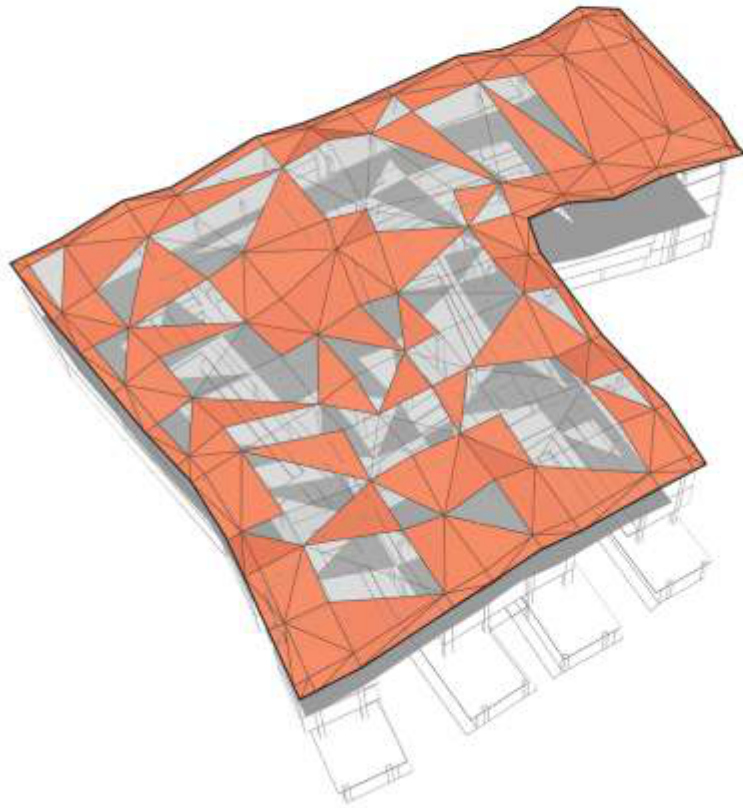




1

## 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

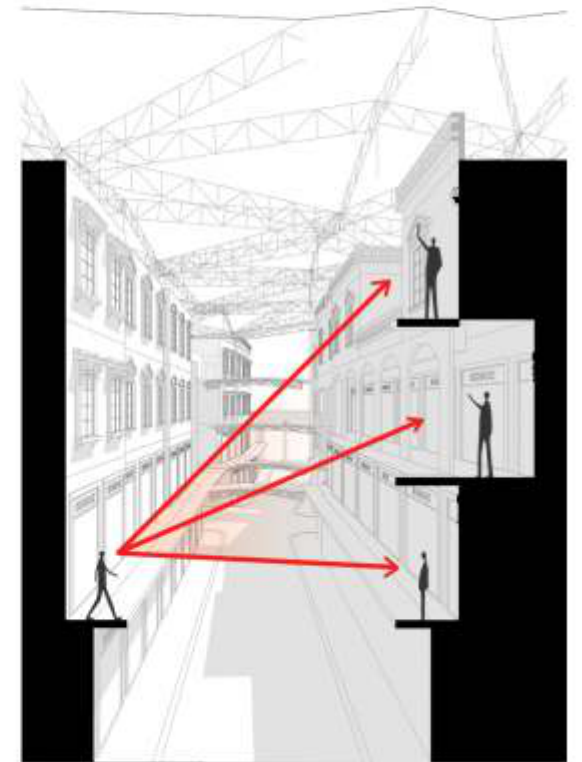
To attract all age groups, Destination aimed to offer a mix of Commercial, Entertainment, Retail, Restaurants, Markets and Gathering spaces. The cycle friendly approach attempts to make a daily activity eventful in a more charismatic way.



3

## CONNECTIVITY

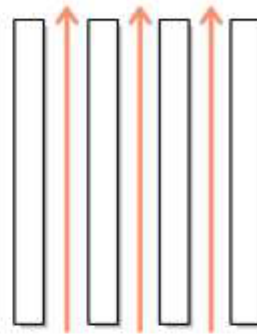
All the streets are visually connected both vertically and horizontally which allows uninterrupted views to flow. The open streets create a sense of transparency throughout the structure.



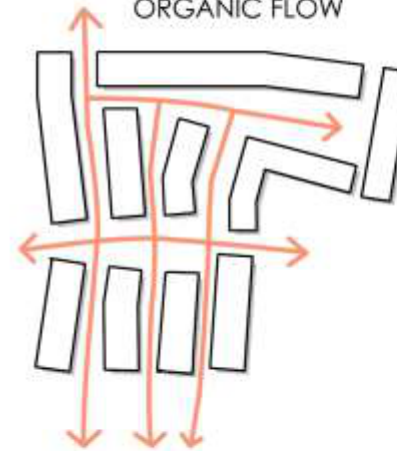
## ORGANIC STREET

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

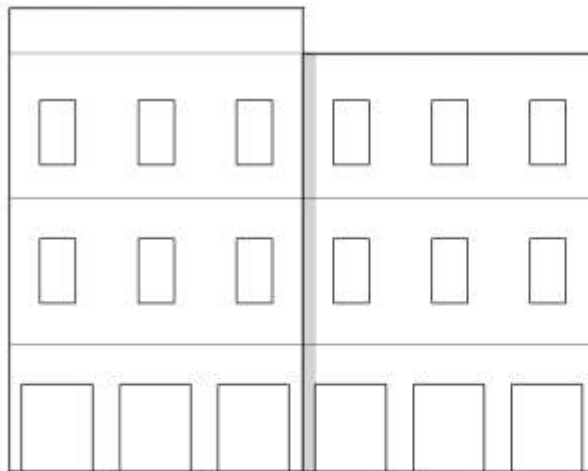
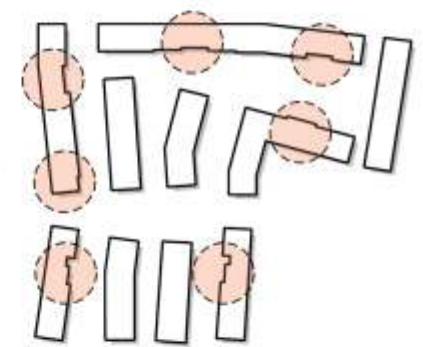
GEOMETRIC FLOW



ORGANIC FLOW



OFFSETS TO BREAK THE BLOCKS



OFFSET TO VISUALLY BREAK A SINGLE BLOCK

DIFFERENT WINDOW AND EDGE DETAILS

COLOR DIFFERENCE

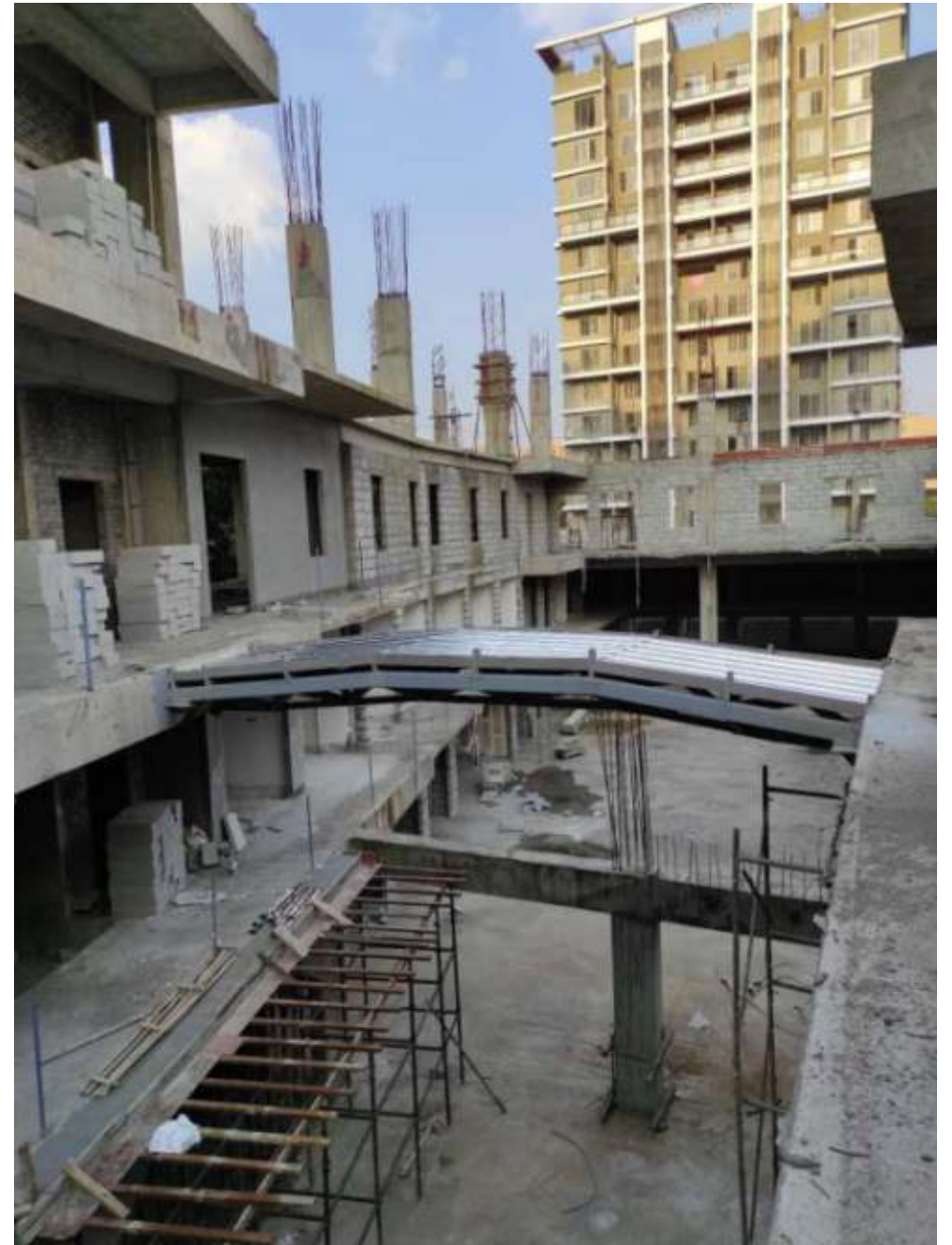


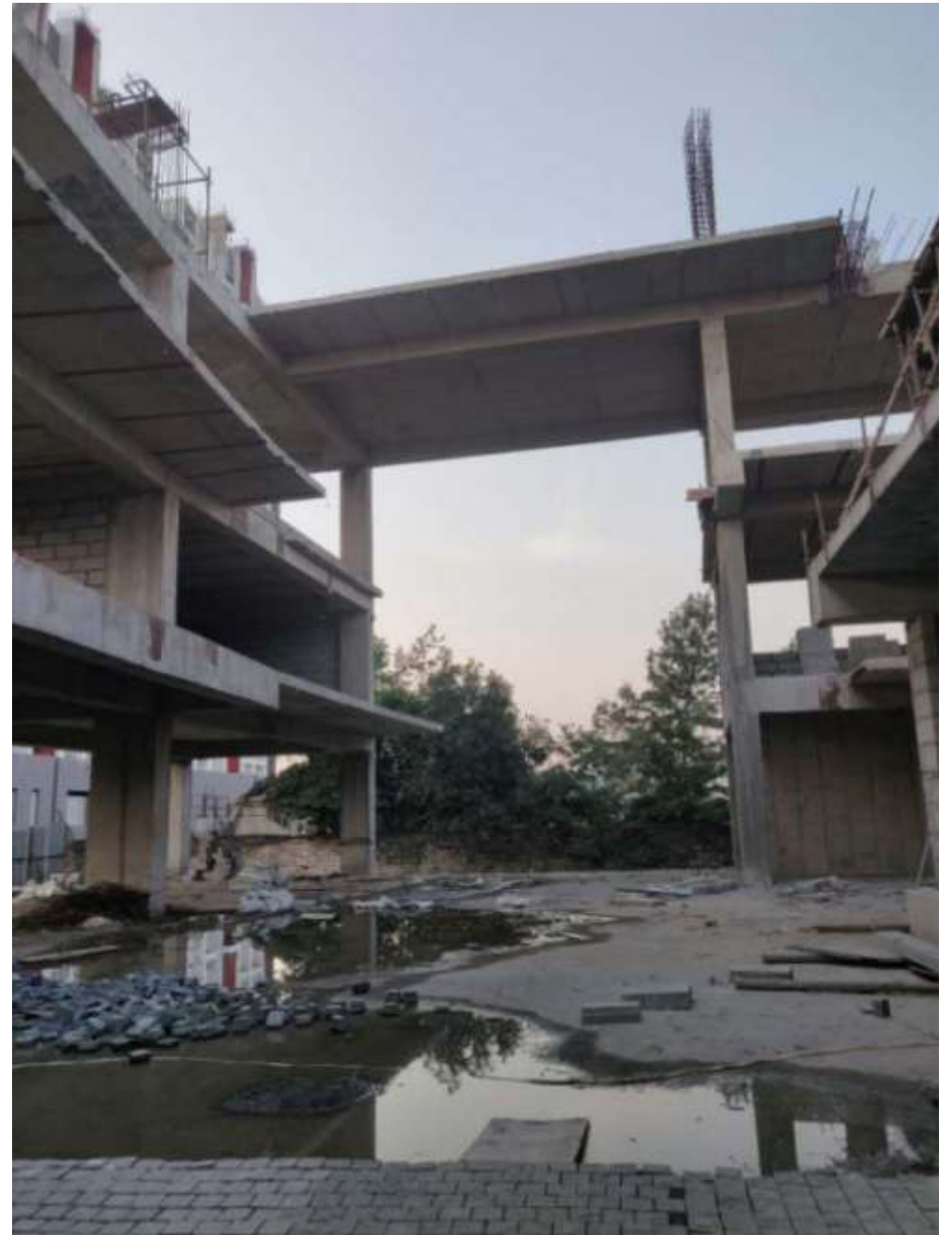
# 8

## CONSTRUCTION









## RELEVANT LINKS

<https://sabineheine.com/ai>

<https://www.boredpanda.com/architecture-watercolor-summer-paintings-maja-wronska/>

<https://arquitecturaviva.com/works/mercado-de-santa-caterina-1>

<https://charlescorreafoundation.org/2022/03/13/salt-lake-city-centre/>

<https://business.simon.com/leasing/fashion-valley#/>

<https://experienceredmond.com/blog-post/redmond-town-center/>

<https://www.designinternational.com/projects/bugis-junction>

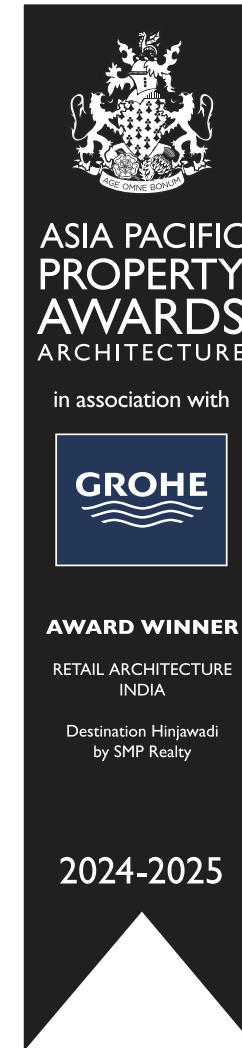
# Winner of Multiple Awards under various categories



Winner of 2 Awards from  
ET Realty - Economic Times Real Estate Conclave  
Commercial Project - Mixed Use  
Iconic Project - Commercial



Winner of International Property Awards  
under Asia Pacific region



## DESIGN TEAM

**ARCHITECT :** AR. RAVI KADAM

**DESIGN TEAM :** AR. SUPRIYA DAMLE  
AR. SALONI PATIL

**BOOK DESIGN :** AR. ANURADHA GADKARI

**CLIENT :** MONISH AGARWAL

**PLOT AREA :** 8120 SQ. M.

**BUILT-UP AREA :** 18157.75 SQ. M

**LOCATION :** HINJEWADI, PUNE

**CLIMATE ZONE :** COMPOSITE

**PROJECT STATUS :** COMPLETED

**COMPLETION :** 2024

# CREDITS

Jagdishprasad Agarwal | Shyam Agarwal | Monish Agarwal | Shubham Agarwal  
Architectural Consultant: Deshpande Architect - Jagdish Deshpande, Vishal Deshpande Dhanaji, Mrunmayee |  
Principal Architectural: Integrid Design Consultant Pvt.Ltd. - Ravi Kadam, Supriya, Akash, Vignesh, Rahul,  
Khushabu | Sharad Adukia | Project Head: Ayaz Tamboli | Project Head: Kunal Gaikwad | Bhupendra Kanade  
| Project Coordinator: Jay Sutar | Senior Engineer: Rajesh Arole | Site Engineer: Pramod Mahajan | Site Engineer:  
Suhas Tatkare | Site Supervisor: Amol Rakshe | Purchase Head: Sandeep Sharma | Store Supervisor: Jayant  
Mahajan | CRM Head: Vaishali Salvankar | Senior Accountant: Shobha Bhosale | Liasoning Head: Ketan  
Choudhary | Legal Head: Pallavi Nikam | High Rise Co Ordinator: Pradip Koli | Sales and Marketing Head: Kunal  
Mody | Sales Team: Saif Khan | Sales Team: Zeeshan Shaikh | Sales Team: Pravin Pandav | Department Labour:  
Satava Waghmare (L) | Department Labour: Arvind Shiramale(L) | Department Labour: Datta Mayandale |  
Dattatray Kapse | Vishal Bengale | Amit Banate | CRM Executive: Supriya Bhosale | Nimesh Fadtare | Sunil  
Jadhav | CRM Executive: Aditi Anuse | Sahil Dhotre | Ankit Hotgir | Mayur Gaikwad | Pradeep Rathod | Vishal  
Marathe | Ganesh Kale | Datta Mayandale | Prafulla Shilimkar | Nanagouda Biradar | Yogesh Garade |  
Pratima Jadhav | Namdev Pusalwad | Sunil Abhange | Satish Bhosale | Jatin Dobgre | Pandurang Bhosale |  
Ashutosh Purvat | Munaf Taher Badshah | Shailendra Kate | Hariom Gaikwad | Ismile Tamboli | Vidya indapure  
| Ranjeet Kadam | Raghavendra Asuti | Krishana Sutar | Pranita Jambhulkar | Pooja Sawant | Kajal Alhat |  
Dyaneshwar Sathe | Deepali Swamy | Landscape Architect: Design Studio - Reena Salavi | RCC Consultant - GA  
Bhilari - Hemant Nimbalkar, Deepali Kulkarni | RCC Consultant (MS Fabrication Work): ThirdWave - Atul Rajawade  
Mihir, Omkar, Sanjana, Shraddha | PT Consultant: Ergon Infra - Sameer Sethia Vasim, Rahul Sharma | Electrical  
Consultant - Zopate | Electrical Con.: Shailendra Zopate Pratiksha, Vinod Balaji | Plumbing Consultant: Urjal

Consultant - Rahul Dalpade, Nikhil | Lighting Consultant: A N Design - Adwait Gundarkar, Neelam Sanghvi | Architect Sales Office: Design Matrix - Ankit Goyal | RERA Consultant: Milani and Associates - Nicky Milani | EC and MPCB: Vertex Enviro - Anand Sahastrabuddhe, Sachin Gajarmal | Strategic Partner: Rising Space - Krunal Gadiya, Abhishek Pawar, Nikita, Priyanka, Prachi, Ajinkya | Media design: Square One - Vikas Poddar | Media Design: Write Design Deliver - Akshay Gaikwad, Kimaya | Media Design: First of Jan Bobby | Group Finance Head: Kishan Agarwal | Chartered Accountant: Agarwal, Jakotia and Associates - Makhan Agarwal, Kailash Agarwal | Chartered Accountant: Agarwal Dhanawat Poddar, Yogesh Poddar | Legal Advisor: Abhishek Chitnis, Niyati Shah | Legal Advisor: Nitin Munoot | Sales Office Interior: Anamika | Sample Shop Design: Mitali Kulkarni | RCC Work: Bharat Patel, Rohit Patel | RCC Work: Swapnil Somani, Sagar Sarda | BBM & Plaster Work: Salim Sayyed, Babu Sayyed | Gypsum Work: Tehseen Khan, Aquib Khan | Fabrication Work: Gopal | Unifab Engineering: Harmoz | Neha Enterprises: Appa Kulkarni | Skyblue Fabtech: Vishal Gholap | Sairaj Enterprises: Dhananjay Kalel | Elevator Solution: Hanuman Naik | Gutter Work: Omkar Kamat | Waterproofing: Raju Khetawat | Waterproofing: Darshan Khot | Tiling & Granite Work: Pravin Sondigala, Vasant Sondigala, Mohit Sondigala | Smruti Enterprises: Basistha Sahani | Electrical Work: Birendra Tiwari, Manindra Nath Mishra, Kartik | Swastik Glazetech: Ishan Borana | Vox: Vivek Dixit | Shubhravastu Nirman: Nilesh | Saj Enterprises: Jayu Navgire | Om Sai Fire: Chetan Kunjir | Signages: Mahruf | Afreen Associates: Shaukat Shaikh | New Eco-Friendly Solution: Deepak Marane | Conifer Door Studio: Meet Oswal, Pradyumna Bhadane, Mohit Rupeeja | Navdhan (Road Work): Navnath Dhanawade | Aishwarya Enterprises: Linesh Thakur, Asawari Thakur | National Shutter: Ghadiyali M.Y | Aman Cooling (Ac Vendor): Sarfaraz | Secure Zone (CCTV & LED): Ritesh Malhotra | Blue Engineering: Sachin Phulphagar | Lotus Scaffolding: Vijay | Deccan Water: Parshuram | Lavitate: Gaurav Naik | Slion Infra:

Mr.Dhananjay Mogalkar | Sandeep Construction: Sandeep Biradar | Hilti: Hiren Chauhan | Electromech Infrastructure: Mr. Navnath Waghmode | Cangraft Equipment: Mr.Arun Bishnoi | DPI Daylighting: Rajeev Singh, Shobik Dutta, Manas, Pramod | Balaji Associates: Rajiv Singh | S R Interiors: Ashok Suthar | 2 Star Art: Sachin Mengane, Chandrkant Patil | SK Enterprises: Muniram Yadav | Mauli Landscaping: Ananta Wankhede | Landscaping: Subhash Karade | Raj Electricals: Rahul Laddha | Ambience Lighting: Sanjeev Thakur | Shyam Bihari: Shyam Bihari Gaud | Shree Engineering: Rajendra Narayanpure | Siddhi Group (Fire Door): Vijay Bhoir | Stone Art: Manoj | Shanti Suri Marbles: Rohit Agarwal | Schindler: Savan Barlota, Gaurav Goyal | Prime Colour Coats: Khinvasara Sanjeev | Zydex Paints: Sandeep Mishra | Changbale Earthmovers: Amit Sakhre, Umesh Sakhre | Alert Space Services: Amit Pawar | Asian Granito India Limited: Sarvesh, Shailendra | Modern Steel: Irfan Changalani | Radhika Cables: Kamal Panjabi | Bhandari Steel: Nilesh Bhandari | Perfect Steel: Raj Solanki | Accurate RMC: Chetan Shaha | Shyam Global: Shyam Goel | Rangtarang: Nilesh Dhariya | Shahabad Cement Depo: Tejas Bora | P Sons (External Light Pools): Ashish Mishra | Shree Sai Krupa (Crushed Sand, Bricks, Metal): Rohan Oswal | Gravitas Buildcon (AAC Block): Arun Sanghavi | JVS Comatsco Industries Pvt. Ltd.: Sai Easwaran | Shanti Sales: Mayur Parmar | Agarwal Agencies: Amit Agarwal | Innovative Vastu Nirman Pvt. Ltd.: Ankur Mitana | SNK Draintech India Pvt. Ltd.: Kunal Ghate | Silver Line Electrical Pvt. Ltd.: Santosh Vishwkarma | Multi Power (Earthing Agency): Akash Pasalkar | Alok Cement: Dilip Bangar, Netra | R B Pumnani: Kamesh Pamnani | Vardhman Steels: Jay Oswal | Pritam Ganjewar Infra Structure Pvt. Ltd.: Vishal Patil | Stationary/Printing Etc: Gopika Khade

**...and countless more.**

“ A WALK THROUGH HISTORY “



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A project by SMP REALTY  
Designed by INTEGRID DESIGN