

In good taste

Serene and welcoming, this retail store in Bangalore makes the most of its surrounding areas

What was once an old bungalow is now the flagship store of the popular retail brand Good Earth in Bangalore.

Spread over approximately 8000 sq ft, the store consist of two floors with the ground floor focusing on home textiles, home decor crockery and cutlery, bed linen, and the children's section and the first floor showcases Good Earth's apparel line and a spa.

Designed by Sandeep Khosla and Amaresh Anand of Khosla Associates, the project was completed in four months. The team carried out minimal structural changes to facilitate the correct spatial flow for the store.

The site features an open courtyard at its entrance. A covered pavilion and a verandah was created at its two ends where the former accommodates an organic juice and a salad bar/ cafe while the latter acts as the entry to the store and a connector between its two levels.

The entry to the store is marked by a white and grey chevron pattern on the flooring. Between the verandah and the pavilion is a pebbled court, designed as an outdoor seating area replete with a water feature.

When it came to the internal space of the structure, the team faced a challenge of not having a free-flowing space.

These pages Renovated from an existing old bungalow, this structure now acts to space Good Earth's flagship store in Bangalore. Designed by Sandeep Khosla and Amaresh Anand of Khosla Associates, this approx. 8000 sq ft property stays true to Good Earth's philosophy of organic and sustainable luxury. The grey and white chevron pattern on the floor leads to the entrance to the store.







Facing page Giving the store a muted colour palette was a decision taken by the architects to showcase the colourful and decorative range of products on the shelves. Exposed brick walls, painted white to accent the space and a cement finished vinyl floor.

Below The first level consists of two split-levels, where Sustain, an apparel line of the brand is displayed.

"The space earlier had these disconnected small rooms, storerooms and compartments. So we knocked down those walls to create a kind of vista – a visually free space for a more meaningful retail experience," says Khosla.

The entire ground floor area is spread across 3112.16 sq ft. The layout of the ground floor now boasts of three successive airy bays running on a linear north-south axis, which are effortlessly connected to each other to enable a seamless spatial flow.

The first bay with its expanse of glass, features visual merchandise as well as home décor and barware. This bay overlooks the courtyard.

The second bay, which is the central voluminous area, contains home decor and dining and tableware products. The third bay at the rear of the store focuses on home textiles and consists of a children's and a gifting section.

"We also created short passageways between these three bays so the customer can freely move from one bay to another, which was not the case

earlier. So all these structural changes ensure that the customer movement is very smooth from the west to the east as well," he says.

While the Good Earth stores in Mumbai and New Delhi follow the colour palette of greens and reds, the Bangalore store is surprisingly neutral in its appearance.

"This is something I bought up during the design discussion. As designers we looked at their products very carefully, and we noted that they are very colourful and decorative. And so we proposed that the colour palette should be monochromatic," he explains.

It forms the perfect subtle backdrop to showcase the products on display. The first level spread across 2544.66 sq ft is an airy space on two split-levels focusing on apparel and accessories. At the far end is the display of spa products set against a white brick wall and lit up in natural light coming in through in the skylight.

Keeping in tune with Good Earth's ethic of natural, organic and sustainable products, Khosla



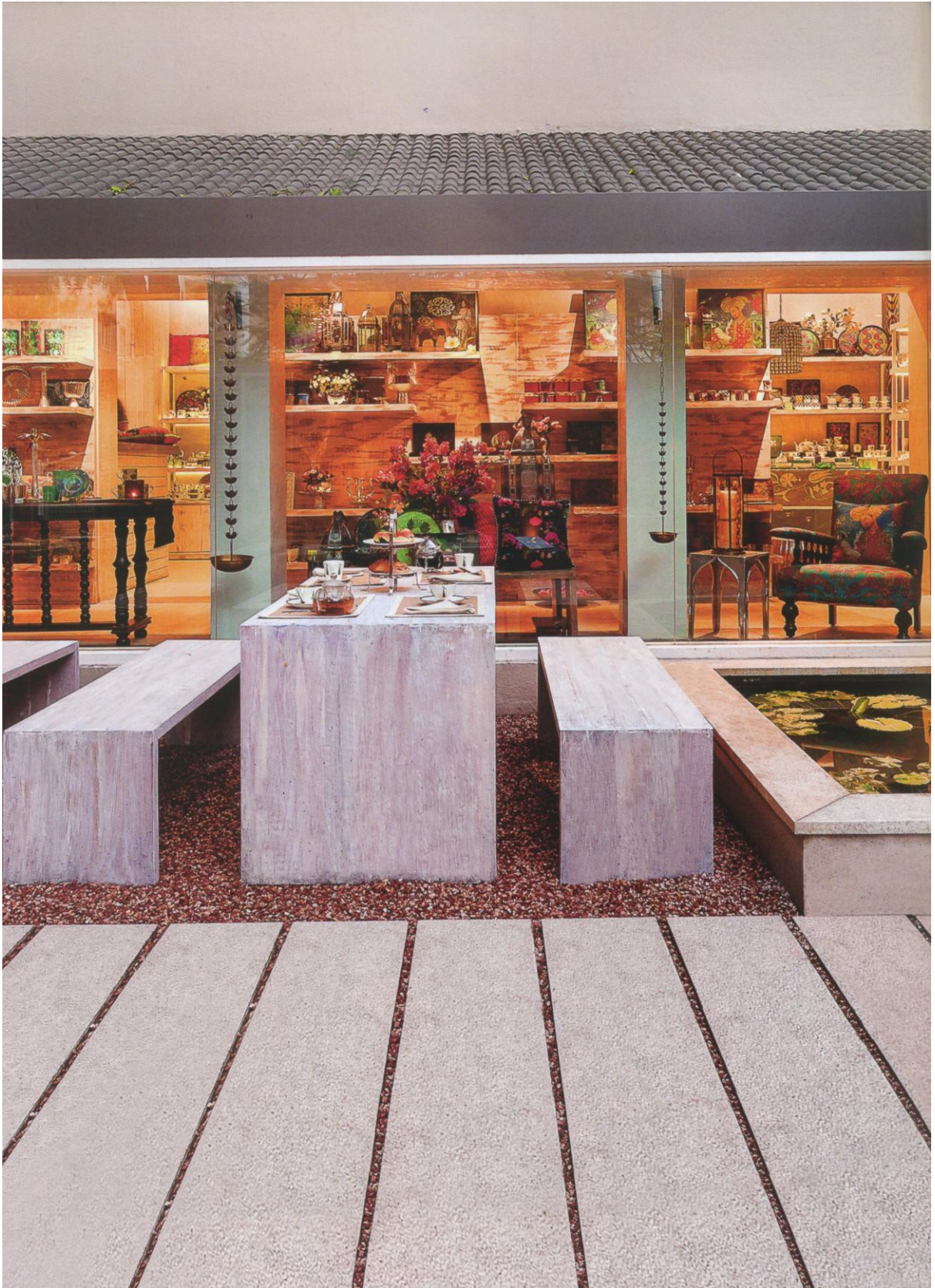


Facing page The first bay in the store, which overlooks the verandah where an outdoor café is located. Tracklights hang from the rafters balancing natural light with focussed lighting.

Right Located in the landing of the third airy bay, this bed display is one of the grand pieces of the home textile section.

Below A lowered ceiling height and a darkened space define the third bay. Seen at the end is Gumdrops – the children section, bamboo hanger and home textiles products.





Facing page The courtyard comprises of a water body and an outdoor cafe and a few shops. Seen here is the seating of the outdoor café.

Legend to plans 1 Entry, 2 cash counter, 3 display counters, 4 tea storey, 5 bed display, 6 toilet, 7 flower shop, 8 store one, 9 outdoor seating, 10 cafeteria, 11 DG room, 12 spa area, 13 changing room, 14 store room, 15 server room, 16 electrical room

has consciously used natural and recycled materials throughout the store.

The underside cladding of the pavilion and verandah roofs as well as the entire upper level is made using recycled cratewood and given a distressed bleached finish. The walls and ceilings of the internal space are rendered in polished cement.

Certain highlight walls are punctuated in brick and painted in white while the display fixtures are crafter in exposed steel and recycled timber. The flooring is an intentional patchwork of the existing terrazzo resorted with areas of exposed cement. ■

Location Bangalore

Owners Good Earth India Pvt. Ltd.

Architects & interior designers Sandeep Khosla, Amaresh Anand; Khosla Associates

Contractor JJ Constructions Pvt. Ltd.

Fixtures and Fittings SFA works, Roco, Godrej

Tiling Existing Terrazzo, Bharat Tiles, Nitco, Armstron

Plumbing J R Consultancy

Electrical Services Design Consultants

Toilet Fixtures Kohler

Landscape Transasia Intl.

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Ground Floor



First Floor

