

STORE PROFILE



SMART DESIGN

DESIGNED BY **AR. NITIN SONTAKKE**,
THE **LORRENZO** STORE IN MUMBAI
BOASTS OF A THOUGHTFUL LAYOUT,
BESPOKE INTERIORS AND AN
EXQUISITE PRODUCT RANGE.

Text: Delilah Rodrigues **Photographs:** Prashant Bhat

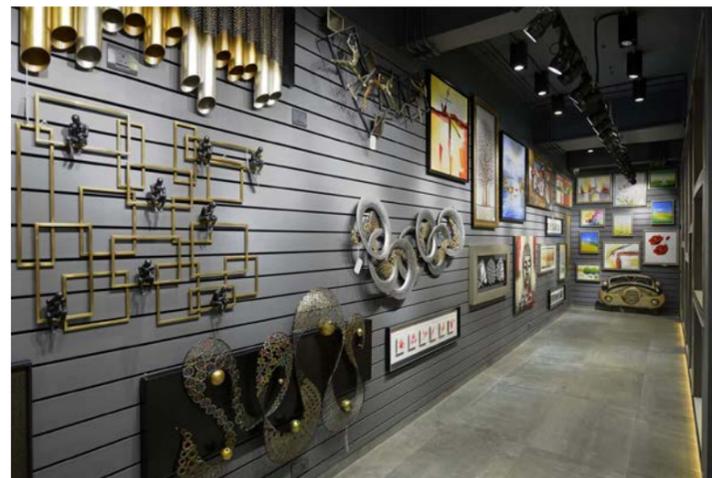
The newly launched **Lorrenzo** store with its extensive range of home decor products is a one-stop shop for architects and homeowners alike. Being a leader in the ceramic tile segment since 1987, the brand has now ventured into retailing artefacts.

Owned by **Ashish Shah** and his son **Priyal Shah**, the store retails in products sourced from across the globe. On offer are hi-end sanitaryware, paintings, artefacts and tiles, among others. Spread over an area of 4,500 sq. ft. and located in Andheri, Mumbai, the store has been conceptualised and designed by **Ar. Nitin Sontakke** of Mumbai-based firm **Nitin Sontakke & Associates**. Lending insight on the products available, Priyal Shah, Director, Lorrenzo, says, "Right from tiles imported from Brazil, Turkey, China, Italy, Spain and other European countries to sanitaryware exclusively from China, we have it all. We also have interesting paintings from anonymous artists from Bali, Spain and Italy, and digital paintings sourced from China. In terms of artefacts, we have ceramic, porcelain and wooden artefacts, also sourced from China." Talking about the USP of the brand, he further adds, "Our biggest strength is that we have products to suit any budget."



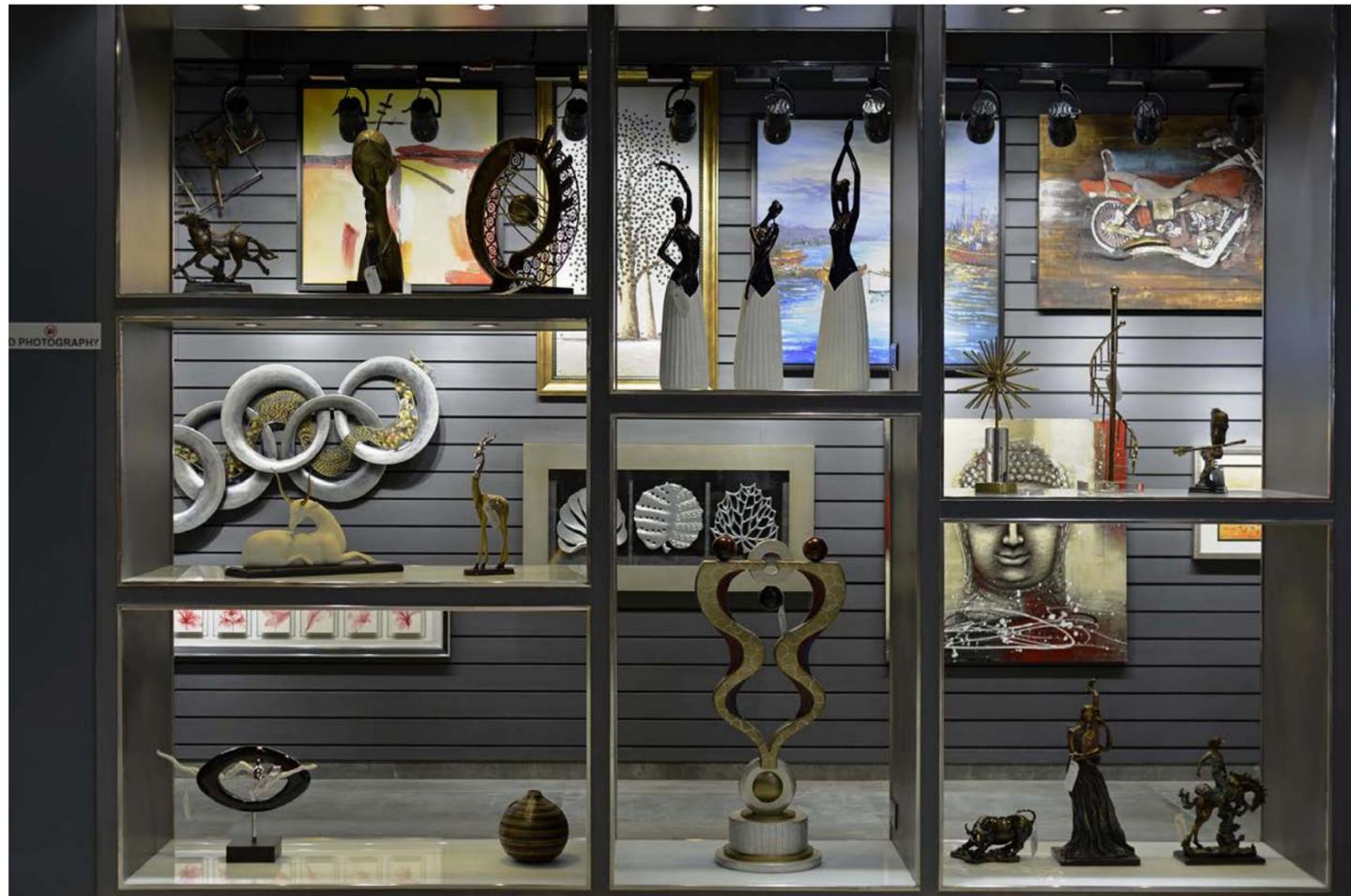
A rustic signage of the store's name on wooden panelling welcomes one into the store, while filament bulbs lend this wall an industrial feel. On entering the store, on one side is the clean and clutter-free reception area, while a huge horse sculpture on the other side lends a one-of-a-kind charm. Both the colour scheme and material palette of the store were kept simple in order to highlight the products on display rather than overpowering them.

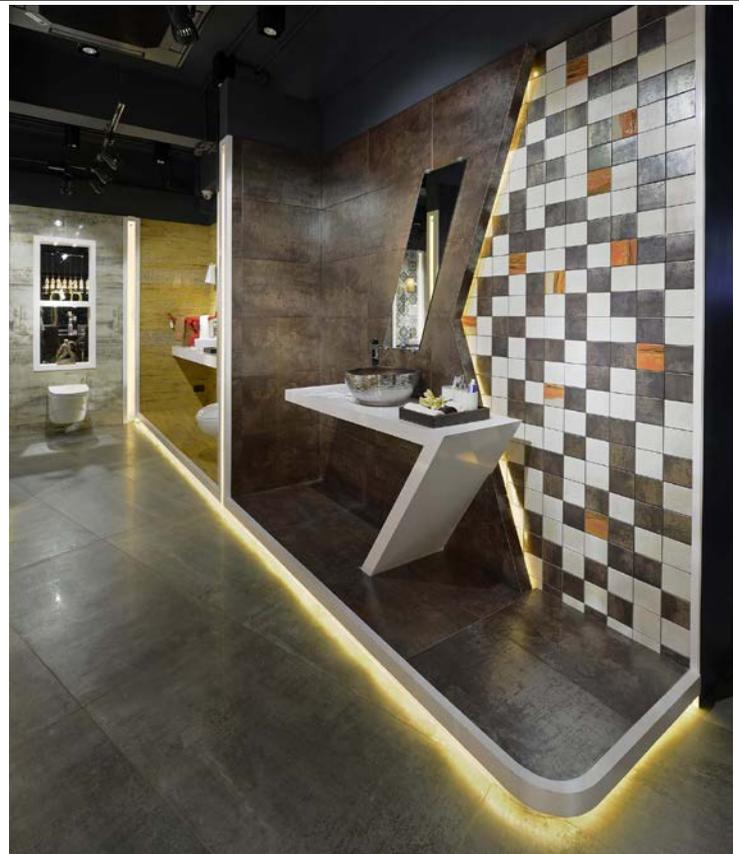
Commenting on the design of the store, Nitin says, "As the client wanted to display tiles, sanitaryware and artefacts in the store, I made sure that the design highlighted all sections equally. My client recently forayed into the home decor accessories segment. Hence, I created an arresting element within that display area." A handcart or *hathgadi* with a mannequin pushing it is seen in the artefacts display area.



A cut-out of a Facebook page with a catch line that reads 'Bring your cart to grab the art' was also created to frame a portion of the installation. Further, a grid-like display unit features stunning artefacts, while an 'L' shaped back wall displays paintings and wall art. Further, high-gloss SS steel sourced from China was used for every niche displaying artifacts. Mirror was also used to lend a sense of continuity and give an illusion of a bigger space.

The entire design of the store revolves around the concept of having mockups at various sections in the store. Speaking about the mock ups created, Priyal says, "Though we have many architects visiting the store, we also welcome walk-ins and most people come in without architects or interiors designer in tow. To help such customers visualise their home with our products, we created mock ups."





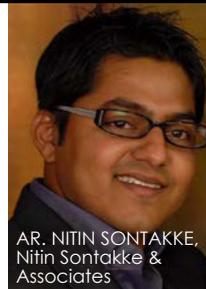
All the mock ups were created to be dynamic and can be modified. Adding to this, Nitin says, "When we travelled to China, we came across an interesting fire-like lighting fixture. One look at it and I knew this was perfect for the bar area. In the dining and living area mock ups, we showcased the use of wall tiles. We decided on keeping the tiles display segment simple, while the sanitaryware segment was divided using a screen made of rods." Several upcycled elements were used by the architect. For instance, the rods for the divider were sourced from a construction site, while concrete spacers lying in the building compound were used on a column at the entrance.

Boasting of a vast display of products, it was crucial for the architect to segregate the store into various areas for a clutter-free display and ease of movement. "As home decor products are usually long term investments, we wanted customers to be comfortable while making their purchase. We also created discussion areas in various sections for customers. In terms of the layout, I created a maze pattern for the store. This resulted in an imaginary path, which by default the customers had to follow. Thus, they end up seeing everything the store has to offer. We deliberately kept the tiles section at the end of the store," adds Nitin. In terms of lighting, COB spotlights and track lights, sourced from China were used.

With an extensive product range and unique, eye-catching elements, the store will definitely make for an unparalleled shopping experience. ■

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