

TWISTS & TURNS

With the strategic use of materials and colours, Moriq Interiors gives this retail store in Hyderabad an unconventional design twist

When it comes to sanitaryware products, even the best of the stores confront the problem of making their displays unique and appealing. Engaging a consumer is the key factor that any architect or designer has to keep in mind while designing such retail spaces. Riyaz Quarishi and Simeen Quarishi of Moriq Interiors faced a similar predicament for this store in Hyderabad.

“When we took on this project, the owners’ brief was to come up with an interior design which would effectively display the products. Also, as the range is in a monotone of white, injecting colour was imperative,” says Riyaz. “With online shopping becoming an upcoming trend, creating a captivating ambience was critical to draw consumers.”

This four-storey showroom is approximately spread over 9600 sq ft and displays a wide range of bathroom accessories for residences as well as for

commercial areas. Located in an upscale housing area, the store has an interesting exterior in a combination of glass and tiles. The architect-duo have used glass for 3/4th of the building and have added gold finished tiles to the remaining, thereby breaking the monotony of glass.

Simeen adds, “We wanted to add a prominent feature for the exterior and thus we got special gold finish tiles manufactured for the facade. We have used them in sizes of 2’ x 2’ and 6’ x 6’ to create a balanced pattern. MS pipes in varied sizes and shapes have been used on the glass portion to make the elevation appear more dramatic.”

For the interiors, Riyaz and Simeen have completely avoided the colour white. Rather, they have used a vibrant shade of green throughout that instantly lights up the space. According to them, as the product range is solely in a single colour, their



Preceding pages Spread over 9600 sq ft, this store is designed by architects Riyaz and Simeen Quarishi of Moriq Interiors.

Below As the product range is in a singular colour of white, green panels have been used to bring in vibrancy.



design approach for this project was to be diametrically opposite. The main task was to create a fair degree of drama and the same has been achieved with the strategic use of colours, mirrors and lights.

The mirror wall in the reception area at the entry instantly brings in a voluminous appeal to the store. All the internal walls have been broken down and a maze has been created that allows the owner to display the products in a simple manner yet helps in engaging the customer.

Instead of creating plain display panels, the architects changed all the conventional lines to unconventional forms that help in breaking the linearity. The horizontal planes like the flooring and the ceiling along with vertical planes like walls, partitions, display panels, etc are designed in angled patterns. Partitions made of MDF have been placed diagonally all throughout and the same have been finished in a light shade of green. Most of these partitions cascade right from the ceiling and go upto the floor. Countertops have been carved out from the same panel to allow display of products.

A long panel of approximately 22 ft has been designed in the centre and has been done in a bright red. This not only breaks the monotony but also helps in lending a sharp design edge to the space. Smoked mirrors are used on this panel that create a play of reflections. To bring in a combining factor between the ground and the first floor, Riyaz and Simeen have stretched this panel upto the first floor of the store.

“We created various heights within the store and added bright colours along with mirrors at strategic points to heighten the effect and give the space a sense of illusion,” adds Riyaz. “In a normal setup this all would have led to a design disaster. However, as there is ample of white, it helps in creating the right equilibrium.”

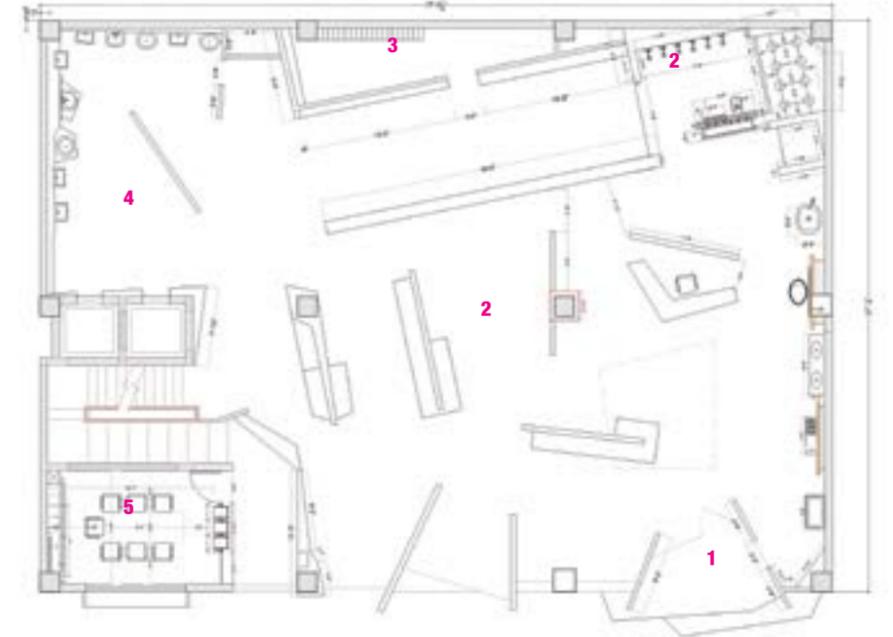
The ceilings have been left exposed and the architects have left the beams and ducts open to bring in a rustic element. To balance the colour scheme, the same have been painted in black. Track lighting has been used throughout to highlight the products. To add an element of surprise, Riyaz and Simeen installed a red chandelier between the ground and the first floor. Apart from the display areas, the first floor also accommodates a pantry, storage room, prayer hall and washrooms.



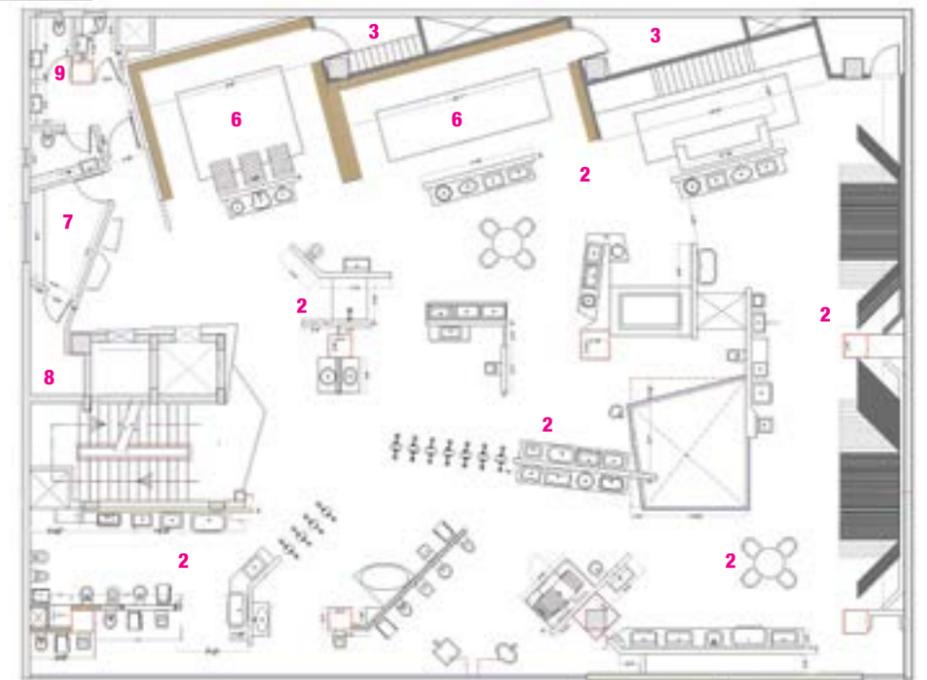
Facing page The architects did not want to create simple display panels as that would bring in monotony in the store. They placed the panels diagonally to bring in a geometric twist, which now gives the store a distinctive look. Mirrors have been used in these panels to bring in a dramatic effect.

Legend for plans 1 Entrance, 2 display areas, 3 tiles store, 4 lobby, 5 managing director's cabin, 6 floor tiles, 7 pantry, 8 storage area, 9 restroom.

Ground floor



First floor



Owner Jawahar
Location Hyderabad, Andhra Pradesh, India
Architect Riyaz Quraishi, Simeen Quraishi; MoriQ Interiors
Paints Asian Paints
Air conditioning Daikin
Hardware Dorma

Story by Kamna Malik
Photography by Mrigank Sharma-India Sutra

➔ **Share this project online at**
[Trendsideas.com/go/40002](https://trendsideas.com/go/40002)