



*Special
Feature
on
Flooring*

Trèsmode, Mumbai

Taking the call on flooring

To understand the importance of flooring, VM&RD chatted up with some prominent retail designers and architects and got their take on flooring budgets, challenges and more... Read on...



Pic: Shreejee Jewellers showroom designed by Bipratip Dhar, Architect – Epsilon Pvt Ltd.

Deciding on the type of flooring is a big call that the designer needs to take keeping in mind the different objectives of the flooring material for the format it serves. Key criteria that need to be considered are the budget, supply challenges and the design concept of the format. The type of format, its merchandise and the TG influence the importance given by the brand or retailer to investment on flooring. Supply challenges impact the feasibility of the recommendation and the design concept the importance to the detailing. Let's hear what the DESIGNERS and ARCHITECTS have to say on this

Budget

"Budget allocation for flooring projects varies and is different especially in the case of long-



term projects and ventures where design has to be changed at an interval of 2-3 years. At the same time if it is jewellery showroom then it is always very high-end lavish

flooring which is the demand of the product. So budgeting is also dependent on that," explains **Bipratip Dhar, Architect at Epsilon.**

Anuja Gupta, Interior Decorator at Restore Solutions however avers, "The common perception people have towards flooring



materials especially when it comes to retail spaces is that it is the most unseen and least important material and hence is budgeted always the lowest for a space. At times a few retail spaces do have pockets of especial floorings to enhance the merchandise or rarely as a design feature but the quantity is always very small and hence the price doesn't really affect the buyer at large."

"From the client's perspective flooring is a very important aspect because it has to be really strong to bear the footfall as people are on it. For example, if a client is investing quite an amount on the visual merchandise

and retail designing and wants that to stay for



a long period of 10 years then the flooring has to be very sturdy. So the weightage given is very high. On the contrary **Vinoo Chadha, Architect at The Design Cell** shares,

Holding the view 'Think long term' **Alastair Kean, Group Director, Dalziel and Pow** explains, "As flooring represents a huge proportion of any budget and is both disruptive and expensive to change we feel that its consideration as an architectural element makes



the most sense. However the choice of flooring needs to be seen in the longer term and needs to reflect the tough footfall demands over its lifecycle."