

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
DEGREE OF:

BACHELOR OF INTERIOR DESIGNING  
BY

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THESIS GUIDE  
AR. ANKITA GUPTA

SESSION  
2024-25

TO THE  
SCHOOL OF ARCHITECTURE & PLANNING  
BABU BANARASI DAS UNIVERSITY  
LUCKNOW

SCHOOL OF ARCHITECTURE & PLANNING  
BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).

CERTIFICATE

I hereby recommend that the thesis entitled “URBAN CRATE: SUPERMARKET” under the supervision, is the bonafide work of the students and can be accepted as partial fulfillment of the requirement for the degree of Bachelor’s degree in Architecture, School of Architecture & Planning, BBDU, Lucknow.

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External Examiner

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External Examiner



## ACKNOWLEDGEMENT

Our hard work never shines if do not convey our heart feel gratitude to those people from whom we have got considerable support and encourage during this project.

To start with. First and foremost gratitude towards almighty GOD for his blessings. Then I would like to thank all my faculty members who have supported and guided me all these memorable 4 years.

I would like to thank my thesis coordinator Ar. Sangeeta Sharma and Ar. Versha Verma who left no stone unturned to shape our thesis in the best possible way and also for his untimely help whenever required. Furthermore, I would like to thank my thesis guide Ar. Ankita Gupta whose valuable guidance helped us to understand the project better at every stage. I am grateful for patiently examining my works. It has been a learning experience and motivating mission in the past few month due to their diligent supervision.

I would further like to show my gratitude to my family members, for giving full assistance whenever required and being there with me in all ups and downs. Their motivation and support helped me to be more dedicated and inclined towards my goal.

Last but not the least all friends and loved ones who give their all kind of support and concern.

I have put in my best of efforts and worked day and night to make this project a successful.

Hope u too will appreciate my endeavor.

THANKING YOU

SARA ARIF

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## DECLARATION

I hereby declare that the work done in this thesis project is my own work and I have collected the data from various sources, which I have duly acknowledged in my report.

## **ABSTRACT**

The thesis focuses on designing a supermarket interior that balances operational efficiency with customer experience, using a rustic-industrial design theme. The supermarket will aim to create a functional, aesthetically pleasing, and comfortable environment for shoppers, staff, and management, while being climate responsive for the city of Lucknow.

The rustic-industrial design approach combines exposed raw materials such as bricks, wood, and steel with modern lighting and circulation standards to create a warm yet functional space. The supermarket design will emphasize clear zoning, efficient circulation, and service integration including HVAC, fire safety, and lighting. Climate-responsive design strategies will also be implemented to address Lucknow's subtropical climate and create a comfortable indoor environment.

The project is developed through literature study, site analysis, case studies, and detailed area and functional requirements. The study also includes the use of sustainable materials, space optimization, and modern service integration, with an overall objective to enhance both customer experience and operational functionality within a 2800 sq.ft. built-up area.

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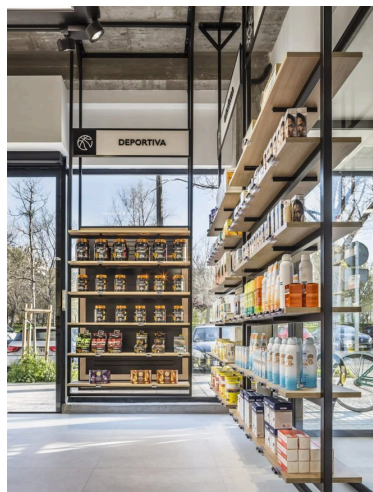
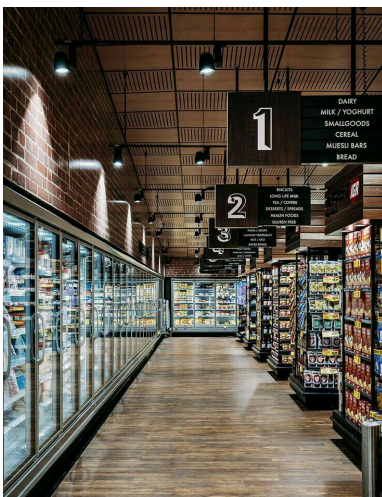
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# INTRODUCTION

## CHAPTER 1

# INTRODUCTION

- Retail design has moved beyond simply arranging products; it's about crafting immersive spaces that shape customer experiences, enhance operational efficiency, and reflect brand identity. Supermarkets, as key components of urban life, merge aesthetics, function, and circulation to create engaging environments.
- This project explores a supermarket design that integrates a rustic-industrial aesthetic, combining warmth, authenticity, and practicality. With elements like exposed brick, reclaimed wood, and industrial lighting, the space fosters comfort while emphasizing sustainability.
- Rooted in the unique shopping culture of Lucknow, the design prioritizes intuitive layouts, thoughtful material choices, and an inviting atmosphere. The goal is to create a supermarket that's more than just a place to shop—it's an experience that resonates with the community, blending tradition with modern efficiency.



## **NEED OF THE TOPIC**

- Growing demand for organized and experiential supermarket spaces in urban cities like Lucknow.
- Traditional supermarket designs often lack aesthetic appeal and customer engagement.
- Rustic-industrial design offers a balance of functionality and visual warmth, attracting customers.
- Climate-responsive design is essential due to Lucknow's extreme summer and winter conditions.
- The supermarket should ensure efficient circulation for both customers and staff.
- Incorporation of sustainable materials and services is necessary for long-term operational efficiency.
- Need to create a customer-friendly shopping environment that enhances dwell time and overall experience.

## **USERS OF GROUPS**

- **Primary User Group**
  - Customers / Shoppers
  - Senior citizens, children, families, individuals
- **Secondary User Group**
  - Staff members (cashiers, stockers, managers, supervisors)
  - Housekeeping and maintenance personnel
  - Security personnel
- **Tertiary User Group**
  - Delivery personnel (vendors, suppliers)
  - Administration and accounts staff
  - Visitors and support staff
  - Service and emergency personnel



## **METHODOLOGY**

- **Literature Review** — Studying books, journals, codes, and case studies on supermarket design, rustic-industrial interiors, and retail psychology.
- **Case Studies** — Analysis of existing supermarkets such as Smart Bazaar, Spencer.
- **Site Analysis** — Study of site location, surroundings, climate data, connectivity, and sun-path in Lucknow.
- **Data Collection** — Area requirements, user group analysis, standard measurements, circulation norms, and service layouts.
- **Design Concept Development** — Preparation of mood boards, zoning diagrams, material palette, and color scheme.
- **Design Development** — Drafting of plans, layouts, sections, furniture details, services integration (HVAC, fire safety, electrical).
- **Elective Study** — Incorporation of sustainable retail design practices.
- **Final Compilation** — Preparation of report, drawings, and visuals for final submission.

## **CREATIVE PROJECT REQUIREMENTS FOR SUPERMARKET DESIGN**

- Entrance & Exit
- Grocery & Dry Storage
- Fresh Produce Zone
- Dairy, Meat & Frozen Section
- Beverages & Ready-To-Eat
- Beauty & Personal Care
- Billing & Checkout

- Back-of-House (BOH)
- Services Integration
- Aesthetic Requirements (Rustic-Industrial Theme)
- Sustainable Features

## **HISTORY & BACKGROUND**

- The supermarket model originated in the early 20th century as a response to growing urbanization and consumer needs for convenience. Traditional kirana stores in India gradually evolved into modern supermarkets and hypermarkets, with organized retail chains like Reliance Smart Bazaar, Spencer's, Big Bazaar leading the transformation.
- The rustic-industrial style draws its roots from early industrial warehouses, combining exposed raw materials like brick, metal, and wood. This aesthetic resonates with modern consumers seeking a warm, authentic, and inviting shopping experience — contrasting the cold, highly commercialized spaces seen in many mass-market stores.
- In cities like Lucknow, where cultural heritage and modernization co-exist, there is an increasing opportunity to blend contemporary design with regional sensibilities to create engaging public commercial spaces.

## **AIM & OBJECTIVES**

### **AIM:**

- To design a modern supermarket that provides a seamless shopping experience, emphasizing rustic-industrial aesthetics, efficient circulation, comfort, and sustainability.

## OBJECTIVES:

- Study functional and psychological aspects of supermarket design.
- Achieve smooth zoning, circulation, and wayfinding.
- Utilize local and sustainable materials.
- Integrate fire, HVAC, lighting, and other essential services.
- Optimize storage, display, and back-of-house areas.
- Address the climatic considerations of Lucknow.

## SCOPE

- This project explores various aspects of supermarket design and planning, focusing on elements that enhance functionality and customer experience. It includes spatial planning, ensuring efficient layouts and smooth circulation, as well as material usage, selecting sustainable and aesthetic materials to create a welcoming atmosphere. The study also examines lighting design, optimizing visibility, ambiance, and energy efficiency, and services integration, incorporating essential infrastructure like ventilation, security, and accessibility features.
- Additionally, the research involves case studies of national and international supermarket models, analyzing best practices and innovative approaches from global retail spaces. A literature review on retail behavior and supermarket planning standards provides insights into consumer expectations and industry benchmarks.
- However, the study excludes aspects related to business operations, such as supply chain logistics, financial models, product procurement, stocking strategies, and branding, including marketing and promotional tactics. The focus remains purely on the architectural and experiential design of supermarkets.

# **SITE ANALYSIS**

## **CHAPTER 2**

## SITE ANALYSIS

### ABOUT CITY

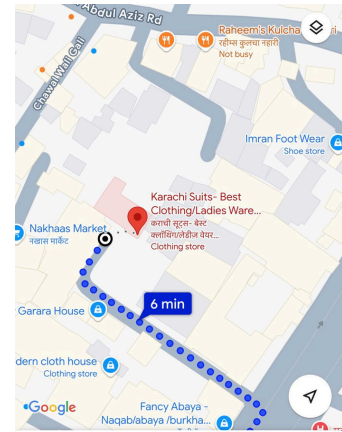
Lucknow, the capital of Uttar Pradesh, is a city steeped in history, culture, and architectural grandeur. Known as the City of Nawabs, it has long been a center of art, music, and poetry, reflecting its rich Mughal and Awadhi heritage. The city is famous for its breathtaking monuments, including the Bara Imambara, Chota Imambara, and the iconic Rumi Darwaza, which showcase its regal past. Lucknow's culinary scene is equally renowned, with delicacies like Tunday Kababi and Lucknawi Biryani drawing food lovers from across the country. Despite modernization, the city retains its old-world charm, blending tradition with contemporary development. Its warm hospitality, refined etiquette, and vibrant bazaars make it a unique destination that continues to captivate visitors and residents alike.

### ABOUT SUPERMARKET

A supermarket is a large retail space designed to provide a convenient shopping experience by offering a wide range of products, from fresh groceries to household essentials. Modern supermarkets focus not only on efficiency and organization but also on creating a comfortable and engaging environment for customers. Thoughtful layout, aesthetic appeal, and sustainability are key factors in shaping the shopping experience, making supermarkets an essential part of urban life.

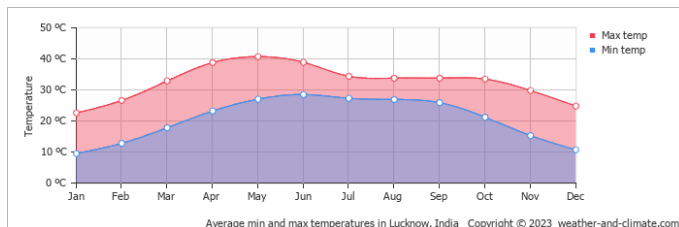
### SITE LOCATION

- **CLIENT NAME:** MR. AFFAQ AHMED
- **PROJECT TYPE:** SUPERMARKET
- **LOCATION:** LOCATED AT NAKKHAS MARKET IN LUCKNOW, U.P
- **ADDRESS:** 245, OPP. KARACHI SUITS, NAKKHAS, LKO, 226003.
- **SITE AREA:** 2800 SQFT

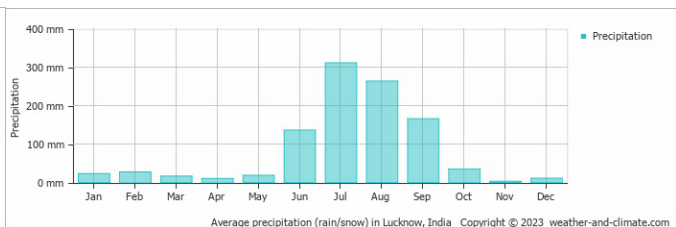


## CLIMATE DATA

Lucknow experiences a humid subtropical climate, characterized by hot summers, a monsoon season, and mild winters. Summers, from March to June, can be extremely hot, with temperatures often exceeding 40°C (104°F). The monsoon arrives in mid-June, bringing heavy rainfall, especially in July, which is the wettest month. Winters, from November to February, are relatively mild, with temperatures ranging from 7°C to 20°C (45°F to 68°F). The best time to visit Lucknow is during the cooler months, from October to March, when the weather is pleasant and ideal for exploring the city.



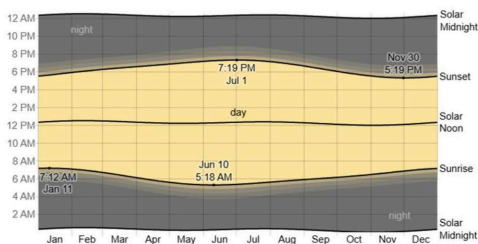
TEMPERATURE GRAPH



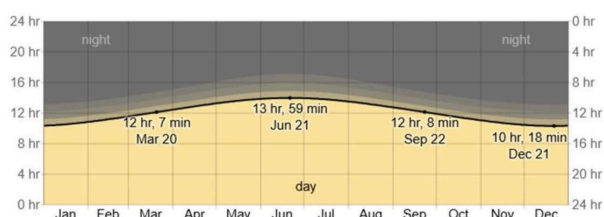
PRECIPITATION GRAPH



HUMIDITY GRAPH

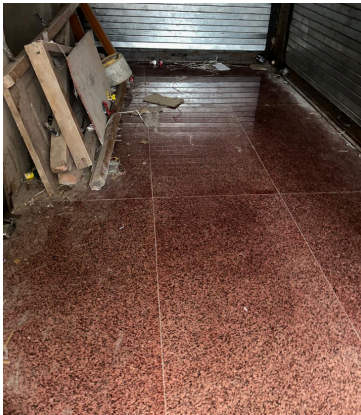
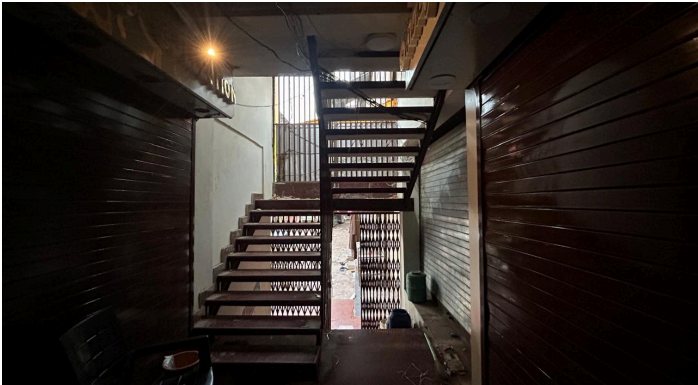


DAILY SUNSHINE GRAPH





SITE IMAGES





## MAJOR LANDMARKS



**RESIDENCY**



**CHATTAR MANZIL CHOTA IMAMBABRA**



**BHOO BHULIYA**

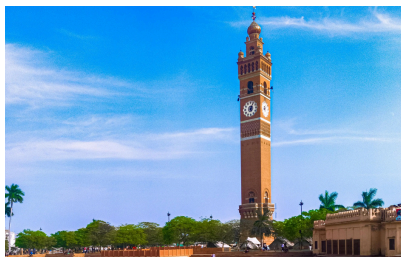


**HAZRATGANJ**



**LUCKNOW  
UNIVERSITY**

## NEARBY LANDMARKS



**CLOCK TOWER**



**RUMI GATE**



**BARA IMAMBABRA**

## CONNECTIVITY

- **Nearest Train Station:** Lucknow Junction Railway Station (LJN) is about 5.5 km away.
- **Nearest Metro Station:** Charbagh Metro Station, approximately 5 km from Nakhas Market, connects to the Lucknow Metro network.
- **Nearest Airport:** Chaudhary Charan Singh International Airport (CCS Airport) is around 13 km away.
- **Public Transport:** Auto-rickshaws, taxis, and local buses provide easy access to and from Nakhas Market.
- **Bus Stand:** Charbagh Bus Station, which is approximately 5 km away



## **SWOT ANALYSIS**

### ➤ **STRENGTHS**

- Immersive customer experience: A carefully curated spatial and aesthetic design enhances engagement and encourages longer visits. e design and construction costs.
- Design rigidity: The thematic aesthetic may limit flexibility in incorporating changing retail trends.
- Maintenance challenges: Exposed surfaces and industrial elements may require special care and upkeep.
- Limited alignment with ultra-modern shoppers: Some consumers may prefer high-tech, sleek retail environments.

### ➤ **WEAKNESSES**

- Higher initial investment: Rustic-industrial materials and customized interiors may raise design and construction costs.
- Design rigidity: The thematic aesthetic may limit flexibility in incorporating changing retail trends.
- Maintenance challenges: Exposed surfaces and industrial elements may require special care and upkeep.
- Limited alignment with ultra-modern shoppers: Some consumers may prefer high-tech, sleek retail environments.

### ➤ **OPPORTUNITIES**

- Appeal to experience-seeking shoppers: Modern consumers value ambiance as much as product variety—creating room for brand storytelling and emotional connection.
- Community-based engagement: Local sourcing, cultural references, and inclusive layouts help build trust and loyalty.
- Brand partnerships: Opportunities for tie-ups with sustainable brands, local artisans, or eco-friendly product lines.
- Expansion into digital and hybrid retail: An experiential space can be enhanced with digital kiosks, app integration, and click-and-collect zones.

### ➤ **THREATS**

- Competitive supermarket formats: Hypermarkets and online retailers offering convenience and discounts may impact footfall.
- Changing consumer expectations: Shifts in lifestyle or shopping behavior could outpace static design elements.
- Economic fluctuations: Rising costs of natural materials and energy may challenge sustainability goals.
- Imitation by competitors: Unique themes can inspire replication, diminishing differentiation over time.

# **CASE STUDY**

## **CHAPTER 3**

1. SMART BAZAAR (FAIZABAD ROAD, LKO)
2. SPENCER'S (FUN REPUBLIC MALL, LKO)

## CASE STUDY 1: SMART BAZAAR SUPERMARKET

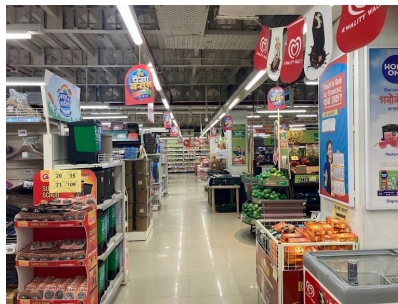
**Location:** Smart Bazaar, Faizabad ED, near BBD, Lucknow, Uttar Pradesh

**Brand Ownership:** Reliance Retail Ltd.

**Area:** 15,000 – 25,000 sq. ft. (approx.)

### INTRODUCTION

Smart Bazaar is a modern hypermarket format under Reliance Retail, designed to offer a wide range of products and services under one roof. It serves daily grocery needs along with general merchandise, personal care, household items, and electronic goods, catering to a large section of the Indian middle-class population. The store is designed to combine affordability, convenience, and modern retail aesthetics, enhancing the customer shopping experience.



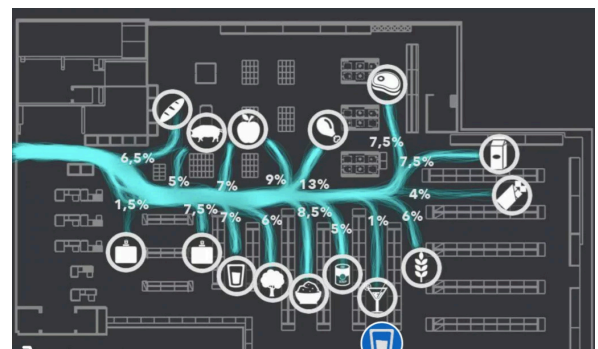
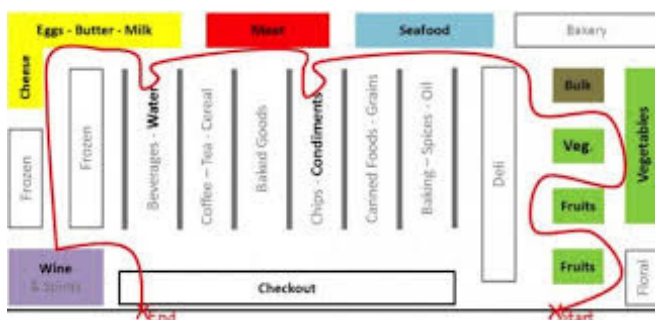
### CONCEPT & PHILOSOPHY

The design philosophy of Smart Bazaar revolves around "value meets convenience," aiming to create an efficient shopping environment that promotes circulation, product visibility, and intuitive zoning. The store uses technology-driven solutions such as inventory management systems, digital pricing, and loyalty programs to enhance operational efficiency and customer experience. Interiors are kept simple and neutral, allowing products to remain the main focus, while ensuring easy navigation and customer comfort.

## CASE STUDY 1: SMART BAZAAR SUPERMARKET

### SITE ZONING & CIRCULATION

- **Main Entry Lobby:** Equipped with security gates, trolleys, and promotional displays.
- **Fresh Produce Section:** Placed near the entrance to create a vibrant, welcoming environment.
- **Grocery & Packaged Foods:** Centrally located for easy access and high visibility.
- **Dairy & Frozen Goods:** Positioned at the rear for refrigeration management.
- **Household Essentials & Cleaning Supplies:** Positioned along side aisles for easy navigation.
- **Personal Care & Beauty Products:** Dedicated aisles located near grocery sections.
- **Electronics, Kitchenware & Apparel:** Displayed along peripheral aisles and islands.
- **Billing Counters:** Strategically placed near exit points with self-checkout and staffed counters.
- **Back-end Storage & Cold Storage:** Located in service zones, away from customer areas.



### OTHER SPACES

- Staff and Managerial Cabins
- Break Rooms and Restrooms
- Back of house (BOH)

## CASE STUDY 1: SMART BAZAAR SUPERMARKET

### MATERIALS USED

#### **Walls:**

- Gypsum boards with neutral toned paint; vinyl graphics and backlit promotional panels.
- Ceilings:
- Exposed industrial ceilings with black or grey painted HVAC ducts; open-grid panels in certain sections.

#### **Lighting:**

- LED Panel Lights (4000K) for general illumination.
- Suspended linear lights for aisle lighting.
- Downlighters for highlight areas.

#### **Flooring:**

- Homogeneous vitrified tiles with anti-skid surfaces for customer zones.
- Epoxy-coated concrete for back-end service areas.
- Doors & Windows:
- Powder-coated aluminum profiles with automatic sliding glass doors.

#### **Furniture & Fixtures:**

- Metal gondola racks with powder-coated finish.
- Cash counters with granite tops.
- Stainless steel shopping trolleys.

#### **Signage & Graphics:**

- Printed category headers, aisle markers, and digital promotional screens.



## CASE STUDY 2: SPENCER’S SUPERMARKET

**Location:** Spencer’s Retail Ltd., Fun Republic Mall, Lucknow, Uttar Pradesh

**Brand Ownership:** RP-Sanjiv Goenka Group

**Area:** 10,000 – 20,000 sq. ft. (approx.)

### INTRODUCTION

Spencer’s Supermarket is one of India’s leading premium retail chains, providing a sophisticated shopping experience with curated merchandise and a focus on quality. It combines modern retail practices with elegant interior aesthetics, offering a wide variety of groceries, gourmet products, organic items, personal care, and home essentials.



### CONCEPT & PHILOSOPHY

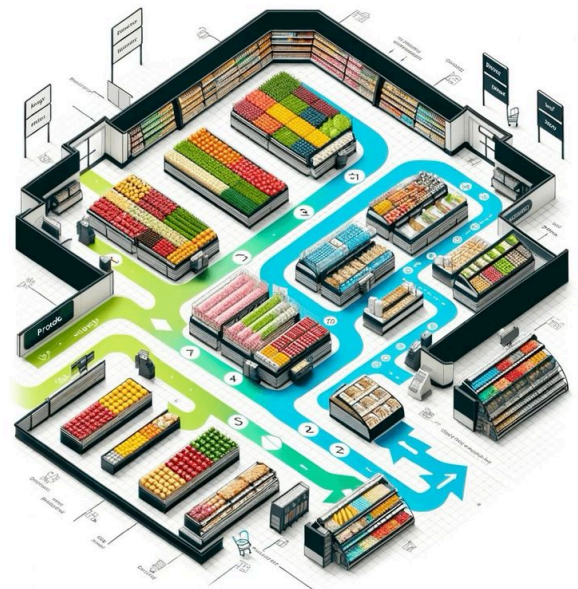
The design philosophy of Spencer’s focuses on "premium everyday shopping," offering comfort, category clarity, and aesthetic appeal. The interiors emphasize product storytelling, luxurious material palettes, and a warm, welcoming environment. A combination of wider aisles, softer lighting, and organized product zoning enhances customer comfort and shopping satisfaction.



## CASE STUDY 2: SPENCER’S SUPERMARKET

### SITE ZONING & CIRCULATION

- **Entrance Lobby:** Featured seasonal promotions and loyalty counters.
- **Fresh Produce Section:** Fruits, vegetables, and floral displays at the entrance.
- **Groceries & Staples:** Clearly segmented dry grocery aisles.
- **Gourmet & Imported Products:** Dedicated aisles for exclusive product lines.
- **Bakery & Deli:** Semi-open counter design for live service.
- **Personal Care & Beauty:** Centrally located for quick customer access.
- **Electronics, Kitchenware & Apparel:** Located towards peripheral sections.
- **Billing Counters:** Island-style premium billing zones.
- **Service Areas:** Dedicated back-of-house areas for staff, cold storage, and logistics.



### OTHER SPACES

- Staff and Managerial Cabins
- Break Rooms and Restrooms
- Back of house (BOH)
- Cold Storage and Delivery Bays
- In-store Café (in select outlets)
- Customer Service Desk

## CASE STUDY 2: SPENCER’S SUPERMARKET

### MATERIALS USED

#### **Walls:**

- Gypsum walls with textured paints; wooden cladding in display areas; large category-specific graphics.

#### **Ceilings:**

- False ceilings with gypsum board; wooden slat detailing and decorative pendant lights.

#### **Lighting:**

- Track lights for merchandise highlights.
- LED panel lights (3000K – 3500K) for warm ambiance.
- Cove lighting in premium sections.

#### **Flooring:**

- Premium vitrified tiles (matte finish) in general zones.
- Wooden laminate or engineered wood flooring in gourmet and beauty sections.
- Marble or stone flooring at the entrance lobby.
- Doors & Windows:
- Toughened glass doors; wooden-finish partitions for specialty zones.

#### **Furniture & Fixtures:**

- Combination of metal and wooden custom gondola racks.
- Solid surface or granite-topped billing counters.
- Modular category signage.

#### **Signage & Graphics:**

- Backlit branding panels; wall murals showcasing organic products; premium typography signage.





# LITERATURE STUDY

## CHAPTER 4

1. EATALY (ROME, ITALY)
2. WHOLE FOODS (NEW YORK, USA)

## LITERATURE STUDY 1: EATALY

**LOCATION:** Eataly Roma, Rome, Italy

**ARCHITECT:** Carlo Ratti Associati (Collaborating design firm for Eataly locations)

**AREA:** 150,000 sq.ft.

### ARCHITECTURAL IDEOLOGY

Eataly redefines supermarket architecture by combining retail, gastronomy, education, and culture under one roof. The architectural philosophy emphasizes "experience-based grocery shopping," where customers not only shop for products but also witness their preparation, learn about origins, and participate in culinary workshops.

The design adopts an open-market concept within a controlled environment, integrating food counters, live kitchens, dining spaces, and educational stations. Transparency between production, preparation, and consumption blurs the boundary between retail and experience. High atrium spaces, large windows, and extensive use of glass and steel highlight freshness, honesty, and openness.

Sustainability is strongly reflected through natural ventilation, recycled materials, and significant daylighting, giving the massive structure an inviting, market-like ambiance despite its size.



## LITERATURE STUDY 1: EATALY

### INTERIOR APPROACH

The interiors follow a contemporary industrial aesthetic with Italian warmth. Exposed steel structures, raw brickwork, and timber ceilings are combined with vibrant, colorful food displays that constantly change with seasons and culinary events.

Each department becomes a stage where chefs, butchers, bakers, and artisans work openly in front of customers, celebrating the beauty of craftsmanship. Neutral colors in flooring and walls allow the colorful produce, cheeses, wines, and pastries to visually dominate the space.

Wayfinding is simple yet elegant, using oversized Italian typography, hanging signboards, and iconic Italian design touches, making the customer journey intuitive.



### CIRCULATION

- Entry opens to the fresh produce and bakery sections.
- Meat, seafood, cheese, and wine zones integrated with open prep counters.
- Aisles for groceries are positioned between food counters.
- Restaurants, cafés, and tasting zones distributed throughout.
- Educational spaces and cooking schools located on upper mezzanines.
- Storage and logistics confined to rear service zones.

## LITERATURE STUDY 1: EATALY

### MATERIALS

- **Reception and Entrance Area**
- **Flooring:** Polished concrete with terrazzo aggregate
- **Ceiling:** Exposed steel beams and timber panels
- **Walls:** Exposed red brickwork
- **Lighting:** Industrial pendant lights, 3500K warm
- **Furniture:** Reclaimed wood community tables, black steel frames.
  
- **Fresh Produce & Bakery**
- **Flooring:** Natural stone tiles (Pietra Serena)
- **Ceiling:** Timber planks with exposed HVAC
- **Walls:** Neutral plaster with food graphics
- **Lighting:** Neutral 4000K LED tracks; accent spotlights on displays
- **Fixtures:** Wooden display crates, open-air counters.
  
- **Meat, Seafood & Wine Sections**
- **Flooring:** Polished marble in meat and wine areas
- **Walls:** Tiled walls with mosaic inserts
- **Lighting:** Spotlights at 4000K for clarity and color rendering
- **Furniture:** Custom wine racks and display cases in oak and iron.
  
- **Dining and Educational Zones**
- **Flooring:** Hardwood oak flooring
- **Ceiling:** Acoustical timber baffles
- **Lighting:** Warm 3000K pendant lamps for a cozy dining ambiance
- **Furniture:** Wooden dining tables with leather chairs



## LITERATURE STUDY 2: WHOLE FOODS

**LOCATION:** New York City, USA

**ARCHITECT:** MBH Architects (Global design consultant for many Whole Foods outlets)

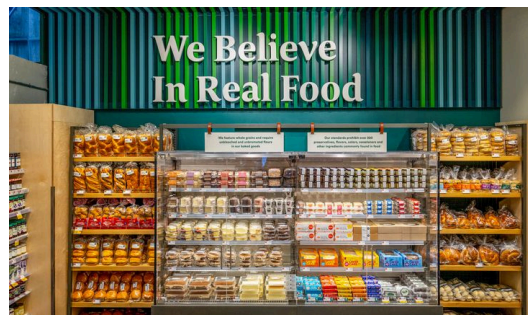
**AREA:** 40,000 sq.ft. (Bryant Park)

### ARCHITECTURAL IDEOLOGY

Whole Foods Market, a leader in organic and health-focused grocery retail, blends modern sustainable design with community-centered shopping experiences. The architectural approach revolves around openness, warmth, transparency, and environmental responsibility. The store design reflects Whole Foods' brand philosophy of "Whole Body, Whole Planet, Whole People" by creating spaces that feel healthy, fresh, and inviting.

The interior planning focuses heavily on visual connectivity across departments, encouraging intuitive navigation while highlighting fresh produce and specialty items. High ceilings, large storefront glass, and extensive use of natural materials create a welcoming, upscale grocery environment that supports both functionality and wellness.

The architecture integrates advanced energy-efficient systems, recycled materials, and daylighting techniques. Exposed services and raw materials celebrate an industrial organic aesthetic, resonating with the company's commitment to sustainability.



## LITERATURE STUDY 2: WHOLE FOODS

### INTERIOR APPROACH

The interiors are warm yet modern, blending industrial minimalism with natural finishes to create an environment that feels vibrant but grounded. The grocery aisles are wide, illuminated by natural daylight that floods the store through full-height glazing.

Natural wood, reclaimed timber, polished concrete, and exposed steel blend seamlessly with soft lighting to emphasize products while giving customers a relaxed shopping experience. The use of "department islands" encourages exploration across bakery, seafood, meats, wellness, and prepared foods, rather than strict aisle-by-aisle navigation. Each department employs subtle identity elements — for example, timber canopies in bakery, tiled walls in seafood, or rustic chalkboard signs in produce — while maintaining visual consistency throughout the store.

### CIRCULATION

- Main Entry opens to the fresh produce and bakery zones.
- Groceries, packaged foods, and refrigerated items are located centrally.
- Meat, dairy, and frozen products are positioned towards rear walls.
- Prepared foods, cafes, and community dining areas placed along the periphery.
- Service zones (storage, staff, deliveries) are positioned towards the rear, away from customer areas.

## LITERATURE STUDY 2: WHOLE FOODS

### MATERIALS

#### Reception and Entrance Area

- **Flooring:** Polished exposed concrete
- **Ceiling:** Exposed services painted in dark matte gray
- **Walls:** Reclaimed timber panels, full-height glazing
- **Lighting:** Pendant industrial lights (3000K warm)
- **Furniture:** Minimal steel and reclaimed wood display fixtures
- **Upholstery:** Leather or fabric community seating for café areas.

#### Produce & Grocery Sections

- **Flooring:** Polished concrete with embedded recycled glass aggregate
- **Ceiling:** Exposed concrete slab with suspended LED track lights
- **Walls:** Natural brick accents with green plant walls in some zones
- **Lighting:** 4000K neutral white LED with daylight integration
- **Fixtures:** Modular wooden gondolas, black steel frames.

#### Meat & Seafood Areas

- **Flooring:** Non-slip terrazzo finish
- **Walls:** White subway tile with black grout
- **Lighting:** Focused spotlights at 4000K

#### Prepared Foods & Café

- **Flooring:** Hardwood or reclaimed wood flooring
- **Ceiling:** Acoustic wooden baffles
- **Lighting:** Warm pendant lights, 3000K
- **Furniture:** Wooden tables with metal frames

# CONCEPT

## CHAPTER 5



## DESIGN APPROACH

### Designing a Functional Yet Experiential Supermarket Interior

- Supermarkets today are becoming more than just places to shop—they're evolving into engaging lifestyle spaces. A successful design starts with understanding consumer habits: fast-paced routines, the need for intuitive navigation, and visibility of key products.
- By incorporating sensory elements like lighting, textures, and zoning, the interior can foster both comfort and curiosity. The goal is to create a space that's not only efficient and functional, but also emotionally resonant—inviting customers to linger, explore, and enjoy their shopping experience.

## DESIGN CHALLENGE

- Typical supermarket interiors lack identity, emotional warmth, and spatial efficiency. Sterile materials, poor aging, and rigid layouts limit long-term design success.

## INSPIRATION & DESIGN CHALLENGES

The solution was rooted in the fusion of two typologies:

- Rustic elements, drawn from traditional marketplaces and vernacular Indian textures, to foster warmth, familiarity, and tactile interest.
- Industrial language, inspired by warehouse architecture—exposed structural systems, open ceiling grids, metal fixtures—to achieve modularity, flexibility, and material honesty.



INTERIOR THEME & STYLE

The interior will combine the raw structural character of industrial design with the warmth and tactility of rustic elements, framed within a clean, organized modern retail layout. It will reflect a balance between function and aesthetic experience, ideal for contemporary supermarkets aiming to feel both grounded and premium.

**INDUSTRIAL INFLUENCE:** The design incorporates metal frameworks, linear lighting grids, and open shelving systems—elements that reinforce an industrial, utilitarian aesthetic suitable for large-scale retail.

**RUSTIC WARMTH:** Materials such as brick cladding, warm-toned wood flooring, and organic textures introduce a sense of familiarity and tactile comfort, balancing the industrial palette.

**MODERN COMMERCIAL SENSIBILITY:** Thoughtful zoning, modular display units, and clearly defined product categories enhance spatial organization and optimize customer navigation

SALIENT FEATURES

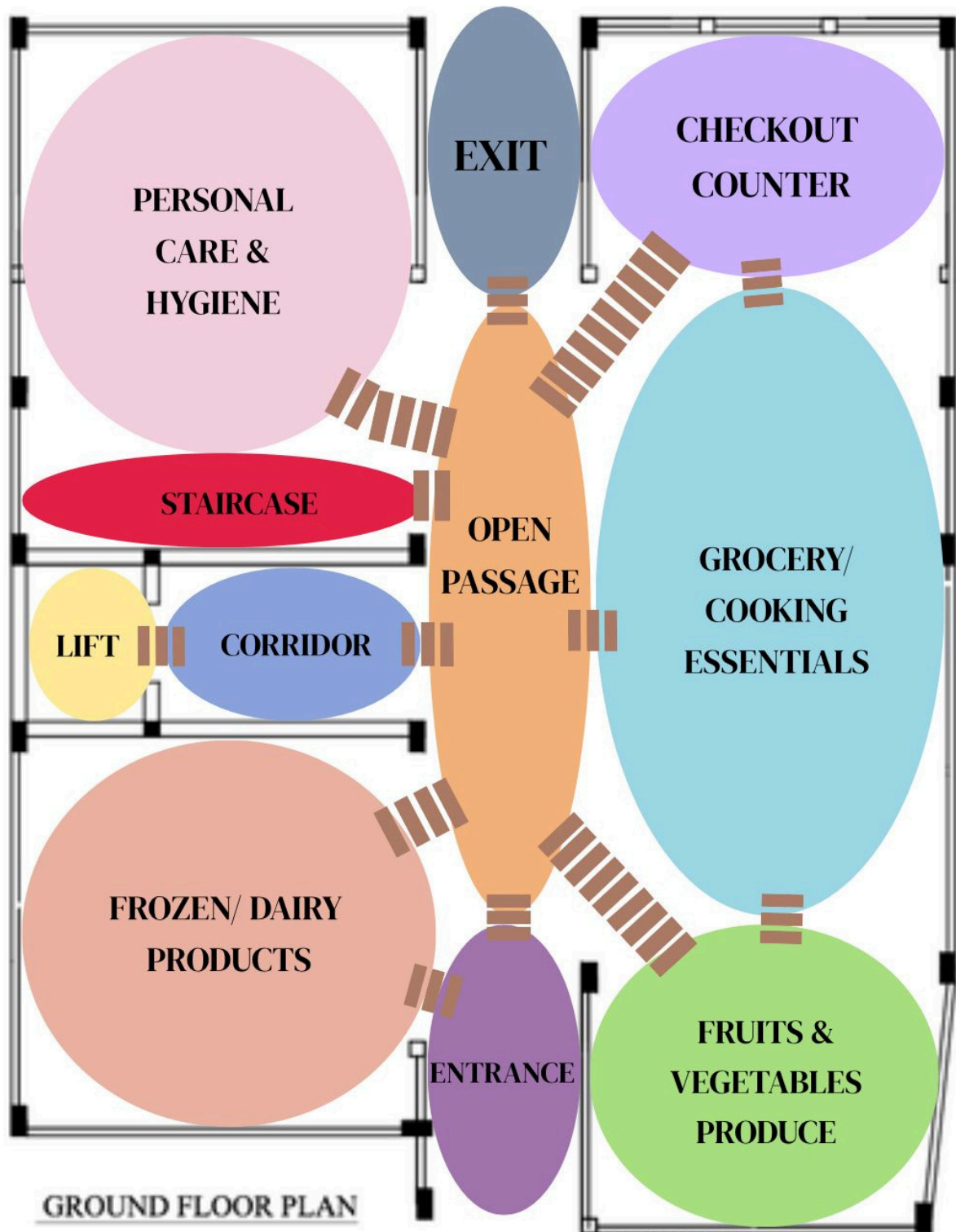
Feature	Description	Reason
Exposed ceiling with ducts	Industrial-style black-painted ducts and beams left open	Creates height, reflects honesty of materials
Terrazzo flooring	Durable flooring with speckled texture	Slip-resistant, long-lasting, visually softens the industrial edge
Wooden display racks	Reclaimed or textured wood for shelving	Adds warmth, rustic charm, and contrast against metal
Metal-framed gondolas	Black powder-coated metal structures	Reflects strength, structure, and industrial roots
Warm ambient lighting	Use of Edison bulbs, warm LED strips	Reduces harshness, makes shopping pleasant
Brick or concrete finish walls	Exposed textures or printed panels	Adds visual interest and raw authenticity
Earthy color palette	Browns, greys, warm beiges	Feels grounded, welcoming, and natural
Rope/wicker baskets	Used in the fresh produce zone	Adds a local touch, breaks monotony of metal
Signage with bold fonts	Clean, industrial-style fonts on metal or wood	Easy navigation, enhances theme consistency


## ZONING

- Entrance Zone: Positioned at the front side of the lower ground floor, the entrance establishes a clear directional flow, guiding users inward along the primary circulation axis.
- Semi-Central Vertical Circulation Core: The staircase and lift are placed toward the left-central portion of the plan. This semi-central placement ensures efficient vertical movement while optimizing adjacent retail zones.
- Peripheral Display Zones: The periphery of each floor is utilized for shelving, category-specific sections (such as groceries, beauty, or cleaning supplies), maximizing visibility and product accessibility.
- Open Central Area: The central zone remains largely open, allowing flexible arrangements for promotional setups, high-demand essentials, and customer movement. This also facilitates sightlines across the floor for a more intuitive navigation experience.

- 
- The ground floor horizontal circulation strategy is designed to provide a seamless and intuitive shopping experience. The layout facilitates a logical flow, beginning from the entrance and progressing through high-demand zones such as fresh produce, grocery staples, frozen and dairy sections, and daily essentials, before culminating at the checkout area. Clear directional movement enhances visibility, reduces cross-traffic, and encourages natural product discovery. Strategic aisle placement ensures minimal congestion, while accessibility is maintained for all user groups.
-

# BUBBLE DIAGRAM



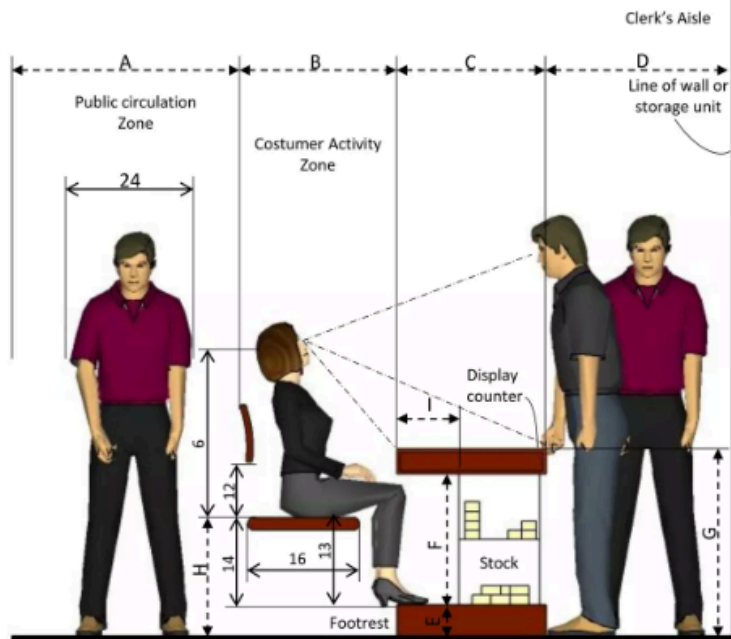
WHAT IS USED?	WHAT IT REPRESENTS?
 <p>STEPPED LINES ARE USED</p>	<p>THEY ARE USED INSTEAD OF ARROWS TO REPRESENT HORIZONTAL CIRCULATION</p>

# **STANDARDS**

## **CHAPTER 6**

# STANDARDS

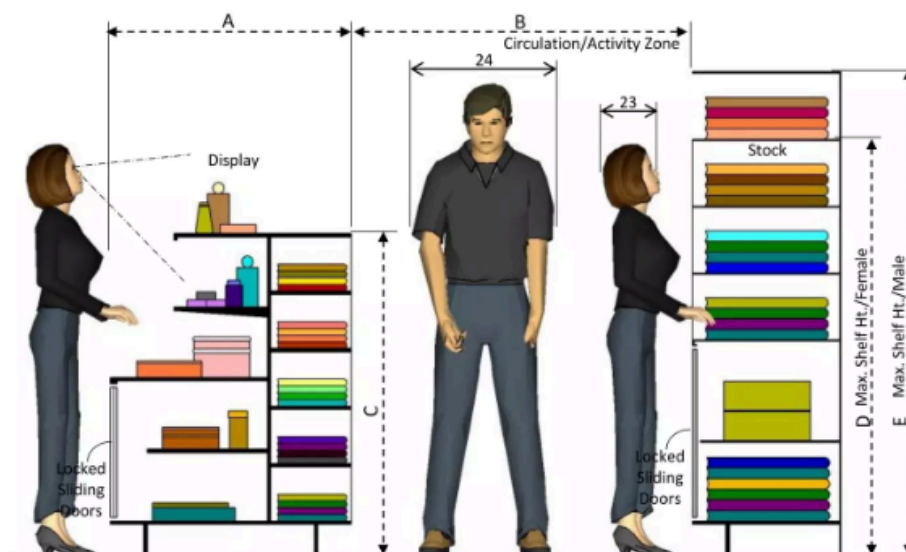
Seated Customer /Desirable Counter Height



	Inch	cm
A	36	91.4
B	26-36	66.0-91.4
C	18-24	45.7-60.9
D	30 Min.	76.2 Min.
E	5	12.7
F	23-25	58.4-63.5
G	34-36	86.4-91.4
H	21-22	53.3-55.9
I	10	25.4

The drawing shows the clearance required for a medium height display counter . The counter height shown will allow the display to be viewed by both the seated customer and the standing sales clerk . The customer activity zone allows adequate space for the chair . Knee height , buttock – knee length, popliteal height , and eye height sitting are all significant human dimensions to consider in the design of counters to be used by seated customers .

Typical Merchandise Case



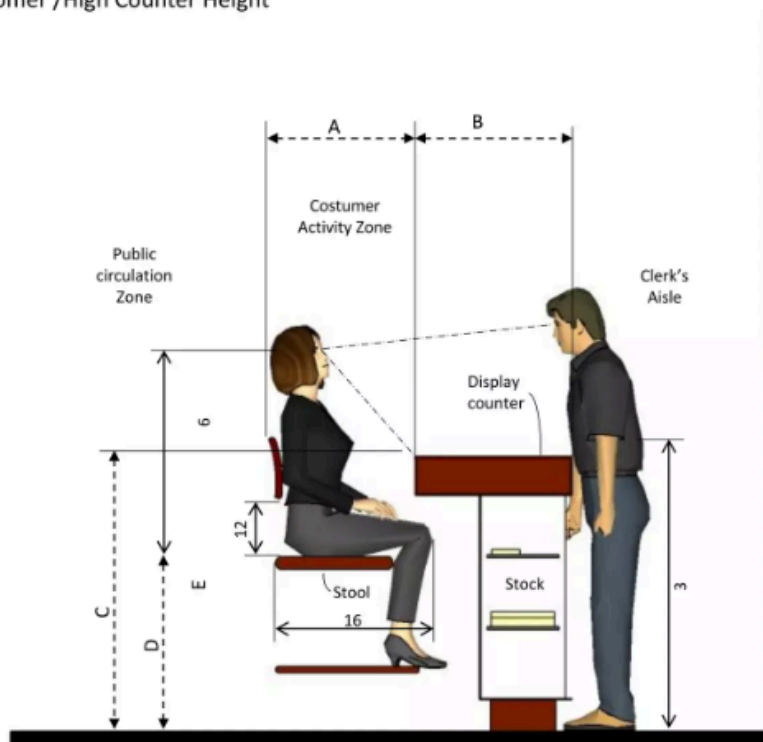
	Inch	cm
A	30-36	76.2-91.4
B	51 Min.	129.5
C	48 Max.	121.9
D	66	167.6
E	72	182.9

Shelving is probably used more than any other single interior component for the storage and / or display of merchandise . Not only must the merchandise be within reach anthropometrically , but it must be fairly visible as well . The heights established must therefore be responsive to vertical grip reach dimensions as well as to eye height . In establishing heights limits , the body size data of the smaller person should be used



# STANDARDS

Seated Customer /High Counter Height



	Inch	Centimeters
A	26-30	66.0-76.2
B	18-24	45.7-60.9
C	42	106.7
D	28	71.1

The drawing shows the clearance involved for a 42-in, high counter to service a seated user. By filling the recess with an additional display, however, the counter can also be used exclusively as a typical sales counter. It should be noted, however, that although sometimes used for special display situations, such a counter height is not recommended. Both the customer and the sales clerk of smaller body size would find coping with such a height uncomfortable anthropometrically, particularly.

Typical Sales Area / Standing Customer



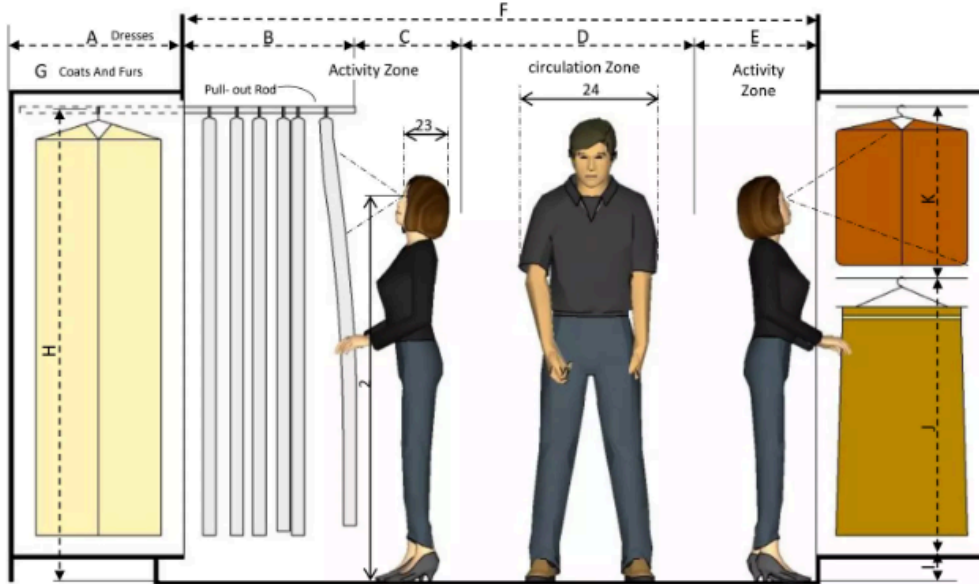
	Inch	Centimeters
A	18	45.7
B	18-24	45.7-60.9
C	30-48	76.2-121.9
D	18-22	45.7-55.9
E	84-112	213.4-284.5
F	35-38	88.9-96.5
G	72	182.9

when one considers that the counter would be higher than the elbow height of slightly over 5 percent of the population. From a merchandising viewpoint, where customer convenience is of paramount importance, it would be unwise to exceed 30 to 40 in., as a counter height.



# STANDARDS

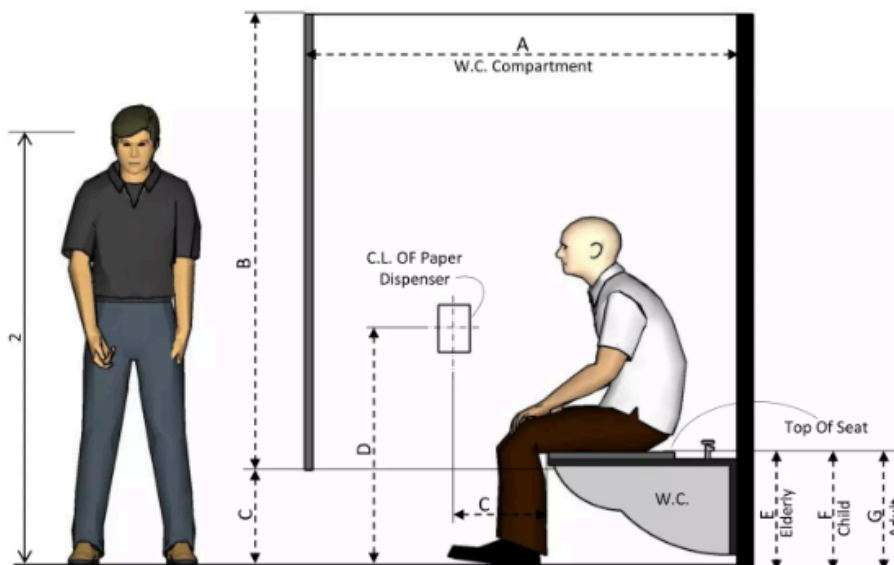
Hanging Merchandise Cases



	Inch	cm
A	20-26	50.8-66.0
B	18-24	45.7-60.9
C	18 Min.	45.7
D	30-36	76.2-91.4
E	18 Min.	45.7 Min.
F	84-96	213.4-243.8
G	28-30	71.1-76.2
H	72 Max.	182.9 Max.
I	4	10.2
J	42	106.7
K	26 Min.	66.0 Min.

Since in retail spaces, departments may cater exclusively to members of one sex or the other, two sets of data are presented. One is based on the body size of the smaller male. The suggested heights reflect a compromise between reach requirements and visibility requirements.

Water Closet



	Inch	cm
A	54 Min.	137.1-141.3
B	58	147.3
C	12	30.5
D	30 Max.	76.2 Max.
E	18	45.7
F	10	25.5
G	14-15	35.6-38.1

The Drawing Shows Some Of The Basic Heights And Clearances To Be Considered In A Conventional W.C. Compartment.

# **COMPARIATIVE ANALYSIS**

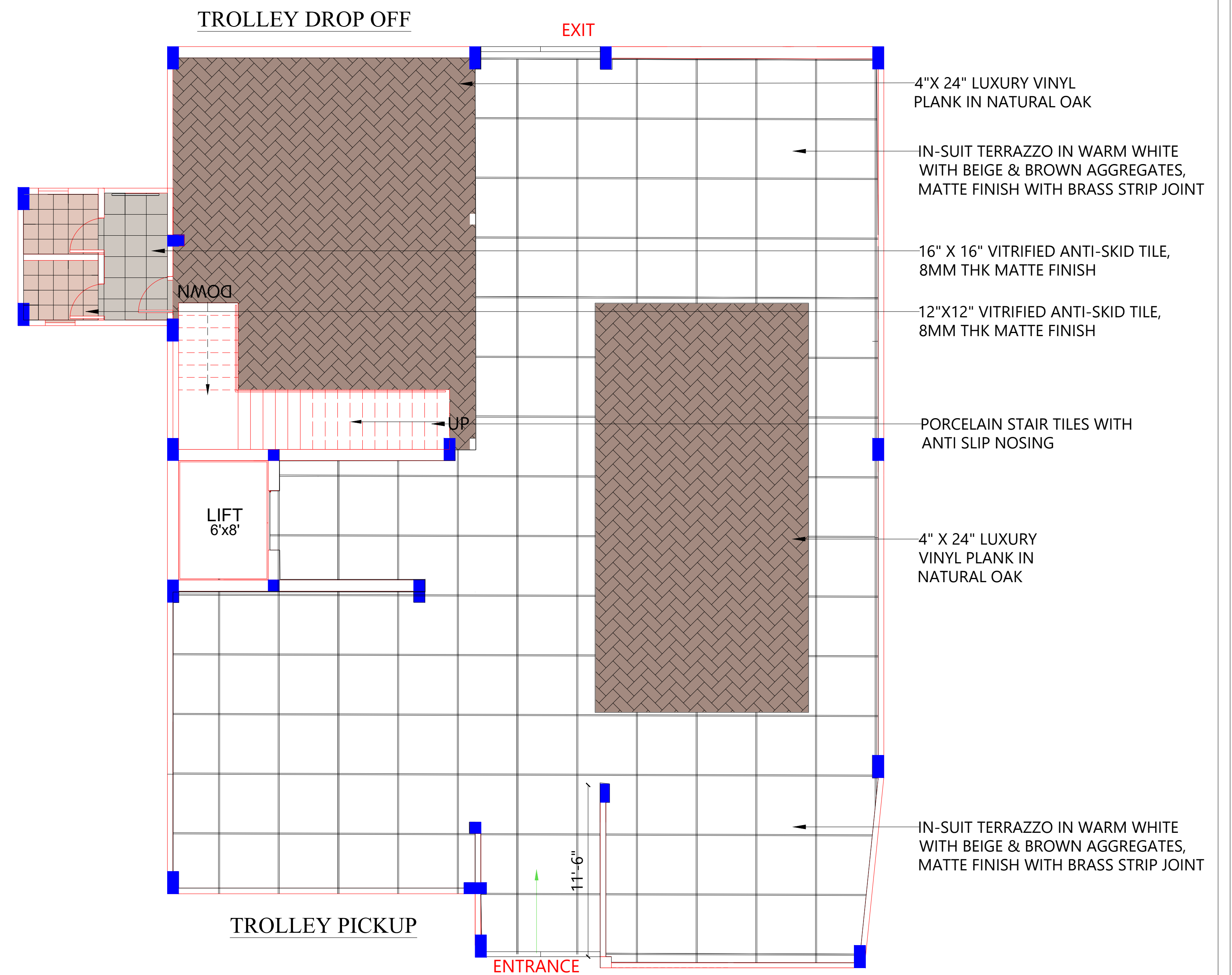
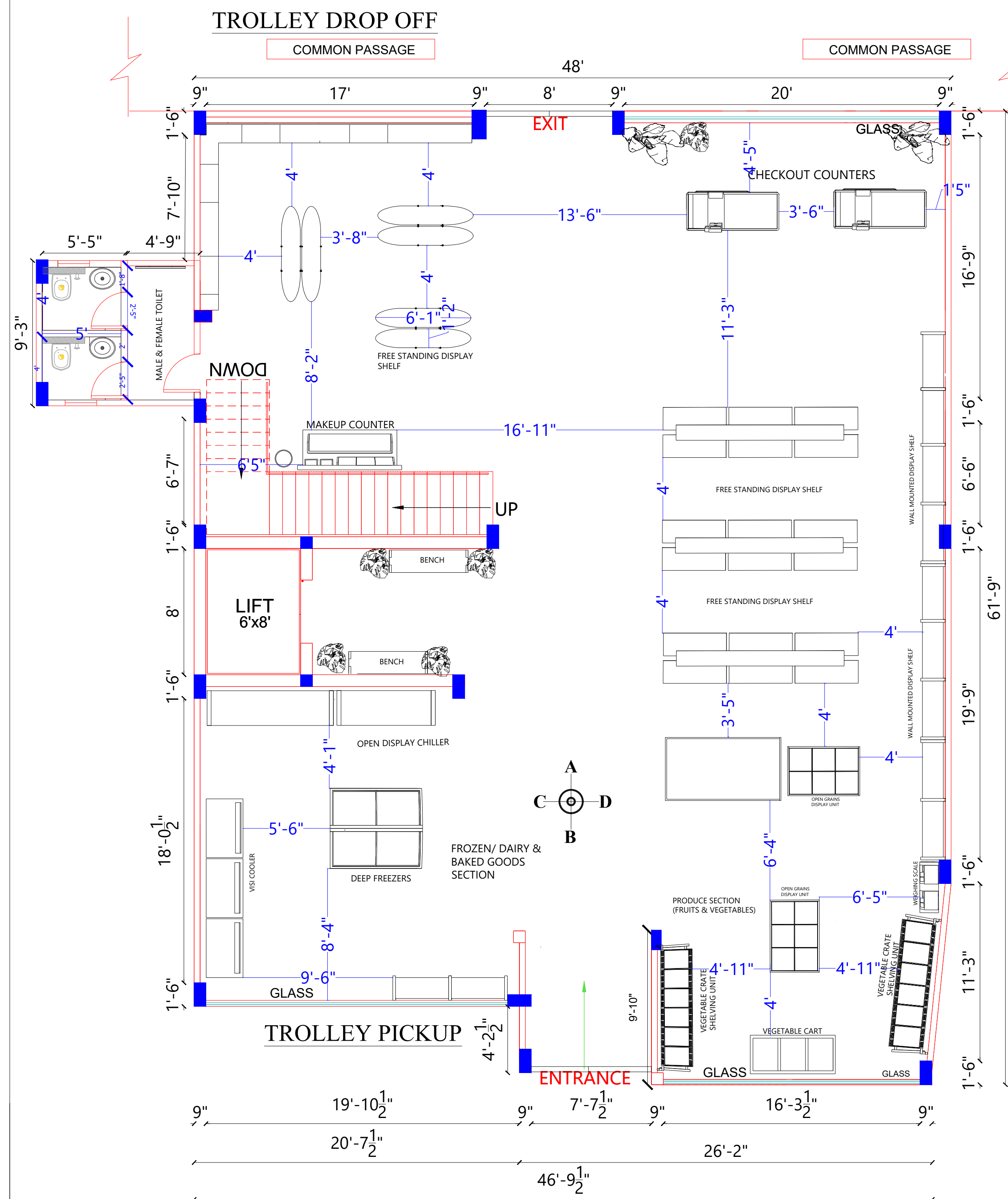
## **CHAPTER 7**

# COMPARIATIVE ANALYSIS

S.No.	SPACES	CASE STUDY 1 (Smart Bazaar)	CASE STUDY 2 (Spencer's)	LIT. STUDY 1 (Whole Foods Market)	LIT. STUDY 2 (Eataly)	STANDARDS	INFERENCE
1	Wall Finishes	Distemper Paint Feature Walls: Wood/ Brick	Distemper Paint Ceramic Cladding in few sections	Exposed Brick, Distemper Paint Timber Wall Panels	Exposed Concrete Brick Jaali Screens	BIS Standards	Combination of Distemper, Wood & Natural Finishes
2	Ceiling	Grid Ceiling Panels POP False Ceiling	Metal Structure Ceiling POP Panels	Exposed Ceiling Timber Rafters	Exposed RCC Jaali Panels	NBC 2016	Exposed, POP + Wooden Ceiling
3	Flooring	Vitrified Tiles Terrazzo Pattern	Marble Finish Tiles Vinyl Flooring	Polished Concrete Stone Finish	Terracotta Stone Beige Tiles	IS Codes	Durable, Easy- Maintenance Finishes
4	Fenestration	Glass Façade Aluminum Frames	Glass Windows Metal Frames	Large Glazing with Timber Mullions	Brick Jaali with Glazing	IGBC Guidelines	Maximum Daylight, Thermal Insulation
5	Window Dressing	Roller Blinds	Vertical Blinds	Minimal Blinds Light Filtering	Rattan Blinds	-	Functional with Natural Materials
6	Circulation	Admin 20% Retail 60% Services 20%	Admin 25% Retail 55% Back of House 20%	Admin 15% Retail 70% Cafeteria 15%	Admin 10% Retail 75% Experience Areas 15%	IS Codes	60-75% Retail Focused Circulation
7	Type of Furniture	Modular Fixtures Gondola Shelving	Customized Modular Units	Wooden & Steel Hybrid Fixtures	Open Metal & Timber Display Units	-	Modular + Hybrid Materials
8	Colour Scheme	Warm Wood Tones Charcoal, Beige	White, Grey, Beige	Earthy Neutrals Exposed Brick Red	Warm Beige, Green, Terracotta	IGBC, IS 962	Neutral + Warm Tones for Comfort
9	Lighting	Track Lights Recessed Fixtures	Track + Cove Lighting	Pendant Industrial Lighting Warm Ambience	Spotlights Skylight Use	IS 3646	Mixed Lighting Layers for Retail
10	Art Fixtures	Branding Elements Murals	Digital Screens Modern Sculptures	Green Walls Signage Art	Handcrafted Wall Installations	-	Combination of Branding + Culture

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## PROJECT:-

## URBAN CRATE: SUPERMARKET

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## PLAN

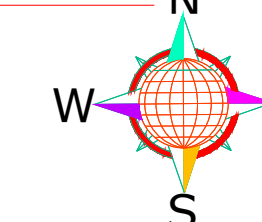
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**SARA ARIF**  
**(B.I.D.)**

**GUIDED BY:-**

**AR. ANIKTA GUPTA**

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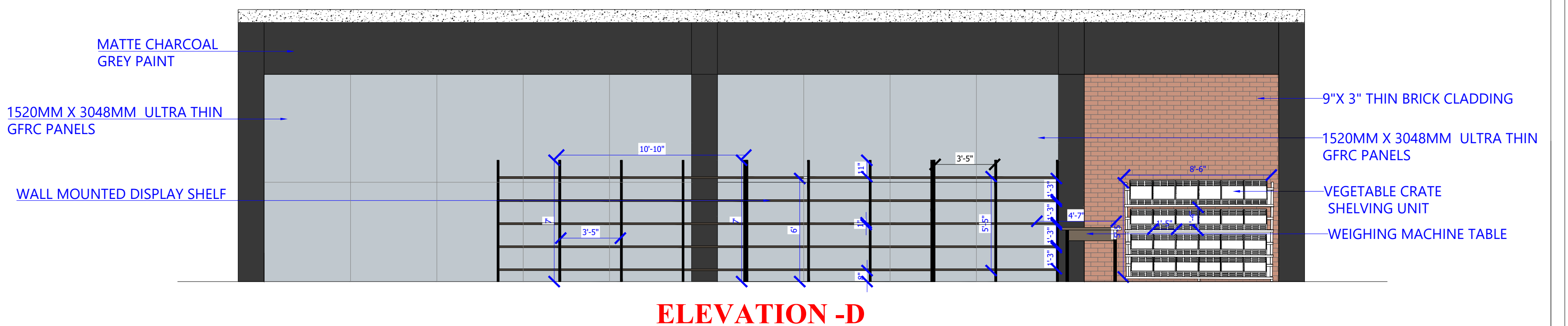
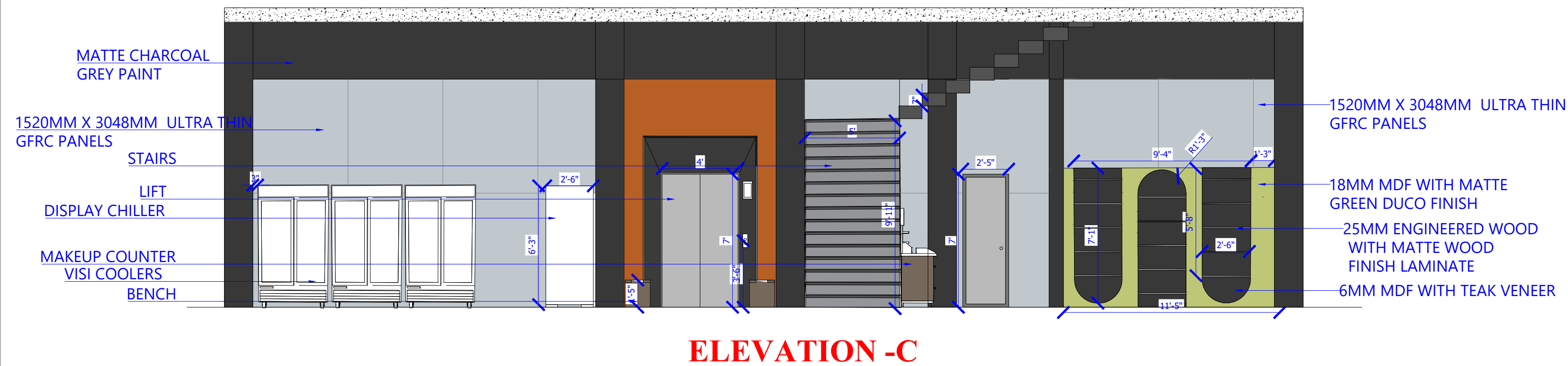
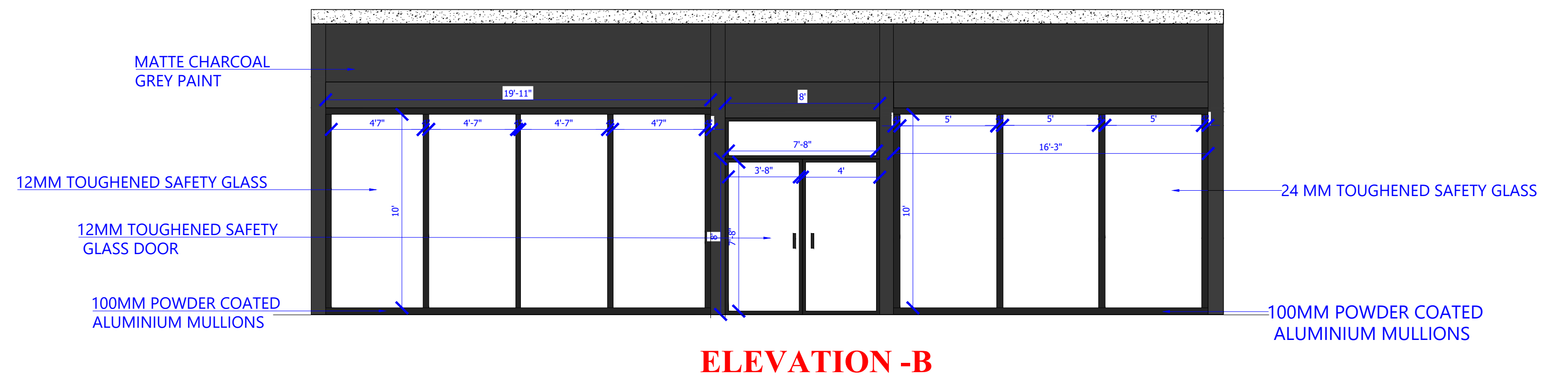
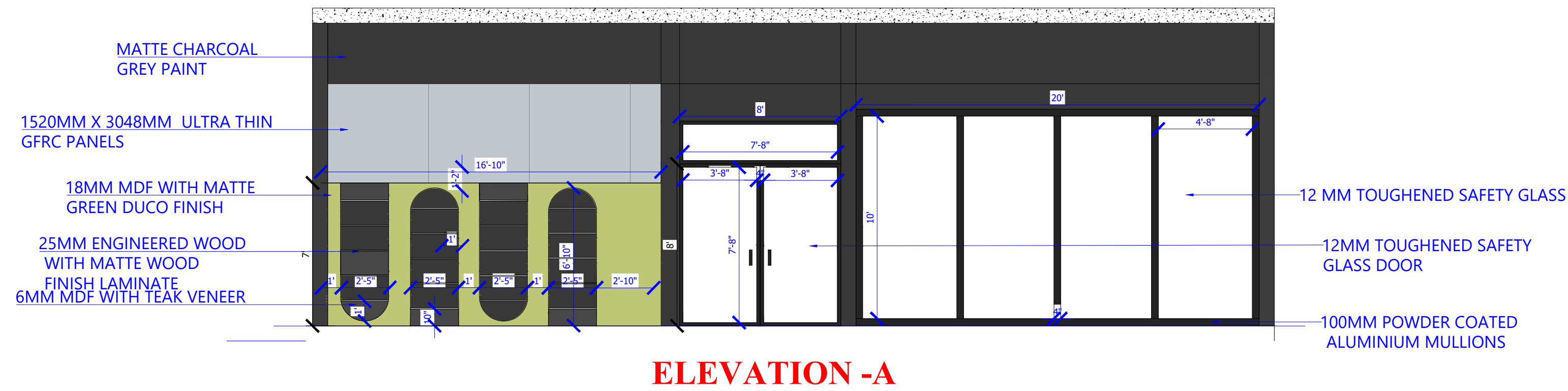


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**URBAN CRATE:  
SUPERMARKET**

**DRAWING TITLE:-**

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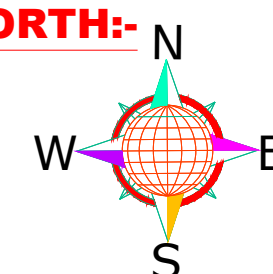
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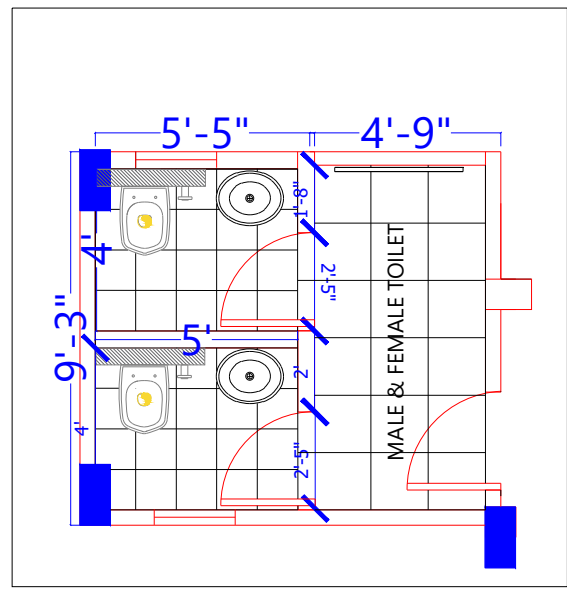
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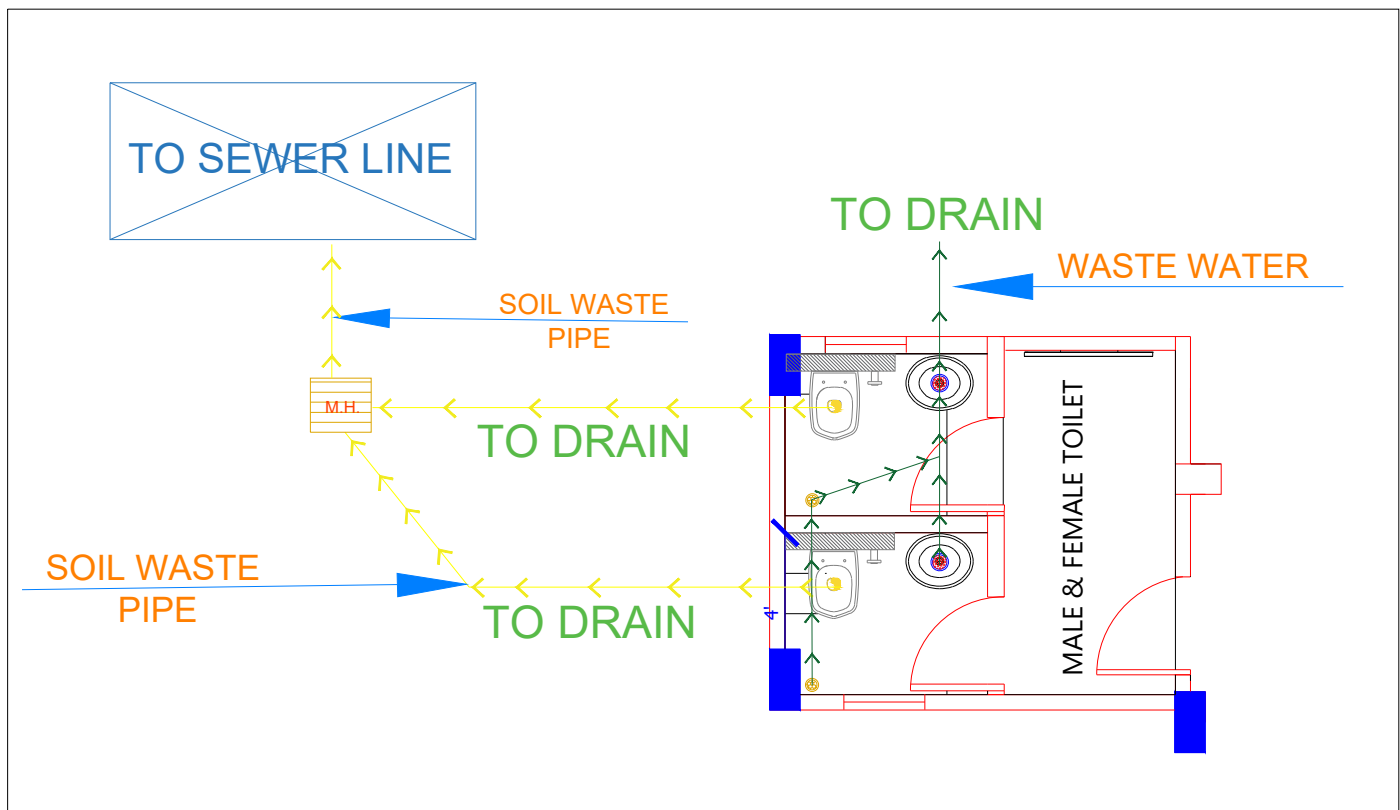
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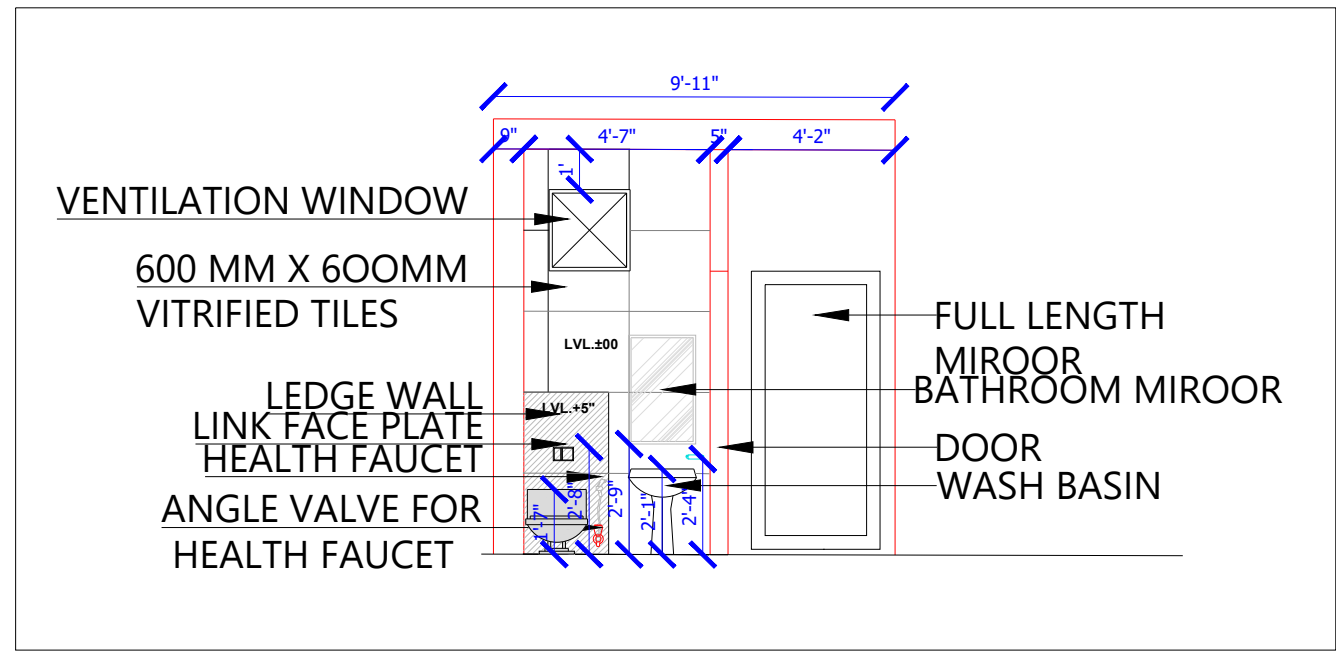




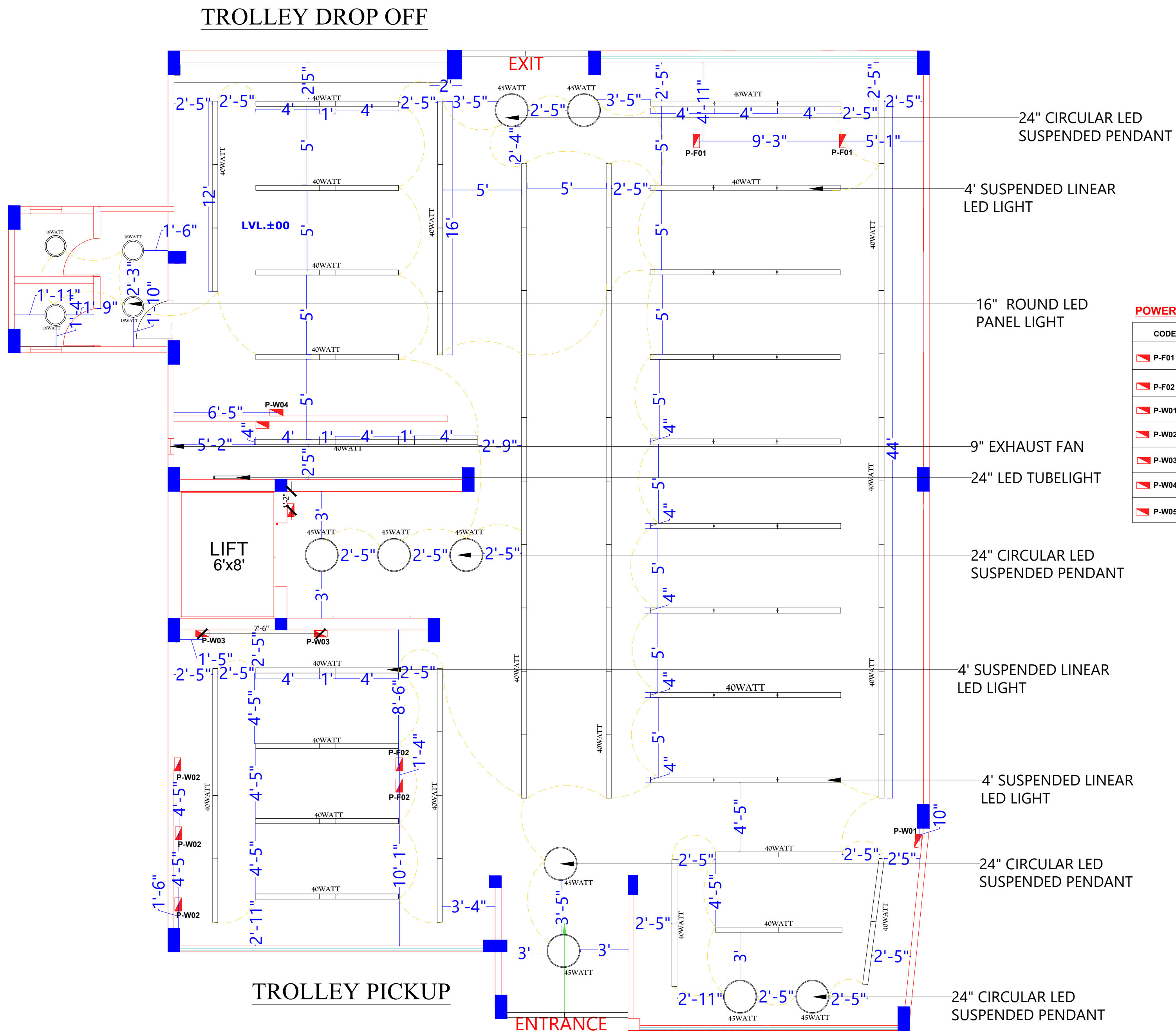
WASHROOM LAYOUT



WASHROOM PLUMBING



WASHROOM ELEVATION



POWER OUTLET LEGEND					
CODE	DESCRIPTION	MOUDLE & AMP	HEIGHT	MOUNTING	QUANTITY
P-F01	POWER OUTLET FOR CHECKOUT COUNTER	20 AMP 20 AMP	FLUSH WITH FFL	FLOOR FLUSH	2 Nos.
P-F02	POWER OUTLET FOR DEEP FREEZER ISLAND	20 AMP 20 AMP	FLUSH WITH FFL	FLOOR FLUSH	2 Nos.
P-W01	POWER OUTLET FOR WEIGHING MACHINE	15 AMP 15 AMP	12" FFL	WALL	1 Nos.
P-W02	POWER OUTLET FOR VISI COOLERS	20 AMP 20 AMP	12" FFL	WALL	3 Nos.
P-W03	POWER OUTLET FOR DISPLAY CHILLERS	20 AMP 20 AMP	12" FFL	WALL	2 Nos.
P-W04	POWER OUTLET FOR MAKEUP COUNTER	15 AMP 15 AMP	3' FFL	WALL	1 Nos.
P-W05	POWER OUTLET FOR STOREROOM	5 AMP 5 AMP	4' FFL	WALL	1 Nos.

LIGHTING FIXTURE LEGEND					
CODE	DESCRIPTION	SYMBOL	HEIGHT	MOUNTING	QUANTITY
L-01	4' SUSPENDDDED LINEAR LED LIGHTS		12' FFL	SUSPENDED	AS PER LAYOUT
L-02	24" CIRCULAR SUSPENDDDED PENDANT		11' 6" FFL	SUSPENDED	6 Nos.
L-03	16" ROUND LED PANEL		10' FFL	CEILING	4 Nos.
L-04	24" LED TUBELIGHT		6'6" FFL	WALL	1 Nos.
F-01	9" EXHAUST FAN		6' FFL	WALL	1 Nos.

**PROJECT:-**  
**URBAN CRATE: SUPERMARKET**

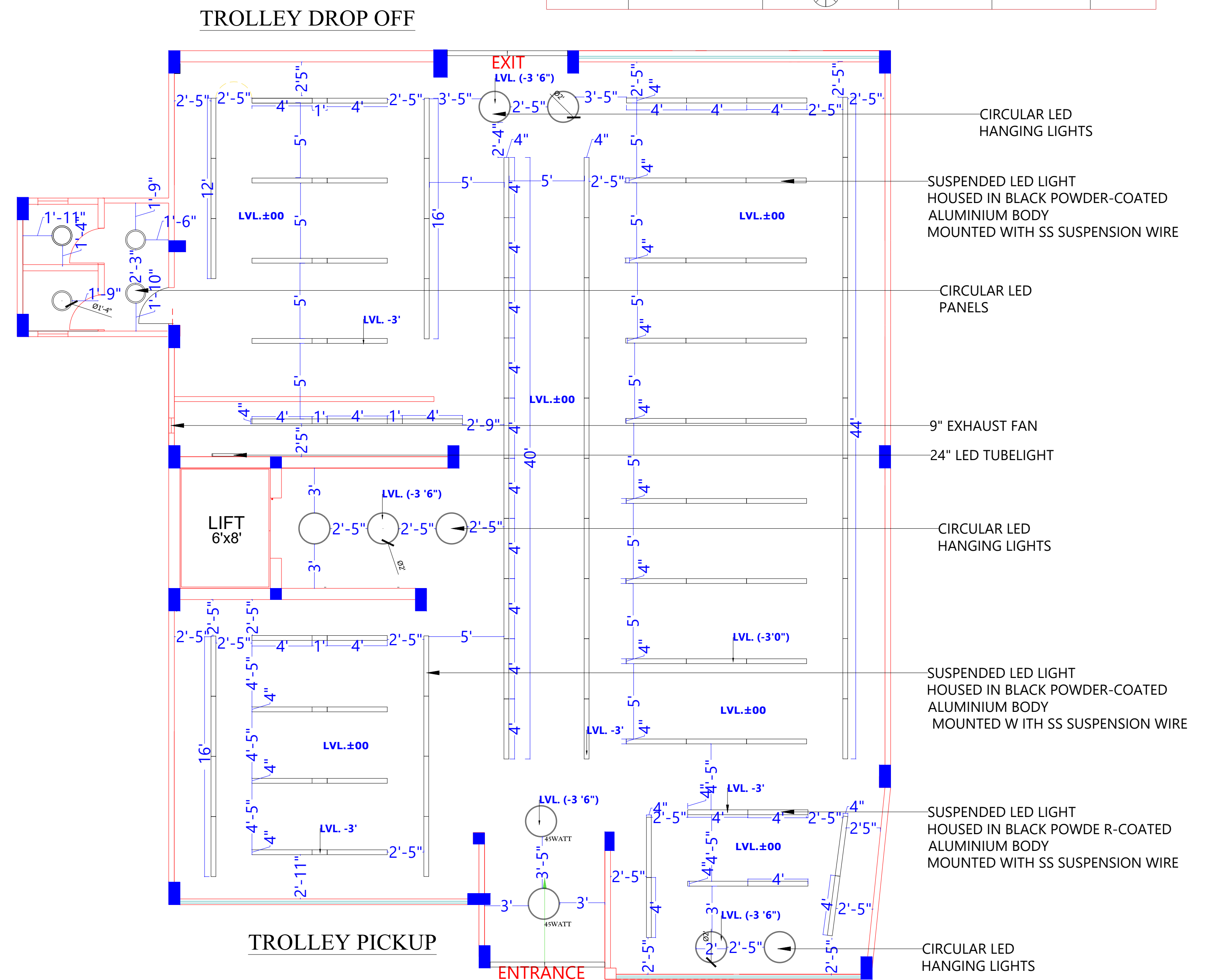
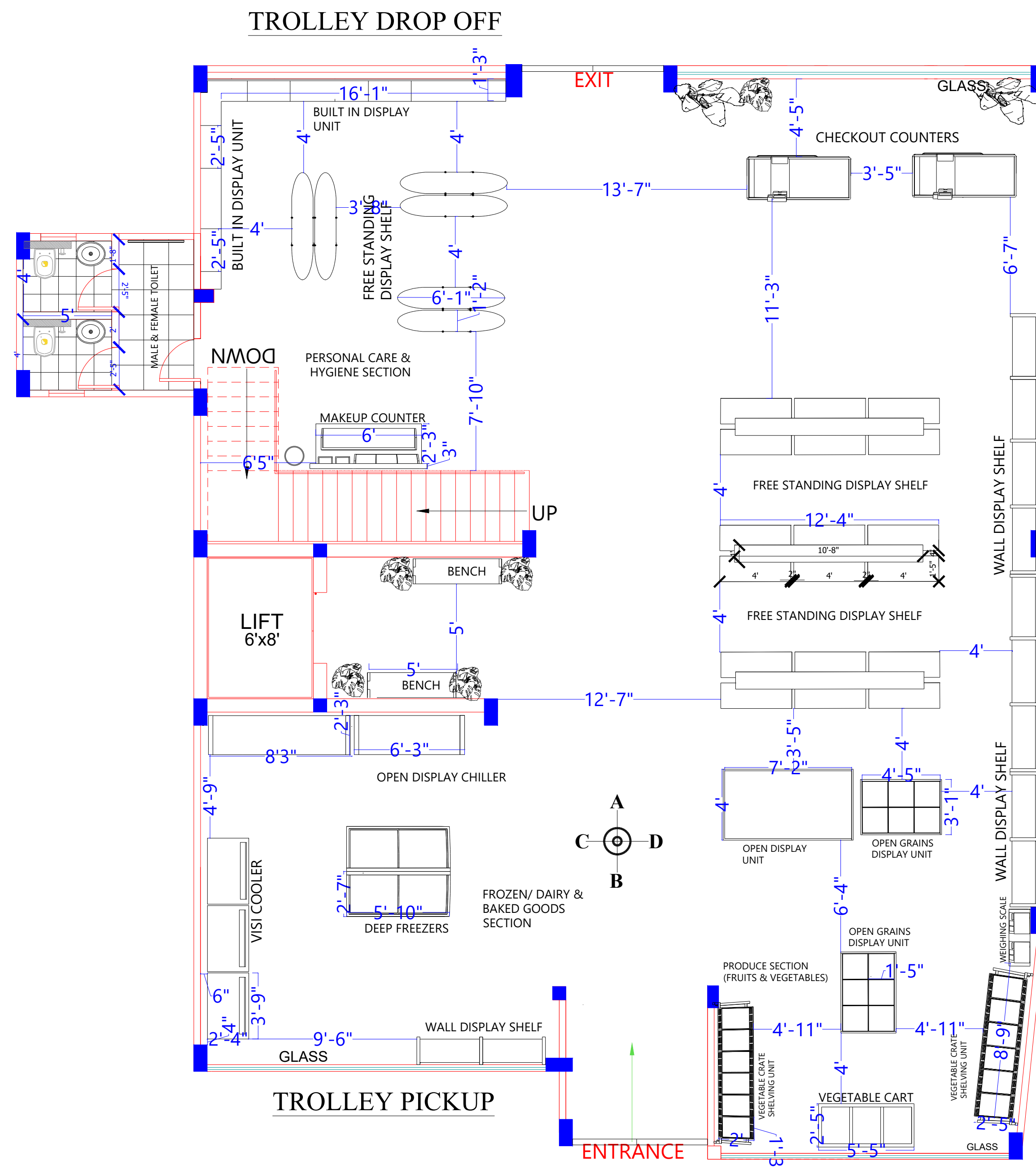
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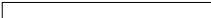


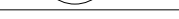

**DEALT BY:-**  
**SARA ARIF (B.I.D.)**

**GUIDED BY:-**  
**AR. ANIKTA GUPTA**

**NORTH:-**  
  
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**N.T.S.**  
**DATE:-**  
**PAGE:-**





CODE	DESCRIPTION	SYMBOL	HEIGHT	MOUNTING	QUANTITY
L-01	4' SUSPENDED LINEAR LED LIGHTS		12' FFL	SUSPENDED	AS PER LAYOUT
L-02	24" CIRCULAR SUSPENDED PENDANT		11' 6" FFL	SUSPENDED	6 Nos.
L-03	16" ROUND LED PANEL		10' FFL	CEILING	4 Nos.
L-04	24" LED TUBELIGHT		6'6" FFL	WALL	1 Nos.
F-01	9" EXHAUST FAN		6' FFL	WALL	1 Nos.

### PROJECT:-

## URBAN CRATE: SUPERMARKET

**DRAWING TITLE:-**

## PLAN

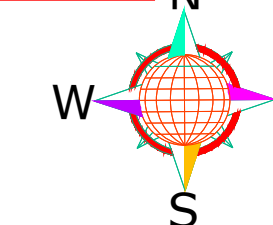
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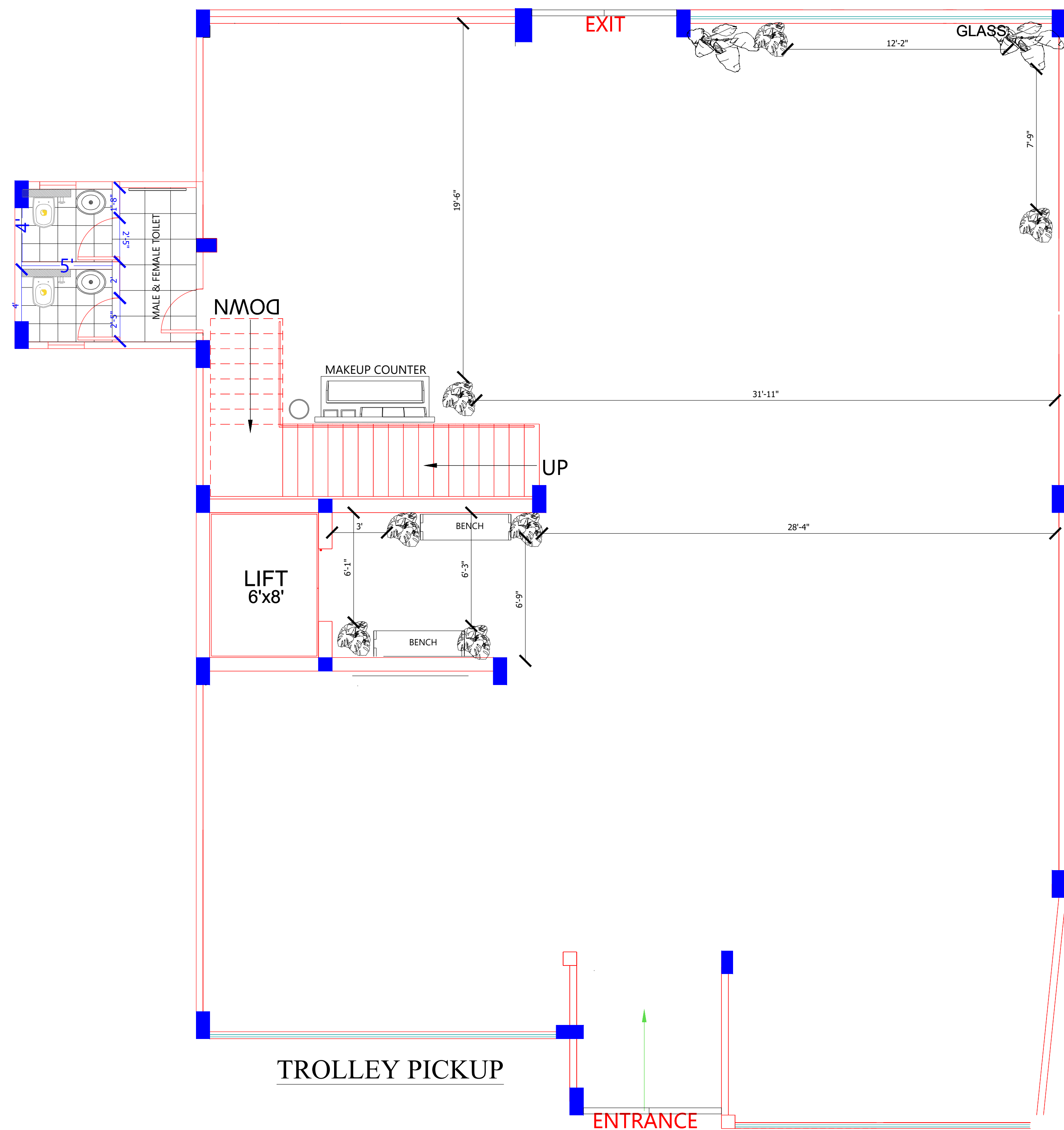
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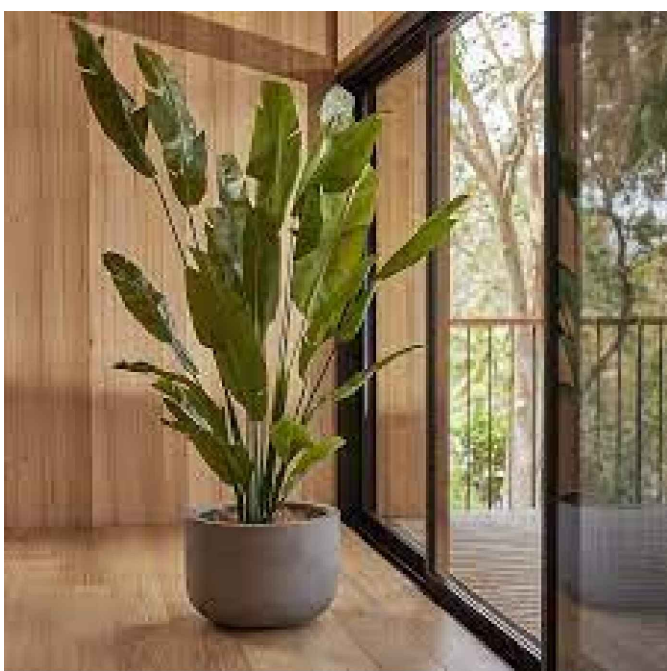




**The Swiss cheese plant** (*Monstera deliciosa*) is a popular indoor plant, recognized for its distinctively perforated leaves, which resemble Swiss cheese. Native to tropical rainforests of Central and South America, it thrives in bright, indirect light and a humid environment, making it suitable for indoor spaces such as homes, offices, and supermarkets. Due to its low-maintenance nature, it is often sold commercially as a decorative houseplant. However, despite its aesthetic appeal, it is toxic to pets if ingested. With proper care, including regular watering and support for its climbing growth, this plant can flourish indoors, adding a lush, tropical ambiance to its surroundings.



**The banana plant** belongs to the *Musa* genus, which includes around 80 species of large, herbaceous plants. Despite their tree-like appearance, banana plants lack woody stems and instead grow from a pseudostem formed by tightly packed leaf bases. Native to tropical regions, they thrive in warm, humid environments and are cultivated worldwide for their nutritional and economic value. The fruit, rich in carbohydrates, fiber, potassium, and vitamins, is a staple food in many cultures. Additionally, some species are grown for fiber production, used in textiles and paper-making. With proper care, banana plants can flourish indoors or in controlled environments, making them a versatile addition to both commercial and decorative settings.



INDOOR PLANTSCAPE

**PROJECT:-**

**URBAN CRATE:  
SUPERMARKET**

**DRAWING TITLE:-**

**ELECTIVE  
(INDOOR  
PLANTSCAPE)**

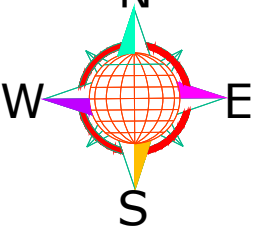
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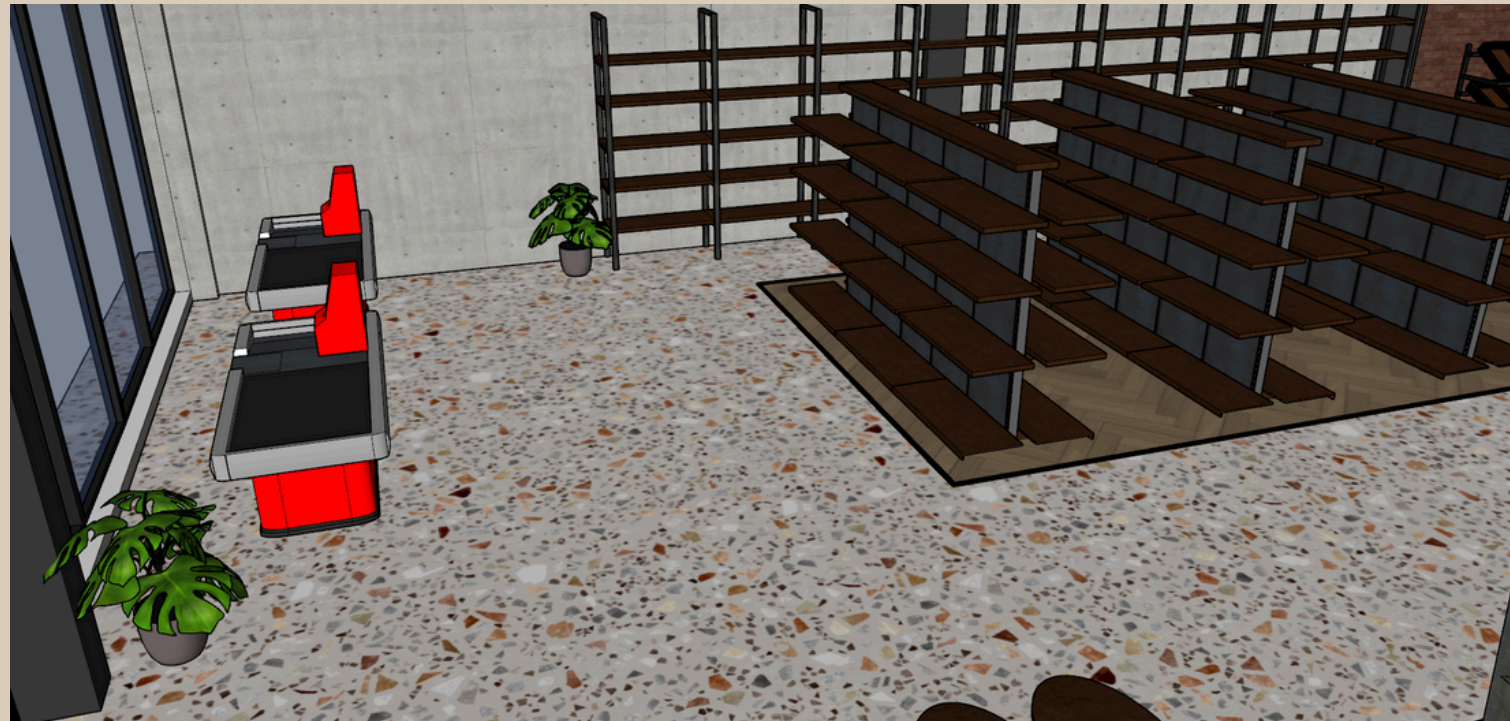
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# RUSTIC INDUSTRIAL SUPERMARKET - A FUSION OF RAW STRUCTURE & WARMTH



**CHECKOUT COUNTER**



**BEAUTY & PERSONAL CARE**



**GROCERY**



**BEAUTY & PERSONAL CARE**





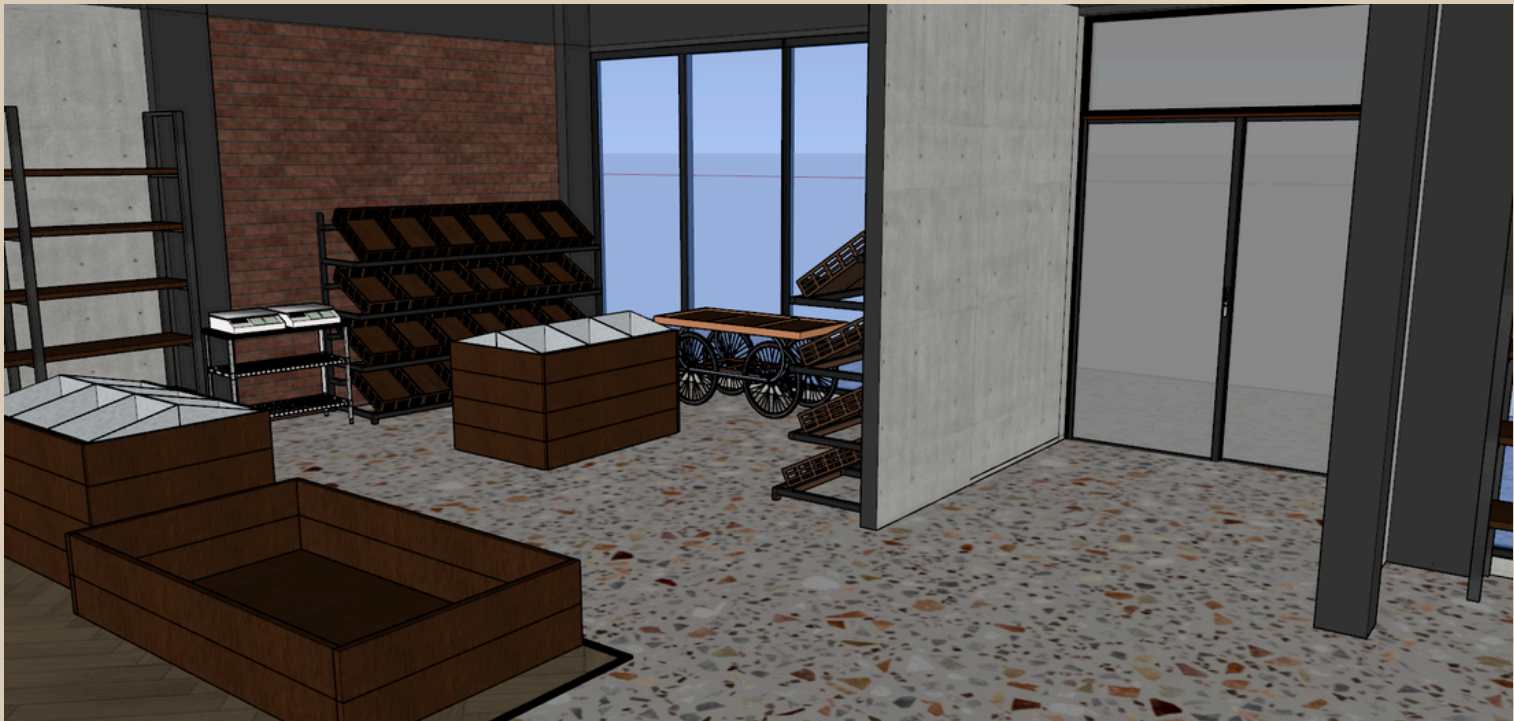
**RUSTIC INDUSTRIAL SUPERMARKET - A FUSION OF RAW STRUCTURE & WARMTH**



**GROCERY**



**DAIRY & FROZEN FOODS**



**ENTRANCE & PRODUCE**



**ENTRANCE & PRODUCE**

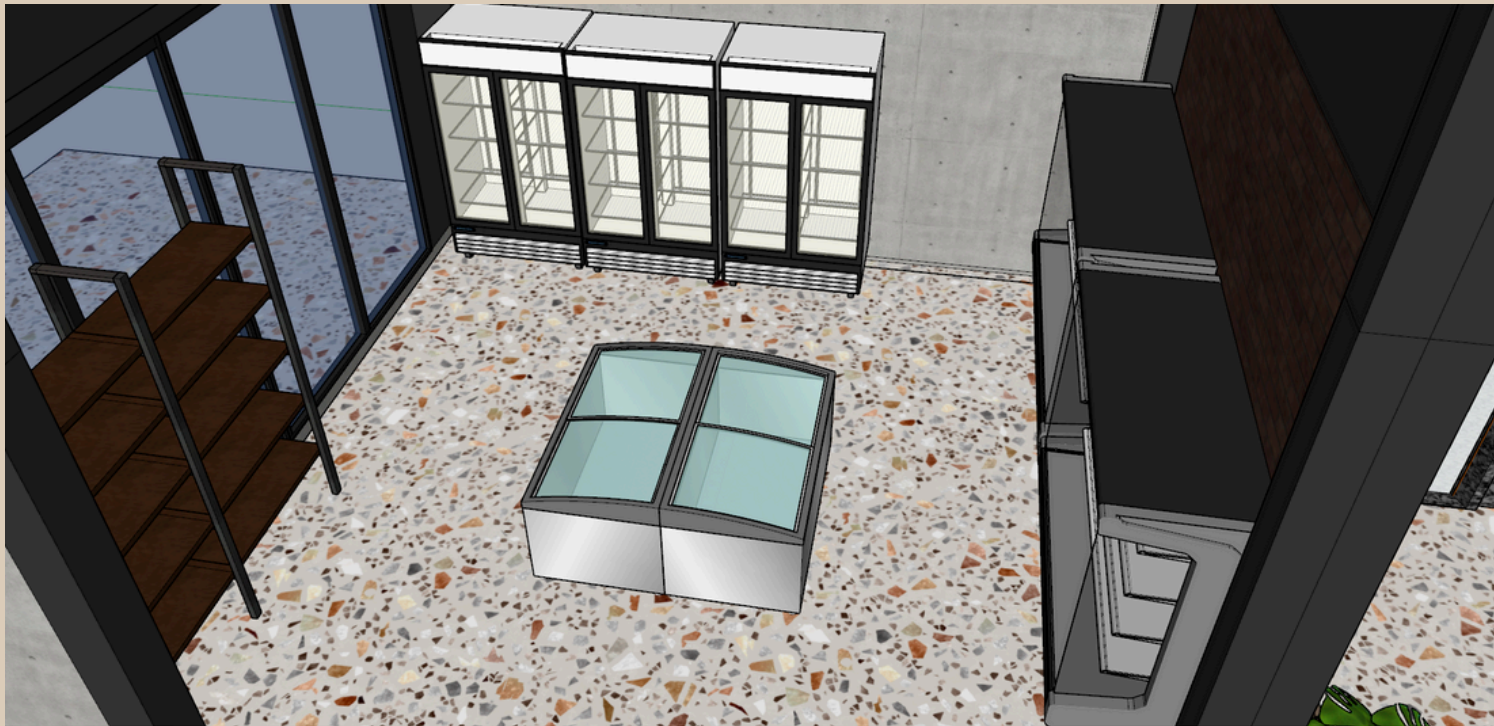




RUSTIC INDUSTRIAL SUPERMARKET - A FUSION OF RAW STRUCTURE & WARMTH



LIFT & STAIRS



DAIRY & FROZEN FOODS



TOP VIEW

