

ARCHITECTURE • INTERIOR DESIGN • LANDSCAPING • M.E.P. SYSTEMS

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SEAB

SOUTHEAST ASIA BUILDING

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Commercial Architecture

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Playgrounds & Landscaping • Interview with Property Developers
on Current Issues

ON THE COVER: G Hotel Kelawai / George Town, Malaysia

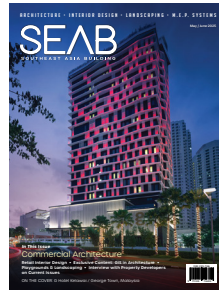
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Vita Moderna, Mumbai

NAME OF PROJECT: Vita Moderna

TPOLOGY: Retail

LOCATION: Lower Parel, Mumbai

NAME OF CLIENT: Pritesh Modi & Akshay Adalrao

NAME OF CLIENT'S FIRM: VITA MODERNA

CONTACT PERSON: Pritesh Modi

PROJECT BUDGET: 5 crores

PRINCIPAL DESIGNER: Rahul Mistri

DESIGN TEAM: Rakesh Sharma, Parth soni, Vinayak Bochageri, Nakul Saroj

SITE AREA: 8000 sqft

TOTAL BUILT-UP AREA: 10000 sqft

START DATE: June 2023

COMPLETION DATE: Jan 2024

PHOTOGRAPHER & VIDEOGRAPHER: Terrace

INTERIOR STYLIST: Anju Mukhi Mistri

Vita Moderna is a luxurious showroom crafted as an experiential retail space, embodying the essence of global brands. A canvas for brand narratives, the project collates various design elements while offering an immersive sensory journey to elevate the user experience. The area evokes a timeless aesthetic by embracing a duality of styles.



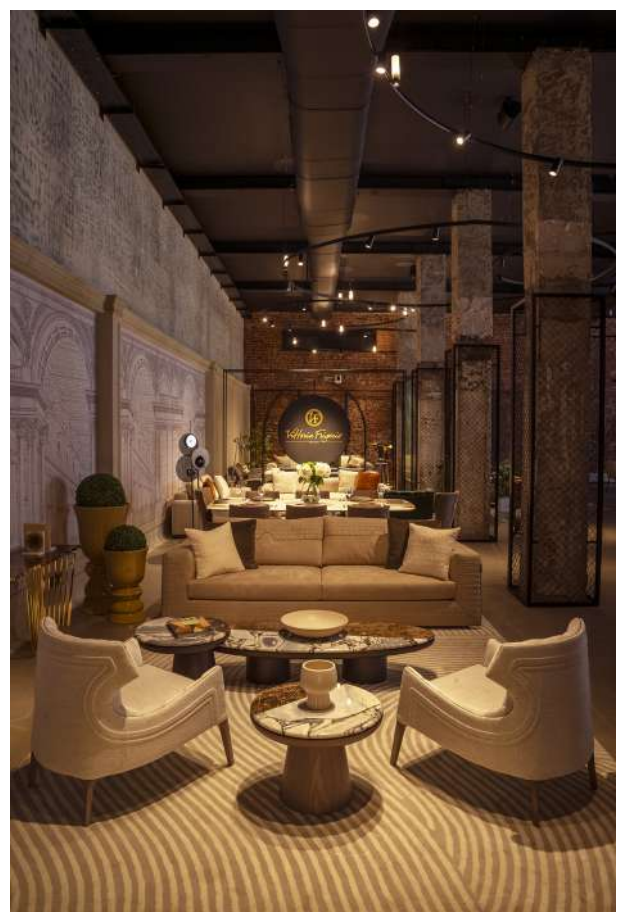


The design of Vita Moderna recreates the versatility, panache, and aesthetic of Milan's Brera District amidst Mumbai's bustling urban landscape. Nestled in the old Raghuvanshi Mills industrial estate, Vita Moderna's design breathes new life into its industrial shell, specifically tailored to the tastes of European luxury and accommodating luxury brands seamlessly.

By embracing the dynamic beauty of raw materials, Vita Moderna transforms its desolate building by embracing the dynamic beauty of raw materials, enhancing the building's original character using mindfully employed additive measures, and turning imperfections into design assets.

The existing load-bearing structure is a tapestry of exposed brick walls, weathered columns, and aged metal windows. Deteriorated elements have been transformed into captivating focal points through careful restoration techniques and interventions by adding metal mesh to patches of run-down walls or caging the columns. The run-down ceiling that demanded restoration is now strategically exposed and integrated with modern services for functionality, enhancing the industrial character of the space.

To further embrace the duality of the styles and foster a sense of spaciousness, the openings have been experimented on. As the 3-foot-thick existing wall could not be touched, the opening height is restricted to its original 11 feet. In creating an illusion of verticality, European arches have been added to the windows that



resonate with the architecture of Milan's luxurious retail district.

The industrial elements complement the space by offering a sense of rawness and authenticity, adding warmth to the overall ambience. A faceted black metal geometry box was been inserted into this 24-foot-high 8,000-square-foot industrial area to create harmony and visual stimulation. Finished in warm wood tones, the monochromatic lounge space offers a retreat within the expansive industrial setting, adding a touch of contemporary elegance to the overall interior ambience.

The custom-made, bespoke lighting system creates a precisely controlled environment where illumination serves a dual purpose—achieving optimal product visibility while fostering a welcoming ambience.

Through a detailed planning process, the resulting comprehensive lighting scheme recognised the need for large-diameter rings to achieve the desired effect. By seamlessly fusing creativity and functionality, a special lighting system designed by Delta Light called the Superloop—a 5-metre-wide lighting ring. The 14 Superloop lighting rings are strategically installed at various heights, with magnetic wireless rings and unique

suspensions, allowing effortless adjustments according to the ephemeral placement of furniture and products.

This custom lighting installation boasts a unique combination of spot, diffused, and aperture lighting, mindfully crafted to create an ambience that highlights products while simultaneously setting the scene. In the era of automated technology, this bespoke lighting seamlessly integrates with the Delta Lighting app, providing a comprehensive smart lighting experience without requiring third-party integrations.

With the narratives of materials and unique voices of the brands it hosts, this heritage structure is a canvas for storytelling. To emphasise the brand narrative, the retail experience of Vita Moderna is elevated by incorporating the essence of each brand into the design.

Bespoke setups showcase high-end products from prestigious furniture brands such as Flexform, Elie Saab, Vittoria Frigerio, and Alberta. Renowned lighting brands like Luce Plan and Delta Light, along with Italian wall-covering brands such as Glamora and Oikos, are prominently featured. Elie Saab depicts its haute couture brand, adding a touch of opulence to the space.

To further elevate the atmosphere, over 100 different





types of European artefacts and accessories have been sourced and showcased in exquisite finishes. Planters have been introduced to blend greenery seamlessly with contemporary design elements, thus creating a harmonious ambience.

Completed within eight months—four months dedicated to restoration, followed by four months focused on its evolving potential—Vita Moderna is revitalised for a dynamic future. With sustainability being the underlying essence, conscious choices like water-based products ensured minimal environmental impact, and tactful insulation within the black-painted ceiling boosted energy efficiency. By prioritising quality and balanced costs, the result is a versatile, relevant, and constantly evolving environment.

Beyond aesthetics, this project exemplifies a commitment to thoughtful planning and enduring design. As a result, a space juxtaposing history with modern functionality was created, complementing the showcased products, ensuring a truly remarkable experience.