

# INTERIOR ARCHITECTURE

<sup>1</sup>Hrushikesh S. Kittad, <sup>2</sup>Shankar B. Banerjee

<sup>1</sup>Architect, <sup>2</sup>Asst. Professor

<sup>2</sup>Project and construction management, MIT-ADT University  
, Pune, India

**Abstract :** This study and case study has been undertaken to know what does interior architecture mean and what is the actual difference between interior designing and interior architecture. The case study lets us know that how interior works are carried out at organization level and how the projects are managed.

**Interior Architecture** is the design of a space which is created by structural boundaries and is related to the human interaction within these boundaries. It can be the initial planning and further can be redesign to amend change, or can be significantly revised design for adaptive reuse of the building shell. The latter is often part of sustainable architecture practices, conserving resources through "recycling" a structure by adaptive redesign. Generally referred to spatial art of environmental design, form and practice, Interior Architecture is the process through which the Interiors of buildings are designed, concerned with all aspects of the human uses and of structural spaces. Interior Architecture is the design of an interior part of the structure in architectural terms.

Interior Architecture may refer to:

- I. The art and science of designing and erecting building interiors as a licensed architect and related physical features.
- II. The practice of an interior architect, where architecture means to offer or render professional services in connection with the design and construction of a building's interior that has as its principal purpose human occupancy or use.
- III. A general term to describe building interiors and related physical features.
- IV. A style or method of design and construction of building interiors and related physical features.

Interior architecture combines the study and practice of Interior design with Architecture. It explores how the interiors of buildings such as Space planning, Finishes, Lighting Effects, Comfortability etc. are inhabited, utilized and experienced. The subject also explores how interiors of buildings can be changed to meet different needs and to express different functions. (E.g. from a station multi-storied car park to a modern office block). Interest in Interior Architecture has grown rapidly in recent years. New materials, technologies and techniques are giving Interior Architects exciting new ways and exposer.

**Interior design** is the art or process of designing the interior, often including the exterior, of a room or building. An Interior Designer coordinates and communicates with Owner and Stakeholders during Design and Planning of the Project. Project Management may include in the scope as per organizational needs.

Interior design is the process of shaping the experience of interior space, through the manipulation of spatial volume as well as surface treatment. Interior designer implies that there is more of an emphasis on planning, functional design and the effective use of space, as compared to interior decorating. An interior designer can undertake projects that include arranging the basic layout of spaces within a building as well as projects that require an understanding of technical issues such as window and door positioning, acoustics, and lighting. Although an interior designer may create the layout of a space, they may not alter load-bearing walls without having their designs stamped for approval by a structural engineer. Interior designers often work directly with architects, engineers and contractors.

Interior designers must be highly skilled in order to create interior environments that are functional, safe, and adhere to building codes, regulations, and ADA requirements. They go beyond the selection of color palettes and furnishings and apply their knowledge to the development of construction documents, occupancy loads, healthcare regulations, and sustainable design principles, as well as the management and coordination of professional services including mechanical, electrical, plumbing, and life safety – all to ensure that people can work, live, and learn in an innocuous environment that is also aesthetically pleasing.

An interior designer may wish to specialize in a particular type of interior design in order to develop technical knowledge specific to that area. Types of interior design include residential design, commercial design, hospitality design, healthcare design, universal design, exhibition design, furniture design and spatial branding. The profession of interior design is relatively new, constantly evolving, and often confusing to the public. It is a creative profession that is consistently changing and evolving. It is not an artistic pursuit and relies on research from many fields to provide a well-trained understanding of how people are influenced by their environments.

## CASE STUDY

The ALDO Group is a private Canadian corporation that owns and operates a worldwide chain of shoe and accessory stores. The company was founded by Aldo Bensadoun in Montreal, Quebec, in 1972, where its corporate headquarters remain today. It has grown to become a worldwide corporation, with nearly 2,000 stores under three retail banners: ALDO, Call It Spring/Spring and GLOBO. Stores in Canada, the US, the U.K., and Ireland are owned by the Group, while international stores are franchised. In 1978, the first free standing store opened in Montreal (Canada). Today Aldo is the leading Foot ware retailer.



### **ALDO – DUBAI FESTIVAL CITY**

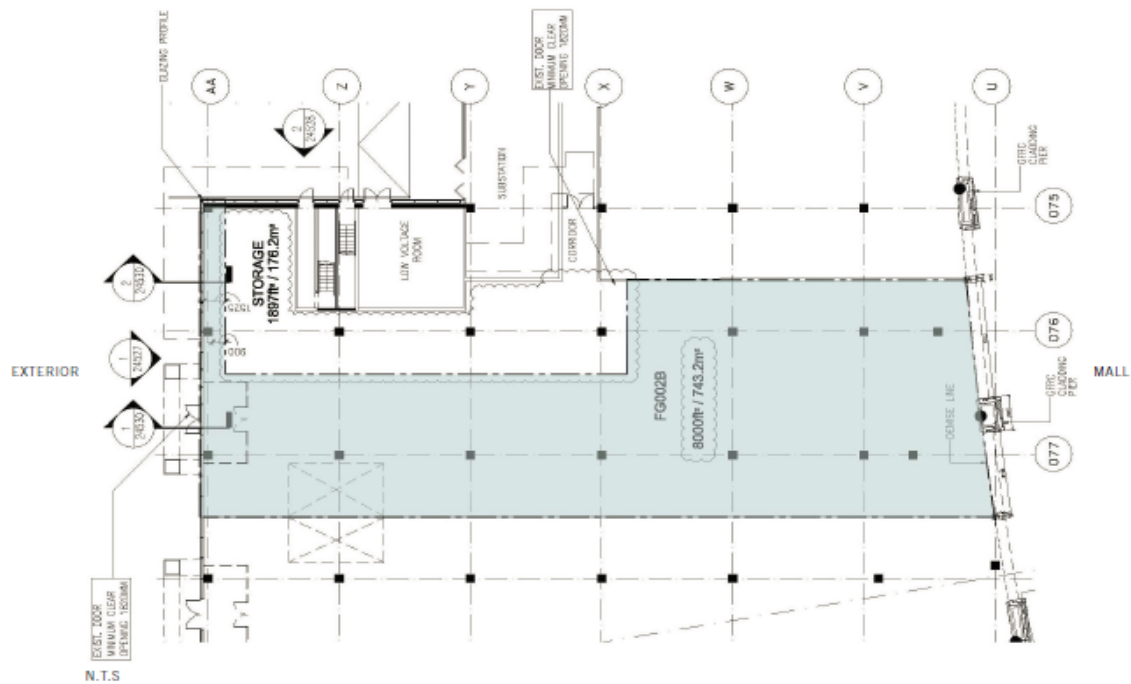
Location: Dubai Festival City. U.A.E.

Project by: ALDO GROUP INTERNATIONAL.



Aldo's biggest store in the world is in Dubai Festival City. It is established in Aug. 2016 with an area about 8000 Sq.ft

Aldo Group International has their own Design Dept. Designers has passed though many difficulties during design of this store due to abnormal shape and many structural columns which exist.



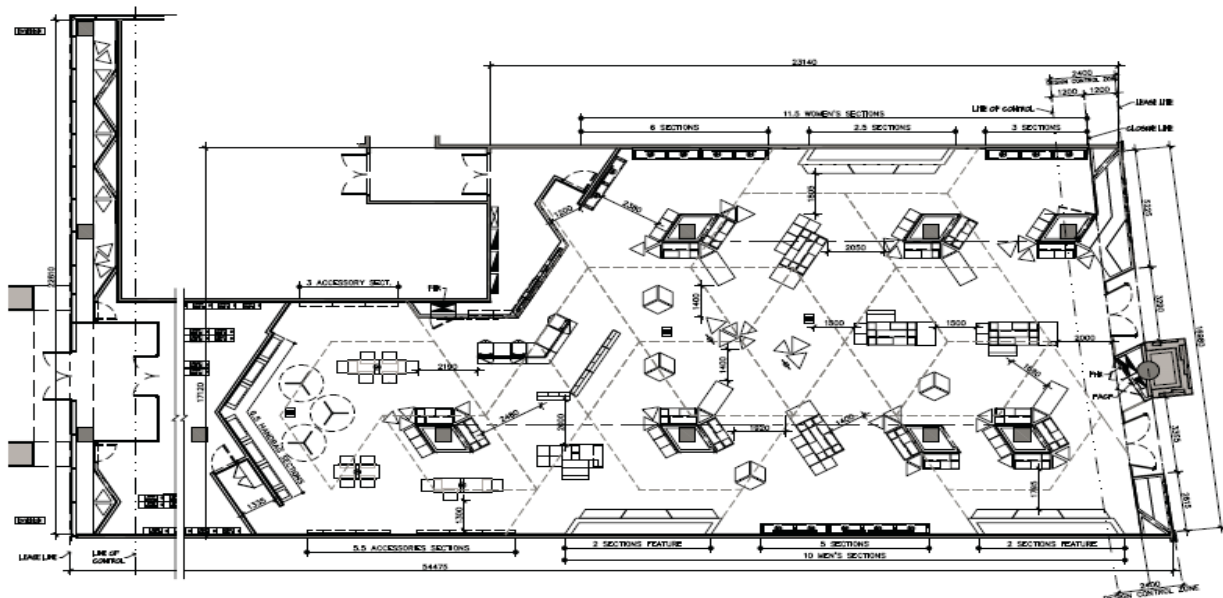
Ceiling is designed in a Geometrical levels to form a Three Dimensional such a way that it goes with the same customers to reach to the desired chosen by Aldo Designers welcomes Design of the Ceiling, Shop Front, Harmony of the Brand Concept.

Aldo designers finally brought this Columns which were biggest wooden cladding, Birdie Shelf for installed as an advertising media. and videos which attracts customers



Jacquard pattern and with different effect. Flooring also is designed in Concept of Ceiling and guides the zone of the products. All finishes the customers and invites them. Flooring and Furniture etc. goes with

concept in truth after great efforts. obstruction were treated with a nice display of products. LED Screens are LED displays very attractive images and enhances beauty of the store.

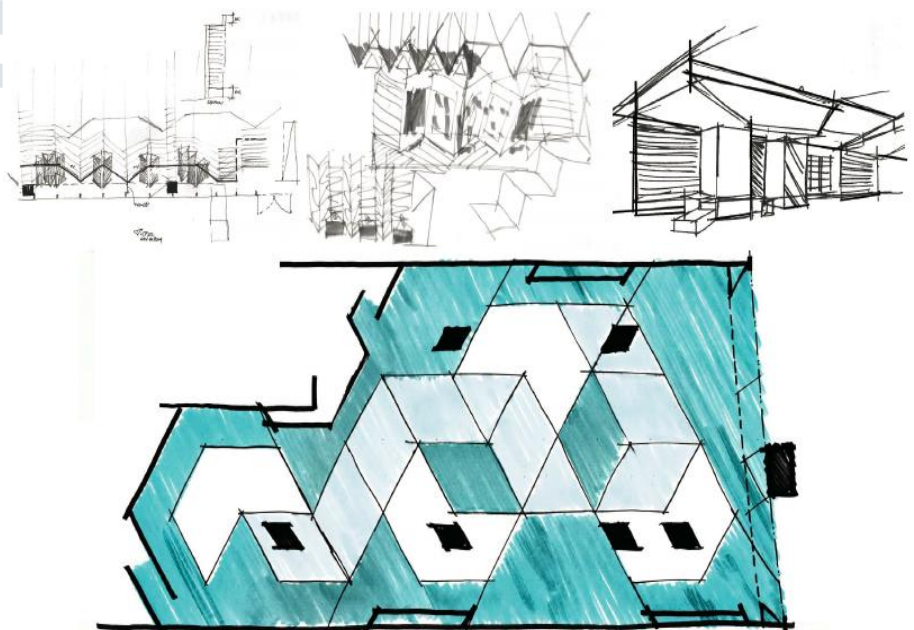






Led Screens at the Back of the Cash Desk in a Video Wall Concept are proposed which again attract people to visit the store.

Lighting arrangement has played an important role in the Interior Designing. The lighting fixture used in this showroom are of Ilmas Brand (Made in Italy ) and the electricity is supplied by Local Electricity and Water Authority of Dubai. (Abu Dhabi Distribution Centre).



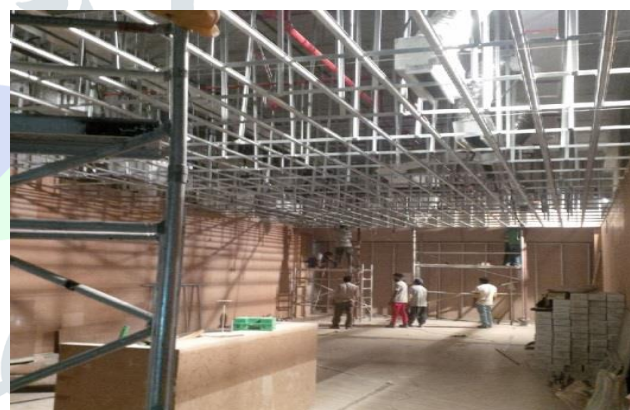
Fire Rated Gypsum boards, GI Track and Stud channels, Back painted glass, Wooden flooring, Clear glass, Melamine MDF and Powder Coated metals are used in the entire Fit Out of the store..

Apart from the display area, the showroom also has stock room cum staff room, which becomes convenient for the sales team. Now days in U.S. Europe, Middle East, Africa, Asia and Australia, Designer not only has to follow the Design Guide Lines set by the Local Municipal authorities but also has to think about Safety of the people. Local Civil Defense Authorities Rules and Regulations are mandatory to follow along with the Design Guideline set by the Mall. Proper Fire Fighting and Fire Alarm system has to be designed with a Fire Evacuation Plan which is reviewed and approved by Local Civil Defense authorities. Other safety measures like Motion Sensors, CCTV etc. are applied for an additional safety of the stores.

Construction was started after complete Demolition of the old store. Bed Concrete ( Screed Work ) for flooring was done in the beginning and Civil Work ( Partition, Ceiling and Shop Front ) and MEP ( Fire Fighting, Fire Alarm and Air Conditioning ) work was followed then.







**Conclusion:** - we thank project manager Sanjay S. Kittad for helping us in case study of the project and sharing appreciable knowledge and information with us. This case study gives us an idea about the way in which the work is carried in U.A.E based organization.