

VM-RD

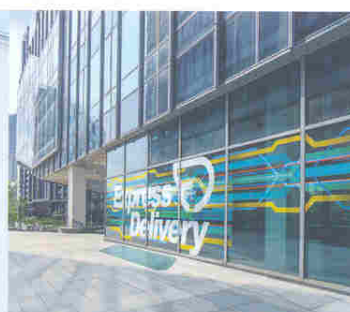
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Visual Merchandising & Retail Design

THE WORLD'S LEADING BRANDS PRINT THEIR IN-STORE MATERIALS ON ROLAND DG PRINTERS

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Festive Sparkle

Embracing the festival of lights - Diwali, the country's leading malls revealed fantastic theme-based decor and installations this year that added to the shopper's festive mood. VM&RD brings you some inspirational decor themes spotted across India.



UB City, Bangalore

The Diwali decoration at The Collection, UB City this year followed the core interpretation of the festival, which drives the message of good over evil and moving from darkness to light. Keeping with the mall sensibilities, to deliver the feeling of sheer class, the Diwali decor done by Floradelic took the unusual route, away from the overdone fairy lights. They used low watt clear incandescent bulbs in simple sequence to deliver the opulence felt when you walk through the "doorways of light". Few of the brands present in the mall, created eye-catching in-mall installations that literally brought their merchandise into the spotlight.



Phoenix Marketcity, Mumbai

Phoenix Marketcity Mumbai had three main installations for its Diwali décor which was inspired by the ancient elements of the festival – The Kalash, The Lotus and The Wave. The Kalash is what holds the Elixir of Life, that which births wisdom and immortality, that which begets all things good and holy. The Lotus - a symbol of beauty and purity depicting the Goddess of Wealth. The Wave embodies the light – the destroyer of darkness, the slayer of evil and the inherent nature of our being. The mall celebrates this glorious nature of light with delicate rangolis, home cooked sweets and savouries and earthen diyas laden with ghee.



Pacific Mall, Delhi

This Diwali the guests at the Pacific Mall, Delhi had a "Mayura Darshan". The theme of peacock representing kindness, benevolence, compassion, wealth, good luck, fame and prosperity was carried in Mall entry, main focal point in the middle of the mall and in the hanging decorations. As per Hindu mythology, the "Mayura" is a majestic bird and is believed to bring wealth and prosperity into one's life. Executing the decoration Delhi-based PPZ's team said, "It was a very time-consuming decoration that we put up for the benefit of our shoppers and required approximately 40 workers on the job for 30 days to bring to life. More than 3 lac sequins were used to complete the décor. The PPZ team at Pacific Delhi worked hard with the agency, Karmic events to bring this beautiful concept live to our shoppers."

Swarovski at DLF Mall of India

To welcome the festive season, Swarovski launched its second edition of the Diwali installation, the Swarovski Sparkling Flame, in association with DLF Mall of India. As a free standing art piece, it towers at a staggering 28 feet with a base diameter of 12 feet. The 30,000 multi-faceted crystals render a magnificent gleam to the flame and illuminate a glow that marks the celebration of light.

The Sparkling Flame is a fine cocktail of luminous crystals on a backdrop of hand polished and stained steel plates nestled atop a ginormous pile of Swarovski gift boxes. This is further ensconced by a glittering array of Swarovski gifting options marking the periphery of the installation.

Conceptualised by Mr. Davis, a world renowned artist, the Sparkling Flame sets a benchmark with its unique and contemporary design, showcasing the fusion of Indian heritage and modern art.





Central, Pune

Central, the leading seamless chain of malls from Future Group, recently unveiled a dazzling VM campaign across its stores to celebrate the upcoming Diwali festival this year. VM elements such as lotus petals in motion, dazzling lights and golden reflective surfaces celebrate the festival of lights. Light boxes in geometrical shapes represent the diyas with a modern twist. The installations in Pune Central was done by Munir Art, using materials like MS, Signboard laser cuts and LED lights.



Inorbit Mall, Malad

The thematic décor at Inorbit Mall Malad carefully chose the colours and design for the entrance arch and atrium hangings. Puneet Varma, Associate Vice President, Marketing and Corporate Communications, Inorbit Malls, said, "There are larger than life lights and diyas giving the mall a festive look. Along with the decor, engaging activities with a whole lot of surprises put a smile on faces of the customers." The mall décor has been executed by Surreal while the exterior lighting of the mall has been done by SK Lights.



Viviana Mall

This Diwali, the décor of Viviana Mall was planned keeping in mind Indian traditional aspects and culture related to the festival of lights. A huge entrance was constructed to welcome visitors using LED lights. They planted huge coloured LED balls to make it more glittering, also giving it a 3D effect. At every entry point of the mall, huge lamps were mounted giving it an ethnic touch. Inside the mall, colourful eco-friendly lanterns were hung and special chandelier was placed to give it a classy look.