



**In the words of wisdom;  
“Know Yourself”**

**For reality is always our  
experience of ourself.**

**All that we see, touch, taste,  
hear, or smell**

**are perceptions in our mind  
to believe, or dispell.**

**Therefore, our reality is  
created by us.**

**Heaven or hell,  
which will it be?**

a visit to...

# **GOPALAN MALL**

MYSORE ROAD, BANGALORE



Our day began with excitement, it was our first “outing” as a class, study or no-study, the thrill of travelling together, gossiping and cross checking lists of things to carry, the preparation usually is more exciting and fun than the trip itself.

After an hours drive, we reached GOPALAN MALL, What greets us there was this huge red building, it looked like they only rents stores to people who were RED themselves - Mc Donalds, CCD, Pizza Hut etc. it seemed to say- “If you are not RED you are not welcome to Gopalan Mall”. With all the red around, the obvious colour for signage was green - so right in front of us. On the ground floor was this green foam board with white typo, ALL CAPS for extra emphasis, about 4 feet above eye level!, telling us where the car park was. The ground floor had cosmetics, apparel, toys and furniture. The signages here were white with black typo on them, in small caps though. That’s when we realised the pattern, all the category and direction sign boards were black on white and all the utility sign boards were white on green. Because it was sale season, we saw a lot of sale and discount banners. The first thing we noticed were words like FREE! SALE! OFF! And BUY 1 GET 1. They were on the temporary sign boards, these were printed in the mall itself, they were A4 size and had a fixed template, but we did notice that the fonts were different on quite a few.



Moving on, the first floor had home accessories, groceries, vegetables and electronic devices. The lay out of the floor was same as the ground floor, what was different here were the utility signages (red and yellow). They were in the same colour as the TOTAL group logo (which, by the way, looks like a lollipop!) And the other signboards were colour coded according to the category, home utensils were dark blue, fresh vegetables were green, spices were brown and electronic were gray. The first floor was more crowded than the ground floor, this was because all the daily utilities were here. The cast counters were on this floor as well. They were distinctly placed and were quite a few in number. The first floor had its exit next to the entrance of Mc Donalds and hence rest is history! ( in our defence, it wad 2 p.m. and we were hungry!)



It began as a outing but at the end of it all, it was a very good retail experience. It is very easy to design something using software but to make it an experience.. We as designers need to experience it ourselves first.

**Harshita S K**