

The visit to Gopalan mall, total mall, was a very good experience in terms of understanding the importance of typography in retail spaces. We started the fulfilled journey at 1.45pm and reached there at 2.30pm. As soon as we arrived we were given a brief on how do we look at the space and what are the important factors to observe in retail space.

At the fascia of the mall the first thing we notice is a big fountain and a high staircase. The building was red in colour thus noticeable from a distance. There was a signage to indicate parking space which was green in colour and the type was in white. Then on moving forward, we notice that there is mc Donalds on left end and café coffee day at the right end. This is because the branding of these spaces is bold attractive and eye catching. On the ground floor they had cosmetics, toys, apparel and furniture. All the sections were divided and subdivided according to the categories. We saw that the space was kind of a store than a mall as the product displays started immediately without any partition or the fascia of the inner store. The signages here were in black and white the background was white with black type on them. This typeface was elegant and decorative rather than bold and visible. On the cash counter table there was a huge logo of total mall. In the interior they have used a particular pattern on walls in repetition. The patterns is some what inspired from the logo. There was sale going on in the mall so we saw a lot of sale free and off signages. They were printed on a a4 colour paper and put up every where. There was no designing involved in making the sale signages. No attention given to the font or style or size. The word sale was in bold everywhere but other words were in different in many places. On moving forward we saw there are staircases on either sides and escalators on left. There was a section towards the end of the floor which had a different designing style. The women section had paisley and peacock motifs on walls and display units. They used brown a lot. In the lingerie section a lot of pink was used thus the whole space was highlighted. The signage here was with a feminine font. Each display unit had a printout attached to inform about the MRP and discount price.

On the first floor, there was a different look to the space. The categories here were, food, home, groceries and electronic device. Here the signages were in red and yellow which is the colour combination of total mall logo. The construction looked unfinished as the ceiling was half painted and the pipes and all wires were seen. This didn't help to the design of the space. Also, the racks on which the product were displayed were very tall. Thus we were unable to find the desired sections. But there were signages high above us. The lighting in the vegetables and fruit area was different from the rest of the area. Then we went to the second floor which was empty in the centre and with few shops around the sides. On the third floor there was a food court with a large sitting area. Here the branding of each outlet was bold attractive and well lighted. And with this we ended our journey of the mall.