

THESIS REPORT
ON
CAR SHOWROOM (MARUTI SUZUKI),
LUCKNOW
A THESIS SUBMITTED IN PARTIAL
FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF:

BACHELOR OF INTERIOR DESIGN
BY

(VRIDDHI AGARWAL)

(ROLL NO. 1200107016)

THESIS GUIDE

**(AR. VARSHA
VERMA)**

SESSION 2023-24



TO THE
SCHOOL OF ARCHITECTURE
AND PLANNING
BABU BANARASI DAS
UNIVERSITY LUCKNOW.

**SCHOOL OF ARCHITECTURE AND PLANNING
BABU BANARASI DAS UNIVERSITY, LUCKNOW (U.P.).**

CERTIFICATE

I here by recommend that the thesis entitled “**INTERIOR OF CAR SHOWROOM(MARUTI SUZUKI), LUCKNOW** prepared by **MRS. VRIDDHI AGARWAL** Roll NO. **1200107016** under my supervision, is the bonafide work of the student and can be accepted as a partial fulfillment of the requirement for the degree of Bachelor’s Degree in Interior Design, School of Architecture BBDU, Lucknow.

THESIS GUIDE

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Accepted Not

Accepted

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Certificate of thesis submission for evaluation

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3. Thesis title: INTERIOR OF CAR SHOWROOM (MARUTI SUZUKI),LUCKNOW

4. Degree for which the thesis is submitted: BACHELOR OF INTERIOR DESIGN

5. Faculty of the University to which the thesis is submitted. Yes / No

6. Thesis Preparation Guide was referred to for preparing the thesis. Yes / No

7. Specifications regarding thesis format have been closely followed. Yes / No

8. The contents of the thesis have been organized based on the guidelines. Yes / No

9. The thesis has been prepared without resorting to plagiarism. Yes / No

10. All sources used have been cited appropriately. Yes / No

11. The thesis has not been submitted elsewhere for a degree. Yes / No

12. Submitted 4 spiral bound copies plus one CD. Yes / No

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ACKNOWLEDGEMENT

The journey which started 4 years ago has culminated....as I step into the world a series of people flash in my memory.

To start with. First and foremost gratitude towards almighty GOD for his blessings. Then I would like to thank all my faculty members who have supported and guided me all these memorable 4 years.

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I would further like to show my gratitude to my parents, for their forever support and blessings. Their motivation and support helped me to be more dedicated and inclined towards my goal.

Above all, thanks to my friends for their sincere help throughout, without which this report would not have been in its present shape.

I have put in my best of efforts and worked day and night to make this project a success and hope u too will appreciate my endeavor.

I am also thankful to the persons concerned to my studies for their cooperation and devoting their valuable time for discussing with me.

THANKING YOU

VRIDDHI AGARWAL

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B.B.D. UNIVERSITY, LUCKNOW

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A photograph of a modern car dealership interior. The space is characterized by a polished wooden floor, large glass windows on the right side, and a dark, textured ceiling with recessed lighting. Several cars are displayed, including a white hatchback in the foreground on the left and another white car further down the aisle. The overall atmosphere is clean, bright, and professional.

SYNOPSIS

INTRODUCTION TO CAR SHOWROOM

Interior car designing is a dynamic and multifaceted discipline that plays a crucial role in shaping the user experience within an automobile. As automotive technology advances, the significance of interior design has grown beyond more functionality to encompass aesthetics, comfort, and innovative features. This field involves a meticulous blend of creativity, engineering, and user-centric considerations to create spaces that not only meet the practical needs of drivers and passengers but also reflect the identity and values of the automotive brand.



AIM

The primary aim of interior car designing is to create a functional, aesthetically pleasing, and comfortable interior space within a vehicle. Designers aim to enhance the overall driving experience for both the driver and passengers by carefully planning and executing the interior layout, materials, colors, and features.

OBJECTIVES

- ERGONOMICS
- FUNCTIONALITY
- SAFETY
- BRAND IDENTITY
- INNOVATION
- COMFORT
- CUSTOMIZATION
- ENVIRONMENTAL
- CONSIDERATION

HISTORY AND BACKGROUND

- Early dealerships
(Late 19th century)
- Transition to showroom
(Early 20th century)
- Rise of mass production and branding
(1920s-1950s)
- Globalization and standardization
(1960s-1980s)
- Digital age
(1990s-present)
- Sustainable and eco-friendly showrooms
(21st CENTURY)
- Experience-centric showroom
(Present)



METHODOLOGY

Understanding project

Site analysis

- Selection of site
- Site area and plans
- The climate and surroundings
- Area analysis

Literature study

- Data collection through books, generals, research, virtual study, etc.

Case study

- To study other car showroom with respect to interior.
- To figure out the needed changes keeping the hygiene, comfort and productivity in mind.

Final design

- Designing working sheets, working on planning and interior.
- To proceed using the aspects of car showroom.

Elective

- Ceiling drawing.
- Furniture detail.

View

The background image shows the interior of a modern car showroom. The ceiling is a dark, grid-patterned structure with recessed lighting. The walls are light-colored with large glass windows. Several cars are parked on the polished floor. The text is overlaid in the center in a bold, white, sans-serif font.

SITE ANALYSIS (MARUTI SUZUKI)

INTRODUCTION

A car showroom is a retail space where new and sometimes used vehicles are displayed and sold to customers. It serves as the primary point of contact between car manufacturers or dealers and potential buyers .

SITE OVERVIEW

- In this project I took a site of car showroom located in Bijnor, Lucknow, Uttar Pradesh.
- It includes ground floor and first floor.
- TOTAL AREA: 7611 SQ.FT.
- GROUND FLOOR AREA:1490SQ.FT.
- FIRST FLOOR AREA: 6121SQ.FT.

SITE LOCATION

BIJNOR, LUCKNOW, UTTAR PRADESH.



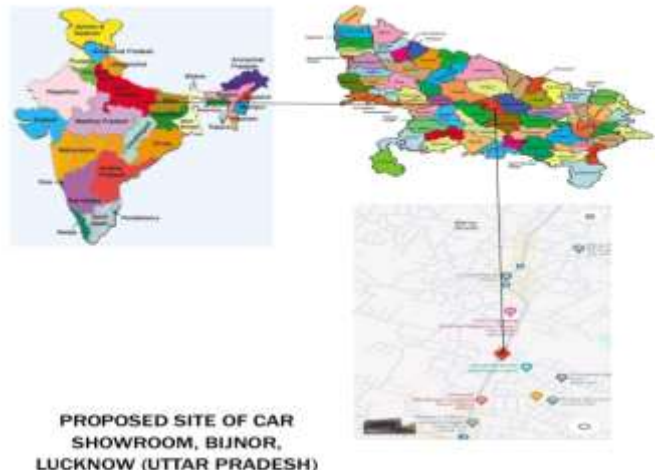
INTRODUCTION TO LUCKNOW

Lucknow , a large city in northern India, is the capital of the state of Uttar Pradesh.

Toward its center is Rumi Darwaza, a Mughal gateway. Nearby, the 18th-century Bara Imambara shrine has a huge arched narrow tunnels with city views from its u Victorian Husainabad Clock Tower was b

LOCATION ADVANTAGES

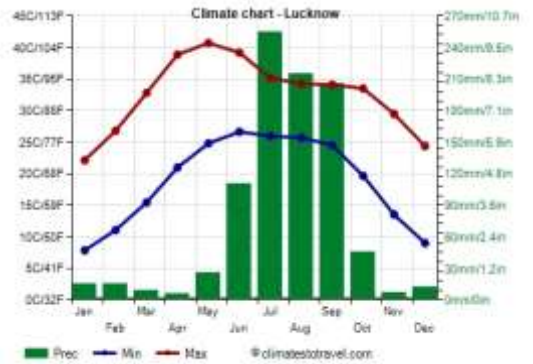
- Chaudhary Charan Singh international airport 9.6km
- Parivartan chowk bus stand 16km
- Bijnor railway station 12 km.
- Shree sheetla mata mandir 11km.
- Jeevan deep hospital mother and child care center 16km.



CLIMATE OF LUCKNOW

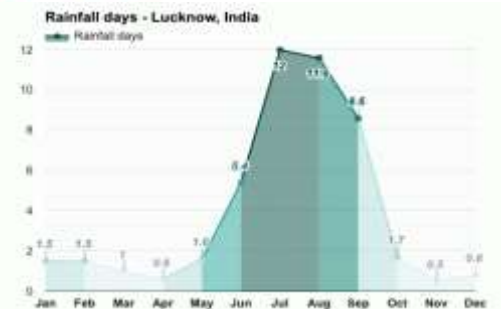
Air Temperature

- The average monthly maximum temperature during the year's hottest. Month may is 41.2 degree Celsius .
- While the average monthly minimum temperature during the year's coldest month January is 8.9 degree Celsius .



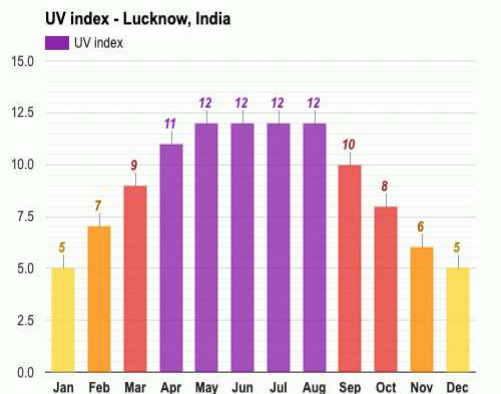
Rainfall

- Rainfall starts with the arrival of the monsoon season in the middle of June.
- Regular rains come up to mid September . The total annual rainfall is 940 mm.



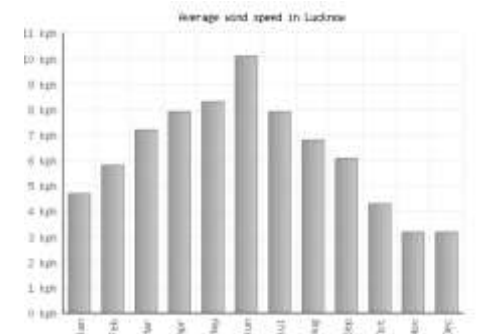
Solar Radiation And Sunshine

The sky is mostly clear throughout the year. The average solar radiation on a horizontal surface in June is 20.2MJ/m² per day. Lucknow experiences 8to 10 hours of sunshine for nine months (from October to June) and 5 to 6 hours during the remaining three months . The sky remains normally overcast during the rainy season.



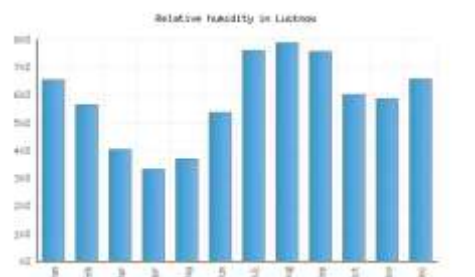
Wind Speed

The average wind speed in Lucknow is 2.6 m/s with the maximum wind speed of around 10 m/s.



Relative Humidity

The relative humidity during the summer can be less than 25 % during the most humid months , the relative humidity is in the range of 78% to 82%, whereas the air temperature is in the range of 32.5 degree Celsius to 34 degree Celsius.



A photograph of a modern car dealership interior. The space is bright and open, with a polished floor reflecting the overhead lights. Several cars are on display, including a white hatchback in the foreground and a white SUV in the distance. Large glass windows line the right side of the showroom, offering a view of the outside. The ceiling features a grid of recessed lighting fixtures. The overall atmosphere is clean and professional.

CASE STUDY

Jeep

UNBELIEVABLE PERFORMANCE
UNBEATABLE THRILL



COMPASS RANGE
STARTS AT
₹20.49 LAKH

COMPASS RANGE
STARTS AT
₹20.49 LAKH

JEEP CAR SHOWROOM

Jeep

LOCATION :

FAIZABAD RD, NEAR ANAND MOTORS, GAHMAR KUNJ, MATIYARI, KAMTA, LUCKNOW, UTTAR PRADESH 226028

AREA: 2400 square feet

INTRODUCTION:

Jeep is a well-known automotive brand that specializes in SUVs and off-road vehicles. Jeep showrooms typically showcase a range of their vehicles, offer test drives, provide information about financing options, and may also have a service center for maintenance and repairs.



CONNECTIVITY:

- 3.5 km away from Awadh bus stand.
- 9.5 km away from Indira Nagar metro station.

INTERIOR APPROACH

- Ensure ample space for displaying vehicles with clear pathways for customers to navigate. Consider zoning areas for different purposes such as vehicle display, customer lounge, sales offices, and service areas.
- This showroom consist of **reception,3 sales office, one customer lounge and one billing area.**

CLIMATE DATA

All year climate & weather averages in Lucknow

- | | |
|-------------------|--------------------|
| • High temp: 40°C | Dew point: 17°C |
| • Low temp: 8°C | WIND: 7KM/H |
| • Mean temp: 25°C | PRESSURE:1008 mbar |
| • Humidity: 65% | Visibility: 4km |





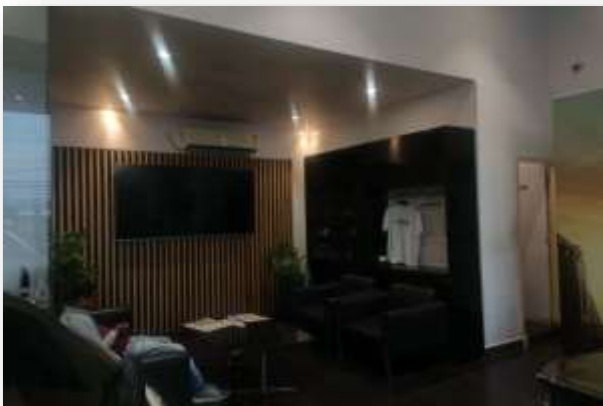
ENTRANCE



RECEPTION



VEHICLE DISPLAY AREA



CUSTOMER LOUNGE

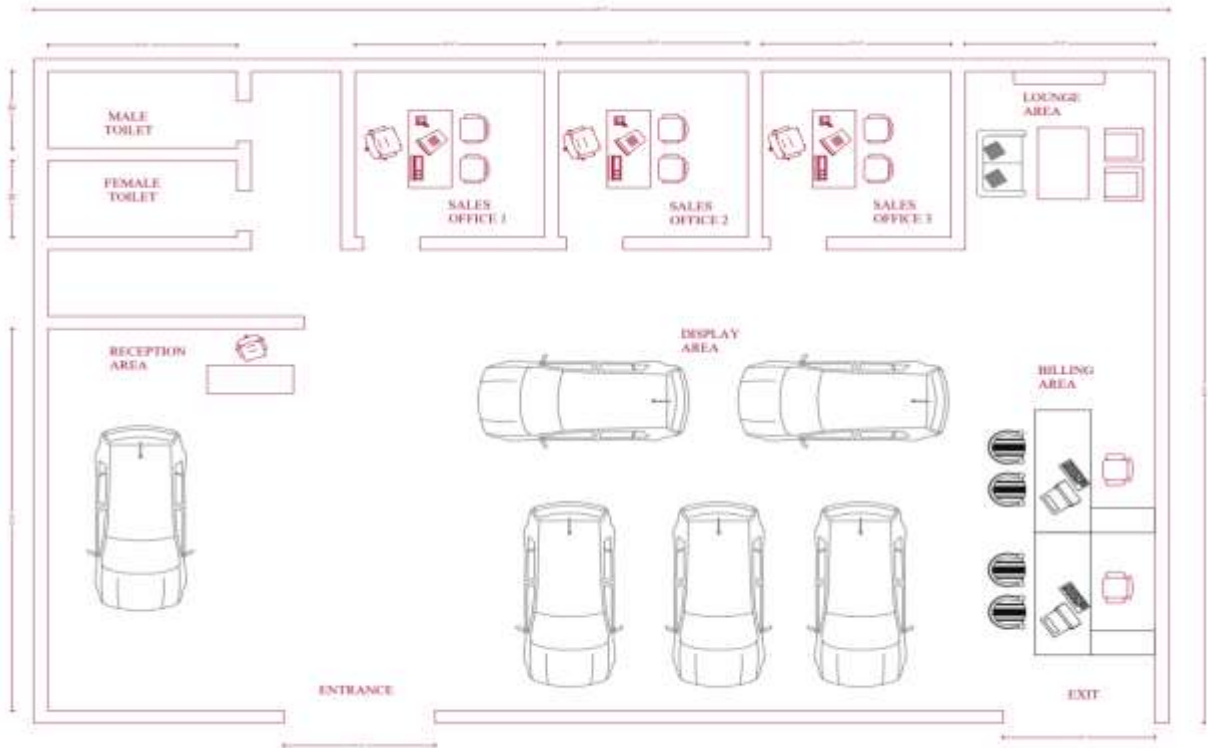


BILLING AREA



SALES OFFICE





GROUND FLOOR PLAN

AREA: 60X40 FT.

MATERIAL SPECIFICATION

Flooring : Ceramic commercial tile of size: 450x450mm

Furniture :

- ✓ 3 seater leather sofa
- ✓ Stainless steel chair with fabric work
- ✓ Single seater sofa
- ✓ Centre glass table.



Ceiling type : Plain ceiling is used in which resist light and pendant light is used

Wooden louvers are used on walls

Materials Used : Concrete and polished concrete, steel and metal, wood, LED lighting, composite panels, brick and stone.

ENTRANCE DOOR IS MADE UP OF GLASS HAVING A WIDTH OF 2400 MM.



BMW CAR SHOWROOM



ABOUT THE CITY

Mumbai (formerly called Bombay) is a densely populated city on India's west coast. A financial center, it's India's largest city. On the Mumbai Harbour waterfront stands the iconic gateway of India stone arch, built by the British Raj in 1924. Offshore, nearby Elephanta island holds ancient cave temples dedicated to the Hindu god Shiva. The city's also famous as the heart of the Bollywood film industry.

MAJOR LANDMARKS INTRODUCTION ABOUT THE SITE



GATEWAY OF INDIA



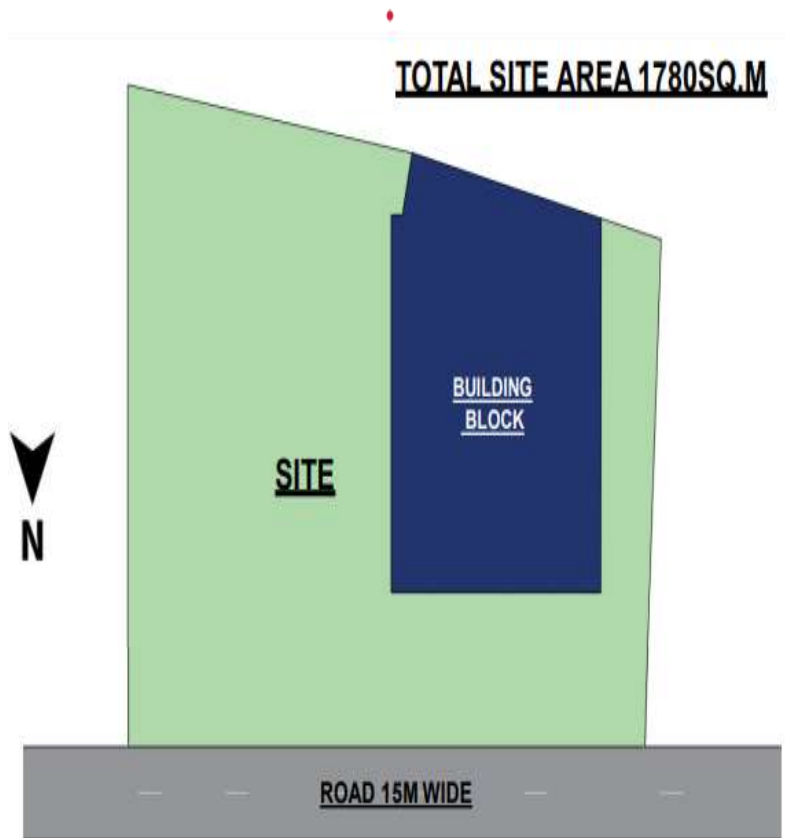
VICTORIA TERMINUS



FLORA FOUNTAIN

SITE LOCATION

Project name= car showroom
Location = Vile Parle Parle G Factory
Landmark= Parle G Factory



**TOTAL AREA : 1780 SQ.M.
FRONT ROAD 10M. WIDE
REAR ROAD 5M. WIDE**



LIGHTS IN INTERIOR PLAY'S AN IMPORTANT ROLE

BMW showrooms are designed to create a luxurious and inviting atmosphere and lighting plays a crucial role in achieving this.



ARTIFICIAL LIGHT'S



ACCENT LIGHT

TASK LIGHT

LED PICTURE LIGHT

NATURAL LIGHT'S PLAYS A CRUCIAL ROLE IN INTERIOR DESIGN, AFFECTING VARIOUS ASPECTS OF A SPACE FROM AESTHETIC TO THE WELL-BEING OF IT'S OCCUPANT'S



MATERIAL'S USED IN BMW INTERIOR

Wood and veneers

Ceramic and porecelain tiles

Steel and metal

Composite panels

Carpet and rugs

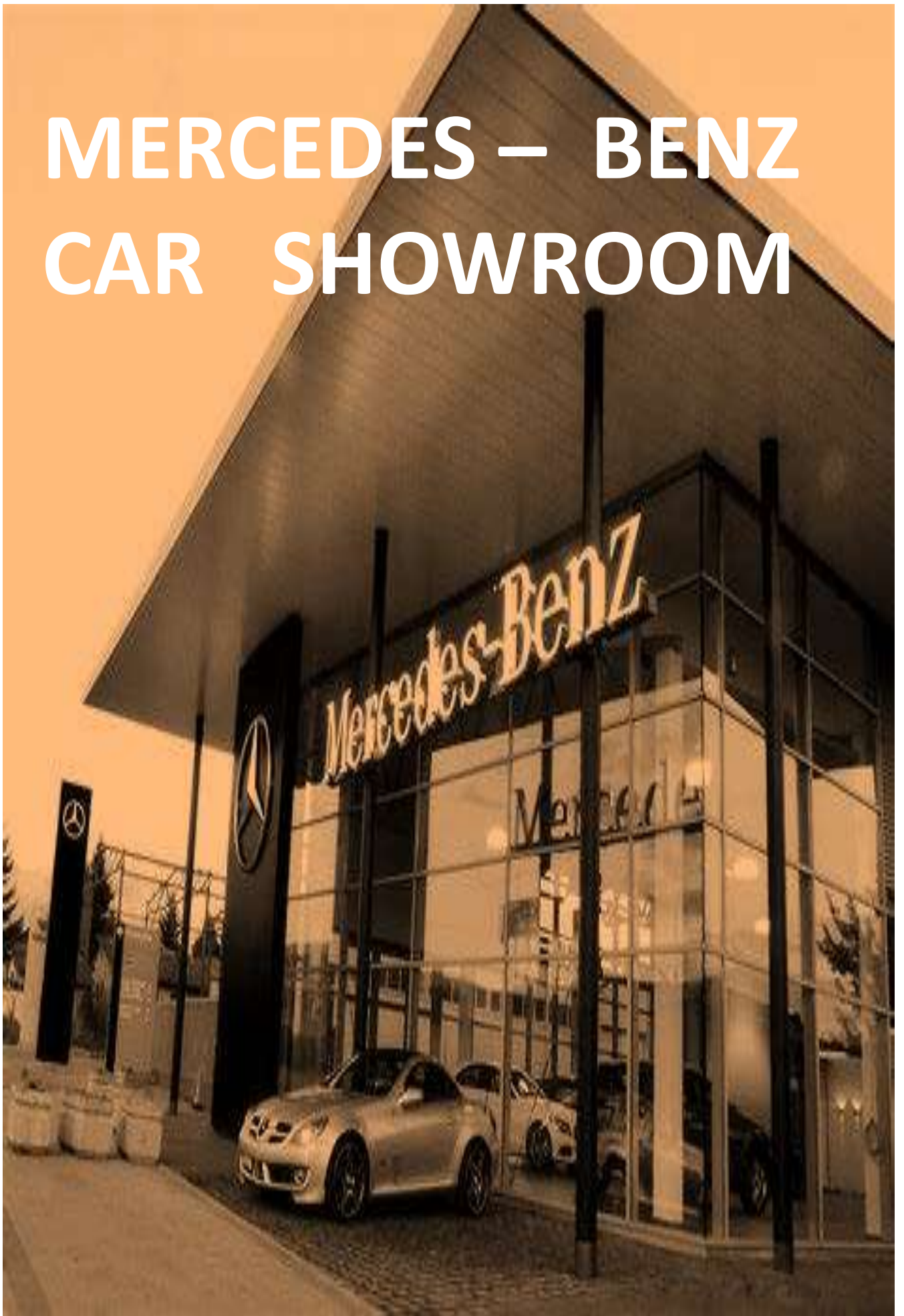
Digital screens and interactive displays



A photograph of a modern car dealership interior. The scene is dimly lit with warm, ambient lighting. Several cars are visible, including a white hatchback in the foreground on the left and another white car further down the aisle. The ceiling features a grid of recessed lights and long, rectangular light fixtures. The floor is polished and reflects the overhead lights. The overall atmosphere is sleek and contemporary.

LITERATURE STUDY

MERCEDES – BENZ CAR SHOWROOM



LOCATION: ALEXANDRIA EGYPT

DESIGNER: KHALED IBRAHEM

AREA: 1152 SQ. MT.

SITE LOCATION



INTERIOR APPROACH

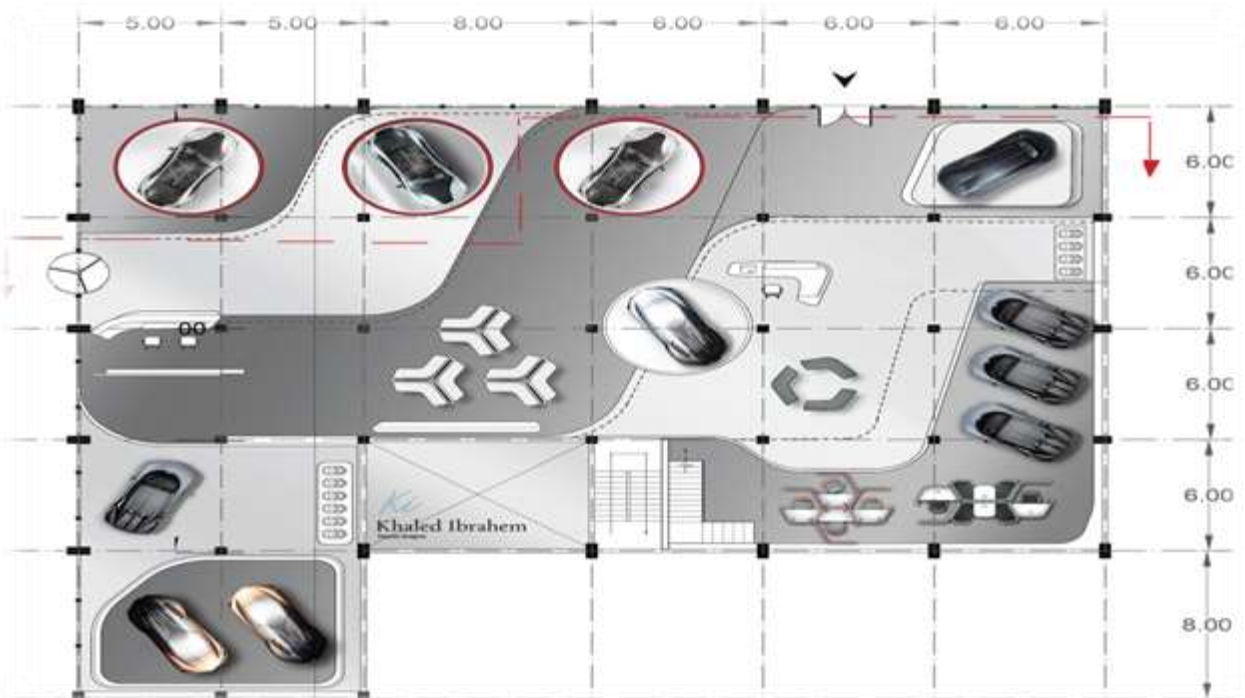
Interior design play's a crucial role in Creating an inviting and luxurious Atmosphere in a mercedes car showroom.

CONCEPT DESIGN

Transition in expression about movement and inspiration of speed form.



FLOOR PLAN 1152 SQ.FT.





RECEPTION AREA



VIP LOUNGE



INTERACTIVE DISPLAY'S

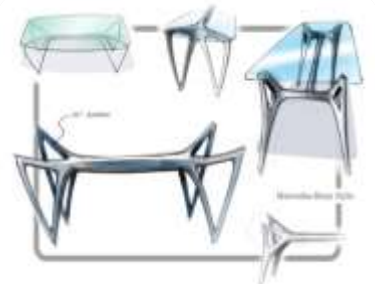
MATERIAL SPECIFICATIONS



CHAIR'S WITH LEATHER COVERED PADDING WITH MAGNESIUM LEG'S



LOUNGE AREA



FURNITURE LEG'S ARE MADE BY ALUMINIUM CASTING



THE CLOUD LOUNGER WITH WOODEN FRAME.



LEATHER SOFA WITH ALUMINIUM FRAME



LEATHER COVERED PADDING WITH ALUMINIUM LEG'S

A photograph of a modern car dealership interior. The space is bright and clean, with a polished floor reflecting the overhead lights. Several cars are displayed, including a white car on the left and a white car in the center. The ceiling features a grid of recessed lighting fixtures. Large glass windows and doors are visible on the right side. The text "COMPARATIVE CHART" is overlaid in the center in a large, white, sans-serif font.

COMPARATIVE CHART

COMPARATIVE CHART

S.NO.	SPECIFICATION	CASE STUDY 1	CASE STUDY 2	LITERATURE STUDY 1	DESIGN IMPLEMENTATION
1	FLOORING	CERAMIC TILE	CERAMIC AND PORCELAIN TILE	PORCELAIN	POLISHED CONCRETE AND EPOXY FLOORING
2	LIGHTING	RECISSIT AND PENDANT LIGHT	ACCENT, TASK AND LED LIGHT	LED LIGHT	LED, RECESSED AND TRACK LIGHT
3	WALLS	PAINT AND WOODEN LOUVERS	GLASS, METAL PANNELS AND HIGH QUALITY WOOD ACCENTS	GLASS, METAL PANELS AND HIGH-QUALITY FINISHES	EXPOSED BRICK AND METAL PANELS
4	FURNITURES	OLD STYLE	MODERN AND MINIMALIST STYLE	MODERN AND LUXURIOUS	MODERN AND DARK
5	COLORS	DARK COLORS	NEUTRAL TONES	NEUTRAL TONES	DARK COLORS
6	YEAR	2021	2021	2021	2018 2023
7	ARCHITECT	MORPHOGENESIS ARCHITECTS	SERIE ARCHITECTS	KHALED IBRAHEM	SHARAD KHARE
8	AREA	2400 SQ.FT.	1780 SQ.M.	1152 SQ.M.	7611 SQ.M.
9	NO. OF FLOORS	1	1	1	1G+1

CONCEPT

A photograph of a modern car dealership interior. The space is characterized by a dark, slatted ceiling with recessed lighting and a light-colored wooden floor. Large glass windows line the right side, offering a view of the outside. Several cars are displayed: a white hatchback is prominent in the foreground on the left, a white SUV is parked further down the center aisle, and a dark-colored car is partially visible on the right. The overall atmosphere is clean, bright, and professional. The word "CONCEPT" is overlaid in large, bold, white capital letters across the center of the image.

CONCEPT

Modern and dark themes represent two distinct design styles that are often utilized across various platforms and contexts. The modern theme emphasizes clean lines, minimalism, and functionality, employing open spaces, natural light, and neutral color palettes to create a sleek and contemporary atmosphere. In contrast, the dark theme focuses on elegance and visual contrast by using dark backgrounds with light text and elements.



SLEEK BLACK LEATHER SOFA

Modern and dark theme furniture in a car showroom often includes sleek black leather sofas, minimalist metal and glass coffee tables, dark wood or black lacquered display shelves, and ambient LED lighting to highlight vehicles.



AMBIENT LED LIGHTING



METAL AND GLASS COFFEE TABLES



DARK WOOD OR BLACK LACQUERED DISPLAY SHELVES

MATERIAL BOARD



MODERN AND DARK THEME MATERIAL BOARD



POLISHED CONCRETE AND EPOXY FLOORING



EXPOSED BRICK AND METAL PANELS



EXPOSED DUCTWORK AND SUSPENDED ACCOUSTIC PANELS



GLASS DISPLAY CASES



MODULAR SHELVING



MINIMALIST ART

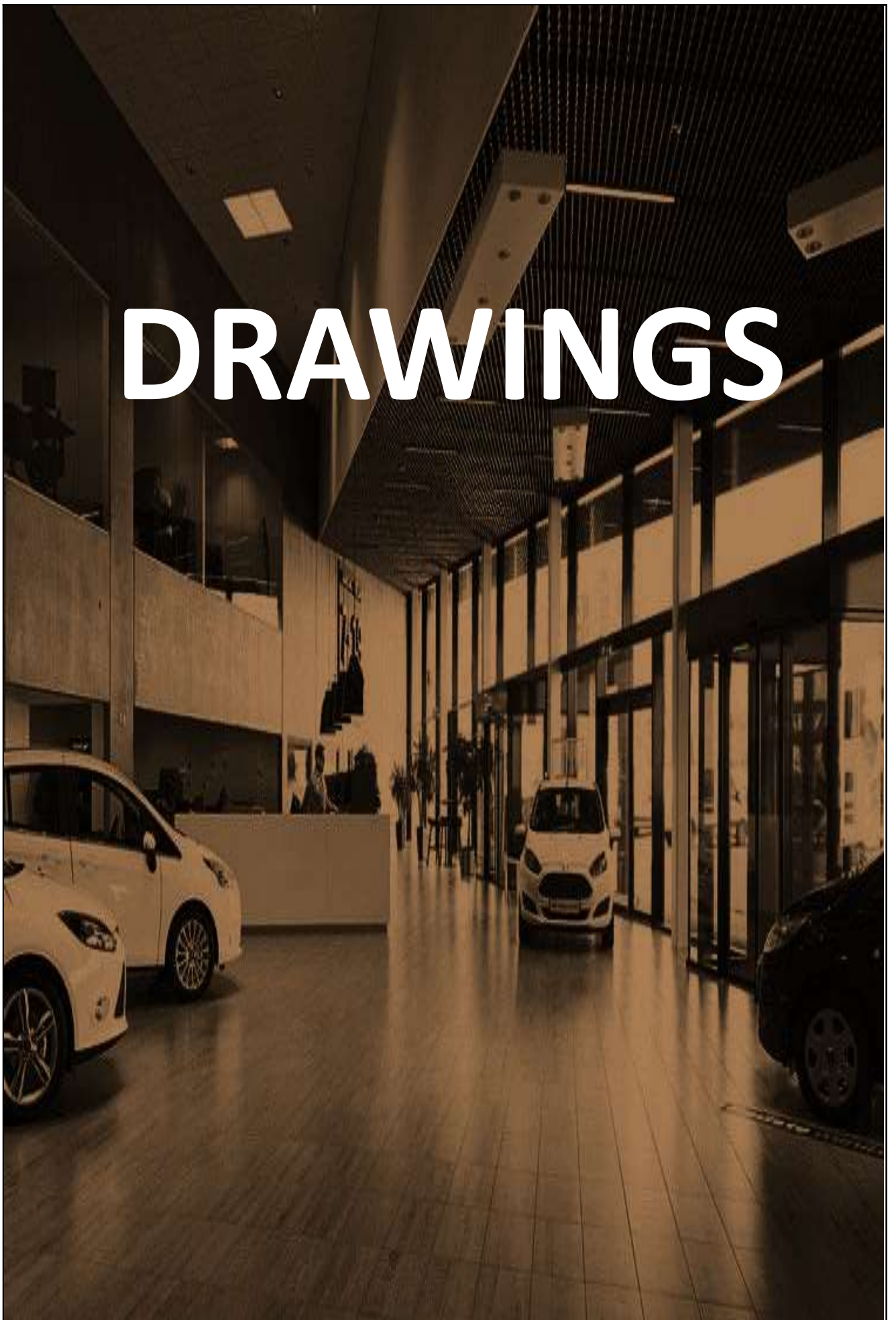


GREENERY



DIGITAL SCREENS

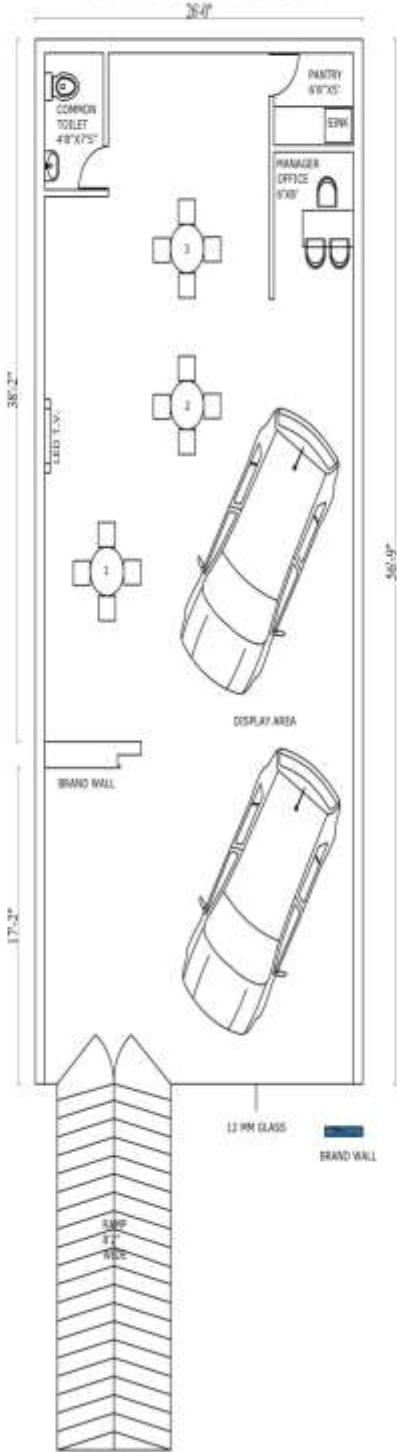
DRAWINGS



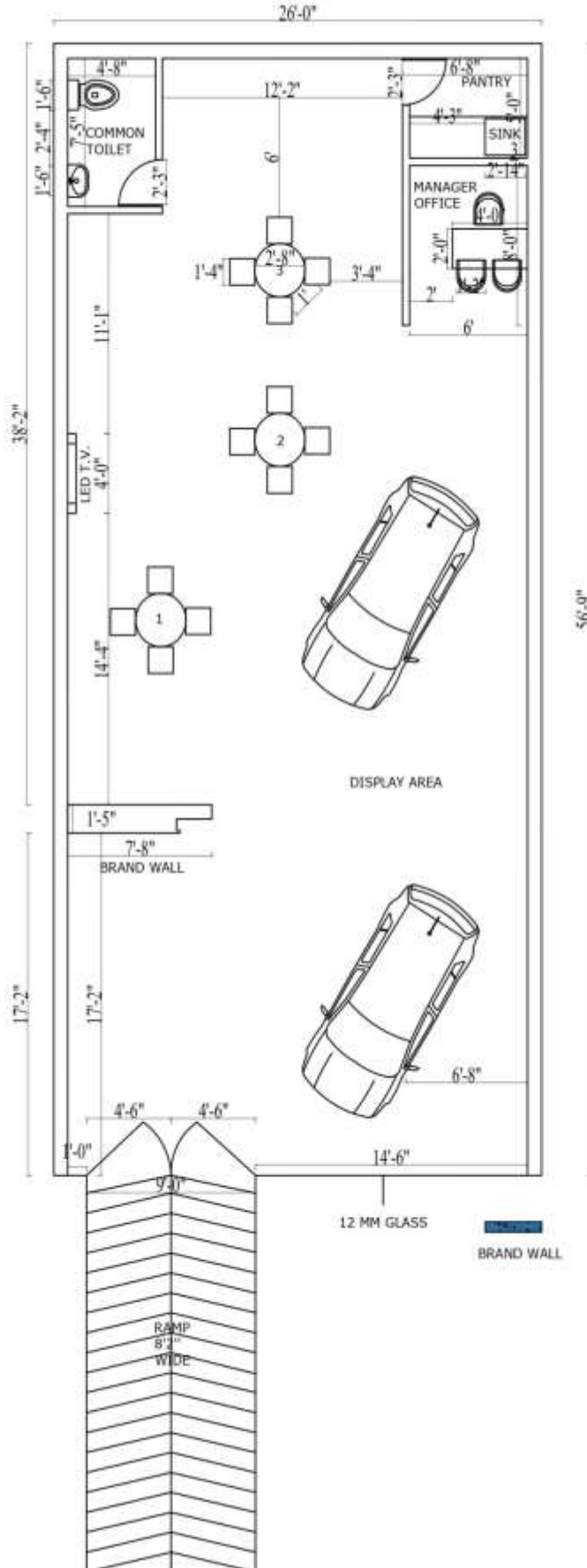
MARUTI SUZUKI CAR SHOWROOM

TOTAL AREA
1490 SQ.FT.

FIRST FLOOR PLAN 26'X56'9" FURNITURE LAYOUT

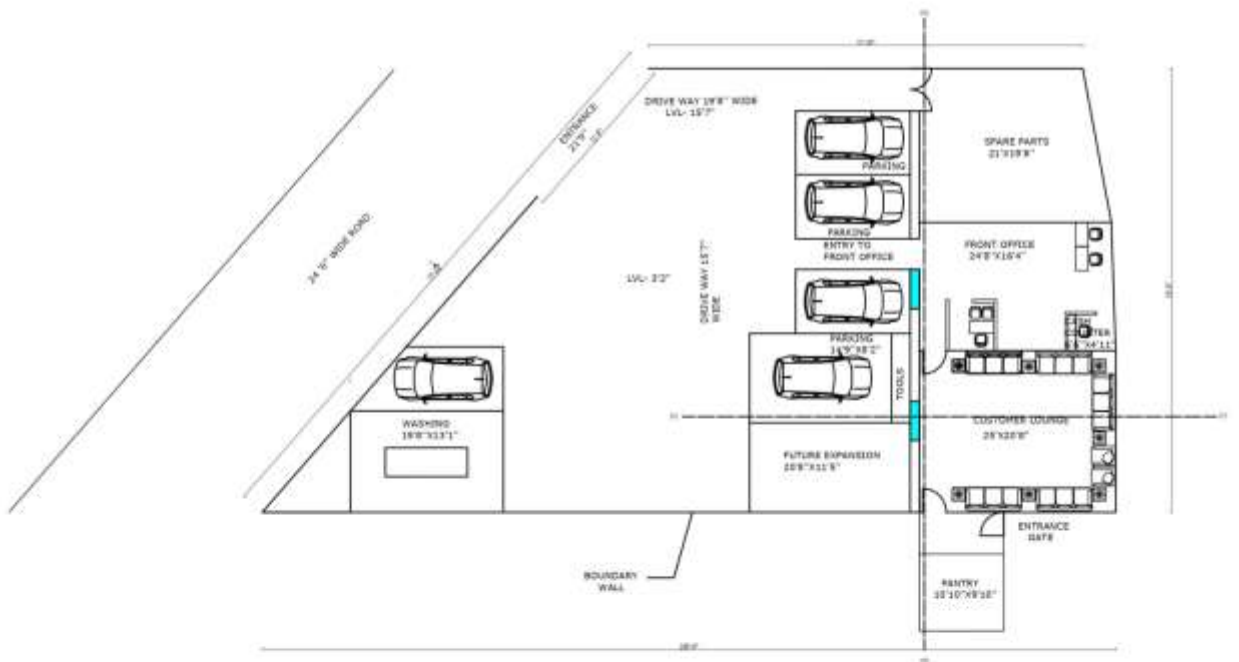


WORKING DRAWING OF FIRST FLOOR PLAN 26'X56'9"

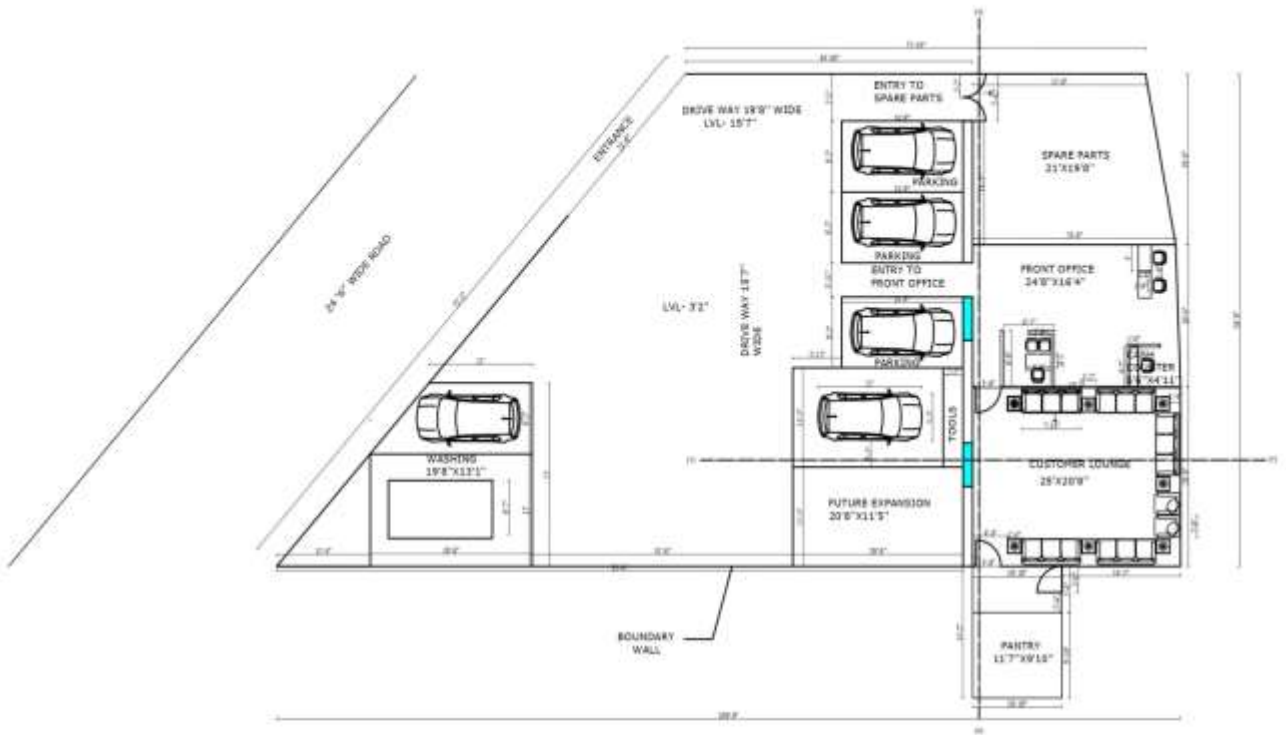


TOTAL AREA : 6121 SQ.FT.

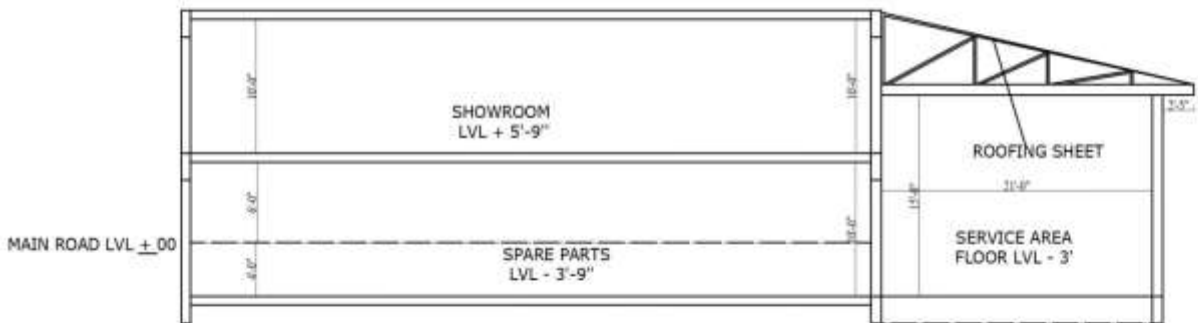
GROUND FLOOR PLAN WITH FURNITURE LAYOUT
109'9"X56'8"



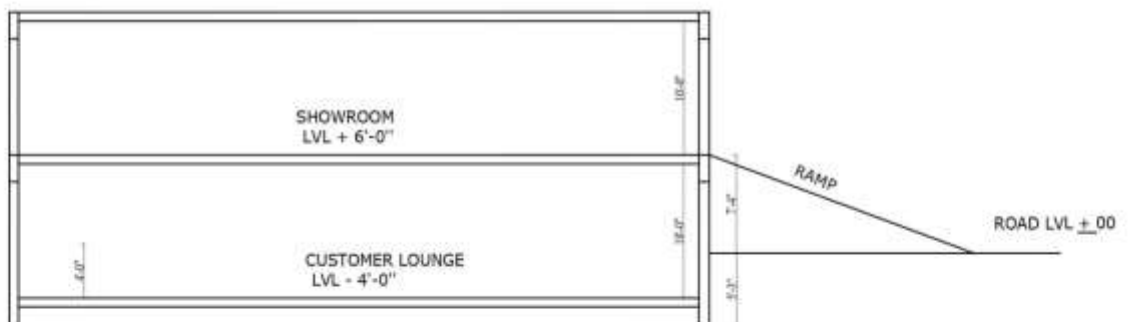
WORKING DETAIL OF GROUND FLOOR PLAN
109'9"X56'8"



SECTION AT Y-Y



SECTION AT ' X- X'



3D REFERENCE VIEW



CUSTOMER LOUNGE



DISPLAY AREA



RECEPTION



FLOORING

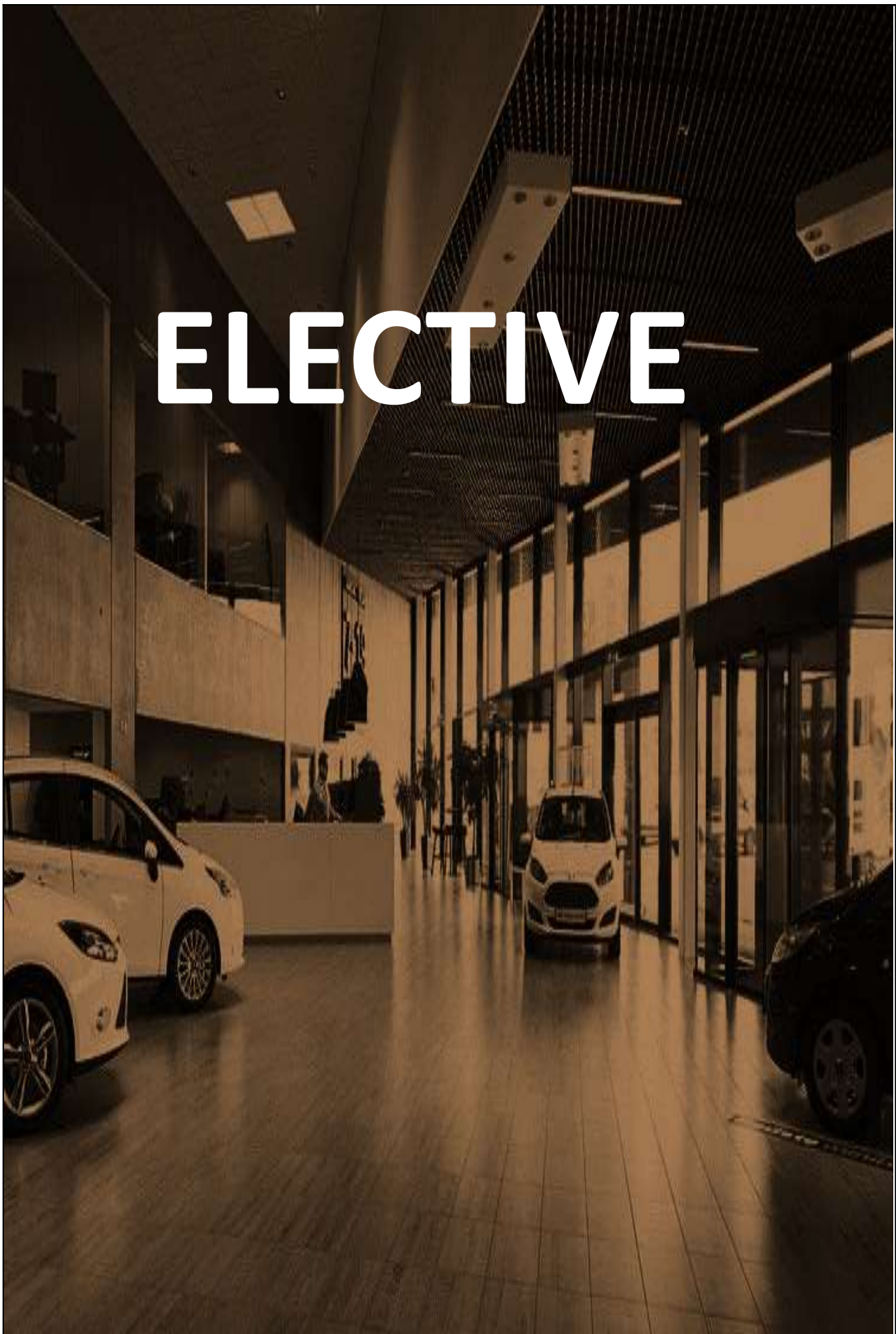


CEILING



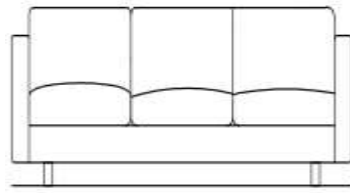
SITTING AREA

ELECTIVE



FURNITURE DETAILS

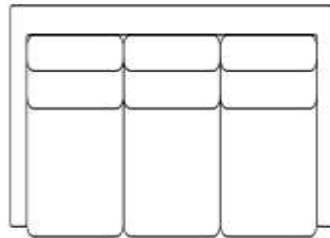
3 SEATER SOFA



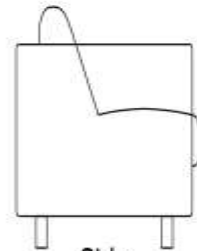
Front



Back



Plan



Side

HEIGHT: 34 INCH

WIDTH : 6 FEET

DEPTH : 2 FEET

OFFICE CHAIR



HEIGHT: 36 INCH

WIDTH : 18 INCH

DEPTH : 16 INCH