

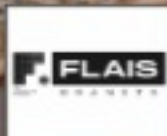
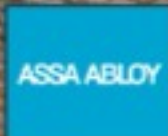
# Architectural & Builders Magazine

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Blitz Media





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Design Forum International

## AIPL Joy Street

The planning of Joy Street was a keen design challenge, the main parameters of which were the creation of an experiential shopping destination with greater visibility to all shops and an imageability that aroused interest and excitement in the shopper.

AIPL Joy Street has established itself as a one-stop entertainment hub for the residents of Gurgaon. With a design that steps beyond conventional malls, the open concept mall enjoys a prime location on a 4-acre acutely angled site in Sector-66, with several residential projects in the vicinity.

Breaking away from the commonly found boxes of glass and steel, this new age shopping precinct embodies a Disney-meets-Mediterranean flavour in its colour palette and built volume elements.

Divided into an assortment of functions on different floors, the building resolves the odd geometry of the plot by creating a stepped facade, thereby resulting in increased opportunities for interaction in the front as well as uniform internal courtyards.

