



NIROGSTREET

Ground & First Floor, 47, St Marks Road, Bangaluru
2,500 Sq. Ft.

Disrupting the current Ayurvedic clinic system that has grown exponentially across the country, Nirogstreet – a technology-led Ayurveda doctor platform, wanted a lateral take on traditional environment seen in this segment. FRDC was commissioned to create an impactful brand experience for its centres that reflected finesse in Ayurveda and ability to resonate with the modern Indian customer. Nirogstreet Experience Centre was designed to be more inviting, welcoming, and transparent, helping visitors to shed inhibition in adopting Ayurvedic treatments.

The two main drivers for the Nirogstreet Experience Centre was to elevate B2B experience to build a strong community of doctors and create a befitting Ayurveda experience from a branding perspective.

The experience centre's concept was inspired by the philosophy that 'nature' is the origin of all wellness & good health. With this as the underlying thought, the design was shaped up to take on a more modern, clean, straight forward and urban look.

Nirogstreet's new experience centre in Bangalore creates an impactful brand presence right from the store exterior at the street level. In contrast to the heritage buildings on St. Marks Road, the Nirogstreet façade cleverly stands out with its concrete and exposed brick front that is also an ode to the iconic yet transformative location of the city. The brand's bold signage and communication grabs the attention of passers-by and also validates the offering.



Stepping inside, the entrance greets visitors with a brand story along with a dedicated herb wall holding illuminated planters, that creates a sense of pause from the busy street. Walking through, the visitor finds himself in a warm and comfortable area that holds a tea bar and tasting station, where the customer can create their own blend hence crafting a sensorial experience of taste and smell. This is coupled with customer stories brings in a sense of trust towards the brand & its Ayurvedic services.

NirogStreet is a technology company in the business of Ayurveda, hence technology was integrated in areas like the waiting area, self-check station that holds a BMI machine, health questionnaire on screen and pulse check. The retail area holds selected products and displayed very differently from other Ayurvedic centres. The self-browse area cleverly introduces products and their features, where the well-lit fixtures lend a premium look with its wood & gold profiles edged with the element of cane shutters.



The zoning was strategically created in a way that entrance & initial areas catered to quick enquires & pharmacy services, followed by consultation rooms in the ground level. Meanwhile the observation, preparation & therapy rooms are located on the first level that offers more privacy for patients undergoing treatment.

The centre's design aims to build confidence & strengthen the belief at every touch point of the customer journey, assuring them of beneficial results of ayurvedic remedies.

At the same time, the brand wanted to stand out from its competitors through modern interpretation of Ayurvedic environment and equipment. This is realised in the environment through the therapy room and accompanying bathrooms with a more modern and clean approach, and visual communication that is informative yet contemporary looking.

Materials such as cement texture, brick tiles, white paint and teak wood finish bring a sense of uniformity in design and mood of the space, while selective use of brand colour (green) that trigger brand recall. Lush planters placed throughout the experience centre acts as a calming element that connect back to nature.

The design ideology of the space revolves around the fundamental principles of Ayurveda, the five elements of nature.



Here natural materials have been used such as terracotta tiles and woods. The design is biophilic in nature, where natural plants form a part of the space experience.

The approach towards green design is done in a contemporary manner rather than traditional ways. Efficient lighting keeps a check on energy consumption, while natural light is harvested through the use of transmission glass even in the massage therapy rooms.

The furniture such as the massage beds are highly durable and traditional, maintaining a balance an urban environment and yet very scientific.

The experiential design approach at Nirogstreet offer Ayurvedic services in a never seen before environment, impactfully resonating this new-age wellness brand and one that can also easily adapt to other brand centres for a signature Nirogstreet experience.

