

ARCHITECTURE+DESIGN

A N I N D I A N J O U R N A L O F A R C H I T E C T U R E



ARCHITECTURE OF SCALE

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- HARTMUT WURSTER
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- JHANAVI PARIKH & JUGAL BHATT
- KAPIL GUPTA
- MONIKA & ZAFAR CHOUDHARY
- MAMTA & SUMEET BAGREE
- PRERNA & BADRINATH KALERU



KALPESH PATEL

SHAPING THE BUILT ENVIRONMENT

MAGZTER





HERITAGE MEETS HAUTE

PROJECT: Kutub Boulevard ARCHITECTS: Habitat Architects
PHOTOGRAPHS: Studio EMM

Designed by Habitat Architects, Kutub Boulevard redefines luxury retail in New Delhi by weaving ancient Indian motifs around a sacred peepal tree. Architecture becomes both the setting and the storyteller where exposed brick courts couture and arched colonnades elevate continuity

Text by Kashish Kaushal

"At the core of this commercial project stands a centuries-old peepal tree, preserved as the living heartbeat of the structure."
HABITAT ARCHITECTS

Kutub Boulevard is designed as a high-end luxury retail destination that blends Indian heritage with global sophistication. The project reflects a commitment to contextual design, highlighting both cultural richness and contemporary aesthetics



1. ENTRANCE
2. BLOCK-1
3. LIFT
4. PASSAGE
5. BLOCK-2
6. BLOCK-3
7. EXIT

SITE PLAN

“Central to this vision is the preservation of an ancient peepal tree, both a symbol of continuity and a defining centrepiece, harmonising natural and built elements to create a serene and inviting environment.”

—HABITAT ARCHITECTS

There is no dearth of history in Delhi. Mehrauli, one of the oldest continuously inhabited areas, is home to Outbuddin Aibak’s structures, the illustrious Qutub Minar, and a dense concentration of heritage sites in the Mehrauli Archaeological Park. Today, this iconic neighbourhood is revered for Kutub Boulevard—an uber luxury retail destination crafted by the Habitat Architects. Here, a sprawling peepal tree with roots older than the retail luxury it now presides over, gets to anchor the masterplan. The tree was not moved, worked around or reluctantly accommodated, it was celebrated and honoured. Placed at the very core of the design by founder Zafar Chaudhary and Managing Director and Growth Strategist Monika Choudhary, this single act of biophilic admiration sets the tone for one of New Delhi’s most quietly ambitious commercial projects that refuses to choose between heritage and modern built aspiration.

TRADITION AS A DESIGN BRIEF

Habitat Architects understood that designing here was less about imposing a vision and more about entering into a conversation with centuries of built heritage. “The clean lines, luxurious amenities,

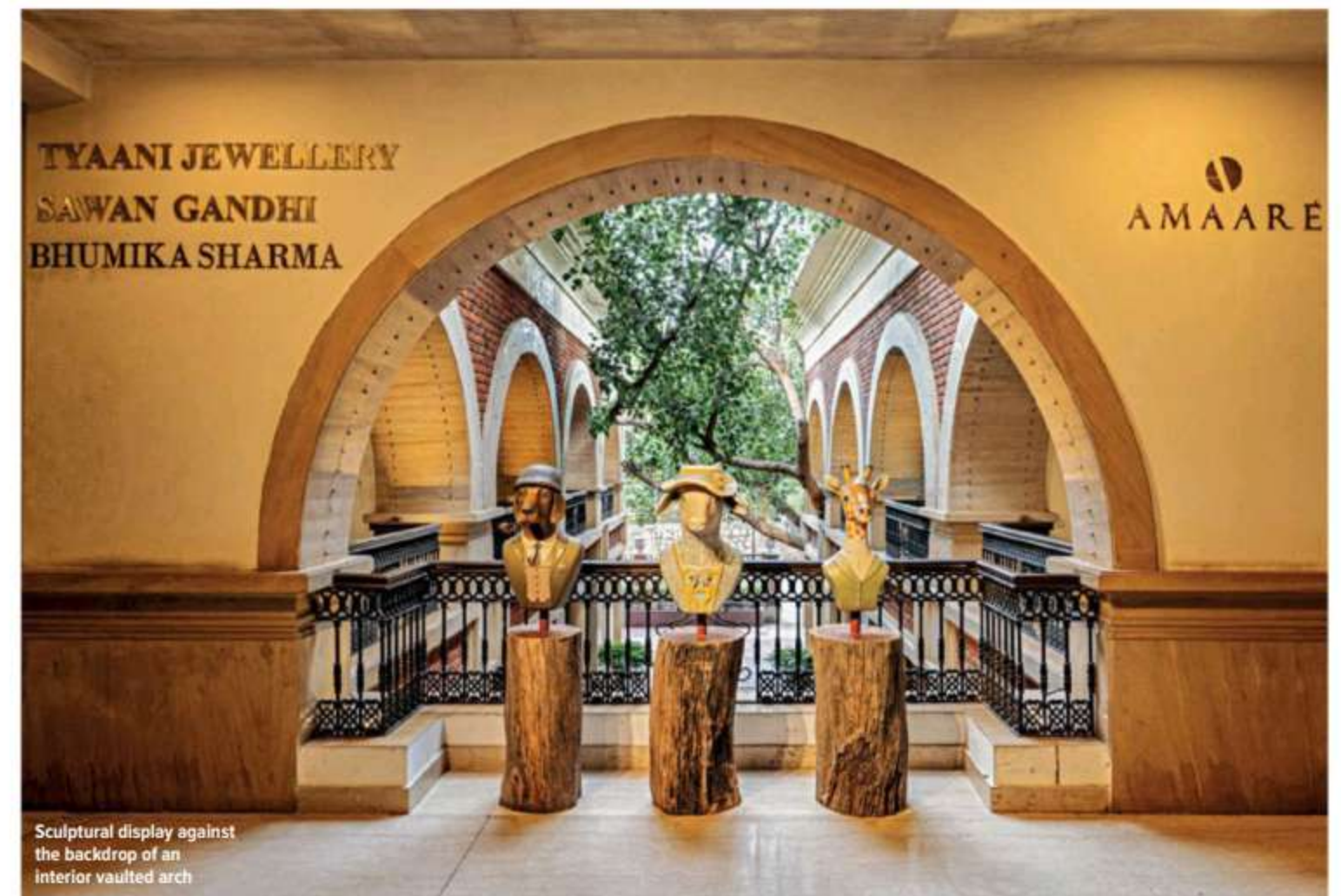
and smart integrations ensure it stands out as a boutique shopping experience, seamlessly placed within an Indian architectural context,” shares Zafar. The result is a design language that draws fluently from classical Indian architecture. Think arched porticoes, exposed brickwork, colonnades that dissolve the boundary between interior and exterior, and indigenous stone that grounds the project in its landscape.

COURTYARDS, COLONNADES, AND CONTINUITY

Organised around a central courtyard, the spatial planning of Kutub Boulevard takes cues from familiar typologies while reinterpreting them for contemporary use. The courtyard is not just a circulation device flanked by retail spaces, it functions simultaneously as passage, a pause point, and a place to gather. Natural light floods the area, and the preserved peepal tree stands within it—softening the architecture and lending the space a sacred quality. Arched porticoes and colonnades characterise the architectural language, establishing a sense of rhythm and continuity across the development. These elements are important in providing shaded walkways, guiding movement, and reinforcing spatial hierarchy. The verticality introduced through towering arches lends the project a quiet grandeur, creating multiple visual anchors that choreograph the visitor’s journey.



The project’s focus on sustainability, smart technology, and biophilic design ensures it delivers not only a visually striking experience but also one that is environmentally conscious and attuned to the needs of modern luxury retail.



Sculptural display against the backdrop of an interior vaulted arch

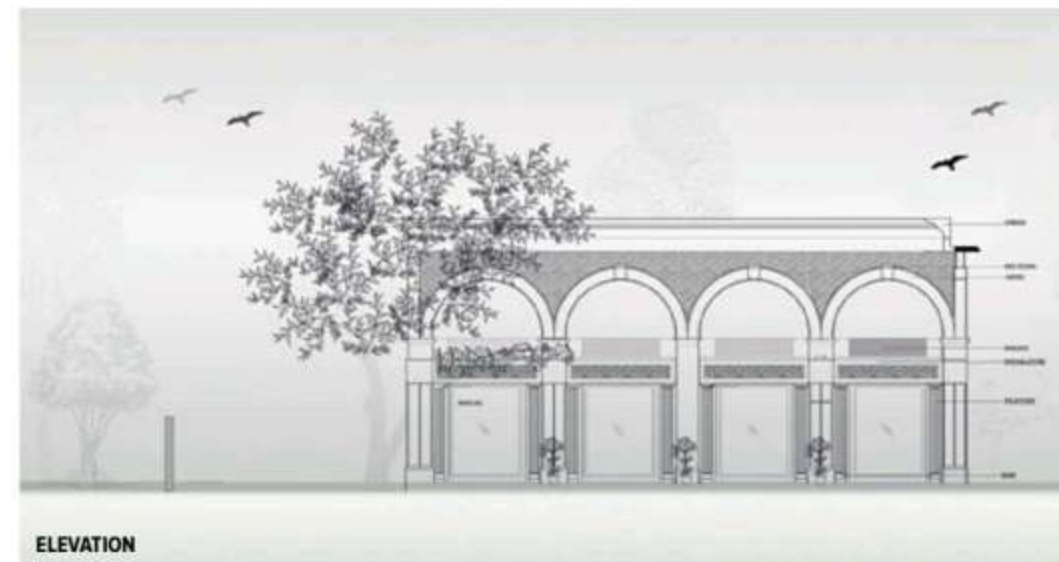


A sculptural installation within the courtyard. Flanked by retail spaces, the open-air design allows ample natural light, creating a tranquil atmosphere that elevates the shopping experience



MONIKA & ZAFAR CHOUDHARY
Habitat Architects

Habitat Architects is where vision meets detail, a firm dedicated to transcending the ordinary and crafting spaces that inspire, engage, and delight. Their diverse portfolio spans large-scale hospitality developments, cultural institutions, innovative residential dwellings, office buildings, urban master planning, furniture and product design. With a deep understanding of people and context, they create environments that resonate with authenticity and purpose through a fusion of realism and vision, curating dynamic yet intimate atmospheres.



ELEVATION



SECTION

“This project reflects our philosophy that architecture must coexist with its environment, not merely as a backdrop but as a partner in growth.”

—HABITAT ARCHITECTS

RESPECTING CONTEXT, REDUCING IMPACT

The material palette is deeply contextual. Exposed brick, stone, and indigenous materials ground the project in its geographic and cultural setting, while clean lines and minimal detailing ensure that the aesthetic remains contemporary. This duality allows the architecture to resonate with both local sensibilities and global expectations. Rooftop green roofing, rainwater harvesting, and solar panels extend the commitment to sustainability. The architects sum it up best: “This project reflects our philosophy that architecture must coexist with its environment, not merely as a backdrop but as a partner in growth.”

A LEISURELY PAUSE IN LUXURY

Beyond its architectural language, the project is equally invested in shaping user experience. Kutub Boulevard invites longer, more meaningful visits. The presence of greenery, soft natural light, and the preserved peepal tree provides a relaxed contrast to conventional retail intensity. “This thoughtful combination fosters longer, more meaningful visits, benefiting retailers by ensuring a leisurely, comfortable shopping experience,” the architects note. A planned rooftop eatery further uplifts the precinct into a true destination for shopping and leisure. Technology, too, is seamlessly embedded within the design. Smart security systems and energy-efficient lighting enhance both safety and sustainability,

ensuring that the project aligns with the operational demands of luxury retail without compromising its architectural intent.

THE MINAR'S NEIGHBOUR

In need of some retail therapy? Head straight to the Kutub Boulevard: a space where a global luxury clientele can feel the weight of Indian heritage underfoot, look up through arched stone to an open sky, and linger. But what sets it apart is how Habitat Architects have maneuvered the experience through form, material and spatial strategy, allowing contemporary interventions to coexist with traditional prompts. Each retail unit, while distinct in identity, is woven into one cohesive narrative—one that sets luxury as an experience shaped by context, culture, and craft. Overlooking the historic Qutab Minar, the project positions itself within a larger dimension, where architecture becomes a mediator between time, place, and people. ✚

FACTFILE

Project Type: Commercial - High-End Luxury Retail
Project: Kutub Boulevard (Bo Tai Qutub) Architects: Habitat Architects
Location: Mehrauli, New Delhi, India
Site Area: Building A: 254.30 sqm Building B: 169.92 sqm **PMC:** Ramneek Sharma
Structural Consultant: Mr. Amarjeet Singh Paik **Elevator:** OTIS



The view of the facade through an arch. The use of arched porticoes and colonnades lends continuity to the design, with classical Indian architectural influences harmonising with contemporary needs