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ARCHITECTURE+DESIGN

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PATTERN PLAY

ARCHITECTURE AWARDS

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S D Sharma: Modernism follows the spirit of time and its emphasis is to enrich human life

STUDIO SPACES



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Vibrancy through Colours

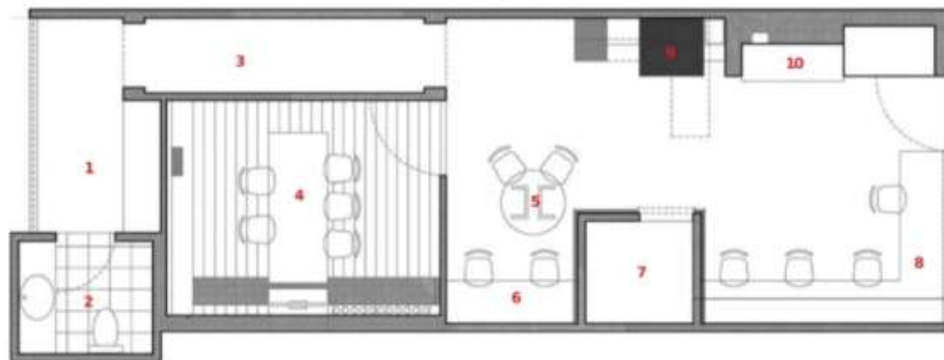
Architects: Studio An-V-Thot Architects Pvt Ltd, New Delhi



The designer duo always wanted their workplace to be their own world of colours and spatiality. This was the driving force for them, once they took up an office space in the chaotic urban environment of Delhi. The challenge was to design and develop the space within a very strict budget and timeline. After two months of rigorous work, multiple on-site obstacles and parallel studio, the newly done-up office was accomplished to their expectations.

As the door opens, multiple frames of illusion can be felt and the spaces emerge as question marks, bringing the inquisitive youth from within. The free flowing layout leads to the view of contrasting spatial experiences where directions can be felt through eyes. The first volume of space has a junior studio with high display panels to its left, facing the library-cum-waiting area. The studio is welcoming with optimum and precise usage of the colour blue in the niche of the sunken waiting area, symmetrically positioned pigeon holes for exposed display of books and magazines while





LAYOUT PLAN

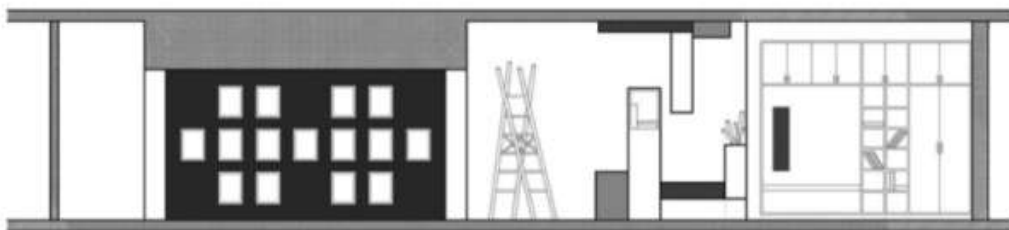
- | | |
|------------------------|-------------------------|
| 1. PANTRY | 6. SENIOR WORKSTATION |
| 2. TOILET | 7. DARK ROOM |
| 3. EXHIBITION CORRIDOR | 8. JUNIOR WORKSTATION |
| 4. PRINCIPAL CABIN | 9. MULTI-PURPOSE CORNER |
| 5. CONFERENCE | 10. WAITING AREA |

using white as the backdrop. The usage of dark wallpaper here adds contrast to the enclosure.

The studio has been planned on a hierarchy system. This was achieved by placing a dark room in the centre, which gives birth to a junior zone and a senior zone, while an imaginary path thus created, from one end to the other end

of the office, takes the visitor through various volumes of spatial experiences. The third zone is created in the rear most area which caters to the services without disturbing the rest of the office. The irony of the dark room which is clad with the bands of yellow, blue and brown clearly shows the intention of the designers to add an embodied humour.





ELEVATION

The 'boxes of colours' were brought to life by the result of an intention to break free with the conventional storage design, in an expression to explode with harmony, balance and colour. The space acts as a display for project models which is a model itself. A casual seating is an add-on to the space and it also acts as transitional space and focal point of the whole area.

The space next to the dark room acts as a senior studio, again with high display panels to create an aesthetically pleasing environment while serving the purpose of maximum display for an architect's studio. This area also caters to a discussion/conference area. The 'ladder' behaves as the floating member of the team with a flexibility to change its position and dramatically add depth, life and colour in any given frame.

The exhibition space is developed with a dropped down ceiling to break the proportion and give a dramatic effect to the whole area. This dark corridor with the play of light acts as a display unit and serves as the contrast to the vibrant playfulness of the rest of the studio.

The principal's cabin can be seen as a mix of youthfulness and authority overlooking the rest of the office. This was achieved through the usage of low saturated colours with a single small box of yellow to intentionally break the attitude. The use of white furniture gives importance to the vibrancy of displays all around. Apart from three visitor chairs, the linear and elongated seating here with floating supports serves the basic necessity of multiple visitors while increasing the depth of vision.



FLYING HIGH

Turkish Airlines has greatly expanded its place in the global aviation community and enhanced the travel experience of global flyers. With its “G lobally Yours” motto, it has positioned itself as an important player in the international aviation industry. Today,

Turkish Airlines offers the world’s most comprehensive network and to reinforce this status, it has introduced its new brand identity—“Widen Your World”.

As a part of its new brand communication, Turkish Airlines has also unveiled its next commercial video, featuring its global brand ambassadors and international sports mega stars, Kobe Bryant and Lionel Messi. The “Kobe vs. Messi: Shootout” commercial, which is a sequel to “Kobe vs. Messi: Legends on Board”, emphasises on the global network of Turkish Airlines.

Throughout the commercial, Kobe and Messi exchange “selfies” in exotic locations, all of which are Turkish Airlines’ destinations, and are also seen at various airports consulting the airline’s information boards for their flights. With already more than 105 million views, it is the most-viewed commercial in YouTube’s history. Their friendly rivalry in the ad not only highlights the global reach of Turkish Airlines but also makes the viewers smile and invites them to widen their world.



The selection and placement of various materials were decided on two main criteria; hierarchy of importance and colour, texture and reflectivity. Grey PVC flooring is used throughout the office except the principal’s cabin to add neutrality and balance the vibrancy of the studio. Wooden laminate flooring is used in the main cabin. Gypsum board partitions and false ceilings were used to cater to time constraints.

The studio is undoubtedly a designer’s expression of life within the boundaries, where colours add a playfulness so as to give freedom for thought and ideas to evolve with an intention of positivity. In a city that drains you with its clusters, traffic, noise and where workplaces are limited by scarcity of space and air; this place has a life of itself, where energy can be seen and felt throughout. +

Photo credit: Saptorshi Majumdar

FactFile

Client: Studio An-V-Thot Architects Pvt. Ltd.

Design Team: Studio An-V-Thot Architects Pvt. Ltd.

Turnkey Consultants: Mehta Enterprises

Site In-charge: Nitish Kumar

Area: 650 sq ft.

Completion: June 2012

Cost of Project: Rs. 7.5 lakhs