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**Design Element** is the beginning of the exchange of ideas. With it we endeavor to get the industry together. With Design Element we want our readers to be updated with new trends & ideas in the Industry.

We are in a venture to enhance and expand the Horizons of Designing trends with our upcoming editions.

*This Edition Lets Explore Building Materials Brands & Office Spaces*

## What the *Stalwarts* think?

*It is an Important platform where Vendors, Designers and Architects can quickly understand each others profile and products. This gives an opportunity to reach out to people both in India and abroad. It gives an opportunity of sourcing globally.*

**Kamal Kishore Gupta,**  
Omkar Developers



## **D**esign Element: Tell us about your story? Who has been your inspiration and support?

**Ninad Tipnis:** Born and brought up in Mumbai, India, I am an Architect by qualification. I think by default, every person's hero is ones father. As I grew, I saw my father succeeding in this field of architecture, so I was naturally attracted to the glamour associated with architecture and that is what inspired me for the first time to take up architecture, right from a very young age. As a young entrepreneur, I started JTCPL Designs in the year 2002 which specializes in creating aesthetic workplaces. Today, we are recognized as a design company with incessant creativity, discerning taste and for meticulous execution.

**DE:** What does success mean to you? What inspires your designs?

**NT:** The inspiration comes from almost anything and everything. Right from a great design project we have seen to fantastic service standards to cutting edge technology embedded in a project. But, if I were to single out one aspect, it is the human pursuit for excellence which constantly inspires us.

**DE:** Designing office for Global clients has been your forte. Could you share some insights on approaching and handling Global clients and converting them into satisfying customers?

**NT:** There are two major drivers in our business: Time and Cost .If your representation of these aspects viz a viz the project is effective and can be driven across then success is definitely yours. We like to represent ourselves as 'Workspace Design Partners' and then back it up with a comprehensive Design and Build strategy.

**DE:** Can you mention which project / projects has been your most challenging and closest to your heart?

**NT:** We have learnt a lot from each and every project we have designed till date. The most challenging for us has been a recently completed large scale project in pune. The challenges that we faced while completing this project brought out the best in us. It pushed us to extremes of performance and left us amazed at what the human spirit can achieve. We stretched ourselves, worked harder, better, faster. The project left us with an unforgettable experience that changed our lives forever.



In CONVERSATION with

**NINAD TIPNIS, JTCPL Designs**

**DE:** According to you, which is the most important space in office which requires maximum attention while designing and why? E.g Bathroom, storage, social Hubs ?

**NT:** There isn't one defined space which is the most important which is constant in every project, depending on the nature of the clients work we can derive the most important space for that particular project. For example: The reception area would be one of the most important spaces as the 'First impression is the last'.

**DE:** Even with your busy schedules, how do you get time to engage in your favorite activities? Could you share some instances?

**NT:** Discipline being one of my 5 D's that I live by, it gets me to organize my schedule and allocate time to activities other than work.

**DE:** Share some Words of Wisdom for younger generation of Architects and Designers?

**NT:** Five Words that form the main strategy for my success are hard work, teamwork, leadership, dedication and commitment. However the most important thing I have learnt through my work experience has been to under commit and over deliver.

## PROJECT TALK

**Project Name:** Office Interior Bhikaji  
**Area:** 600 sq ft.  
**Duration:** 45 days  
**Completion:** February 2013  
**Cost of Project:** Rs 21, 00, 000/-  
**Location:** New Delhi



**ANKITA & PRATYOOSH**  
- Studio An-V-Thot Architects

### Creating LARGE within a SMALL

A small office space is the need of the hour because of the scarcity of space, exorbitant property prices and influx of multiple small scale startups. An insight at our way of designing the office explained & exploited in 10 simple steps:

#### Step 01: The Conversation

Unlike many other fields of Design, Architecture starts to aim at finding solutions or rather finding solutions beautifully. These solutions are the answers to the questions derived from "The Brief" given by the client which generally ends up being unidirectional in a chaotic manner. "The Brief" ironically remains far away and immature than what really needs to be ventured upon.

We try to gain multi-directional insights on "The Brief" by involving us into a discussion, a talk with the client, the end users, consultants, contractors, etc. As Designers, our continuous quest to find answers to the now correct questions thus lands us on the correct tracks with the right wheels.

#### Step 02: Evolving Stories; not Story-boards

To understand how to create a large within a small, it is first & foremost important to understand what is large. A large can be understood as a space where confinements go far beyond an optimum distance from the point of sight. Thus, the design starts by forgetting about the immediate breaks through the flow of space, such as walls, partitions etc. The divisions are now created by forming patterns of story using path of circulation, vision of sight, virtual blocks etc. The whole area can now be seen as a series of space resulting from series of stories.

These stories can be as fascinating as having lunches with casual chit-chats to as important as addressing your subordinates on crucial subjects. They can be as inconsistent as a walk to the coffee vending machine or a stroll for a smoke to your wait for the prints. So, it is important to create space that will eventually evolve stories rather than to bring in story-boards and divide the whole area.

#### Step 03: Spatial Hierarchy vs. Organizational Hierarchy

In terms of design, organizational hierarchy should be seen as a route depicting point of communication. Rarely a person jumps more than two levels through this route to communicate, so to minimize the chaos in travelling and maintain a free visual orientation through majority of the day, spatial hierarchy should emerge from a clear understanding of organizational hierarchy. Here it is also important to understand the exceptions such as movement of an office boy, or a guest etc.

For example, the Principal Cabin here overlooks the Senior Workstations which in turn overlooks the Junior Workstations which is then greeted by the reception area towards the entrance. Also, guest movement is channelized in such a way that while crossing the reception and waiting area, it reaches to the Guest Lounge first which can then be fused with the Principal Cabin as and when required.

#### Step 04: Levels of transparency

It is imperative to understand that transparency plays an important role in maximizing the benefits of design. For example, it can be aimed to provide certain amount of privacy, or just to block a direct stare, to change the course



Waiting Area



Jali Supporting hanging storges

of movement or to simply insulate any sound from escaping. We can even start to play with various tools which end up giving different results along with different aesthetic values.

For example, in this project, we have used a custom made MS Jali as a spine that runs through majority of the available space with the clear benefit of not losing the expanse of vision while binging in a beautiful play of lights and shadows.



Entrance Corridor

Also, we were able to tactically seclude the junior studio while the main central corridor remains aloof of any disturbances or hindrances. Not losing on the concentration level yet knowing that one is under regular watch from superiors is an add-on. Another example can be seen as the retractable sliding frosted glass panels, which are used to divide or integrate the Principal Cabin & the Guest Lounge as and when required.

#### Step 05: Functional Ornamentation

"It's like if you are wearing a tie, why not a smart one."

We enjoy bringing in certain fashion quotient to an element or two which negates the seriousness of designing while satisfying amateurish freedom of youth. Something which is functional need not be boring is the concept behind the creative shape-changing book shelf that we have introduced in the Principal Cabin here. Multiple cubical blocks can be placed and replaced onto a Jali to create infinite arrangements of keeping the books, that too in various ways. Such elements

can be seen as elegant accessories on a beautiful dress.

#### **Step 06: Breaking monotony with harmony**

In a world of high pressure and demanding work-culture, even a small scale office environment is not far from taking out the best of you each day. The days have become so rigorous that maintaining that level of energy throughout is not possible without proper ambience.

One should be careful though, as breaking monotony can lead to the infusion of enthusiasm, but if the harmony is lost, everything fails. The balance of the two can be seen here in the placement of hanging storages at multiple levels positioned onto the running "Wall of Jali". So rather than becoming a stack of cup-boards, these evolve as the spine of jali while maturing as solids & voids at a larger scale in contrast to the smaller pours of the existing MS Jali. The intentional damage to the monotony is also present through the overhead storages all across the junior workstations.

#### **Step 07: Color, Texture & Reflectivity**

Upon reaching a point of surety of the physical model, the best way to add color, texture & reflectivity is to start by looking at everything in a monotonous grey-scale. There upon from various viewing points, we try & create multiple imaginary picture frames of two-dimensional planes. Onto these picture frames, it becomes much easier to identify the areas that demand the need of a color or a texture in contrast & context to the remaining de-saturated areas.

The result interestingly leads to an interactive balance between warm & cool colors present here in this Office space. The brief demanded the use of color "Orange" as it is prominent in the company's product. Our intention was to bring in "Orange" in a diminishing manner which can be seen through-out the ceiling which vanishes at the eye-level. Green, Blue, Purple & Grey are introduced at several areas to counter the

warmth of the "Orange" and bring in the desired youthfulness as well as serenity to the whole ambience.

#### **Step 08: Material Palette**

Rather than straight away landing on material specifications, an important step is to differentiate between the body and the skin of every object. A small office breathes well with finishes that are not dominating or of highly self imposed aesthetic value, but with finishes which work as a group and are cost effective.

Here we have used a lot of highly glossy & reflective laminates as well as high-gloss PU pigment paint which leaves the character of the body behind while enhancing the neighboring skins leading to a better visual expanse. The impact of heaviness due to the large number of workstations is minimized by the use of light shaded wooden laminate. Intention to magnify the expanse is also achieved through the selection of fabrics with linear horizontal lines. Glass can also be seen as an obvious choice while the "Wall of Jali" made out of laser cut MS plates refrains from blockage while providing divisions.

#### **Step 09: From macro to micro level**

The final product can be dramatically improved & seasoned with the precise attention to detail. The Grey colored grooves which are used in the Principal Cabin & the Guest Lounge speak volumes in the above context. These contrasting lines magically create an illusion of increased depth of vision while adding grandeur to the combined outlook of the Cabin & the Lounge. The need of artifacts is fulfilled with the selection of elegant light fixtures at some places while some customized lights merge so well with the ceiling panels that one can be mistaken for its absence.

#### **Step 10: To rewind, restore & refine**

As a Designer, we are always aware of the fact that a design never ends but evolves. Thus an iterative process of going back into a continuous loop from the beginning to the end and again begins with a more informed & polished state of mind. The reward here is in sheer joy of reaching to a better outcome each time.



Book Shelf with flexible shelves



Junior Workstation with jali Supporting hanging storages at the back



Principal Cabin

Photo Credits: Saptorishi Majumdar