

"if you can't explain it simply, you don't understand it well enough",
kunal read aloud a quote by einstein, sitting in a small studio
apartment in the centre of venice.

this aptly underlines the concept of bringing out 'archohm at ten'. a
simple way of sharing the philosophy of archohm.

as designers, architects and engineers, we associate with a large
array of people. from visionary clients to technical associates, from
vendors to contractors, from students to employees. this book is a
tool that talks to people from all walks of life in and around archohm.

'archohm at ten' appears to be a miscellaneous piece of work on
ourselves, where every page is disjunct from another, telling a
different story, conveying a separate message. indeed, each
artwork is complete in itself, but together they gently stitch a story
with multiple layers and nuances that you can choose to ignore or
delve into. one could follow any order, any logic, any time, to
connect and disconnect with the relaxed and informal experience of
our thoughts.

we bring this modest effort to all our well-wishers to mark the
completion of an exciting ten year journey. we would like to also
believe that it is a pause to look back and think before starting afresh
on a further exploration!

making of 'archohm at ten'

mid february 2009, mid recession, the thought of putting our thoughts together in a fun way dawned on us.

we had a vision to share and a point to make.

a random listing of potential contents were made. a specific editorial team was picked.

everybody was excited about the idea. obviously no one anticipated the next ten weeks of life at archohm.

we lived upto our standards of a mad idea and a mad timeline to execute it.

archana for her spirit, atisi for her will, aditi for her energy and elizabeth for her ideas formed the core team with sourabh. 'to execute or to get executed'.

february for assimilation of content, march for design and april for printing was a simple timeline.

archohm found an able enthusiast in hawkeye creations headed by rajesh suneja. we all had one thing in common, we had never done this before. that naivety translated into energy to gear us towards the final product.

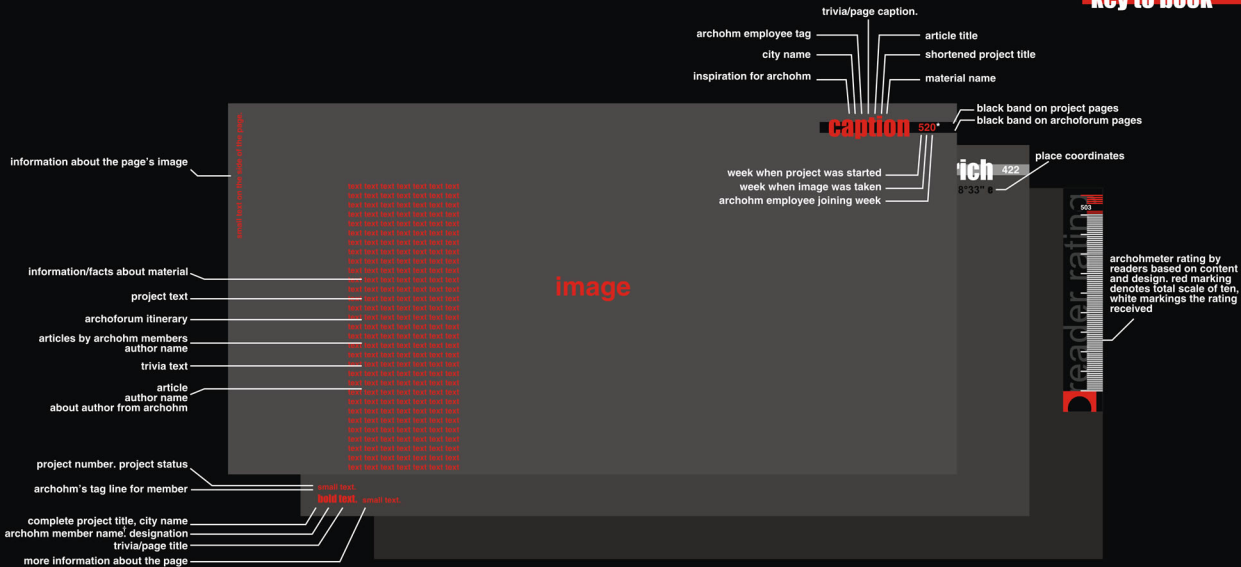
from paper hunting to printer negotiations, from fund raising to article requests, each and every moment was 'mad' and 'fun'.

we stretched all limits and crossed all lines to synergise into a team of mad perfectionists who will cherish each unslept hour and missed weekend. from getting the finnish mark print from the aalto museum curator to calling and collecting the building names from an old austrian guide, re-creating the marble cities to re-clicking the school bus, each and every insane act is a testament to our ambition to present a mad story in a fun way.

nishant and seema for proof reading. blame them for all grammatical mistakes. malavika for packaging and presentation, your first impression.

last but not least, would also like to thank mohit and kunal for letting themselves be taken for granted and the complete archohm team (don't want to name everyone and boast of our huge strength) for every moment of their time that they have put into this 'project'.





† refer to employees grid on second last page of the book for the initials used to identify members

* refer 'key to weeks' at the end of the book for exact week and year the week number denotes

archohm is my life. for malavika, my wife, its my first love.

to me archohm happened.

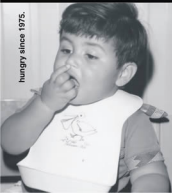
archohm's birth was one of the most unplanned things of my life. i worked on a guest house for bank of tokyo in golf links under the banner of 'rohit Kapoor and associates' a well wisher, colleague of my father. as a result of this guest house we had made in roads into the Japanese construction company mitsui and in may 1999 they invited me to participate as an architect in a limited competition for the delhi noida toll plaza. 'toll plaza' was alien to me and the title 'architect' in me was a thesis away. i was then working on my final thesis project at sa, cept, on the 'behaviour of streets'. from streets to roads, journey could not have been shorter. i entered the design competition and won. the night before signing the contract, on my 386 computer and the canon deskjet bj printer, came the name and logo of archohm.

since its inception, i have attempted to keep archohm as a design office that tackles all issues with creative solutions. this has made the project mix, people mix and the client mix refreshingly rational and exceptionally exciting. the body of work we have is not a comprehensive set of convincing solutions but an honest description of our attempts in hope of improving and evolving with every project we undertake.

archohm today has reached a certain stable professional status and tries to look back and learn on one side and envision the future and aspire towards it at another level.

sharing of this journey of archohm was difficult and perhaps personal at places. we wanted to do it to see ourselves, our work and our friends. every page was vetted, every thought was questioned, every idea was discussed. eventually we decided to keep it a simple and innocent, a rather honest submission of facts and figures about ourselves. i felt this has strengthened the product, stitching the various apparently disjunct fragments together into a story, rather an evolution of a story. a fairly true reflection of life and work at archohm.

archohm is a family to me with all its members, a strength and a responsibility that keeps me going strong.



hungry since 1975.



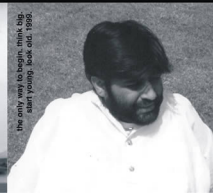
maybe on the third sleepless night
at Cept, 1993



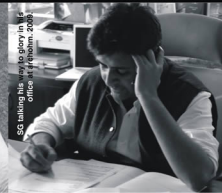
75% of the pics here are from
SG's collection, 1996



first job in the Netherlands, verdenk
architecten bureau, 1996.



the only way to begin, think big,
start young, look old, 1999.



SG talking his way to glory in his
office at Archohm, 2009.

the archohm way... our mission, our way.

to create an environment that nurtures **'out of the box' creativity**, which then shapes the built form.

the idea has always been to emphasize upon the process of creation, and the research and development of design such that it offers **solutions at every level**. in other words, the 'means' is more important than the 'end'- the final design is almost merely a by product.

the objective is to bring out the 'design' component. this could only be done as specialist designers, not as specialist architects who build either only hospitals, or only institutions or for that matter, only toll plazas. very strongly, each vertical, each faculty of the built environment was being developed. creation of lights for luz and doors for dorset, interiors for corporates and boutique stores, high end residences and apartments for developers, development of commercial and institutional projects, urban planning and sez developments, engineering of infrastructure and toll ways, all were simultaneously being churned out of this **'ideas laboratory'** of archohm. this kept us going, kept us away from being typecast. we became, quite simply, a design firm.

from developing fine details of a furniture in the morning, to evolving the master plan of a university at noon, and, in the evening, enhancing the light quality in a private residence....this is the biggest high that keeps us fresh and focused on 'idea and design'.

to go from an 'idea' to actually 'design' this environment right from the start necessitated putting in motion an interesting set of programs and methods.

archohm invited trainees and young **architects from europe** to come and work with them for a year to expose them to a new geography and to initiate a dialogue of

a concept of learning through experience, the **archotour**. an international excursion by architects, designers and engineers to explore various projects. this fuels the fertile minds and synergises thoughts and discussions during the travel. all faculties of design bring in their perspectives for a more informed learning.

archoforum, an initiative to continue our relationship with the expats who worked with archohm in the past is a bimonthly workshop to develop projects and encourage ideation. it gives them an opportunity to apply themselves to large scale projects, see them getting built; and for archohm the workshop brings in fresh thoughts to stimulate the entire design team.

our monthly newsletter, **archohometer**, not only connects all archohm employees, associates, friends, clients and well wishers, but also relays our words and works beyond them.

we believe **creativity** cannot be taught - it can only be nurtured. by exciting the mind that is equipped with the basic tools and techniques. thus, archohm brings together the infrastructure to create and develop, and bring on board a resolved structure and services, and a functional satisfaction to the program within. the attempt was, and will always remain, to embark on a journey with the client, get under his skin and work together towards a superior product bringing a **'positive play in projects'**.