



HI STREET



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SEPTEMBER '08

JD HI Street Mall, Ranchi

When we began this newsletter, we were worried that the size was too large- after all who would write all those words required to fill it up! An unfounded fear, as we have realised, because once people worked around their own versions of writer's block; they have showed no signs of slowing down. For once we are in the enviable position of having articles ready for future editions of this newsletter.

Just as an aside- the word September is derived from the Latin for "septem" meaning "seven"- telling us that until 153 BC September was the 7th month of the calendar and not the 9th!

This month we are featuring an article on Le Corbusier's seminal project- the Dominican Priory of Sainte Marie de La Tourette, betterknown as 'La Tourette', as well as an article on design by Bas (from Archohm Holland).

Sourabh has come up with yet another inspired piece that makes you want to sit down with him in a soul searching design discussion after hours (most certainly fortified by a few chilled beers!) It talks about Dutch design, a subject he knows and feels for more than anyone I know.

After findin out that Sourabh has already mentioned De Stijl as well as Rietveld, all I could do -to maintain some congruity with his article- was to put down some more trivia on things Dutch:

Purely coincidentally, Saskia Rao, a renowned cello player, and friend, mentioned in passing that the Dutch exchanged the city of New Amsterdam for New York to the country of Surinam with the British. Bad bargain: the former is now better known as New York!

Seen next to New York, is a composition by Pieter Cornelis Mondriaan, an important contributor to the De Stijl art movement



Next to Mondriaan's masterpiece is a great photo of the Schroder House, designed by Gerrit Rietveld, at Utrecht, The Netherlands. Built over 80 years ago, it looks refreshingly fresh and modern even today.

While on photography, I can't resist asking a trivia question here: Which company manufactures the most cameras in the world?

The answer, interestingly enough, is NOT Olympus, Canon, Leica, Kodak or Nikon. It is Nokia! Simple put- most people now don't buy cameras- they just buy mobile phones with cameras!

Go on- impress your friends with this perfectly useless piece of trivia!

FEEDBACK:

I envy you for creating such stunning communication. CHAA Geyse sir!
-Pawan Kitchlu, Retail Management and Branding Guru

It's a fabulous piece of knowledge, excitement, happenings & contains just the 'right spirit' of Archohm... I have pinned your issues on my desk and go through it at least a couple of times a week... it's an absolute enjoyment!
-Aanchal Agarwal

Got your newsletter...and it looks great! Good to see you as crazy as ever and going places!!
-Anshu Sharma

editorial

Heart of archi, centric and facing the main spine of the city, JD High street stands as the vertex to this entire commercial belt, the tallest structure in the city centre in a league of its own.

A design composition of four squares, this 'tall mall' stands majestically as a multilayered structure. Two atriums across five floors are a comprehensive volume of retail, a gaming zone floor, foodcourt, a three cinema multiplex and an ultimate rooftop fine dining.

Housing some of the most exciting Indian and International brands under one roof, it combines luxury and high street shopping, together with destination cafes, bistros, restaurants and bars.

As you enter the mall, you encounter an atrium on the ground floor, ellipse branded stores grace the first and the second floor areas. Showrooms of home format form the third floor, followed by a gaming zone on the fourth floor. A multi-cuisine food court which is one of the major attractions of the mall, rests on the fifth floor of the giant skyscraper. The seventh floor strategically houses an elaborate restaurant and eateries which are shared amongst the cine goers-who go to the theatres which are placed on the sixth, eighth and the ninth floors.

There is also an outdoor open plaza for festivals, fairs, exhibitions, performances and al fresco dining. The plaza is landscaped extensively in timber, water, stone and steel.

The building structure comes across a clean composition of four towers, two wooden and two white. A dynamically lit glass block that sits on top, presenting its colours to the city as a symbol of change and growth.

Way above the rest of the city, both metaphoric and literal, JD HI street assumes a certain monumental scale that defines the skyline of ranchi.



Aanchal Dhawan is a hardworking, eloquent and talented interior designer. A proponent of a healthier lifestyle (read as 'working out'), her joie-de-vivre (or 'joy of living') contributes in no mean measure to making Archohm a great workplace.

Shahid Raza, architectural draughtsman, known for his ability to work methodically and efficiently, relatively new to the office, but very much a team player- whether working on the Dilli Haat project, or playing cricket with the rest of the office at Mandawal

guestthoughts



Still reminiscing about the phenomenal Archohm we made and the many good buildings we saw. For me the Olympia Stadium in Munich by Frei Otto was a piece of outstanding architecture. The structure from 1972 was looking as new and exciting as if it had been built yesterday. Isn't it remarkable how goodbuildings remain good throughout time? It brings me to the everlasting debate about the definition of architecture: the art of building. Some buildings can look fresh and new with their glass facades, but tomorrow they bore us and we are looking for the next talk of the town. Others are more profound and the longer we see them the more we come to love them. What's behind these buildings, what makes them stand out? It doesn't necessarily depend on the money invested in them. The classy five-star hotels of Delhi certainly are very comfortable, but they don't appear in any book on architecture.



Too much is gone into applying the richest materials and the biggest dimensions of the atrium and the largest number of expensive restaurants. In fact, art isn't about materialism at all. On the contrary, what art does is that it helps us to forget the material constraints of this world, it lifts us to a higher level of imagination and sensitivity. The pure thought, the mathematical precision and the courage of the architect are which make the Olympia Stadium as remarkable today as it was 36 years ago. Of course, we can't now all go and copy the same building. Rather each of us, whether architect or client, needs to define and clarify his personal views, his fascinations and his feelings in order to make a project become truly artistic. That's why it's so much pleasure working together with other architects and trying to distill the purest ideas from all the spatial and technical possibilities we can come up with. So, come on Archohm! Show me your next projects!



designs

in focus

La Tourette

Twenty five kilometers from Lyon, France, the monastery of La Tourette is an architectural marvel, designed by Le Corbusier, a convert for the Dominican community.

To me it is one of the prime examples of a building whose aesthetics do not compromise the functions of the building.

Le Corbusier was the creator of the modular ratio which he employed extensively in this building for the windows, flooring patterns and his living cells for the monks.

This Square shaped building was set on the sloping ground with a central courtyard as was the traditional monastory typology though that was the end of the conventions obeyed. The building was constructed in only RCC and had rough plaster finish and form finished concrete.

The ground floor entrance level housed all the Common areas such as library, Classrooms and refractory etc. The upper two levels had 100 single rooms referred to as individual cell for the monks.

Most of the corridors were on the inner side of the building opening into the corridor to introvert the living environment. In contrast, the outside had only a slit opening at eye level. The slit opening had a block of concrete projecting out preventing continued vision from the window. This was done keeping human behaviour of the meditating mind. Furthermore at the end of the corridor was a large window which was covered from the front with a large sloping inclined slab allowing light but not view.

The courtyard had an oratory at ground floor level. It was a structure resting on a cross shaped walls. It had a square body with a pyramid roof to take in indirect light. The corridors leading to the church were supported on a pattern of rhythmic columns which were designed by Yannis Xenakis a musician.

The Church was the most fascinating structure. The entrance to the church was from a steel door having a central pivot. As the door opened the slit window in front and the side view of the door gave a clear cross.

The church was a large rectangular volume in exposed concrete. The church was lit up by natural light from the slit windows, roof level openings and wall corner windows. The slit openings sloped downwards hence the external vision was blocked but was allowed. These slit windows were painted with four playful primary

The rooms or individual cells as they would be referred as were just self content. It had a ceiling height of 8 feet. And the width of the room was about 6 to 7 feet. The room was selfcontained having a single bed, a storage area, a wash basin and a study table.

The idea was to keep the focus within the building and not to be. The finishes and form were kept simple and basic. A mastery piece that exhibits the powers of space and play of light.

designs

News:

Archo forum workshop. Another mad archohm venture of inviting foreign architects who have worked in Archohm for more than a year each to come together on a design workshop, three teams independently worked on three projects for three days! A monthly event. Bas and Nabin teamed to detail the Dilli Haat, Chris and Pradep worked the Jaipur Gurgaon mall plazas to the next level and Natalia and Kumal conceived the urban detail of the new Gurgaon Jaipur expressway.

Upcoming Projects:

1. Gurgaon-Jaipur expressway...An extension in Archohm journey from Delhi to Mumbai, after closing the control over Delhi to Gurgaon expressway, we have involved ourselves in the next in continuity segment on NH8 till Jaipur on urban design and state of the art toll plazas for the JV of Dubai based EYA and Andhra based KMC. The project stretches to bring Delhi and Jaipur within three hours of driving over six lanes to tarmac.

2. Calorie's Cafe... True to its name, a cafe for desserts, starting form Khan market, this beautiful concept attempts at exploring the sweet tooth and giving desserts a new flavour. The interior spaces and the furniture is all focussed towards this idea wholesically.

Birthdays this month:

Shahzad first
Girdhar fifth

New Joinees:

Narender, draftsman
Jagdish, draftsman
Monam Agarwal, Interior design Trainee
Abhishek, Architectural Trainee

15,007,034 Beetles

First manufactured in Germany in 1934 and designed by Ferdinand Porsche, the Volkswagen Beetle was one of the first cars modelled with the aid of a wind tunnel. In 1972, Volkswagen produced the 15,007,034th Beetle, beating the previous record of production held by the Model T Ford by one car. Production continues today in Mexico and Brazil.

Pens Re-invented!



It is being claimed by the builders of Burj Al Arab, the tallest building being used exclusively as a hotel (321mt) that the Eiffel Tower, Paris, is small enough to fit into its atrium alone!

designs

sourabh's desk

dutch design is the flavour of this month. the guest author is a dear dutch friend and design is the theme project of the month. I share with you my understanding of Holland, my interpretation of the place and the reason why established Archohm Holland, a reason to keep coming back!



Let me introduce you to one of the greater design products, a single most revolutionary dutch invention the BIC pen. 57 bic pens are sold per second!
BRUNO BICH,
My education in the netherlands was my window to Europe and by default an extended introduction to global design. I was exposed to almost every dutch experience (the almost was to exclude the famous marijuana and the infamous red light district). I explored cultures, lands and architecture to fill every cell of my memory with incredible data. a date processed and cherished by me to date. 'lets go dutch' epitomizes this fair society, its liberal mindset and its contemporary thought. Nothing was impossible in terms of design, no rules in terms of creativity and no limits in terms of technology, an ideal playground to play on your architectural design sensibilities! World contemporary architecture movement is currently propelled by a dutch architect Rem Koolhaas (OMA).



Philips bulbs, KLM airlines, windmills and canals, delf blue pottery, gouda cheese, Heineken Beer, all designed to enter our everyday lives.



The modernist likes of Gerrit Rietveld have left powerful imprints on the design canvas. From van gogh's paintings to De Stijl art movement all have their roots in the lowlands of the Netherlands.



My brief and biased propogation of holland is a humble attempt to thank. A tribute to dutch design!

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