



APRIL 2009

S	5	12	19	26	
M	6	13	20	27	
T	7	14	21	28	
W	1	8	15	22	29
T	2	9	16	23	30
F	3	10	17	24	
S	4	11	18	25	

The beginning of a new financial year in India coincides with a day popularly known as 'All Fools Day' or 'April Fool Day', a fact that lends itself to some good natured teasing in Indian corporate circles!

In this issue, we are focusing on a subject close to our hearts- that of electricity and lighting- literally the quest of civilization through the ages...As the third verse of the book of Genesis states - "And God said, let there be light..." In various ways this article is a tribute to Ampere, Ohm (whose name indeed forms part of our name), Volta, Edison, and countless other visionaries who toiled away to understand the secrets of this field.

After debating for a fortnight on what to focus on in my (usually) uncensored page, I thought it a great idea to talk about architectural lighting. A highly specialized field, especially abroad; it is now increasingly accepted as a necessary tool in enhancing the aesthetics of a building.

By the very nature of her task, a specialist in architectural lighting design is expected to have a good understanding of the properties of light from a scientific standpoint and of the functioning of a light fitting. As Wikipedia states: Architectural lighting design focuses on three fundamental aspects of the illumination of buildings or spaces. The first is the aesthetic appeal of a building, an aspect particularly important in the illumination of retail environments. Secondly, the ergonomic aspect: the measure of how much of a function the lighting plays. Thirdly is the energy efficiency issue to ensure that light is not wasted by over-illumination, either by illuminating vacant spaces unnecessarily or by providing more light than needed for the aesthetics of the task.



Each of these three aspects is looked at in considerable detail when the lighting designer is at work. In aesthetic appeal, the lighting designer attempts to raise the general attractiveness of the design, measure whether it should be subtly blended into the background or whether it should stand out, and assess what kind of emotions the lighting should evoke. The functional aspects of the project can encompass the need for the project to be visible (by night mostly, but also by day), the impact of daylight on the project and safety issues (glare, colour, confusion etc.).

Seen above are some examples of the world's architecture as seen at night...

There is just enough space now to share some trivia with you- regarding GE - one of the world's largest and most diversified MNCs. Thomas Alva Edison established the Edison Electric Light Company in 1878, which merged with the Thomson-Houston Electric Company in 1892 creating the General Electric Company- today known as GE.

—Kunal Savarkar

FEEDBACK: Please address all feedback to Alisha at archohm@archohm.com

I always used to observe things and attempt to make something artful out of it. My mind dwells in a world of creativity mixed with perplexity. It is this obsession or craze which led me to indulge myself in the profession of interior design. According to me good interior design lies in providing a cool, energizing heaven-like environment, no matter what the area is. Regarding architecture - I feel when we build, we should think that we are building to last forever.

I joined Archohm, where I am having a great experience. But that's not my main aim, and I have a long way to go. Willing to be Mr. Perfect, I compare a designer's life with a prism, which waits in this dark enigmatic world for a ray of sunlight. As and when a ray falls on it, the prism illuminates the space with myriad colours.

—Prakash, Interior Designer

The first employee at Archohm, to submit an [unpublished article](mailto:unpublished@archohm.com) for the Archohmster.

Girdhar Rautella - Ever dependable, Girdhar is an old hand at Archohm. His calm demeanour coupled with an ability to work methodically at a good pace means that he is in constant demand within the firm! Elsewhere you will find some news on the personal front as well for him.

—Kunal Savarkar

—Kunal Savarkar

archohm works



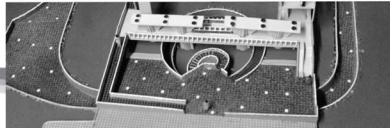
Mukerba Chowk is currently the largest clover leaf junction in New Delhi. The project came across as a complex exercise of stratifying and streamlining the vehicular and the pedestrian movement through this junction as an over all scheme. An entry to the city from the north needed to punctuate the project with special treatment in terms of its colours and textures. Functionally, the location of the project brought in a bus terminus, a four way vehicular interchange, four pedestrian cross overs and complete network of cycle tracks-all integrated into a coherent design solution. Two level signal free traffic movement, four level hi tech pedestrian movement and a multi deck node for interchange facility has been created as a first of its kind junction. The graphically detailed pier shapes, varied textures and the white steel vocabulary gives the project an international look and feel.

Exclusive state of the art street lights shaped like giraffe heads have become a signature for the project. A clear point of reference, this load piece of street furniture designed by us successfully gives a character to the project and is a recognizable entity of its own.

We have designed this intersection with all possible pedestrian facilities like ramps, a lift, an escalator for physically challenged persons a staircase and a ramp on both sides of NH-1. This ideal intersection also has four lane slip roads, four 2-lane cloverleaves and separate networks for cycle tracks. The land fill site near the flyover has been developed as a green belt.

Our co-ordination work with TCPL, the structural engineers for the project and the very competent co-ordination team of engineers of the public works department for the project constituted a very interesting and capable team. I really learnt to work on a different kind of a project and enjoyed the complex and intricate working of this urban inset project. and hope to get more opportunities to do the same.

The project was inaugurated last month by the Chief Minister of Delhi, Smt. Sheila Dixit.



Girdhar Rautella - Ever dependable, Girdhar is an old hand at Archohm. His calm demeanour coupled with an ability to work methodically at a good pace means that he is in constant demand within the firm! Elsewhere you will find some news on the personal front as well for him.

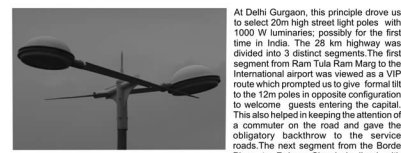
—Kunal Savarkar

—Kunal Savarkar

in focus

The Chief Engineer of PWD was in a fix. The Chief Minister of Delhi had put a condition while approving the new highway project related to Commonwealth Games: "The design of street lighting should be done as the 'Delhi Gurgaon section of NH-8'."

Well designed street lighting leaves an impact on the mind of a commuter so much so that a person in power takes a decision as above. A well lit street enhances the pleasure of driving at night and interestingly designed fixtures add to the city's beauty in day time.



At Delhi Gurgaon, this principle drove us to select 20m high street light poles with 1000 W luminaries; possibly for the first time in India. The 28 km highway was divided into 3 distinct segments. The first segment from Ram Tula Ram Marg to the International airport was viewed as a VIP route which prompted us to give formal tilt to the 12m poles in opposite configuration to welcome guests entering the capital. This also helped in keeping the attention of a commuter on the road and gave the obligatory backtrack to the service roads. The next segment from the Borde Plaza to Rajeev Chowk is lined with highrise buildings with well illuminated ambience. 20m high poles were spaced at 65m span with 1000 W luminaries to give a high level of illumination on and around the highway to make the drive on this section of the road comfortable. The overall bright lumiance helps the commuter enjoy the surrounds while driving. The third section from Rajiv Chowk onwards is lined with small industries and fields. 20m poles at a span of 80m for this section with relatively smaller pole brackets for the 1000 W luminaire to provide sufficient illumination but limited ambient lumiance for trucks to have a focussed ride were used.

Our next highway lighting project was the 10 km stretch of the Panipal section of NH-1. We selected 12m high poles in 'opposite configuration' with 400 W luminaries and successfully used the 'back throw' of light from the 400 W luminaries to illuminate the 'service roads' at grade. The poles were brought in from Malaysia with a twisted feel to them.

The Mukerba Chowk, one of our flagship projects featured this month, is an interesting case of 'butter ring road' of Delhi with a flyover under which passes the NH-1 with cloverleaf arrangement. We were successful in designing the street lighting using 12 & 9m poles without any high mast. The main roads were lit up with 400 W luminaries on 12m poles located on the central verge to give an optical guidance to the commuter to wriggle out of the cluster of roads at the junction. The lamp poles on the clover leaf and slip roads were given an interesting shape to get with the shape of the concrete supports. It has become an 'outstanding' solution which integrated lighting and aesthetics to aptly term ourselves as a combination of architectural and electrical designers.... *Fully justifying the title 'arch ohm'!*



S P Gupta: In the last 10 years S P Gupta has brought to Archohm a quality that drives us all today- excellence and pride in one's work. Ever energetic, he left the office of this newsletter far behind while driving back to Delhi from Mandawaj! In this article he shares with you one of our landmark projects - Mukerba Chowk.

—Kunal Savarkar

—Kunal Savarkar

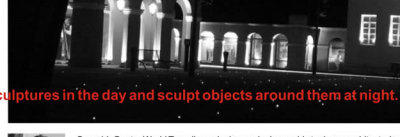
in focus



We were enlightened by a lighting excursion planned by Phillips a couple of years back. Not only was the trip very educating, the entire group of people, their company, was a learning in itself. Started the trip with the lighting centre in Leiden, The Netherlands, we were exposed to a hi-tech facility where all kinds of testing and experimentation is coordinated and executed. They had a complete range of functional pavilions with their optimum lighting solutions to express the importance of lighting, and lighting well. From a perspective of environment where lighting levels and quality of light should change as the day moves, to stores with highlighted merchandise to supermarkets where various commodities need independent treatment, the collection of lights, problems and their solutions was comprehensive and convincing. The depth and width of the Phillips expertise was demonstrated by the fact that they had an entire lighting museum dedicated next to their facility.

OLAC, the outdoor lighting application centre of Phillips was in Lyon, France. It was a treat to see how various outdoor applications were tested, controlled and exhibited with real size mock ups and real time simulations. Lighting same spaces with multiple solutions and optimising and demonstrating design philosophies added a new dimension to our sensibilities.

The entire excursion packed into a tight schedule was fantastic exposure and a crash course to lighting design which ended in Lyon, the only city I know- world-wide that has an urban lighting master plan.



Sourabh Gupta- World Traveller, a designer who knows his tools, an architect who is out to change the world, and a friend you can rely on.... That is Sourabh Gupta, relentless in his quest for purity in design (and ruthless in extracting quality from those who work with him)!

—Kunal Savarkar

—Kunal Savarkar

in focus



The fourth edition of Archoforum - Archohm's initiative to create a cross-cultural, multi-national design forum- was held in March at Athens. The regulars (Sourabh, Natalia, Chris and Kunal) were joined by Catja de Haas (an architect and PhD student from London) and Alexandra Stratou. The projects taken up were the CERITA institutes (now under construction) and the SPA design competition at New Delhi. As an interesting aside, the 3 day workshop featured exquisite Greek vegetarian food and a trip to the Acropolis!

Sourabh and Kunal made a quick trip to Udine in North Eastern Italy - in a quest to understand how the Italians seem to design, produce and deliver the best quality of furniture at all price bands. The trip also included a visit to Venice where both Sourabh and Kunal took a boat to the airport. Definitely a visit that was worth it. Both are visiting the Milan Furniture Fair as guests of the Government of Udine in April.

Lighting excursions: R2B lighting: Sourabh and SP Gupta went and visited the factory in Germany. The company's prime focus is on domestic lighting. They have a large range of solutions, capturing a majority share in the German market. Regent lighting: Sourabh and S P Gupta visited the factory which specializes in producing lights for both the corporate as well as the institutional sectors. Mr. Alessandro Sachs, International Commercial Director, Regent Lighting organized a fantastic trip to the Heurzug and the Heurzug for their Indian guests. Both these lighting trips were organised by Intercraft in India.

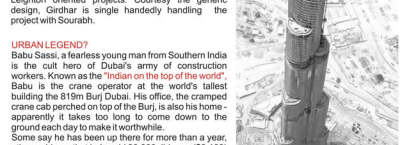
Sushant Rauteella was born on the 25th of February 2009 to proud parents Prem and Giridhar- both Archohm employees, an event that was celebrated by all of Archohm at a bash organised at their home on the 7th of March 2009.

UPCOMING PROJECTS: We have been asked to design a complete cinema plex, at Ranchi in our own architectural project, JD High Street, by Fun Cinemas. The concept revolves around whites and stainless steel to give an 'Alice in Wonderland' like, surreal feel to the complex.

Toll Plaza at Indore: This is an extension of our Leighton oriented projects. Courtesy the generic design, Giridhar is single handedly handling the project with Sourabh.

URBAN LEGEND? Babu Sassi, a fearless young man from Southern India is the cult hero of Dubai's army of construction workers. Known as the "Indian on top of the world", Babu is the crane operator at the world's tallest building the 818m Burj Dubai. His office, the cramped crane cab perched on top of the Burj, is also his home- apparently it takes too long to come down to the ground each day to make it worthwhile.

Some say he has been up there for more than a year, others whisper that he's paid 30,000 dirhams (\$8,168) a month compared with the average wage of 800 dirhams a month. All agree he's worth it. (From an article by Louise Armistead)



BIRTHDAY'S THIS MONTH: Devedeer Singh Rawat Supriya Agarwal Sixty Eight

NEW JOINEES: Naveen Sharma Architectural Trainee

—Kunal Savarkar

sourabh's desk

'From the mundane to the bizarre, the strictly functional to the wildly ostentatious, a panoply of objects has been created in response to the desire for artificial illumination.'

The 'ohm's law' of archohm: and the 'architectural interpretations' of the same, bring us closer to understanding and designing lights than most design offices.



to me, no one comes closer to being the godfather of contemporary lighting than achille castiglioni, born in 1916 in milan, an architect by profession, he strongly influenced the flos lighting company, his products are as bold, clean and fresh today as they were almost fifty years back. his mad and magical lighting products are a treat, some of his timeless advertisement, no matter what product is being sold and highlighted, one can find every of his creations quietly dominating the frame.

lighting, though technology driven, has managed to still represent and align itself with the design schools of its times in other fields, lighting has been a passion for most designers.

modernists like nietveld and frank loyd wright also made statements with their interpretations in this field.

designers like tom dixon, arne jacobson and philippe starck have also given the world of lights a fresh dimension.

from basic lamps to brilliant LEDs, lighting evolution is an incredibly interesting and intelligent field, from green buildings to alternate technologies, this industry is keeping abreast with the changing times and demands.

lights, whether for streets or for your table, work as sculptures in the day and sculpt objects around them at night- we at archohm have been designing lights that go with our streetscape, lights that complement our buildings and lights that enhance our interiors.



published by archohm consultants private ltd for private circulation, all rights reserved.

—Kunal Savarkar

—Kunal Savarkar

ARCHITECTURE

www.archohm.com

editorial

guest thoughts

design news