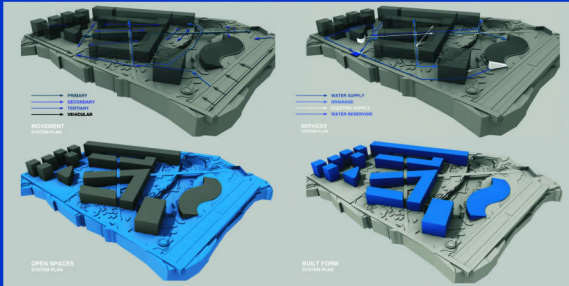
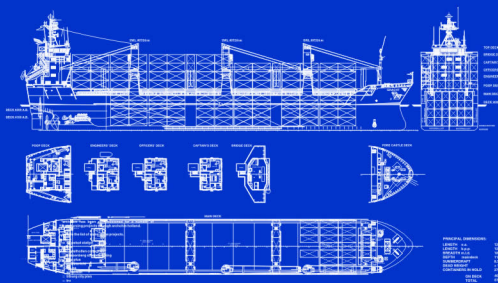




presentation drawings



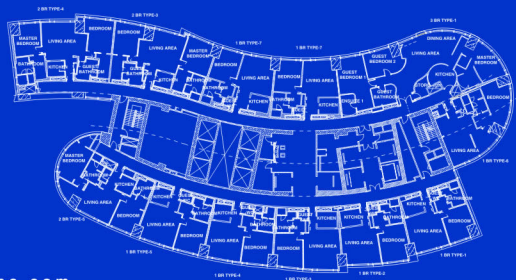
detailing services



JUNE 2010

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

shop drawings



3d modeling



design services



As we move into the holiday season for those who are lucky enough to be in school (read: our brats); and those who teach them; the rest of us sweat it out in the sun; hard at work!

That of course is for those who are involved in pure architectural projects - the kinds where one has client meetings, fights with contractors, tedious supervision and monitoring of projects, and site visits in the middle of the day!

At Archohm, however, exists an entire division of trained architects, engineers, interior designers and draughtsmen who work on large projects of different types - from masterplanning to interior design, infrastructure to complex engineering, for clients across the globe. These are projects where we use our combination of skill sets and strong bench strength to deliver quality projects for clients in Europe, Africa, North America, and both the Middle East as well as the Far East.

Outsourcing is also a tool that Archohm uses to more efficiently deliver its Indian projects.

Different people have differing views on outsourcing- on BPOs or KPOs. Ours is more like a Design Process Outsourcing as we go far beyond the typical services offered by engineering or architectural outsourcing units. **We offer value added services like design development, structural design and detailing, plumbing and electrical engineering, 3D imagery and all levels of Animation products.**

This issue is dedicated to our outsourcing team, and Archohmeter therefore has articles by Bhoomika Singhal, Archana Anand and Sourabh of course. The guest is Anindya Ghosh an expert in the architectural outsourcing sector with specific core competency of projects in the world's largest economy - USA. You can read the latest news about Archohm, including an article translated by Seema Chari on Sourabh's expert comments in Italy's leading newspaper.

I myself have devoted a fair amount of energy towards building up this part of Archohm. This is a journey that began with the BOB projects in Bulgaria, continued with DWP projects in Hong Kong and China, and went on to more projects in the Middle East.

I will end by saying what I always do - something that has mixed results - a request for you to send in your bouquets as well as brickbats. Why mixed results? Well because somehow the bouquets are always in verbal form; whilst the brickbats are marked to Alisi, me, Sourabh etc by priority mail!!!

Happy Holidays!
-Kunal Savarkar



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

editorial

archohm works

In my three years at Archohm, I have worked on all our outsourcing projects - beginning with Bansko, and continuing through Hong Kong and Dubai. As part of the coordination process, I was posted at the client office in both Hong Kong and Dubai. The next few paragraphs are a summary of my work at Archohm.

For the **Iconic Holiday Inn, on Kowloon's Golden Mile**, my work on behalf of Archohm entailed coordination between the client consultant in Hongkong and our Delhi office. The material palette was chosen from a plethora of various finishes ranging from European, and Chinese, to Thai as well as Indian. The design incorporated the extensive use of wall papers & timber blended with modern materials like glass & mirror. All in all- a time bound and quality driven project which the entire Archohm team contributed to.

In the **31 storied Centrium Towers (for ETA), Dubai**, Archohm provided design schemes that were both contemporary as well as with distinct Arabic roots. After the lower parking levels the inter connected second, third and fourth floors house common facilities like the swimming pool, gymnasium, children play area, indoor and outdoor function rooms, prayer room, billiards and games room. The prayer room design respects Arabian culture and the vibrant color schemes in



the play areas clearly depicted how much each and every corner is thought of.

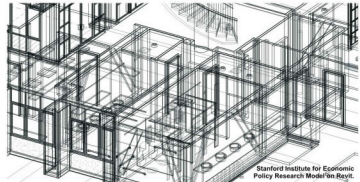
Discovery Bay Resort is probably the most prestigious complex of its size in Hong Kong. Approached by ferry from the Star Ferry Pier, the complex highlight is this resort. The designing of the all day dining restaurant here was an experience beyond description. The design successfully integrated the outdoor deck area with interior spaces, keeping in mind the chosen theme- that of the sea- from an era of sailing ships. Indeed, anchored close by the resort is the **HMS Bounty!** An aqua color scheme was effectively put to use right across the large restaurant (with seating for 500)

The **Shangri-la Hotels and Resorts** is probably the largest Asian business hotel group. For this trader's Hotel at Ninbo, China, Archohm provided the interior design for the serviced apartments (typical 1, 2 & 3 Bedrooms), lift cars, lift lobbies and the main entrance lobby. Working on a contemporary design scheme, the whole ensemble was provided a special touch through warm LED lighting.

All in all a journey of 3 years encapsulated into a page- doesn't quite do justice to it!

outsourcing seems a multifaceted opportunity that is here to stay.

Bhoomika Singhal - An asset to the company, strong team leader and dedicated worker. Bhoomika is one of the two pillars of Archohm's Outsourcing Division.



Stanford Institute for Economic Policy Research Model on Revit.

To outsource CAD services or BIM services to offshore locations is a practical business decision. Architectural firm worldwide have been constantly teaming up with outsourcing companies that provide customized detailing services as per individual requirements.

To deliver building projects timely requires robust workforce and latest technology that might be worthless during the lean season, incurring financial burden. **An architectural outsourcing service is the best solution to it.** It empowers one to deliver cost-effective and quality services to clients while winning more projects.

We have technology capable of automating the detailing & drafting process; reduce the duration spent on drafting and drawings; saving substantial amount of time and cost. Let me take you through some of the projects that we have done.

The recently opened, three-story 39,000-square-foot John A. and Cynthia Fry Gunn Building, which houses the Stanford Institute for Economic Policy Research (SIEPR), has been completed. Ken Komberg, president and founder of Komberg Associates Architects made the announcement.

Guess what...! The building information modeling (BIM) was done right here. The entire detailing package was outsourced to us by Komberg Associates that was done on Revit.

We have worked on the Okinawa Institute of Science & Technology, Japan. The initial phase comprises 700,000 square feet, including 3 multi-story generic research buildings, central services, housing and social infrastructure. This project is a Joint Venture between Komberg Associates Architects and Japanese A/E firms Nikken Sekkei and Kuniken.

The Onna-son campus is situated on a hillside covered with subtropical forest and has commanding views of the Okinawa coast. This idyllic location offers the ideal research environment for a world-class graduate university; the necessary space for the current facilities, and potential for future development.

Coming back to the West Coast of USA, there is hardly any county around Los Angeles where we have not left our impression on housing from single family to multi family from beach houses to condominiums. We typically do construction documentation which takes off from single line pencil sketches into presentation drawings and then finally to construction documentation. We also interact with the Architectural Review Board of various City and County offices in the State of California, as required.

As Samuel Aslanian AIA, said..... **We have helped his organization grow over the past few years.**

Anindya Ghosh - As I said elsewhere, he is a Master of the US market as far as architectural outsourcing goes. Strong on all US norms and codes, with an in-depth knowledge of State-wise variations, Anindya is a veteran of this industry.



guest thoughts

in focus



Burj Al-Sabah Tower, Libya for O&A Construction

Time flies! It seems that I have joined archohm only a few days ago. Well, being an architect, I wanted to do outsourcing projects; as my perception of such jobs was quite different then. I thought they were more clerical, required no site visits, no long office time clients / vendors / consultants phone calls. More disciplined and paying job than usual Indian Architecture. Henceforth better family life.

But the grass is always greener on the other side!

With about a year's experience I started afresh with Archohm. From making visiting cards to offer letters to creation of the company brochure to developing the new website, it was more of a responsibility than I had imagined. **Getting clients and new projects is far tougher than it seems!**

The journey began and the chain got longer with more people joining in, Director Kunal, loud Bhoomika (I hope she reads this) and now the experienced Anindya!

We started from basic **Paper to CAD jobs** (Infoplus & SOA) with the best team members one could have (Ashwini, Deepak, Prema). After delivering some British Bulgarian projects with scary deadlines (Grand and Prince Bansko), worked with DWP to get hands on experience on some prestigious projects in the Far as well as the Middle East (Holiday Inn, Discovery Bay, Shangri La, Al Manara, Al Centrium...), 3D jobs and presentations for our American Associates, and many more.

Our team size expanded and squeezed too! As we faced the world's worst recession in this period. We were badly hit as well but managed to keep afloat.

We used this time to hone our Software skills - not only in terms of the versions we were using, but also moved from CAD to Revit. This of course is a continuing journey.

With strict deadlines and zero error tolerance, outsourcing is an eye opener. I believe that at least once in one's lifetime all architects / draughtsmen should work in this field. akin to army training, one comes out of a fancy creative world to more mature thinking with better results.

Archana Anand - Committed, resolute and an architect who pursues the task at hand in determined and steadfast manner, that is Archana for you. Multi tasking comes naturally to her, much to her disadvantage (and our advantage)!



designs



Milan Furniture Fair 2010

Novartis Campus
As they say - **every threat is also an opportunity.** When the volcano dust threat grounded entire Europe, the Archohm contingent drove down to Basel to use the time to explore design. From the Vitra campus to the Novartis campus. Thanks to the warm hospitality of the Regent Lighting Team, some of the members got the opportunity to get a peek into the famous pharmaceutical companies giant campus with every part of the project conceived by a different architect. A pure treat!

Upcoming Projects:
Toll Plazas - Some IsoLux , an Indo Spanish venture, approached Archohm for its three toll plazas on NH1 towards Jalandar. Starting with a reasonable timeline, Archohm aspires to bring in fresh solutions through its research and development on this sector.

Residence for Mr Rakesh Kalyal - "Make this a statement", was the short but extremely loaded and interesting brief provided by the Kalyals - long time clients as well as friends. The Kalyal residence is shaping up as another designer feather in the residential cap of Archohm. Murlil has taken on the design development from the concepts developed by Pynish.

NIPER Campus, Gandhinagar, Gujarat - In Archohm's design competition series, a presentation to graduate to the next level on the prestigious NIPER campus at Gandhinagar was made. Fingers are crossed as we go to press, and cross country flights are keeping things up.

Taj Delhi Stores - With the Goa store designs almost under control, teaming up with 'Shades of India', Archohm is now renovating one of the most prestigious Taj properties at Delhi- 'Khazana',

BIRTHDAYS THIS MONTH:
With the odds heavily stacked against two months in a year without any birthdays, only Archohm could have beat them.



shots of the current archohm office at a-4-16, kalkaji extension

sourabh's desk



my understanding of outsourced design and drawing works is quite blurred in terms of how the world views it, but completely clear as archohm sees it.

for a draughtsman, sitting in an office, the job being in delhi, dubai or dallas is immaterial, drawing work needs to be efficient and technically immaculate. for a designer, it should also be immaterial as one must do it with clarity and understanding anyways. thus, nature of job and sense of responsibility both remain the same. perhaps, outsourced outstation jobs might bring in more flavors of environment, technology and construction thus more exposure and learning. one also escapes the unnecessary management and protocol issues of coordination that usually take away fifty percent of the time and eighty percent of the energy from a designer.

the drawback as a designer is to not have control over the concept and not being able to deliver at site, the ultimate design dream of seeing ideas manifested in built form, the challenge of understanding the client and interpreting the demands of the program, site and function takes a back seat, the level of hands on activities to develop the communication skill sets remain limited to the net.

net, the fundamental tool that enabled this process of economising on time and money. time lags between places makes the virtual back office function on different timelines, thereby a peaceful segregation of activities and responsibilities, a virtually twenty four seven office with a larger team and smaller budgets, video conference, cad drawings, sketch up models have brought in a certain speed and system that enables a fresh design environment, the facility of these powerful tools has brought construction to a different scale and style. a 'global' design evolution, rather revolution, which aptly mixes global exposure to design concepts to local experiments of technology and material.

outsourcing thus seems a multifaceted opportunity that is here to stay, 'archohm online' is yet another endeavour to keep ourselves abreast the international design practices.



shots of the current archohm office at a-4-16, kalkaji extension