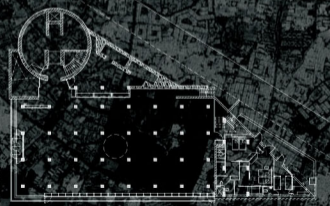


FIRST FLOOR PLAN
AREA = 7000 sq. ft.



SECOND FLOOR PLAN
AREA = 7000 sq. ft.



BASEMENT FLOOR PLAN
AREA = 10000 sq. ft.



TERRACE FLOOR PLAN
AREA = 4000 sq. ft.



GROUND FLOOR PLAN
AREA = 13000 sq. ft.



BASEMENT FLOOR PLAN
AREA = 1090 sq. ft.



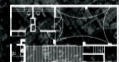
GROUND FLOOR PLAN
AREA = 1780 sq. ft.



FIRST FLOOR PLAN
AREA = 1360 sq. ft.



SECOND FLOOR PLAN
AREA = 1275 sq. ft.



TERRACE FLOOR PLAN
AREA = 1310 sq. ft.



BASEMENT FLOOR PLAN
AREA = 1870 sq. ft.



BASEMENT FLOOR PLAN
AREA = 1475 sq. ft.



FIRST FLOOR PLAN
AREA = 230 sq. ft.



SECOND FLOOR PLAN
AREA = 230 sq. ft.

NOVEMBER 2010

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

As we move into the festive season, its time to take stock of where we are, and what we have been doing these past few months. At Archohm, we know exactly what we've been upto!

In the space of six months we have put together a 40,000 sqft office facility using our in-house skill set of architectural design, structural engineering, MEP capabilities and our newly realized project management mindset. This has been done - obviously - on a tight budget; and even tighter schedule.

The Commonwealth Games went off without a glitch; I took some time out to visit Pushkar - a place I first visited in 1994 - and found to my pleasant surprise that it is still a sleepy little town - centred around its lake - with quaint by lanes that include priceless treasures like this shop that is a tribute to the eccentric genius of Salvador Dali. Elsewhere there were snake charmers, gypsy women in colourful outfits, proud Rajasthan men with bright turbans and luxuriant moustaches!

On the work front, everyone at Archohm has put in long hours - if not directly working on the new building; also to manage the monumental task of ensuring that we shift from our old premises to the new with the least amount of collateral damage. Everything has been sorted, junked (if redundant); packed and labeled for imminent and impending relocation.

Archohm completed a set of design drawings for a factory project whose name I cannot share with you owing to a Non Disclosure Agreement that we signed. We prepared an entire set of drawings in a record time of 2 weeks, including detailed estimates-architecture, all engineering disciplines, landscape et al. This was possible due to the 100% efforts of our team of professionals. Whilst talking about dedication, I must mention Uncle's effort - he practically went from the office to the airport to fly to USA for a vacation.

This month we are featuring an article by him on bringing in the new year - Diwali with our new office, Anindya Ghosh reminiscing all the impediments that came whilst construction of the office; one by Mohit Mathur throwing light on the mammoth task of handling our new 'white elephant'; and of course Sourabh's passionately written article celebrating the spirit of Archohm, perfectly concluding this month's newsletter. There has been a change in our editorial team; the first since it was founded in July 2008; the mantle of working editor has passed on to Mridu Sahai, freshly back from the UK. Do write in to us at archohm@archohm.com.

Have a Happy Diwali - the Indian Festival of Lights (for all our foreign readers) - and we pray that you all have a very prosperous and happy year ahead!

- Kunal Savarkar



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

On behalf of the Archohm family, I wish you all a very happy diwali and a great new year from our Hindu calender.

The new year brings in a fresh start for Archohm as we embark on this voyage in a new ship. A ship that aspires to give us a platform to move to the next level of expertise and experience in our field of design and engineering.

With great pleasure and pride I would like to inform you that we have shifted our office premise to NOIDA into our own

'studio archohm'

Archohm office is now ten minutes into NOIDA from Delhi as one crosses Delhi Noida Direct DND - Archohm's first ever project way back in 1999.

C 28 C, Sector 8, NOIDA.

- Satya Prakash Gupta



The dream of every architect is to design and build one's own office or house which, by strange fate of sheer economics is realized only by a few. In an emergency meeting of the core management, the idea of the potential office space in Noida was floated. In some confused state of mind the huge space (2212.5 Sq.Mtrs to be precise) with a built area almost four times our existing office (8000 Sq.Ft. vs 32000 Sq.Ft.) was approved by the key members. A team was formed for design, coordination and supervision. I was given a very simple task of generating the numbers required for the purchase of the plot and the construction of the building - not only on a spreadsheet but in the actual sense.

I believe the realization of the mammoth scale of the project probably had set on me faster than anybody else due to the mind boggling numbers. The only method of achieving these figures especially if one saw our scanty reserves of the past was - loans, loans and more loans. Perseverance and hard work of the first few months was rewarded as we managed to purchase the land with help of a few of our well wishers and the construction loan was also sanctioned to us; to help us realize our dream.

As I write this article the construction is in its full swing and is inching towards the completion witnessing the mayhem of making estimates, placing orders, collating, compiling vendor / contractor invoices, request for advances for loan disbursements, sales tax procedures, rush for road permit forms. The completion of work would announce the arrival of the only vice of taking a loan namely emi's. The danger looms large and imminent as in the spreadsheet of inflows and outflows, the outflows are a clear winner. This situation gets aggravated as the overdrafts also get exhausted due to the ever increasing construction budget and non and underpayments by our beloved and respectful providers of 'bread'.

The new 'white elephant' we have nurtured is bound to have its own set of problems starting from the cleaning and the maintenance of such a large space coupled with the conspicuous disappearance of the support staff at times of our urgent need. Though I might sound a bit passive towards our new office due to ever existent money crunch but it does not in any way undermine my enthusiasm of entering a much spacious, lavish and positive work arena. I sincerely hope it shall bring out the best of everybody working in and associated with Archohm; acting as a catalyst to its multi-dimensional and exponential growth. We welcome everybody to bless us for a successful start from our new head quarters 'studio archohm'.

- Mohit Mathur



Just a few days after Holi, earlier this year, when it all started at Noida.....our future Studio. The idea was to cut the ribbon on Diwali. Too hard to believe especially when a 32000 sqft facility is being planned with all the speed-breakers being born every day and then

Speed breaker -1
Peak summer months of May-June with most of the construction workers missing in action

Rotunda.....a total brick involvement
A 1000 bricks in each layer of the structure, with close to 250 such layers which average out to laying of 1000 bricks in a single day.

Speed Breaker - 2
Then came the rain and it just rained and rained. The rain broke records for the last 5 decades

Working Hall
A concrete framed structure with full marks to its economics, enclosed with glass and cement boards

Speed Breaker - 3
The rain continued and now a huge umbrella was erected to protect the site and the people...A race against time...The effort continued...To cut the ribbon on Diwali.

Stone Adventure
A fortress with almost 50 metrics tonnes of rough stone being used in each floor that will house the meetings rooms in multiple floors

Speed Breaker - 4
The rain stopped but it brought in Mosquitoes.....and then came Dengue. Our bodies were attacked but our minds kept on moving.

Concrete triangle
A perfect concrete prism depicted with concrete graphics and captions; each floor being added every 45 days.

Speed Breaker - 5
As we came out of Dengue, came the Common Wealth Games. All transport routes closed...Material shortage...but the goal remained intact. As they sayWhere there is a Will, there is a Way.

Amidst all this, an entire floor of the Stone fortress was DELETED. There is hardly any time to construct it. Surrounded by all the hurdles, the fun of construction was intact. We kept on crawling towards the D-Day.....

And here we are.....almost made it in time ready to break the cocoon..... Let's celebrate Diwali together.....!

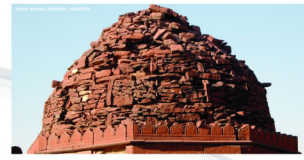
- Anindya Ghosh

News:
Archohm 'jamma paar' - Archohm is in a state of physical flux as it starts to operate out of its new 'studio archohm' in noida from diwali. This would lead to interesting complexities for the next eight weeks as we aspire to complete this dream of ours towards the end of the year.

Ahemdabad extension - Archohm extends its design team footprint back to Ahmedabad with the infusion of 'studio 04' - a bunch of five talented designers who join Archohm in its creative endeavours. This team works closely with the delhi office to extend itself towards a better exposure and add to the 'design process'.

Upcoming projects:

No new projects is the clear agenda for us right now as we try and postpone starting all new residences, schools and corporate office works to the new premise. Details of the same shall be shared as we gear up to take them on.

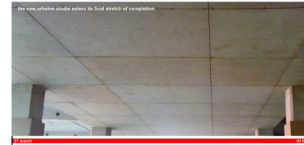


BIRTHDAYS THIS MONTH:

Sangay Karahana	Second
Irran	Eleventh
Charmendra	Twenty Fifth
Maryu	Thirteenth

NEW JOINEES:

Mridu joins the Archohm team, an accessory designer who also likes to explore writing on design. Atsai hands it over to Mridu after running it successfully for over two years and we thank her for that, not meaning goodbye as we will keep pulling her in (nobody leaves Archohm and vice versa). Mridu aspires to take this newsletter to new horizons and platforms, so do expect a new look with the new team!
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It was a three-minute conversation with mr bansal, the chairman of intex, as he escorted me to the car while informing me of his plans to sell the plot where archohm had designed an intex corporate office a year ago. the reason being change in business plans of expanding etc...he was giving it up.

before you begin wondering why i mention the 3 minutes, it is because, that's how long it took to decide where the next archohm design lab would stand!

from one dream to another, we don't seem to be in control.

we neither deserved it nor could we afford it.

a 2400 square meter of prime land in noida, three kilometers, ten minutes and one traffic light away from dnd (read delhi and archohm's first project).

it was clearly a trade off between the location and size of the property. size does matter at times. the opportunity to convert an existing compact office into a design village was one for grabal! a village as it has favors across interconnected floors, landscaped grounds and terraces to enhance the working experience of a creative office into a cool boutique, a design studio and a laboratory of ideas. the mandate was simple, make the place fun and capture the spirit of archohm. give this studio every inch of the design philosophy with which the office works.

it is aimed to be a one-stop shop for designers and clients in the real sense. this would plateau archohm to the next level from where one can aspire to reach new heights. the idea is to focus on quality projects, bring in a degree of sanity to timelines and processes.

a method to the madness.

we aspire to start this new studio with the hindu calender's new year; this diwali. a very happy diwali to all of you.

last but not least, the key points of the office that i can't resist sharing...ten meter tall doors...hanging meeting rooms...five thousand square meters of glass cupboards...bare concrete floors...a 'no' paint building...an indoor badminton court...a hundred people amphitheatre...and a heated swimming pool!

