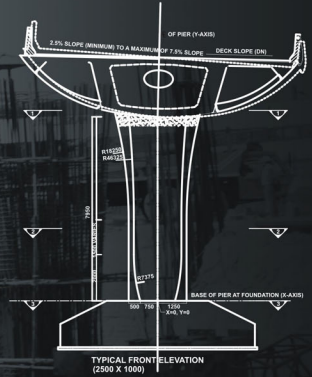
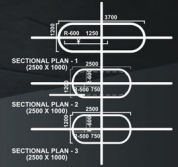


SEPTEMBER 2011

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



signature bridge, wazirabad

A R C H O H M E T E R

What 6-letter word links the terms - suspension, cantilever, girder and arch?

If the answer that came to your mind was 'bridge' pat yourselves on the back, because 'bridge' it is! These are the 4 principal types of bridges.

I was 8 when my parents bought me a Ladybird Book on Bridges; that began a fascinating journey for me, which has (thankfully) not ended even now. I was hooked for life; with pictures of the ancient Roman Bridges - at locations as diverse as Acan, Tera, in Spain and Severan in Turkey. These bridges were built to last - using stone and concrete - and most are still in use today - a mere 2,000 or so years later!

Who hasn't heard of London's Tower Bridge, which allows ships to navigate up the Thames, by folding up its roadway deck at regular intervals! Other iconic bridges include the Sydney Harbor Bridge, San Francisco's Golden Gate, our very own Howrah Bridge (also the title of a thriller), and of course the spectacular bridges designed by the Spanish Architect Santiago Calatrava - including this one at Valencia.

Another bridge that I was very intrigued by was the Chesapeake Bay Bridge, what with a length of 23 odd km. This of course is uniquely a combination of bridge and tunnel - thus facilitating movement of ships from the Atlantic into Chesapeake Bay.

Now why so much talk about bridges - you must be wondering - well, simply because we at Archohm have also made our own small contributions to the world of bridge design. Bridges are not just functional in nature; they are also pretty much the largest landscape elements in the cityscape today. They have the potential of adding beauty and grace to our urban environment if treated with the sensibility of an architect.

In this month's newsletter we are featuring an article by Giridhar Rautella on the Wazirabad Project. This is complimented by Avantika's article on her experience working at Archohm; Mridu's very readable monograph on the Glasgow School of Art, and everything you wanted to know about one of the pillars of the office - Shivdutt Sharma! Also take a look at the 'Wall' where we seek to discover if 'design is about people or objects'. Lastly, but by no means the least- we have Sourabh's thoughts on 'ethics and entrepreneurship'.

Do 'bridge' the gap between you and us by writing to Mridu at archohmeter@archohm.com!

-Kunal Savarkar

in focus

The Wazirabad project is located at NH-1. It is one of the busiest and major intersections of Delhi since it is the only approach that connects North to East Delhi. Not only is it the entry point for vehicles coming from Punjab and ISBT but also the access point for lakhs of citizens living in nearby areas, leading to huge traffic jams daily.

This project was a special one for us because this signature 'ribbed' bridge is the first cable-stayed bridge in Delhi. We got this project in association with Tandon Consults Pvt.Ltd. from the Delhi Tourism and Transport Development Corporation (DTTDC) and Gammon India, were hailed as contractors of the same.

Since the scale of the project was so large and complex, it was divided in three parts - the main cable-stayed bridge, the western approach and the eastern approach. In the western approach flyovers, pedestrian subways and bus bays were designed for smooth running of the traffic towards ISBT, Wazirabad, Punjab and the Wazirabad barrage. In the eastern approach the same were designed for smoothing the traffic towards Bhajan Pura, Khajuri Khas, Loni, G.T. Road. The main cable-stayed bridge was built over the Yamuna River.



This basic structure has been developed keeping in the view that the entire structure is visible from all angles due to the complex routing. The idea was to form a 'fish belly shaped superstructure with the help of a rhythm of ribs that gave the structure a certain fascia. These ribs also give a certain play of light and shadow on the entire elevation. The design was carried forward even in the crash barriers. The top of which houses the reflectors and anchor rails all along. Various piers of unique textures and form support the super structure, unifying the entire structural system aesthetically. Form liners have been used to give a strong texture and character to the surface and the structure.



Both hard and soft landscape was incorporated in visible areas, highlighted by special lighting. The approaches were facilitated with parks, playgrounds, shops etc.

This project was interesting to work on, since it dealt with everything from the complexities of approaches, subways, and landscape to electrical design.

Giridhar Rautella - Come what may, whatever may be the situation, Archohm's strongest pillar is always there to take charge with absolute commitment, devotion & sincerity. He will never let you down. No wonder they call him the GIRDER of Archohm.



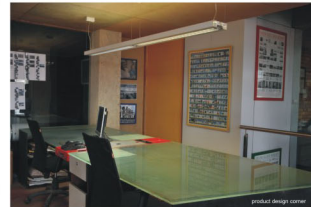
I am a product designer and I graduated from NIFT, Bangalore in accessory design and have since been involved with several projects, some of which I have undertaken as a freelance designer and some as a designer with a company. As a part of my graduate study I have previously trained with IKEA for 5 months, as a lighting design trainee. I have worked on projects relating to graphic designing, branding and visual merchandising in collaboration with a New Delhi based design firm and recently witnessed first hand the great Egyptian revolution, as I was working in an Egypt based luxury furniture design company as a furniture designer.

Mr. Sourabh Gupta after the careful scrutiny of my work granted me the opportunity to be a part of Archohm's product design team. His vision for the team is simple - to produce world class, unique and revolutionary designs which are not only strong in their aesthetics but are ergonomically sound and commercially viable.

He entrusted in me, apart from the responsibility to produce good designs, the responsibility to organize and define the ways of working together with the members of the product design team. As a team we are currently working out an effective design methodology, which aims to lead a product design project to its completion in a defined and structured manner.

I am currently working on re-defining and re-designing the LED office lighting range for Instapower, based on the market potential for their product.

I can say without a doubt my experience at Archohm has been an amazing one so far. From the first step into the magnificent Archohm office to meeting the other members, it has been nothing but



awe-inspiring. Mr. Sourabh's work methodology and the creative freedom along with his inputs is what makes one feel driven to work and challenge one's own boundaries. I have been exposed to a truly international environment and a talented bunch of people, which are the strengths of Archohm.

Avantika Sharma - Avantika, a new entrant to the Archohm family, aspires to catalyze the archohm product design team with her varied exposure, experience and education. Time will testify for the 'influenced' and the 'influencer'.



design news

Built during 1897 to 1909, the Glasgow School of Art was commissioned to Charles Rennie Mackintosh, who won a competition 'to erect a plain school'. It was indeed a privilege to get a chance to visit this iconic monument on Archotour 4, since it was considered **avantgarde for its time and age**.

At the beginning of the twentieth century, in all creative arts, new ways of self-expression were being explored extensively. The trend to break away from the usual ornate aesthetics trickled from art, conceptual art, sculpture to fashion by various personalities like Picasso, Duchamp, Schiaparelli etc. In Architecture too, Mackintosh stood out because his modernist aesthetics that lacked the overt stylistic references to various historical periods, utilized so freely by his other competitors of the time. One may argue perhaps, that Mackintosh depicted such a style for economy of the design, but when we look at details we begin to appreciate the functional use of texture, light and shadow rather than pattern and ornament. The influences of the industrial revolution, Art Nouveau and the Japanese culture are evident in his architecture vocabulary which he combined with an undercurrent of Scottishness.



The completed building is a rectangular block with a different facade on all four sides. It lacks obvious classical references and has over-scaled windows with no sculptural embellishments. The asymmetry and the severity of the structure, as told by our guide, caused much adverse comment at the time of its construction. However, his design process of building the school in such a manner that the logic of the interior plan dictates the nature of the exterior, in my opinion, must indefinitely be a novel way of approaching architecture at that time, even though it led to the base of the south facade being nearly 11 meters lower than the north facade - equivalent to the height of an average house!

The whole experience of visiting the art school left an interesting paradox in my head - of building a school - a place where rules are made - by breaking them.

Mridu Sahal - Mridu, synonymous with the archometer itself is the archohm meter running on full throttle at everything. Bombarded by mails and agendas everyday. One hopes she can catch more catches than the current Indian cricket team!



Visit to Vitra and Castiglioni Design museum - The Archohm team visited these two museums in Basel and Milan to check out potential opportunities on enhancing the design quotient of the country by exposing India to their collections.



YCE finalist - After winning the Star Young Entrepreneur award, Sourabh made it to the finals of the Young creative entrepreneur award, organized by the British Council. Kudos Boss!

Spotlight SHIVDUTT SHARMA - Engineer
"In the past 5.4 years, I have seen Archohm evolve. I am proud that I was chosen to handle the making of our new office. Despite facing many problems during construction, we completed the super structure in just 8 months. I am also thankful to Mr. S. Gupta, with who's support I have been on two Archotours - one to Scandinavia and the other to UK. It has been a good learning experience as we're incorporating details seen during the travel in our projects. I pray to God for Archohm's continued success."

- ShivDutt Sharma

"A workhorse who thrives on responsibility; a jack of all trades on whose broad shoulders falls every odd task that confronts Archohm. An efficient engineer who knows the nuts and bolts of construction- inside or outside!"

- Sourabh Gupta

BIRTHDAYS THIS MONTH:		NEW JOINEES:	
D D Sharma	- First	Prakash Chandramoia	- Accounts Trainee
Shanzad	- First		
Siddharth	- Fourth		
Giridhar	- Fifth		
Deepshikha	- Twenty Fifth		
Isha Singhal	- Twenty Ninth		

sourabh's desk

'ethics and entrepreneurship', was an intriguing weekend at udaipur in early August where I had to share my views on professional ethics in the country today. This was especially volatile with the experienced, seasoned speakers and stalwarts like Mr. Shiv Khera sharing the platform. It was interesting to bombard my 'beg, borrow, steal' philosophy of work ethics on people from all walks of life - educators, students and principals, corporate and religious experts.



There were three ethical insights to the entire event and archohm in general, had two clear ethical grounds to protect its practice in the field of design in this country.

The field of design, by nature itself brings an ethical path that a designer constantly treads on in terms of his school of thought which includes the design methodology, the design ethics and the general consistency toward a design sensibility. This has always been of prime importance as a direction to keep the office going at a certain level; there are no shortcuts to these choices and no deviations to the design values that one is connected to, sounds easier than it is when one confronts clients with their dreams of ornate 'spanish villas' and 'vastu perfect' design preferences. archohm always tries to educate the client, negotiate within the boundaries and if there isn't a consensus, we move on, compromising on design values has never been an option.

The second key word was country. In today's booming construction industry, one sees a rampant abuse of ethics under the garb of speed and opportunity. This adds to the loss of control within an organization, and in young growing offices as ours, you have more faces and ambassadors, there should be clarity in values. This is a constant fear that one lives in - to keep the name and intent of an office and its ethics in an environment where 'commissions and opportunity fees' are almost accepted and respected terms, but the message sent out in the current convave of nourishing leaders was that there is now a fair possibility of an ethical existence as India today offers tremendous opportunities at every level.

The third, less considered but interesting ethical ground of debate was people, 'non ethics of a pink slip', of how entrepreneurial decisions undermine the role and state of people. This was a revelation of sorts, as one when growing adds personnel to the team but in distress considers subtractions are mere corrections.

The simple connect I could establish was that if you invest in people with design and commercial ethics, you will never need to cross the third line as you will in any case value people, more.

I hereby submit my case of keeping it simple stupid - 'ethics should be like the north star', an apt guiding light in all difficult situations, with no compromise on one's speed and scale of growth.

Is design about people or objects?

Design is always about people. A man is an inhabitant of a space and user of an object. The design is influenced by the inquisitive nature of man to make things better and more comfortable around him. He always moulds his surroundings to suit his senses and usage. This nature of man has led to his evolution from cave to a glass box house, from harmonium to keyboard, landline to Bluetooth.

- Shwas Tikoo



Design is about people. People don't care about design that doesn't care about them. Therefore, we don't have to think as designers to design an object but as users. Take the example of the conceptual variant of the classic keyhole design for a drunken person (see image). The designer for this brilliant idea is unknown but it appropriately addresses the issue of the unforgetting key slot when one returns intoxicated after a party. An excellent idea of how design is about the user.



However, design isn't JUST about people, it's about context too.

As Louis Kahn puts it -

'And when you want to give something presence, you have to consult nature. And there is where Design comes in.'

- Mridu Sahal

* THE WALL is a platform where a design issue is raised and people give their opinions on it. If you wish to be a part of future discussions please contact mridu@archohm.com.