

AUGUST 2011

S	7	14	21	28	
M	1	8	15	22	29
T	2	9	16	23	30
W	3	10	17	24	31
T	4	11	18	25	
F	5	12	19	26	
S	6	13	20	27	

Corporate Office - Vestergaard Frensen, New Delhi.

A R C H O M E T I B
www.archom.com

Writer's Block' is a genuine condition that can afflict even the most eloquent of us - not that I consider myself in that category. It has taken me more time than it takes a TGV train to traverse the distance between Paris and Marseilles, to start with this article.

However, having begun - I see no reason why I should stop! This month - moving into August 2011- I thought it wise to comment upon Delhi's trees. Of late - since my visit to Bandhavgarh and Kanha National Parks, I have suddenly become aware of trees and their variety and beauty.

And as Jaime Lerner, Architect and Mayor of Curitiba once stated - "There is little in the architecture of a city that is more beautifully designed than a tree". He provided 1.5 million tree seedlings to neighborhoods for them to plant and care for. Wise. Just for the record- more people in Curitiba think that they live in the best city in the world, than any other. Very, very impressive. I wonder what proportion of Delhites think that!

Delhi itself is a city with beautiful trees - in fact if you drive down Central Delhi's wide avenues you can't help but notice them. Planted carefully by the British, some native species, others introduced from elsewhere. Take a walk in Lodhi Gardens or the Zoo - most of the trees have plates with their Latin, common and Hindi names very thoughtfully inscribed on them!



We are featuring in this month's journal an article by Ashish Gupta, one of our valued clients, Tanushree's piece on her favourite office project - Vestergaard; and of course Sourabh's thoughts on architecture in Alaska! Did I forget to mention that Isha Talsania has written a fantastic article on the Civil Justice Centre at Manchester - a project seen by the Archohm troops a few weeks back.

Do ponder over our 'Wall' where the topic for discussion this time is interdisciplinary collaborations in design where you catch Zaha Hadid designing shoes for Lacoste!

Do keep the feedback channels well oiled by writing in to Mridu at archohm@archohm.com

- Kunal Savarkar

in focus

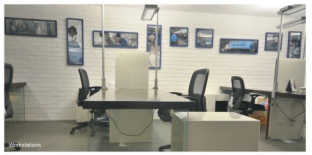
The Vestergaard office design is a result of pure innovation. The organization believed that an element of 'fun' should be introduced into a typical workplace in addition to the functional aspects of commercial interior design.

The main goal of this project was to create open and spacious office areas for highly collaborative interaction. This led to all spaces being totally transparent.



Speaking of transparency and fun, the formal meeting room is a glass box cantilevered in such a fashion that it seems to be floating in air. This meeting room is the highlight of this office space since it is even visible from the outside passage of the building complex.

Another very interesting space in this office is the informal meeting room, which is again cantilevered but completely opaque to maintain privacy of the discussions taking place inside. The seating area in this room is so comfortable and inviting that it serves as a resting place for the top management of this company as well.



The work stations are masterpieces in themselves. An illusion of a 2" thick wood top floating in air is seen, as the legs of the tables are that of clear glass. This serves as a good example of questioning and reversing the typical wood base-glass top ideology. The strategic use of glass in these design elements enhances the perception of openness.

A patch of green has also been introduced to create a refreshing feel to the whole space. This concept of incorporating indoor plants was introduced to retain and reflect a connection with Vestergaard's old offices.

The Vestergaard office is a true example of an office interior design which has a relaxed style, is comfortable, yet at the same time still supports an energetic work atmosphere.



Tanushree Lakhota - Tanushree is an essential mix of calm and aggression, former when she is interacting with seniors/clients and the latter while dealing with contractors and subcontractors, when work needs to be executed at site. One of the most talented interior designers at Archohm, who has stood by the firm throughout.

'Work of art is the unique result of a unique temperament.' - Oscar Wilde

Honestly, this quote serves as a perfect prelude to begin this article. To understand the values, beliefs, culture and especially the of essence our company one needs to be unique in thinking and Archohm delivered that with precision.

Vestergaard Frandsen dwells totally on a unique business model of humanitarian entrepreneurship. This 'profit for a purpose' approach has turned humanitarian responsibility into its core business. Vestergaard Frandsen was founded in 1957 and has since evolved into a multinational leader. We are a European company specializing in disease control products. We are the only company in the industry whose sole purpose of business is to develop lifesaving global health products and concepts. We have our office at 11 locations across globe including south africa, usa, dubai, thailand, indonesia and our head office being at switzerland.



We at VF believe in transparency in our business and in promoting the ideology of saving the environment and planet with our thoughts, actions and products. Archohm translated the same into our office space aesthetically by using a lot of glass, reflecting more natural daylight thus saving energy. They helped us reach an optimum balance by using energy efficient lights all over the office. Architecturally Archohm helped us create spaces where we could display plants promoting environment friendly atmosphere. We wanted a very open structure with zone areas. Archohm molded various zones like the fun zone where coffee machines, couches were installed in the center for employees. A special concentration zone was created, which is different from the entire office in terms of colour, furniture, lighting and ambience since it was done in red. A whole new facet was provided to create a space 'not like' an office within the office. It was installed with a comfortable couch, colorful pillows and the whole room was finished with artistic touch.

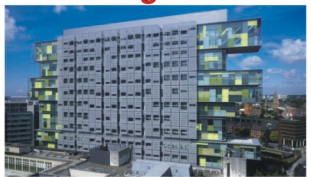
We had the constraints of space, and despite that we were provided innovative solutions for storage on "wheels" which could be expanded, reduced and shifted as per the need. We have one conference room in one of the offices. However, the space utilization is done so commendably that at least Smeetiings can be held at a time in that office, in various rooms and break out zones. Archohm has gone an extra mile to provide the minimalist basics catering to all the needs in a limited space, intricately.



Ashish Gupta - Known to Archohm for long, Ashish has been a great client, giving us the space and flexibility to design, once his functional basics are in place. His cool and composed demeanor and politeness balance this through professional.

- Kunal Savarkar

design news



The star highlight of Manchester - the civil justice center was a revelation.

Housing some very formal and official functions, the center still manages to create an informal vibe to it, because of the random cantilevering blocks.

The entry is scaled to human proportions, where security checks happen. But as soon as you step across the reception, the linear 10 floor high atrium presents itself, which is awe inspiring and inviting at the same time. When sitting in the atrium, you can see the cafeteria at the end of the linear block; if you look up, there are metal rods on which random blocks are placed, as if they are matchboxes pulled out. The materials used are best quality steel and concrete, and some lacquered glass - all finished to a perfection that would make you let out a low whistle of appreciation.

The small details, like extending the metal plate of the flooring, a little more after the columns, so as to create an illusion of the floors being as thin as the metal plate; the extended edges of the exterior finishing surface, so that there are no joints visible; the couple of yellow boxes among the rest of the white cantilevered boxes are all small points that contribute in a major way in which the building is conceived as a whole. The building strikes the right balance between formal - informal, imposing - inviting and manages to connect with its daily users in an appealing way through the interior details, while still maintaining its starkness in the overall form.



Isha Talsania - A super spirited Archohmite, Isha is sweet and sweats it out. She is industrious and dedicated, with a no complaining, no questions asked attitude. Give her any task and be rest assured that it will be done efficiently and on time.

- Kunal Savarkar

INCITE - National Institute of Contemporary Indian Textiles

+91 RESIDENCES - Contemporary Indian Houses

STAR YOUNG ENTREPRENEUR AWARD - Sourabh has been conferred with the STAR YOUNG ENTREPRENEUR AWARD at the 5th India International Innovation Summit as an appreciation for his contribution to entrepreneurship and innovation. Three cheers for Sourabh!

FCML visit - The design brigade of Archohm visited the FCML store at Sultanpur. FCML is a lifestyle retail brand that brings to you; Hospitality Supplies, quintessentially European Luxurious Bathroom design products, elegant and contemporary Home decor products & accessories and à la mode collection of the most beautiful eco-friendly, recycled tiles, all inside one parapet. It was a good exercise to see what the market has to offer.

Spotlight

DEVENDRA SINGH - Electrical Draughtsman

"Archohm is one of the best companies I have ever come across in my career ladder. The foundation which it has built has been on, has been experienced by me in the past eight years. The achievements in the field of architecture and electrical design are worth appreciation. These have been possible just because of the hard work and dedication of the Archohm family. I agree to see that Archohm as the top design firm of the country. My heartfelt request goes out to all my colleagues that everyone should put in their 100% to let Archohm turn its dreams into reality. I pray to god for the continued success of Archohm. We still have miles to go before we sleep."

- Devendra Singh

BIRTHDAYS THIS MONTH:

Subodh	-	Sixth
Surendra	-	Tenth
Tarak	-	Fifteenth
Tanushree	-	Twenty Fifth

NEW JOINEES:

Akhata Palekar	-	Trainee
Tulika Galani	-	Trainee
Avanika Sharma	-	Trainee

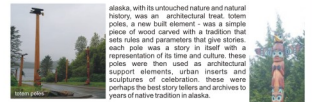
"Devender joined us on 11th June 2003. He has shown distinct understanding in planning layout of electrical equipment inside/outside the building. He is one of the most sincere and dependable working hand in the organization."

- S.P Gupta

home page

sourabh's desk

back from a five week break, (yes, weeks not days) and yet one still did not want to return. This was not out of fear of facing the war at work but the sheer pleasure of being in the bliss of Alaska.



Alaska, with its untouched nature and natural history, was an architectural treat. Tolem poles, a new built element - was a simple piece of wood carved with a tradition that sets rules and parameters that give stories. Each pole was a story in itself with a representation of its time and culture. These poles were then used as architectural support elements, urban inserts and sculptures of celebration. These were perhaps the best story tellers and archives to years of native tradition in Alaska.

at the urban level, each city, rather village was almost thriving on tourism. These 'seasonal villages' hibernate for more than six months of winters but come alive for the summer. They are simple grids as a plan, a main artery of commerce and blocks of residential and institutions, depending on the economy, the infrastructure expands airports or limits itself to seaports. Skagen with its scale and scenery would be etched as a dream city to stay, clearly a different world.



the 'norwegian pearl' was nothing less than a city. externally, the impressive white form was marked by large glass facades, deep decks and multi level shaded platforms were the best squares to watch schools of whales in the pacific. restaurants at various levels were designed to give a varied experience every day with its location, décor and cuisine. large theatres, shopping streets and gaming zones balanced the compact accommodation areas. the rooms were an incredible study on anthropometrics that enabled four comfortable sleeping units within a six by nine feet unit.



beyond architecture but touching all the senses, the ice cracking and breaking off a glacier, to see a large piece of an ice mountain dissolve into the sea in front of you still resonates!

"Synergizing" the new mantra

First it was Phillippe Starck for Puma, now it's Zaha Hadid for Lacoste and for Melissa (Brazilian fashion label). Synergizing between two different realms is undoubtedly the hottest trend worldwide.

Both the shoe designs for Lacoste and Melissa by Zaha are different yet similar in so many ways. The design engages with the asymmetric quality that conveys an inherent sense of movement, a typical feature seen in Hadid's architecture as well. The techniques used to develop these products were also a mix of architecture and product design. The process employed 3D printing, embossing and rapid prototyping as key tools for refining the ergonomics of the shoes. Thus, generating a great synergy between the teams and the whole collaboration yielded a product that was fun and new.

However, apart from this being exciting opportunity to express spatial ideas on a different scale and through different mediums, I am still wondering why the world is headed towards interdisciplinary collaboration in all sectors from design, media to education?

Ms. Liliane van der Meer, tells us why.

When Harry met Sally

Today's world is complex and is facing challenges because of economic, social, technological and cultural transformations. A traditional, one-dimensional approach can't solve these challenges.

Instead, a multi-dimensional, interdisciplinary approach that multiplies technology, tools and talents into a powerful force of change is required. Interdisciplinary collaboration means exchange of time, tools and talents, drawn from diverse educational, cultural and professional backgrounds and combining their expertise to work across architecture, interior design, urban design, planning + strategies, conservation, preservation + re-use, environmental disciplines, and industrial design.

Do not forget interdisciplinary collaboration is hard work, but rewarding.

- Liliane van der Meer
Delft, The Netherlands

* 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

editorial

guest thoughts

home page

the wall