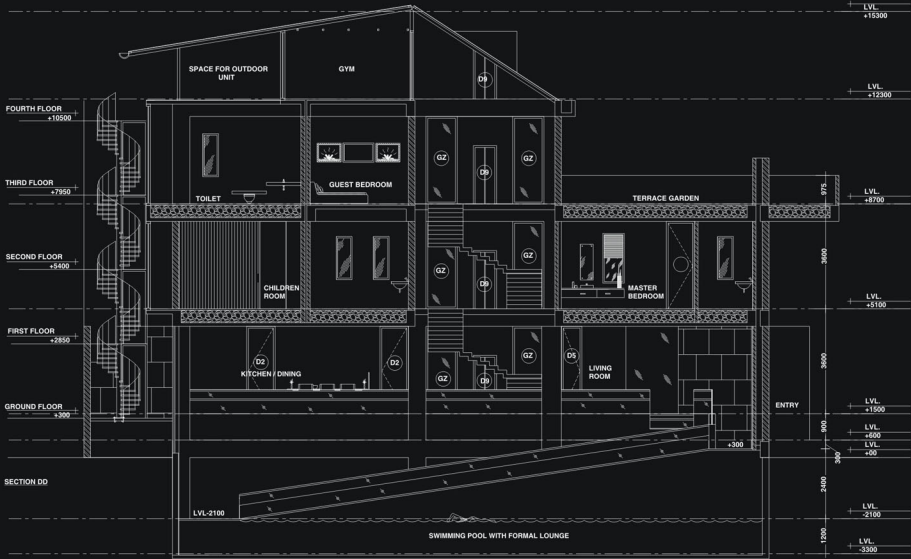


JUNE 2011

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Peshawari Residence, NOIDA



A R C H I T E C T U R E
www.archohm.com

in focus

For all those amongst you who did not make it to our get-together on the 1st of May, to announce and celebrate the launch of our new office, here is an invitation straight from the heart - please do come and see our new studio, drop us a mail call us and we will ensure that we show you around at leisure on a day and time of your choice!

It was very aptly held on 1 May - a day which belongs to workers across the world. This moment to architecture - for it is no less - was the result of a lot of labour on part of those working in and with Archchom.



Archchom studio
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There is a 200 page book - archchom in 365 that will tell you all about the office and its features. I will refrain from any repetition by simply commenting upon one feature - the Open Hand created by Corbusier for Chandigarh. Advised by Archchom in the form of a play between light and shadow, all achieved by using the elements that Archchom uses in conjunction with that most abstract of all materials - Light.



Open hand sculpture by Le Corbusier

Of late we have been seeing a lot of public art in India. Whether it is good or not - that is for those who experience it to decide. But starting with the stainless steel mushrooms at Delhi's AIMS clover leaf flyover (grade interchange) designed and installed by Ayush Kashwal to the Mudra art at the airport, this trend is catching on.



Stainless steel mushrooms at AIMS

As we move into June, we realize that half the year is almost over. Time is simply flying - as the Italians say - *il tempo vola!* As the months seem to merge into one another, the years are swiftly passing by... In this month's journal we bring to you Sadhvi Astir's views on the 'Salone del Mobile' at Milan and Aditi Sharma's article on the Peshawari House - a project to which she contributed in no small measure; Catch Mridu with another debate - a joint sime on Form vs. Function or simply put - Aesthetics vs. Functionality. Which of these is essential for good design? The usual snippets of news about Archchom, and to round off matters we have Sourabh's views on what we call - the Italian job.

- Kunal Savarkar

FEEDBACK: please write in to Mridu Sahai at archchom@archchom.com and feel free to point out all typos, factual errors and the like!

The Peshawari house is one designed with no constraints and no limits on design. This 'boutique' house undoubtedly, is hailed as one of archchom's flagship residential projects.



Ramp leading to the basement

The house is designed in such a way that the basement features a double height eighty-foot swimming pool, a bar, a formal living and dining facility with a sunken court that is connected via a ramp. The walls and floors have been treated with Italian botticino marble and travertino in combination to give a polished, smooth finish.



German kitchen

The ground floor houses the family living, dining and cooking-an elaborate German kitchen and a series of services.



Bedroom on the first floor

The first level is a private floor with three large bedrooms accoutanulated with clean modern interiors brought together by an interesting mix of textures with top-of-the-line functional Italian dressers and cupboards.



The terrace garden

The second floor lists up as the secondary ground floor for parties with an elaborate

fountain wall, terrace garden, an external bar and guest rooms. Third, the highest point on the locality is a glass gym and a spa overlooking one's own garden.

From concept to completion, from the wood and stone facade to the mother of pearl interiors, the house has an exquisite ultra-luxe designer touch and feel.



Aditi Sharma - You can never quite leave Archchom and who else would know this better than our regular skype-mate Aditi. Despite not being physically present in Archchom, she is totally in tune with the daily works. Studying design in Milan currently, Archchom hopes that this talented interior designer will be back in office by the end of this year.

Eight pavilions - 3,45,000 sq.m. of indoor exhibition, 60,000 sq.m. of outdoor exhibition, thousands of people from across the globe...that's how insane the Milan furniture fair can get.

On the first day of the fair, when I got into the metro in the morning, it seemed as if the entire universe was headed towards Rho Fiera, where the Salone Del mobile is held annually, this year being its golden jubilee year.



Salone del Mobile

On reaching the - Salone del mobile, I felt like Alice in wonderland- stepping into a whole new world- where you experience completely unimaginable ideas and design at its creative best. To walk through each stall is a new learning experience of how to present similar products in a zillion different ways. Remarkable designer pieces from Giogetti, Fendi, Arkeltop, Poifforn, Flou, wooden furniture from Riva to the new lighting collections from Flos, Foscarini, Fontana Arte and novel stall designs like that of Lago, enables one to emerge with a new found perspective, a formatted brain and an inspired urge to start designing atreah.

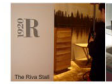


Lago stall display

Another major attraction during the fair was the various events by companies at their showrooms, boutiques, galleries around the city. The Flos event with the BMW theme and light, was one worth watching and the Paolo lenti event had great outdoor and indoor furniture collection exhibited in strikingly vibrant colours.

Surprisingly, everywhere you go, you would spot a handful of Asians around. It was good to see the participation of the East, in the West. It was also a good opportunity to interact with Indians from all across the country who were there to explore, learn, and pick up furniture/accessories for clients or for their own usage.

The Riva stall was one of the highlights since it got a fantastic response, because of the alarming number of visitors who came especially to see its venetian wood collection.



The Riva stall



Riva's Venetian Collection

So the learning was that the 'MADE IN ITALY' tag is what the world demands, simply for its killer combination of design, detail and finish.



Sadhvi Astir - Young, hard working and pragmatic; Sadhvi will go an extra mile for work; quite literally since she just got back from the Milan fair, where our Alice seems to have lived it up!

Cheers to the team - Gopi, Mihir, Vivek and Sourabh sir of course!

designsnews

Creating order out of chaos.



Junk from the backyard



Archchom's adaptation of the open hand

On a first glance, the stark red sculpture right in the middle of archchom's central atrium with an unconventionally random form can be quite confusing to register. But when a narrow beam of light is thrown on it at a set angle and height, it casts a precise shadow which resembles the form of the open hand sculpture by Le-Corbusier. This play of light and shade enables this piece to be performing stationery sculpture.

The idea emerged from the concept of reusing the immense metal junk available in our backyard and the challenge was to create something interesting without harming the beauty of the central atrium which clubs all main functions of the archchom building together. What existed in its place earlier, were just a bunch of steel reinforcement bars with which we anchored this whole sculpture together as it gave us the starting point to begin this haphazard structural piece.

Our working elements ranged from hollow metal, angular, tubular, circular sections to nuts, bolts, adhesive caps, paint boxes and a tube light choke which contributed directly indirectly to the overall shadow profile by being welded to each other in a rather orthodox manner. Without the beam of light one can never imagine that a chaotic form like this could cast a shadow that resembles a profile of the open hand sculpture.

Altogether it was fun to work with such meticulous methodology on a chaotic composition.

News:

Milan fair: - The epitome to design where the world of design converges for a week of celebrations. The fair also exhibited decorative lighting trends that were interesting to see complimenting the furniture.



Salone del Mobile

Archchom office finally got its cherries over the new cake palace, it has built as it own studio. Firstly, the indoor badminton court got its sports floor and its led night lighting. A close second is the indoor pool. So the summer brainstorming sessions and client meetings may see new venues; things can't get more out of the box.

Laufen bathroom furniture forum: - In its endeavor to update themselves with the trends and technologies, an archchom team, led by Nupur Madhav visited the famous forum centre at Laufen. An experience zone built around its bathroom products, the architecturally stimulating building does full justice to its conception.

Bega lighting factory: - Another archchom team was invited to a 'living light' tour of an impressive factory complex of Bega, the external lighting giants in Germany. The technology, the production and the presentation clearly reflected the philosophy of the company and its products.

Spotlight FAIZAN KHAN -IT engineer

The place archchom to me means family where I grow, enjoy and learn new things every passing day. I had joined the organization four years back and its supportive environment never made me look back, each day bringing in a whole new challenge! Personally, I have developed a tremendous sense of wanting to learn new things which is essential if you work with technology on a daily basis, with the encouragement of my colleagues and seniors, this has enabled me to work faster in a more user friendly way to understand the user's requirements and provide the appropriate solution in the shortest span of time. My biggest achievement is yet to come. But I feel proud to see Aijt in the IT department, who is a great help and means a lot to me.

- Faizan Khan

"Despite the fact that he is the person responsible for blocking all social networking sites in office, Faizan, still remains in everyone's good books. He has grown to become a very responsible member of the crisis management team. Everything from backups to peripheral procurement and their installation, land on his platter. These processes are utterly important for the smooth running of our design office and are executed by him with timely ease. We wish he can devote time to his very recently added better half in spite of his occasional prolonged office hours."

- Mohd Mathur

BIRTHDAYS THIS MONTH:
Saniya - Thirteenth
Deepak - Twenty Second

NEW JOINEES:
Deepshika Dash - Product Designer
Sneha Ramani - Trainee
Vicky Achnani - Trainee

sourabh's desk

design interiors and Italians are synonymous, why are the Italians so high not just on design but on its manufacturing as well, has been an age old paradigm. A personal exposure to some of the credible Italian brands show that these are closely held, fairly small, family owned businesses. The product expertise is genetic, it's in their blood. It is not only a lineage they follow, but take immense pride in, the passion with which they take their work, it is bound to reach such exponential levels of perfection. It's a continuous process of evolution, from product to technology.



MADE IN ITALY

The fair in milan is perhaps the largest international event in the world annually, anybody and everybody, even remotely connected to design gets an incredible opportunity to experience design first hand. milan becomes one large design village. The formal fairgrounds exhibit a large collection, most large scale market leaders exhibit within the city to bring a better control and flavor to their presentation. zones across the city become informal exposition grounds that open their doors way past midnight. The city becomes a twenty four hour seven day celebration of design.

to drive in the 'product in their blood' point, 1920r riva is a company that deals with pure wood furniture. They have come a long way in their product range and design philosophy, their approach to every product is - make it as simple, raw and as clean as possible, from their wooden bean bags 'mauu' that shot them to lime light to their all impressive 'kauri' wood tables with an incredible natural grain.

their latest collection has been the 'venezia' where they use piles of wood that has supported the island with its presence underground, to be reused and readapted into forms of furniture, in a nutshell, these are companies that look and work beyond the business of making money. they think, sleep, eat, dream wood, it was no surprise when on their factory visit, the rendezvous started with a large museum of woods!

archchom's affinity to quality design and products has led us into the Italian circuit, multiple projects, residential, educational and commercial have seen designs that are shaped and sized in india for an indian client and manufactured in europe, a perfect solution to a 'no jugaad' (read no adaptive compromise) solution for clients.



riva's nature dining table at the peshawari house

a prime example is the execution of the featured project, the peshawari house, a project executed with the spirit of perfection, each space and each piece in that space has been a result of a search and a research in design.

form vs. function or simply put aesthetics vs. functionality what is essential for a good design?



Function follows form is evident in nature. A round stone rolls, as form suggests a function. Designers however, are born rule breakers and love to shock by using the reversal idea - to make an unconventional element like a cube-rat tool. Thus, making form from function. They love to question and rephrase the 'expected', they create forms which are intuitive to the functions they want. Hence, declaring form follows function. This ability of theirs to dissect and re-look at any idea creates an interesting paradox which comradely adds fuel to the age old debate of 'form vs. function'.

Whenever I have commiserated this debate my first reaction to it has always been that the comparison itself is wrong. Form AND function or something AND functionally aren't separate entities rather they are juxtaposed elements wherein the absence of any of them makes a design incomplete. A simple example, for this is my car's roof that has been given a crescent shaped dip - FORM for aerodynamics - THE FUNCTION for me was that, the hood - form follows function and function follows form elucidates the relationship between these elements more appropriately than this comparison as they both define the need and design for each other.

- Deepshika Dash

The debate over function and form has raged in the design community for over a century and a half. The 'perfect' balance of form and function is always going to be difficult to find and this only helps a designer to achieve his or her ultimate goal: the ideal user experience. Form and function in design are both as independent and interdependent as context, style, behavior and structure are. To each other, but they are different spectrums altogether. We saw that form and function are actually overlapping concepts - spectrum, neither can be completely associated from the other.

- Shreemika Singhal

Looking at technological products, I've observed that form has overtaken function. The most apt example being the iPad by Apple. It isn't an insanely feature-rich product. Its competitors - the google tablet, the blackberry playbook are loaded with way more features and functions. Then why does the iPad remain the most popular choice? The product doesn't even have a damn camera but you will care about it, because whoever designed it gracefully less and intuitively interface, cared about you. Similarly, the vacuum cleaner - 'KoneVac' by Karim Rashid, is ergonomically, not good at all. It is designed to be more form than function. But that's my point. If want a space saving vacuum cleaner that matches my living room, is used sparingly - once a week for 20 minutes, then why does it need to be ergonomically sound? It just restricts the freedom to explore forms. If a product is functionally straight forward and the user looks good using it, as designers you have succeeded. I guess design is my opinion, so one that satisfies the user, where the weights given to form and function is totally consumer driven.

- Mridu Sahai

* 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@archchom.com

editorial

guest thoughts

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