

COMMERCIAL DESIGN

The definitive guide to successful commercial spaces

India's hot
100

The most influential
people in the industry

SEPTEMBER 2014 Volume 2 Issue 1

India's hot 100

The most influential people in the industry

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The paradigm shift...



"It's a fad today to say that everyone is 'creative' or to use terms like 'stakeholders' as if by doing so we are now all empowered to make the changes society needs. The reality is that not everyone is equipped or even cares to be creative and real stakeholders are still those that hold the purse strings of projects."

- Richard Kooyman

Even today, Kooyman's quote holds relevance in the industry. Cities have been studied, ideas for their

growth and development proposed as well as urban culture and geography documented and theorised. Yet, one of the problems with urban studies is the assumption of a historical continuity in the imagination and planning of cities.

This has resulted in the shortsightedness of our methods and approaches in trying to comprehend or resolve the current scenario. Each concern is a larger version of a previous one; each situation is a metamorphosed form of an older or previous one.

However, within the Indian diaspora, there has been a group of individuals and organisations that have consistently strived to make a difference at every scale possible. Their projects have distinguished themselves in their uncompromising stance to use innovative solutions and unwavering commitment to the people.

On the occasion of *Commercial Design's* first anniversary, we present India's Hot 100 – The Most Influential People in the Industry – to recognise and celebrate the initiatives of individuals, teams and organisations that have perceived excellence in ideation and in quality realisation towards a much larger purpose.

The basis of the selection criterion was on significant contribution towards the field of commercial design. Innovations, experimentation of mediums and methods, as well as commitment to quality, have been the primary parameters in presenting (in alphabetical order) these inspiring stalwarts.

Hope you enjoy the issue!

Rashmi Naicker
Deputy Editor
rashmi.naicker@itp.com

In *Commercial Design's* August issue, the cover story "Poetics of retail" on page 20 inadvertently missed crediting Mathew & Ghosh Architects (MGA) for the structural conservation and refurbishment of Cinnamon, the heritage edifice that houses the Arttd'inox store in Bengaluru. The error is regretted.

COMMERCIAL DESIGN

September 2014 | VOLUME 2 | ISSUE 1

ITP PUBLISHING INDIA PVT LTD

Notan Plaza, 3rd floor, 898 Turner Road

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Printed and Published by Sai Kumar Shanmugam, Flat no 903, Building 47, NRI Colony, Phase – 2, Part - I, Sector 54, 56, 58, Nerul, Navi Mumbai 400706, on behalf of ITP Publishing India Private Limited, printed at Repro India Limited, Marathe Udyog Bhavan, 2nd Floor, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, India and published at ITP Publishing India, Notan Plaza, 3rd floor, 898 Turner Road, Bandra (West), Mumbai – 400050

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Published by and © 2014
ITP Publishing India Pvt Ltd
RNI No. MAHENG/2013/52810



Manish Gulati

Principal

Manifestation: of Fluid Architecture (M:OFA), New Delhi

Gulati and his wife, Tanushree, established their firm in 2002 to realise a design theory, where architectural realms are redefined beyond the rules of regularised grids, dimensions and principals. For him, architecture is a fluid expression continuously throbbing with life, a strong inspiration. Gulati applies, interprets and iterates the complexity, simplicity, paradox, restrictions and fluidity of life itself into his built forms. At the studio, each project undergoes multiple layers of planning, design and realisation.

Manit Rastogi

Founder partner

Morphogenesis, New Delhi

The evolutionary process of nature inspires Rastogi to generate innovative architecture that is optimised for both, the environment and the community. He understands the scarcity of resources and, hence, views design as a process that is a result of different stimuli, ranging from climatic conditions, financial and market forces, globalisation, local conditions, prevalent traditions and technologies, and the community. Rastogi is a firm believer in good design reducing or even eliminating the need for services like air-conditioning, which are detrimental to the environment. Among his ambitious future plans is the hope to re-introduce in India the love for detailed planning.

