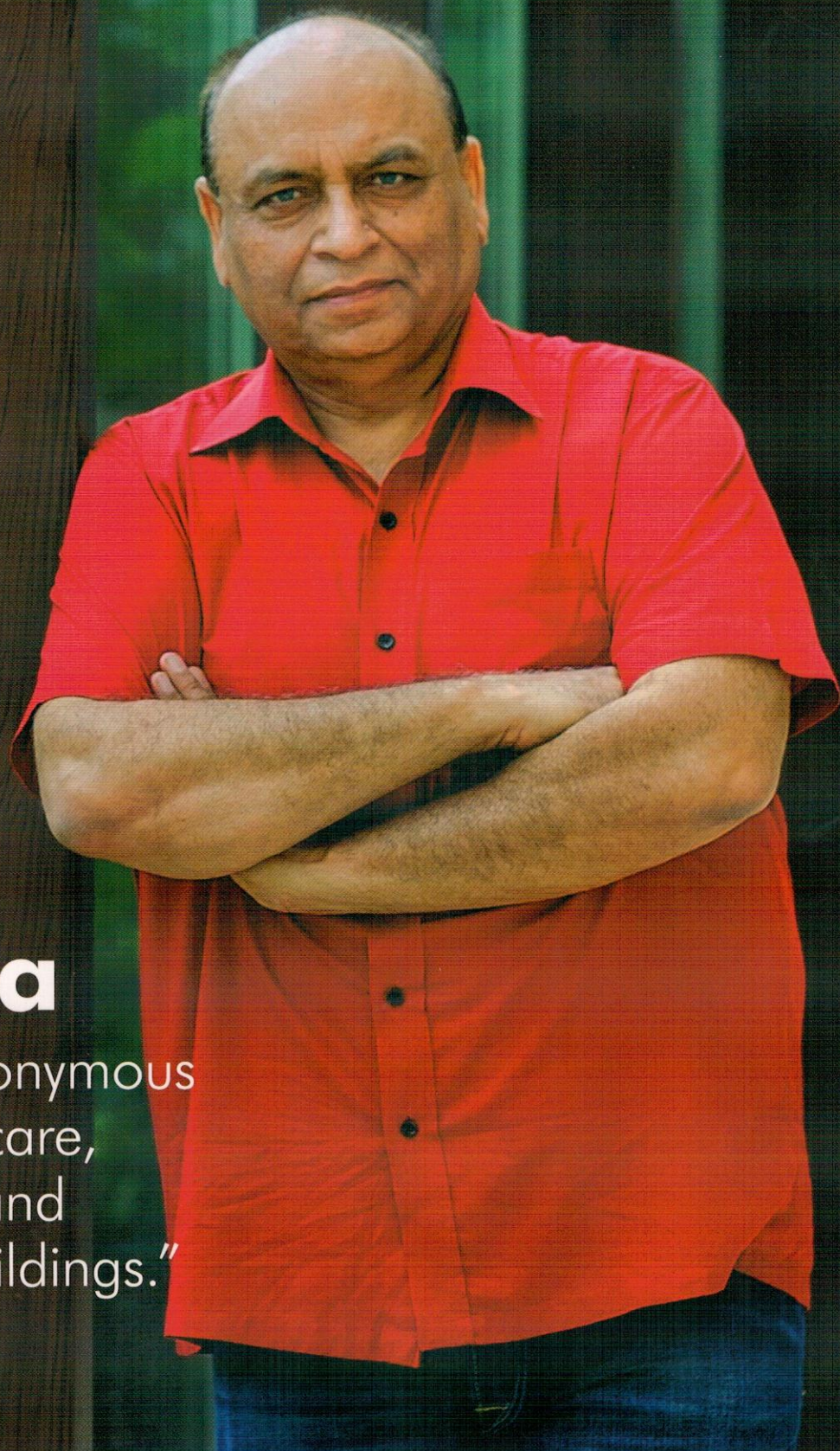


# DESIGNMATRIX

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## Achal Kataria

"AKA is synonymous with Healthcare, Hospitality and Embassy buildings."



Insights

# RAMPAGE REVAMPED

It is new wine in a new bottle as the Delhi Daredevils' office spruces up to match their spiffy new team and identity under the vision of Architect Manish Gulati who has imbued vibrancy and enthusiasm into the new office.

**Words: Charishma Thankappan**





The Indian Premier League (IPL) season of 2014 saw a new look to an old team that could have easily been mistaken for an additional group among the existing squads. Yet, it was none other than the Delhi Daredevils who wafted into the seventh season with a breath of freshness in all areas of their franchise.

Deriving from the youthfulness, exuberance, high energy, and effervescent spirit that the new team logo symbolises, the revamped look of the Delhi Daredevils office mirrors the same zeal and power. With the intention of creating a seamless space for both work and play, the office area now sports a look that combines both the formal as well as the casual. The idea is to

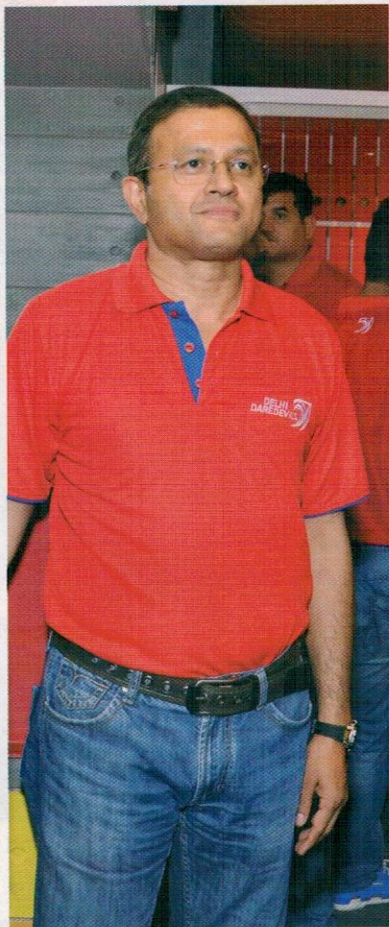
permeate the sporty attitude into the work area, while conducting business matters. Therefore, there is an addition of two meeting areas, along with the formal conference room meant for sponsor meetings. One of the spaces is next to the reception, and can be used as a space for informal discussions or as an ideation centre which can be rearranged in several ways. The other is built as an ideal 'work-play-meet' space, and is called the "think tank lounge".

Easily the mainstay of the entire office, the "think tank lounge" is a result of architectural excellence that emits energy and inspiration. The space operates on the principle of 'work:play:meet', in order to keep the spirit of the game alive, while carrying

out business as usual. Headed by Architect Manish Gulati, the builders created a swirl cloud, which projects a true representation of the various batting shots in all directions, hit to the different kinds of bowling deliveries, as in a cricket stadium. This was done after studying multiple movie frames of batsmen hitting various strokes to different balls, and then overlapping them. This NURBS (Non Uniform Rational B-Splines) model was constructed economically using a thin steel cage covered by modules of four inch by three inch of wooden boards recycled from waste shipping pallets. The bottom part of this installation is divided into trapezoidal panels, each of which represents a player of Delhi Daredevils from







the past six years, UV printed over MDF boards. This results in varied perspectives of the batting experience, as seen from diverse angles. The viewing experience thus rendered is of multiple batting strokes from the outside, and the collective force of thousands of cheering spectators from the inside.

The individual workstations are a melange of privacy as well as coordination. Conceptualised in collaboration with Steelcase, the work spaces are designed to enable focussed individual work as well as collaborative team-work. As a result, the opaque divider panels between work stations gave way to low dynamic red acrylic panels. To promote greater bonding and camaraderie, and reduce strict hierarchies, executive cabins are given clear glass partitions with shared desks.

Says Vinod Bisht, AVP, GMR Sports, "We at Delhi Daredevils had gone for a complete image makeover in Season 7 of IPL and we wanted the basic core values of the team to reflect in our work space. The driving principal and core values for the team are courage and brilliance, honesty and pride.

This Delhi team believes in teamwork and mutual respect for their players and their fans".

The new look Delhi Daredevils is enthusiastic, imaginative and a young sports brand. Honest in approach and keen to unleash the excitement and bring the experience closer to the fans. Fans, love for the game lifts their spirit from the stands to skies. Delhi Daredevils resides in every fan's life. Office is part of the upcoming Aerocity District, a hub close to the airport which has been developed by GMR Group. Overall, the youthful and sporty spirit of the team colours pervades the office. Corporate reds and ambers with natural greys along with the thorough use of recycled wooden slabs and natural MDF panels contribute an experiential depth to the surroundings. Luzlight Design Studio from New Delhi collaborated in the lighting of the office. The task lights over the workstations designed as a group of three long and thin slivers of light represent the three wickets in the game and similarly a designed randomness of linear point lights within the think tank lounge represents millions of flashbulbs going off



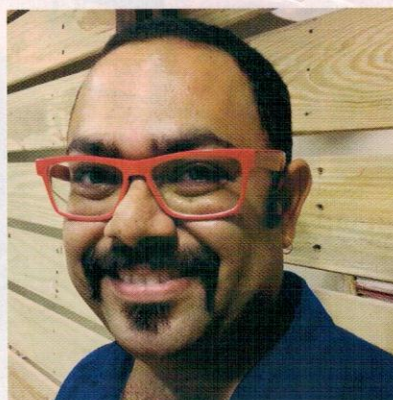






during a match in a stadium.

"Delhi Daredevils" is spray painted in 10 different Indian languages across the air conditioning ducts that run openly across the office. The reception desk is adorned in white Corian, and has display boxes in various sizes to carry each year's team memorabilia. Adding to this, hand prints of players, autographed bats, player profiles, and LCD screens playing matches constitute the rest of the space.



#### About Ar. Manish Gulati

With the aim of design-centric architecture, Manish Gulati began his own practice in 2002,

and is now the Principal Architect & Director at M:OFA Studios Pvt Ltd. His approach to design is bold, contemporary, and global,

with subtle regional and contextual modifications in concepts. His work reflects his exhaustive site experience with precision of thought and insights. In his stint of 15 years, he has dappled in accessories/ products, campuses, clubs, exhibitions, international stadiums, national institutions, residences, resorts, and retail; with his forte being design and innovation. Passionate about creating architecture with a soul, he has won and commissioned majority of the projects at M:OFA with a vision of creating amorphous and intuitive spaces while fulfilling the function. 📍