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**iGen Design
Forum report**



Flooring

Unlimited choices

Aluminium

Grey gold

Furniture

Living in style

THE DEVILS WEAR BRAVADO

THE DELHI DAREDEVILS OFFICE AT AEROCITY DISTRICT, A HUB DEVELOPED BY THE GMR GROUP, SHOWCASES THE IPL CRICKET TEAM'S CORE VALUES OF COURAGE, PRIDE AND TEAM SPIRIT



“BY A STROKE OF GENIUS, THE DELHI DAREDEVILS GOT THEMSELVES A HEAD OFFICE THAT SUITS THEIR GOALS”

DIFFERENT STROKES

Homes and offices can be as varied as the people who inhabit them – and that is largely thanks to architecture and design. Reflecting the user's personality and lifestyle in the surroundings goes beyond just placing mementoes that hold memories of emotions felt, people known or places visited. As many of us know, it should ideally begin with a clear brief that specifies what the 'client' wants. Unfortunately, that kind of clarity is rarely forthcoming. Architects and designers, very often, have to don the hat of psychoanalysts and find out what is needed; and then proceed to figure out how much of it is possible within the means available.

Sometimes, the stars do align – and the client, designer and user find themselves on the same page. By a stroke of genius, the Delhi Daredevils got themselves a head office that suits their goals. Tailored to fit their new image, following a makeover after Season 7 of the IPL, this cricket team's 'home' reflects their core values of courage and team spirit. The interior design by M:OFA Studios has been done both thoughtfully and aesthetically, as you will read in our cover story.

This month, we focus on both the materials and the accessories that make personalised spaces possible. From the varied options available for flooring, thanks to new technologies that manufacturers are embracing whole-heartedly; to the designer furniture and furnishings that keep ergonomics at the forefront – the best products are available to us in India today, and it is just a matter of finding the right ones for the specific outcome you desire.


Our feature on structural aluminium emphasises the reasons why this material is growing more popular every day. It is precious for being lightweight and recyclable, truly grey gold! In this segment, too, technology plays a vital role in enabling architects and designers to create structures that are designed to suit the changing lifestyles of the intended users – both in the commercial and residential segments.

All these new technologies and materials available today are, in a way, frightening. This is because of the possibility that, in the wrong hands, they could be used to create monstrosities. But when you encounter generation next, like we do at our iGen Design Forum each year, you cannot help but hope that their idealism, inspiration and innovation will make a difference. Read our special report on the panel discussions held at the forum – and tell us if you agree.

Let's join hands to make a world of difference.

Cheers,

Maria Louis, Editor
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THE DEVILS WEAR BRAVADO

The Delhi Daredevils office at Aerocity District, a hub developed by the GMR Group, reflects the team's core value of courage

BY MARIA LOUIS



A 'spool' in the centre symbolises the epicentre of all the positive energy that Delhi Daredevils signifies.

When Delhi Daredevils decided to go in for a complete makeover in Season 8 of the IPL, they wanted the cricket team's values to be reflected in their work space. "The core values for the team are courage, brilliance, honesty, pride and team spirit," discloses Vinod Bisht, AVP, GMR Sports. "This Delhi team believes in teamwork and mutual respect for their players as well as their fans. The new-look Delhi Daredevils is an enthusiastic, imaginative and young sports brand – honest in approach and keen to unleash the excitement."

The new head office, sprawling over 3,200sq-ft, is part of the upcoming Aerocity District, a hub close to the airport which has been developed by the GMR Group. It has been built on the principle that the team and its players are a source of energy. The main attraction is a 'spool' in the centre, a wave-like structure that's meant to symbolise the epicentre of all the positive energy that the team signifies. It also depicts the life force that covers the entire eco-system, filling it with vigour and strength. Made out of small wooden structures and spread across the office, the spool also showcases the players' wall, which is decorated with the pictures and signatures of the team over the last seven years.

Delhi Daredevils relaunched itself with a new logo, and the office displays it along with merchandise, jerseys, autographed bats from all the years and messages in various Indian languages – all to showcase the diversity of the team and the city, apart from the sense of dynamism that they hope to reflect. Hemant Dua, CEO of Delhi Daredevils, conceived and nurtured the idea of the new space, which was inaugurated by the players themselves.

On the occasion, skipper Kevin Pietersen declared that the

WHO ARE THESE DAREDEVILS?

Delhi Daredevils is a cricket franchise representing the city of Delhi in the Indian Premier League (IPL). Founded in 2008, during the franchise auction for the IPL, the GMR Group purchased the Delhi Daredevils for \$84 million. In 2014, they went in for a complete image makeover. Not only were all the old players replaced with new players this year, but a new logo was launched. Formed by fluid curves representing a kite soaring high, the new logo also represents the spirit of cricket in a jam-packed stadium; of a ball hit hard by the batsman in a fluid stroke soaring high across the boundary for a six.

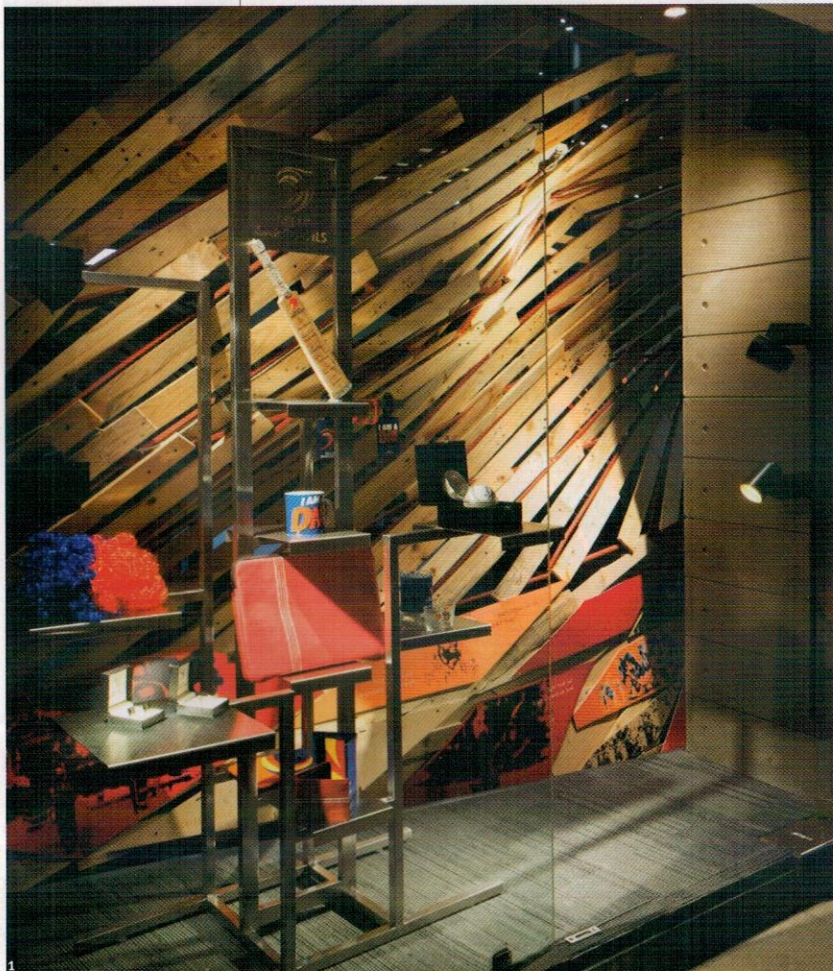
entire team was overwhelmed by their visit to what is essentially their 'home' during the IPL. Expressing his appreciation for the new facility, he said, "The design of the office is such that you feel refreshed and motivated to achieve far more success for the team and the fans of Delhi Daredevils."

That's a fitting tribute to M:OFA Studios Pvt Ltd, the design firm that's responsible for the interiors. Principal architect and director Manish Gulati discloses that the site being on the fourth floor [of a commercial office block next to a premium hotel brand], it permits a fantastic view of Delhi from that height, while the glazing that covers the larger side ensures that natural light floods the inner space.

The client's brief was to design an office with a sports vibe for a young, energetic brand, and the designers were thrilled with the open space – as it gave them a chance to play with out-of-the-box ideas to create a vibrant office throbbing with sports energy rather than the usual static corporate office.

Keeping the new brand image in mind, they decided

1. The players' wall is decorated with pictures and signatures of the team over the last seven years.



THE DEVIL IS IN THE DETAIL

In order to ensure that the client saw things from their perspective, the designers made detailed three-dimensional experiential walkthroughs for easy visualisation – so that nothing was left to the imagination. At every stage, whether it was the planning, 3D adaptation, material palette or graphics, everything was mutually discussed and agreed upon. Thanks to the client's open approach and the complete freedom rendered, the result was successful.

"To create something unique and new within a given timeline and budget always poses a big challenge. Being a commercial space, it was imperative to control the timelines and, with the IPL season approaching, the office had to be ready for the new team and the season," explains Gulati. "With careful planning and closely-monitored project management undertaken by M:OFA Studios itself, we were able to bridge the gap between design planning and execution – so, the decisions taken were quick and no time was wasted."

In this case, the design was not altered due to project difficulties and obstacles. Instead, newer systems were created and adapted to take care of the craziest of ideas in the most organised manner without losing time – getting the desired impact, yet controlling the costs overruns. "That was a huge achievement for us as a team," recalls Gulati.

Every project by M:OFA goes beyond the conventionality of a mundane functional space, to add a twist or zing factor by way of design. At the Delhi Daredevils office, that twist is seen in the installation that takes the form of a cloud swirl depicting the movements of batsmen vs bowlers. In essence, it captures the energy and dynamism of the game. That's cricket!



upon a youth-oriented, semi-formal open plan with multiple overlaps between working and meeting areas. The idea was to blur the lines between work:play:meet spaces in order to maintain the sporting energy vibe throughout. Apart from a formal conference room meant for sponsor meetings, there are two more meeting areas – an informal discussion/ideation space near the reception, that could be re-organised in multiple configurations; and a ‘think tank lounge’.

Imagined as a swirl of energy, the think tank lounge inside the cloud swirl installation is designed keeping the work:play:meet factor in mind. “We analysed multiple movie frames of batsmen hitting various strokes to bowlers swing arms and, after carefully overlapping various shots, we were able to derive the splines that led us to model a swirl cloud that was a true representation of various cricket balls hit by multiple batting strokes moving in all directions, across a stadium,” discloses Gulati.

This NURBS (Non Uniform Rational B-Splines) model was further resolved to be constructed economically, using a slender steel cage covered by modules of 4'x3' of wooden planks recycled from waste shipping pallets, a size that would be approximately that of a cricket bat.

The lower part of this installation was divided into trapezoidal panels, each representing a player over the six years of Delhi Daredevils – UV printed over MDF boards.

The installation results in multiple experiences from various angles, both outside and inside the shape. From outside, it emulates the energy of batting strokes, whereas from inside it resonates with the collective force of thousands of spectators cheering during a match. This space became the spine of the office – with individuals working at will, occasionally away from their workstations, discussing game strategies, holding team meetings, etc. It has also encouraged a cohesive team

PROJECT DETAILS

Name of the project: Office for Delhi Daredevils

The client: GMR Sports

The designers: M:OFA Studios Pvt Ltd, New Delhi

Design team: Manish Gulati, Abhishek Sorampuri,

Sameeksha Gulati, Sonali Gupta, Smriti Dhawan

Project manager: Prashant Singh

HVAC consultants: M:OFA Studios Pvt Ltd

Lighting consultants: M:OFA Studios Pvt Ltd

CONTRACTORS

PMC: Jade Consultants

Civil, Interiors & Electrical: Vishal Furnishers

Cloud installation: Cutting Creations

HVAC: Ambience Airtech Pvt Ltd

Duration of project: 4 months

Date of completion: April 2014

2. A semi-formal open plan with multiple overlaps blurs the lines between work:play:meet spaces and maintains the sporting vibe.

3. Multiple batting strokes moving in all directions form the basis of the splines in the think tank lounge.

MATERIALS & SUPPLIERS

Cement board panels: NCL Industries Ltd

Sanitaryware/fitings: Hindware

Flooring: Verona carpet tiles over recycled shipping pallet floor

Furnishing & Furniture: Steelcase

Chairs: BP Ergo

Air-conditioning: Samsung

Lighting: Custom designed by M:OFA and Luzlight Design Studio

Paint: Asian Paints

Cloud installation: Recycled wood from shipping pallets

spirit across all horizontals of the organisation.

Conceptualised in collaboration with Steelcase, the work spaces were designed to encourage flexible collaborative working, yet keep the identity of an individual desk intact. Removing the opaque divider panels that separate the workstations and replacing them with low dynamic red acrylic panels not only fostered a team spirit between co-workers; but by using the same desks with clear-glass partitions for the executive cabins, it reduced the hierarchy within the structure – leading to a free flow of ideas and strategies. Consequently, the breaking of barriers has helped to forge a strong bond between the CEO, VPs and managers.

The entire look and feel of the office has been kept sporty, with the controlled use of corporate reds and ambers over the neutral grey palette created by the cement board panelling throughout. The interplay of bright colours with neutral greys has further been juxtaposed with the extensive use of recycled wood planks and natural MDF panels, thereby adding another layer to the experiential depth of the office space.

The light fixtures were custom designed in association with Luzlight Design Studio, Delhi. Task lights over the work stations are a group of three long and thin slivers, symbolising the three wickets in the game. Similarly, a designed randomness of linear point lights within the think tank lounge represent millions of flashbulbs going off during a match in a stadium. The AC ducts run openly through the office with the words ‘Delhi Daredevils’ spray-painted in ten different Indian languages, underlining the multi-cultural player profile of the team.

The reception desk is designed in white Corian with display boxes of various sizes as the backdrop that would carry the team memorabilia developed anew every season. Apart from this, autographed bats, hand prints by the players over the last six years, LED screens playing matches, permanent display of player profiles over the cloud installation – all connect the new with the old, creating that high intensity and madness that cricket is associated with in India.

As we all know, Indian cricket lovers think it’s okay not to know the name of the country’s president – but it is a sacrilege if you haven’t heard of Sachin Tendulkar or Sehwag! 