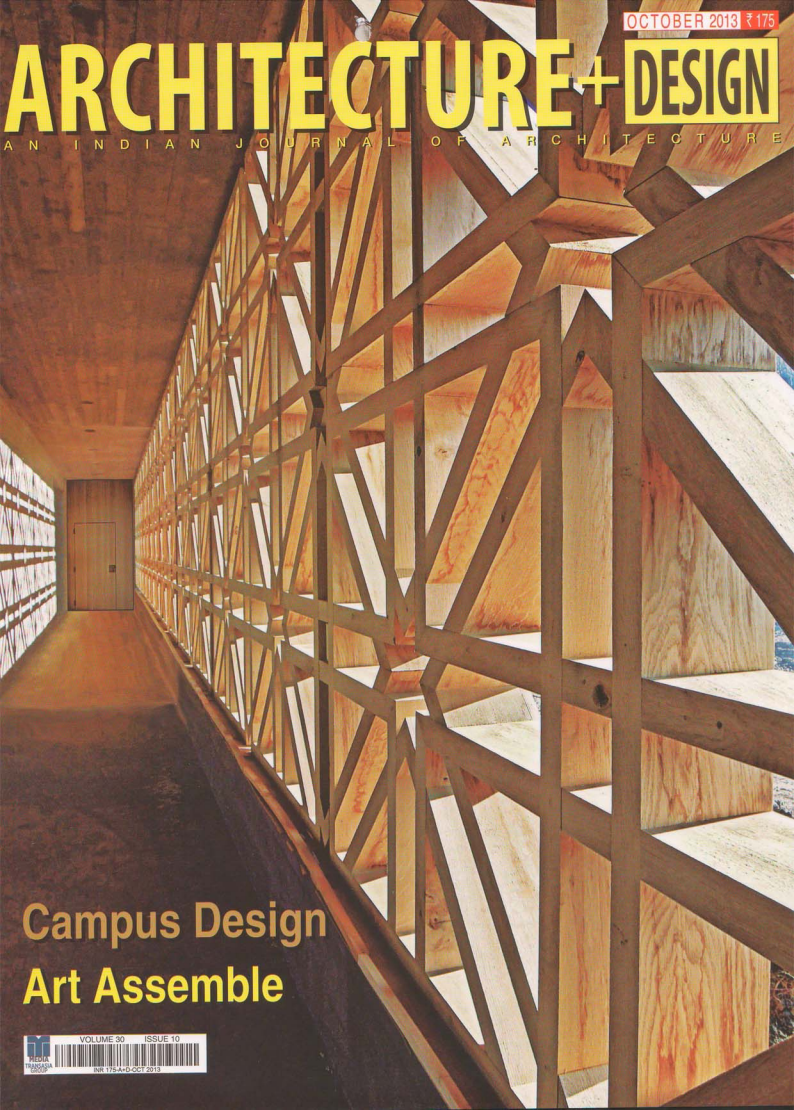


OCTOBER 2013 ₹ 175

# ARCHITECTURE+DESIGN

AN INDIAN JOURNAL OF ARCHITECTURE



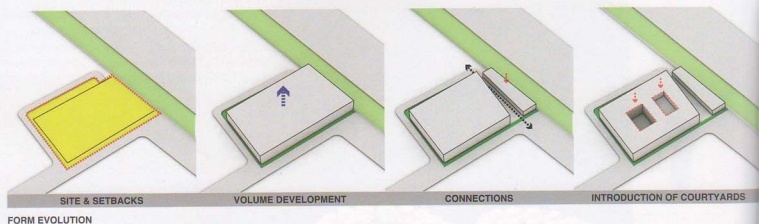
Campus Design  
Art Assemble



VOLUME 30 ISSUE 10



ISSN 175-A+D-OCT 2013



## Tracing Tradition

**Project:** ITM School of Business, Gwalior

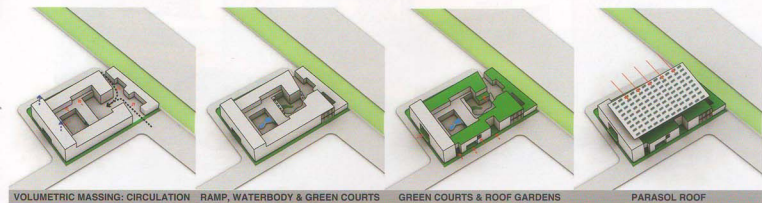
**Architects:** MO:FA Studios Pvt Ltd, New Delhi



India in its last 10 years has seen a new business environment, where the younger generation is no longer threatened by the Western big brothers. They embrace the traditional business idioms, while continuously flying across international waters, marrying the two worlds together at every step; an image of a head soaring high up in the sky with its feet trudging a solid, levelled ground.

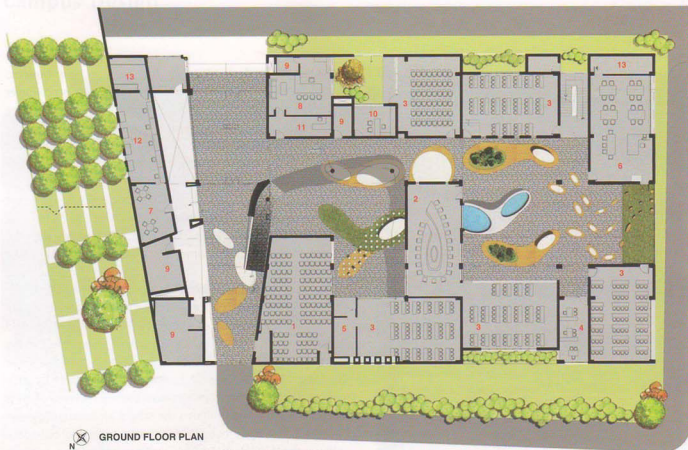
This architectural philosophy is reflected in the design of the campus project. Accessed through a prominent and dominating site on National Highway 75, the campus merges with the surroundings and compliments the neighbouring majestic Aravalli Ranges.

At first glance, the building sits like a solid stone block with a lightweight industrial roof hovering over it supported by thin surrealist legs. It creates a mystery of what lies inside and reminds one of a most rudimentary way of protection from the harsh sun, a large plane creating a shadow with a massive footprint. It also reduces the carbon footprint created by large air-conditioned institutions. The roof provides a sense of relief to the inhabitants and makes the school an inherently green building. The open parasol roof over a hollowed out space allows the hot air to escape creating convection currents allowing the natural winds to flow in cooled by the surrounding



SECTION



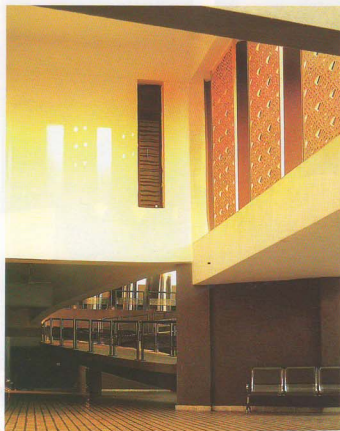


 **GROUND FLOOR PLAN**

1. SEMINAR HALL
2. CONFERENCE ROOM
3. CLASS ROOM
4. FACULTY ROOM
5. KITCHEN
6. LIBRARY
7. OFFICE
8. PRINCIPAL ROOM
9. TOILET
10. EXAMINATION OFFICER ROOM
11. PA ROOM
12. ACCOUNTS SECTION
13. STORE







green landscape. Further, the plants on the first level retain moisture, thus moderating the temperatures at the ground level and keeping the air refreshed.

Behind the solid mass created by the traditional Dholpur stone-clad walls lies a fluid interior space that flows in from one court of the building to the other. The free-flowing interiors of the building unleash fluidity of thought, imagination, ideas and the self. The ground level is built on the principles of the traditional Indian courtyard and provides students with a large open space in the centre that allows for introspection and the importance of knowing oneself, yet allowing for meaningful interactions that accentuate a feeling of openness and freedom. The clean grey walls, the amoebic sculpturesque water body, and modern landscape blobs on the floor reflect the entrepreneurial spirit of the students. The expansiveness that is showcased with large courtyards is mirrored on the first floor, which provides natural ventilation keeping the building sustainable and eco-friendly due to the minimised usage of artificial lights during the day.