

Architecture

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Cover Story

**Landscape Architecture:
Aiding Flexible Learning**

Special Feature

Going Beyond Text Books

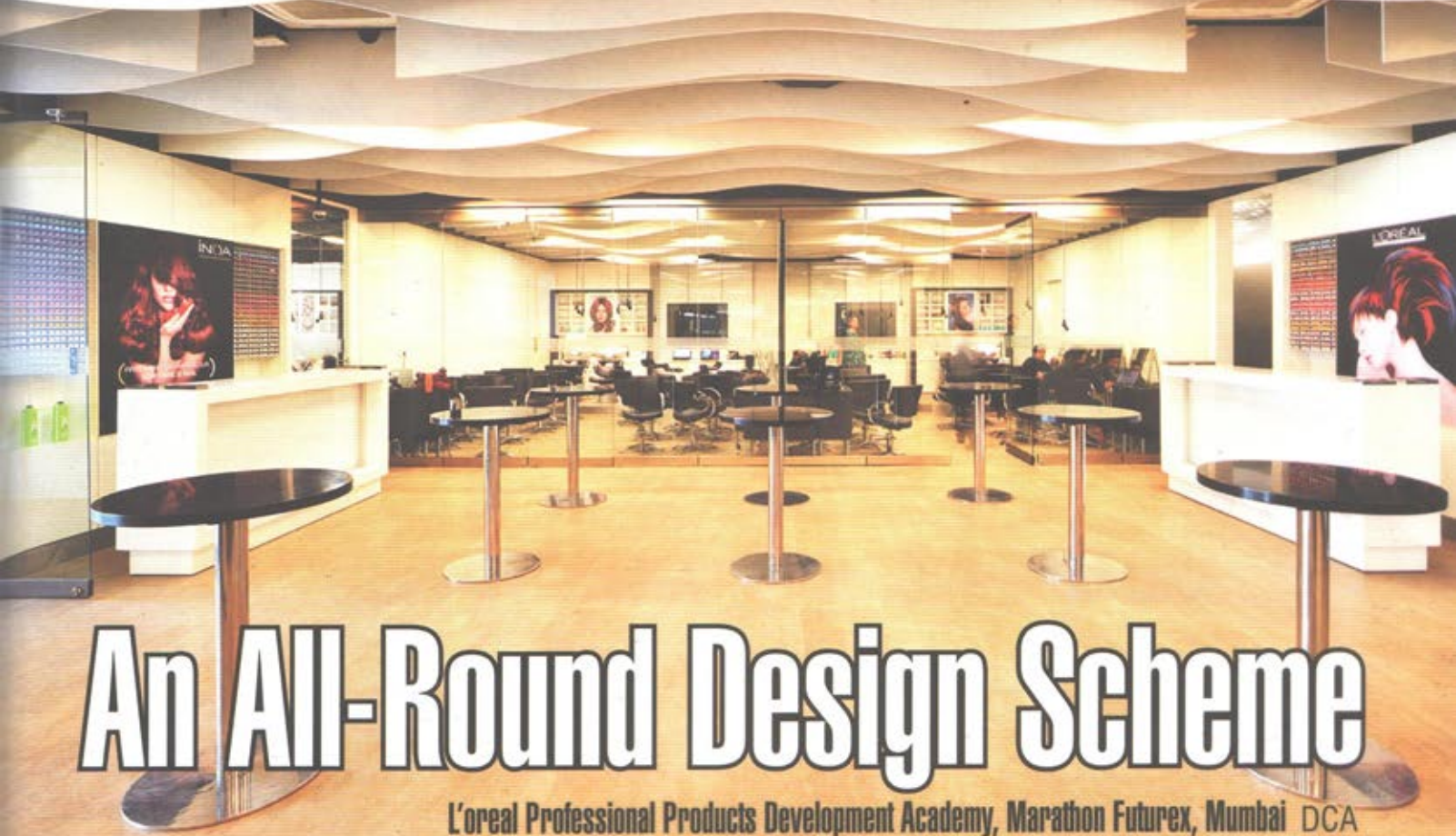
Product Design

Efficacious Designs



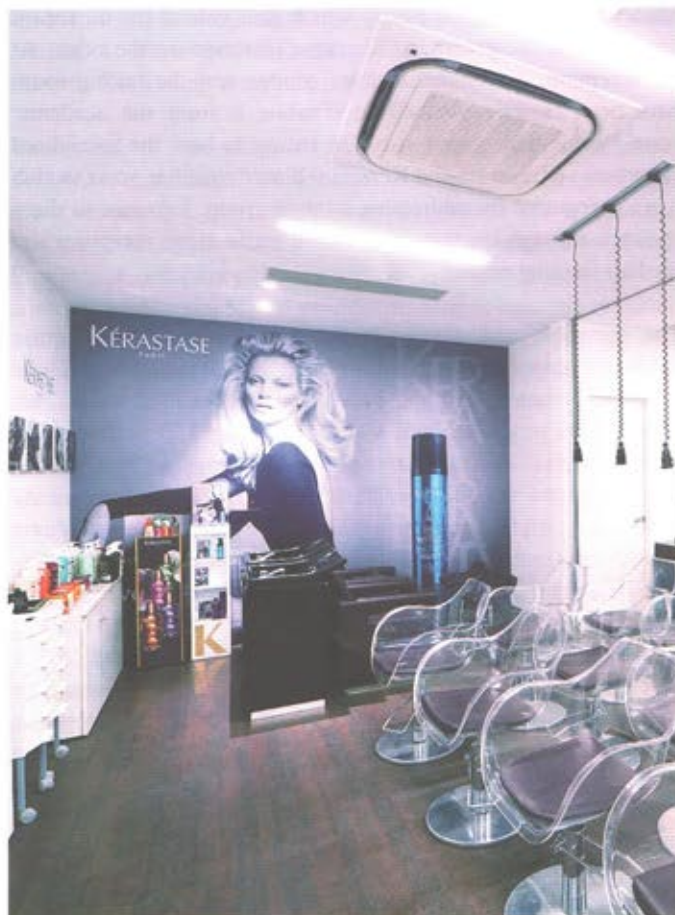
Integrity of Landscape in Institutions

Cover picture: LAM/Art Masou, Japan by Shigeru Ban Architects
Picture Courtesy: Hiroyuki Hara



An All-Round Design Scheme

L'oreal Professional Products Development Academy, Marathon Futurex, Mumbai DCA



Professional Products Development Academy for L'oreal is a state of the art academy in Mumbai to train professionals and educate them in the latest product offerings by L'oreal. The design, curated by DCA Architects, creates interactive spaces for these professionals to work in multifunctional zones that blend together seamlessly

A proactive approach to sustainable design is demonstrated in this project through water efficiency and energy consumption along with innovation in design, especially in creating a space which has the ability to transform itself into a huge space for promotional events and then re-transform itself into classrooms, a challenging requirement in the design brief. In words of the client, "The final outcome has turned out to be one of the top education academies in the world for L'oreal Group Worldwide, which is Platinum LEEDS certified."

The design is oriented towards a very effective zoning so as to maximise the influx of natural light as deep as possible into the academy; this is achieved through daylight sensors to ensure optimum LUX levels for the comfort of the students.

Parametric planning results in a focal space in the centre. With



Amit Aurora along with Rahul Bansal, both architecture graduates of 1993 from the esteemed School of Planning and Architecture, New Delhi, founded DCA Architects in 1996. Envisioned as a 360 degree integrated architecture and interior design solutions firm with a unique ethos of 'Dream. Design. Discover. Deliver', DCA ARCHITECTS provides services in architecture, interior design and design coordination across a wide

range of buildings.

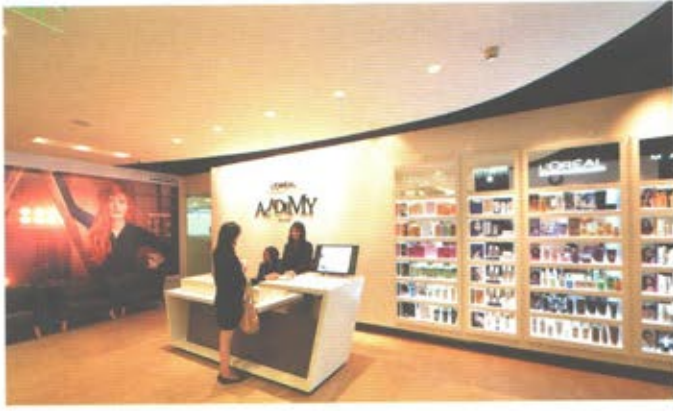
Every project is a successful result of a structured collaboration between the design team, clients and the spaces, thereby crafting innovative and sophisticated design solutions. Driven by its team of experienced project managers, the studio is equipped with the expertise, experience and capacity to deliver design, planning, interior design solutions and development/implementation of brand identities. The studio has over the last twenty years, successfully designed award-winning spaces and retail identities of various corporate and luxury brands along with luxury stores, boutiques, restaurants, salons, residences, and other commercial work that has been implemented pan-India.

doors opening into this spillover area, the studios are defined by a series of sliding and folding partitions made in glass that help in augmenting the visual connection and ensuring that natural light permeates deep into the central space. Taking a tour of the space reveals the easy transition from the reception to the academy through a series of tunnels called the 'Transition tunnel', that

houses the camouflaged pantry which goes behind the mirror on one side and the premium 'Kerastase' institute on the other. At the reception, a secluded visitors' lounge and the testing room have been cleverly planned to separate it from the academic zone. Within this zoning, it is also critical to have the specialised classrooms (Kerastase and Keraskin) placed together, so as to club them if required for addressing a larger group. Entrance to these rooms is through the transition tunnel between the reception and the hair training zone.

The moveable wall system is designed in order to maximise space utilisation, catering to the flexible design vocabulary. These partitions, when folded and parked, create a unified space. This space caters to a stage and seating for about 150 professionals, during a product launch and/or promotional events. The adjoining areas fulfill the need for ancillary activities, such as the training room on the left that gets converted into the green room with direct access to the restrooms. The extensive use of mirror on the ceiling and the vertical surfaces of the transition zone create a larger manifestation of the space. The wave pattern made of the DuPont solid acrylics added the much needed character and oomph to the event hall with the LED lights beaming through these waves. The vinyl flooring with the look of warm cement concrete together with the engineered wooden flooring also reciprocated to get the whole desired look.

A cohesive approach to sustainability is adopted where all the parameters of the Platinum LEED Certification are met efficiently in the areas of Construction Management, Energy and Atmosphere,



Material and Resources, Water Efficiency, etc. Maximum lighting is ensured with minimum energy consumption. Needless to say, that with less than 0.7w/sq.ft of energy consumption for lighting, the academy design is very efficient and with least carbon footprint. All the materials and the fixtures had been carefully selected to meet the LEED standards and which also in turn complemented the overall design.

50.5% water efficiency has been ensured by the use of effective fixtures. Water is reused so that the project pursues an exemplary performance. Roof water is used for irrigation; there is no use of potable water for irrigation.

The site is well connected with alternative transportation, public transportation and special arrangements have been made for bicycle storage, changing rooms & parking. Special attention was paid on materials and resources reuse. The project has provided appropriately sized dedicated areas for the collection and storage of materials for recycling, including cardboard, paper, plastic, glass and metals. Also, construction waste management was brought into force during the time of construction; the project has diverted 91.43% of the on-site generated construction waste from landfill. 10.8% of the total building materials, by value, have been manufactured using recycled materials.

Energy use is reduced by 41.24% in connected lighting power density. Fundamental refrigerant management ensured that there are no CFC-based refrigerants in the new HVAC systems. Optimised Energy Performance was further optimised by HVAC Equipment Efficiency by providing appropriate zoning and controls. Measurement and verification is done by a sub metering equipment that is installed to measure and record energy uses within the tenant space. The project has a two-year purchase



agreement to procure 8 kWh per square foot of the electricity.

Indoor Air Quality Performance is maintained by - The ventilation rate procedure (VRP) calculations and design outdoor airflow rates have been provided to confirm that there is enough breathing zone ventilation rate for occupied spaces. Environmental Tobacco Smoke (ETS) Control achieved by minimising exposure to ETS containing air by prohibiting smoking within 25 feet of all entries, outdoor air intakes, and operable windows. Construction IAQ Management plan provides a narrative description of the flush-out procedure, including dates, outdoor delivery rates, internal temperature, and relative humidity. Use of low-emitting materials-adhesives, paints and coatings, flooring systems, composite wood and agrifiber products further added to the sustainability. The project is also pursuing an Exemplary Performance in terms of thermal Comfort Design

Innovation in design has been developed and implemented by green housekeeping program. The team has developed and implemented a Public Education program. The project achieves exemplary performance for Alternative Transportation which includes Public Transportation Access, Optimise Energy Performance Lighting Power and Water use reduction as specified in the LEED Reference Guide for Green Interior design and construction. ▲

fact file:

<i>Typology</i>	:	<i>Institutional</i>
<i>Name of Project</i>	:	<i>Loreal Professional Academy</i>
<i>Location</i>	:	<i>Mumbai</i>
<i>Name of Client</i>	:	<i>Loreal India</i>
<i>Principal Architect</i>	:	<i>Amit Aurora</i>
<i>Site Area (sq ft & sq m)</i>	:	<i>7000 sq. Ft.</i>

