



IIA



NATCON

PEOPLE AND THEIR SPACES

KOLKATA 2015

DECEMBER 18-19, 2015
Venue : Vedic Village, Kolkata



L'oreal Professional Products Development Academy Marathon Futurex, Mumbai

Location	: Mumbai, Maharashtra
Client	: Loreal India
Architect	: Amit Aurora & Rahul Bansal
Other Consultants	: Electrical- Design Matrix Plumbing- D.S. Engineers HVAC- HTL Aircon Pvt. Ltd. Prime Contractor- Kshitij interiors
Commencement Date	: September, 2012
Completion Date	: July, 2013
Area	: 7000 Sq. Ft.
Cost	: INR 4 Crore

An Overview

Professional Products Development Academy for L'oreal is a state of the art Academy to train professionals and educate them in the latest products. The design creates interactive spaces for these professionals to work in multifunctional zones that blend together seamlessly.

The 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".

Design Features

The design is oriented towards a very effective zoning so as to maximize the influx of natural light as deep as possible into the Academy. (Daylights sensors are used to ensure optimum LUX levels for the comfort of the students.)

Perimetric Planning results in a focal space in the center. With doors opening in this spill over area - the studio's are defined by a series of sliding and folding partitions. To increase visual communication and to make sure natural light permeates deep into the central space, these partition are in glass.

Zoning is also critical to have the specialized 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 so designed to maximize space utilization, catering to the flexible design vocabulary. These partitions when folded and parked, create a unified space which 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, like the training room on the left gets converted into the green room with a direct access to the restrooms.

Approach To Sustainability

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

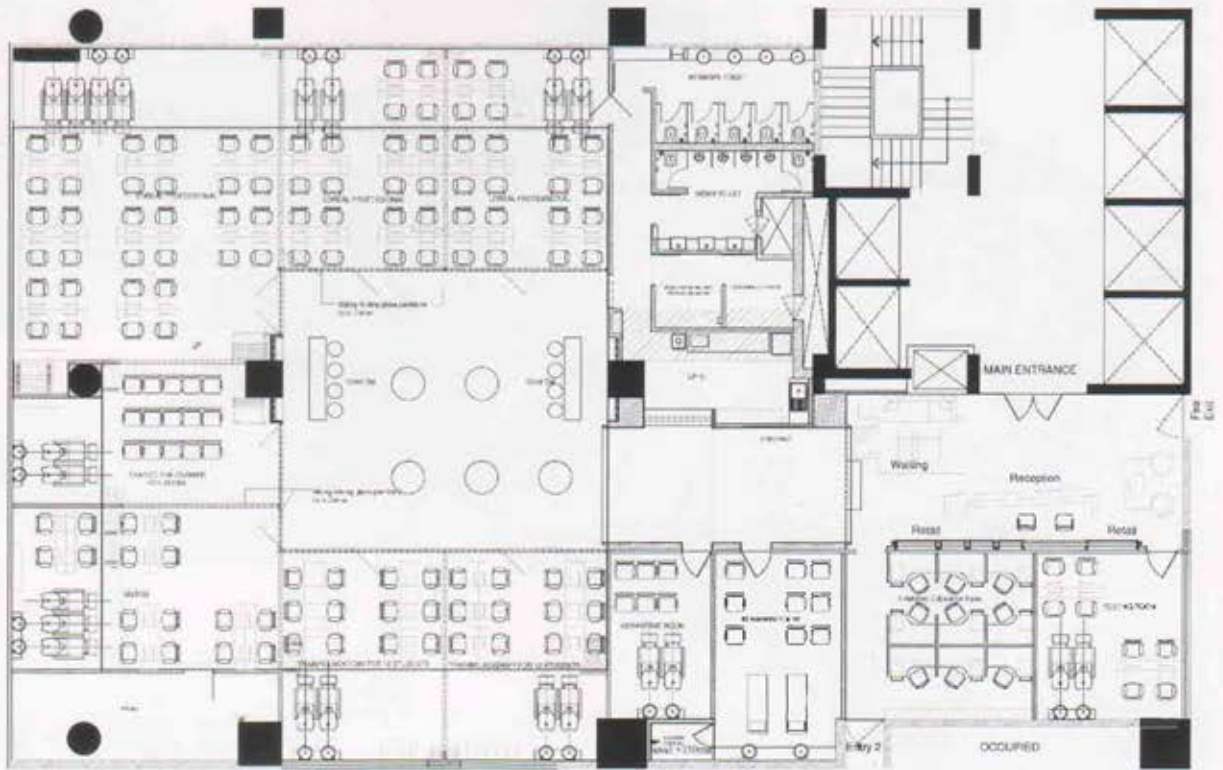
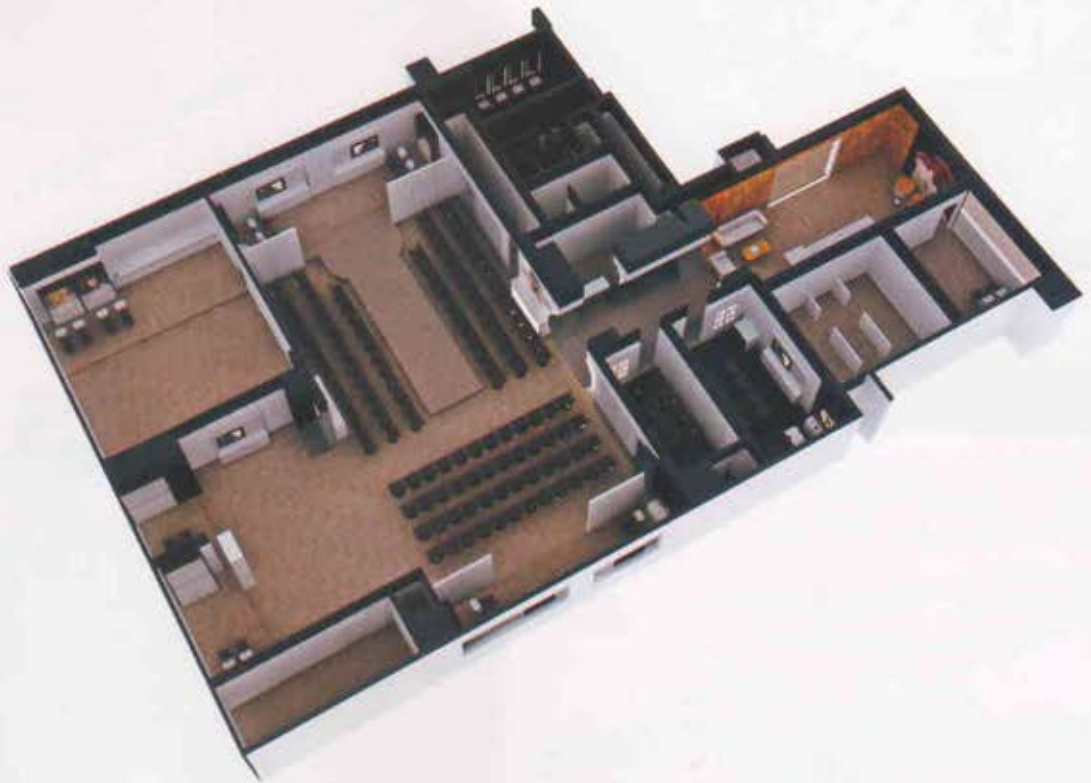
A lot of effort has been made to provide maximum lighting with minimum energy consumption. Needless to say, that with less than 0.7w/sq.ft of energy consumption for lighting, the Academy Design is very efficient and with least carbon footprint.

The extensive use of mirror on the ceiling and the vertical surfaces of the transition zone gave the manifestation of 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.

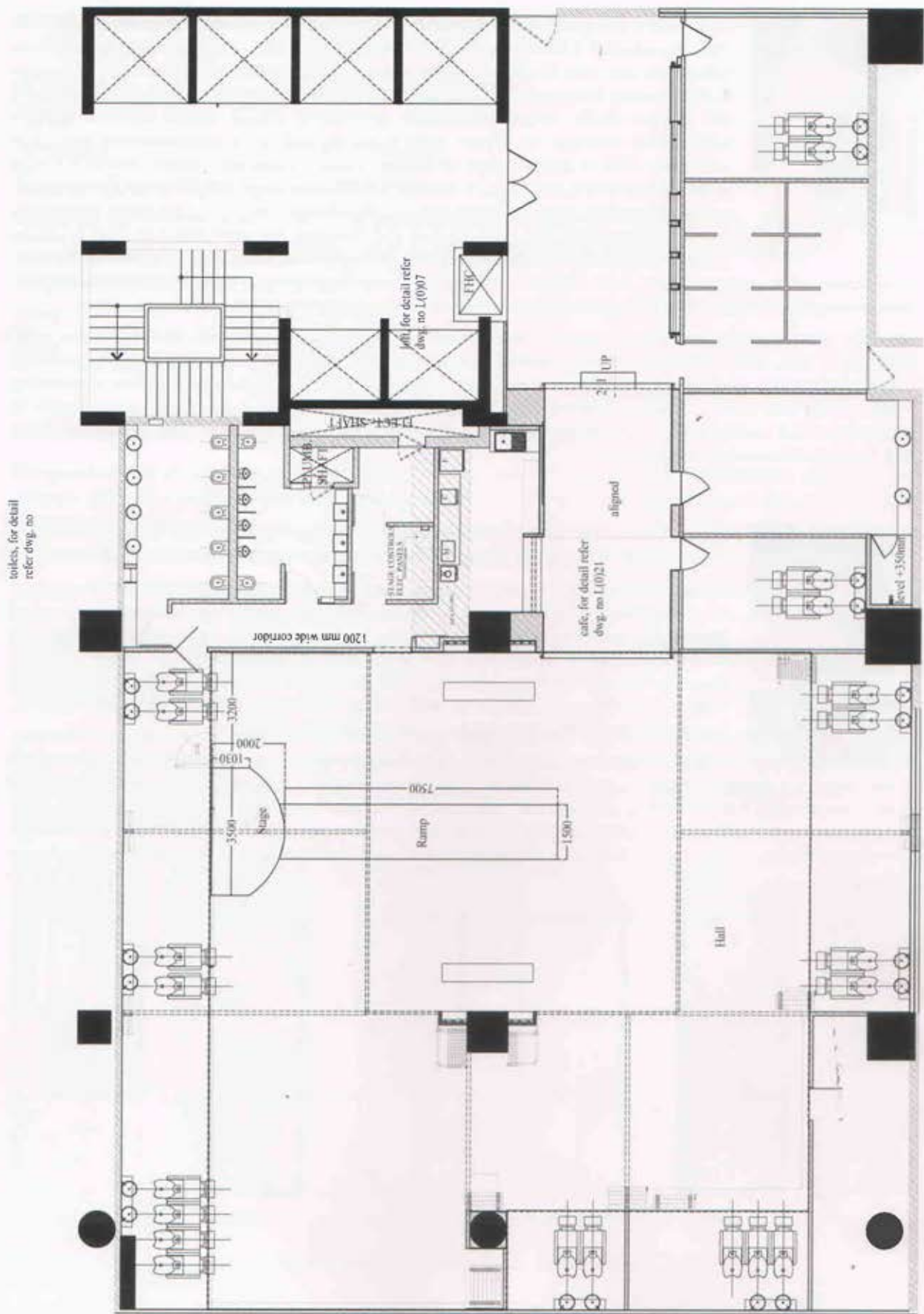
Taking a tour of space reveals the easy transition from reception to the academy through a series of tunnels. Called the 'Transition tunnel', that houses the camouflaged pantry which goes behind the mirror on one side. And on the other side has the premium kerastase institute. At the reception a secluded visitors lounge and the testing room has been cleverly planned to separate it from the academic zone. All the materials and the fixtures had been carefully selected to meet the LEED standards and which also in turn Complemented the overall design.







Furniture Layout Plan



Stage Layout Plan



Amit Aurora along with Rahul Bansal, both architecture graduates of '93 from SPA, New Delhi, founded DCA Architects in 1996. Group DCA is a 360 integrated design solutions firm which has, over the last nineteen years, conceptualized retail identities of various Brands, Luxury Stores and Boutiques. An award-winning design consultation firm based out of New Delhi, India, Group DCA provides a unique, single window, design-build-deliver solution on a pan-India basis through its implementation arm- DCA workshop. With a unique ethos of Dream. Design. Discover. Deliver, the DCA Group provides services in Architecture, Interior design and Design Coordination across a wide range of building types including Offices, Residential, Retail/ luxury retail, Hospitality and Brand Identities. Via research and collaboration, the objective is to always create value through design that maximizes the project's complete potential. Driven by its team of experienced project managers, DCA Architects is equipped with the expertise, experience and capacity to deliver design, planning, interior design solutions and development/implementation of brand identities.

The DCA workshop has successfully delivered projects for various global luxury brands to set up their retail footprint in India, such as Rolex, Versace, Longines, Chanel, Tom ford, Bally, Breguet, Gucci, Bvlgari, Cross etc. Today, the firm has to its credit, remarkable, award-winning projects such as restaurants, salons, residences, retail outlets and other commercial work that has been implemented pan-India, both in the realm of architecture and interior design. The design studio and its projects have won many national awards and have been published in various design journals.



Graduating in 1993 with a gold medal in Architecture from SPA, New Delhi, Rahul Bansal together with Amit Aurora, spearheaded the establishment of DCA Architects in 1996.

Group DCA is a 360 integrated and an award winning design consultation firm based out of New Delhi, India which has, over the last nineteen years, conceptualized retail identities of various Brands, Luxury Stores and Boutiques on a pan-india basis through its implementation arm- DCA Workshop. With a unique ethos of Dream. Design. Discover. Deliver, the DCA Group provides services in Architecture, Interior design and Design Coordination across a wide range of building types including Offices, Residential, Retail/ luxury retail, Hospitality and Brand Identities.

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