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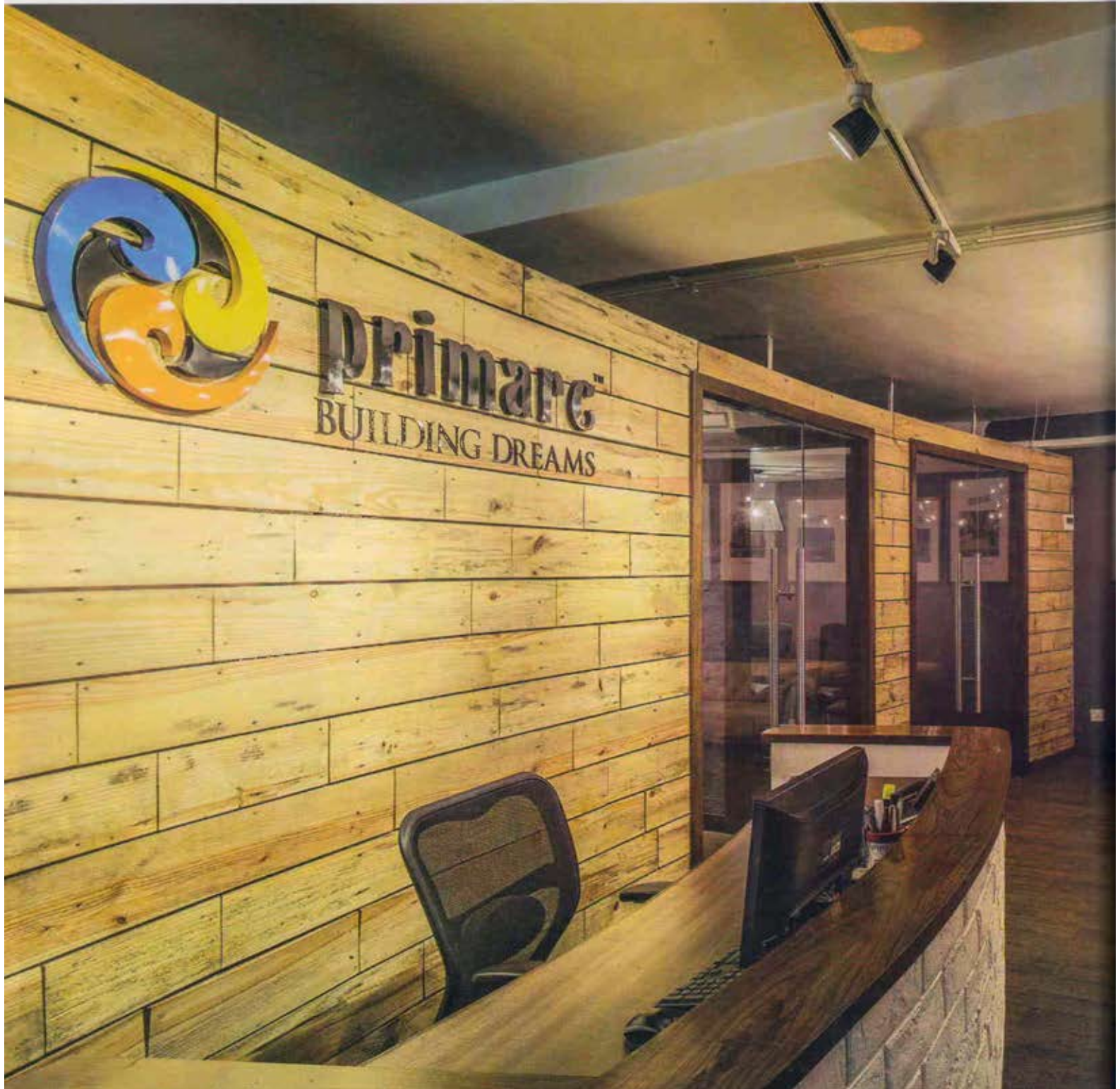
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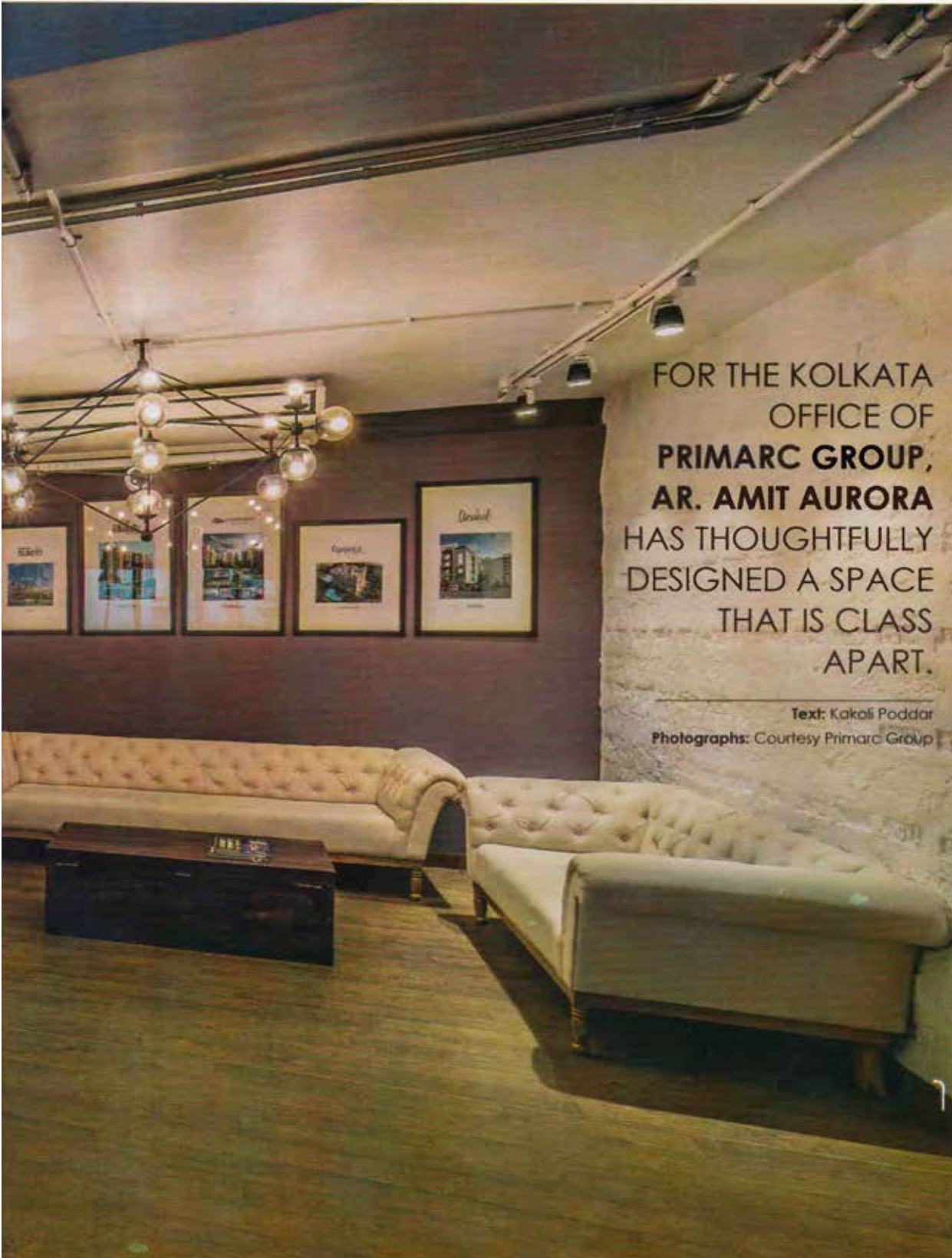
DESIGN INTERVENTION'S
HOLISTIC &
EXPERIMENTAL
DESIGNS

PLUS Neilesh and Bhavya Kenkare • Ambika Hinduja Macker • Andy Fisher
• Jimit Mehta • Aditya Agrawal • Tanuja Paul and Paul Jacob

WORKSTATION



SUBTLE



FOR THE KOLKATA
OFFICE OF
PRIMARC GROUP,
AR. AMIT AURORA
HAS THOUGHTFULLY
DESIGNED A SPACE
THAT IS CLASS
APART.

Text: Kakoli Poddar

Photographs: Courtesy Primarc Group

MCDDTCU

The warm wooden flooring and an open brick pattern on the reception counter lends an unusual look to the reception area.

P

rimarc Group has recently moved to a new office at the elite Elgin Road in Kolkata.

One may recall this as the area that houses the ancestral home, which is now the museum of Subhas Chandra Bose. Staying true to the history of this locality, this 3,760 sq. ft. office has an interesting blend of modern architecture with elements that exude an old-world charm.

Siddharth Pansari, MD, Primarc Group, says, "We wanted our office to look modern and spacious.

Our company's core business is real estate and retail, and we wanted our office to reflect the company's profile." **Ar. Amit Aurora** of New-Delhi-based **DCA Architects**, who has designed this

office, says, "The brief was to create a dynamic and dramatic office. As the client took this space for a short term lease, the solution had to be minimum investment on 'fixed interiors' with maximum focus on elements that could be moved and reused at another location.

Hence, the site has a basic and minimalistic treatment on the walls, ceiling and services."



2

The director's cabin has furniture made from teakwood.

3

One wall in the passage area has been used to create storage space, while on the far end lies the conference room.





The first thing that strikes a visitor is the reception area that overlooks the cafeteria. In fact, the reception area merges into the cafeteria in the absence of a physical wall. The wooden flooring gives the two spaces a sense of continuity and exudes warmth. The open brick pattern used on the reception counter as well as the partly unfinished brick contours on the painted walls lends the space an industrial look. The unconcealed electrical pipes on the ceiling further enhance the raw appeal. Amit adds, "The strategic placement of the cafeteria beside the reception provides a casual interaction with customers/clients and also encourages the intra-office communication. This cafeteria leads to the restrooms and the conference room, thus creating the required connectivity and transition in a completely open office layout."

4
The workstations are elegant yet functional.

5
A section of the office space that reflects a warm feel.



6
The free flowing area leads to the washrooms

7
The conference table is fashioned out of teakwood. Note the striking light fixture.

Fixed partitions have been panelled with recycled wood and gypsum, painted in striking dark grey. This is complemented by accent furniture pieces like the reception counter, the director's table, conference room and meeting rooms' tables fashioned in teakwood. The wood is reclaimed from the beams and rafters of old demolished buildings. The elegant workstations and filing cabinetry are made of eco-friendly particle board and laminates.

In terms of lighting, optimised use of task lights as well as strategically placed decorative energy-efficient LED lamps, reduces the heat emission and thereby energy consumption. In fact, striking decorative lamps throughout the office add a touch of drama to the overall decor. Additionally, the site has two huge windows on opposite sides.



8
The reception area overlooks the cafeteria, in fact the reception merges into the cafeteria.



9
The cafeteria has a vibrant look. The exposed pipes on the ceiling lend an industrial feel to this space.

The layout has evolved along these walls, with all the activities like the reception, cafeteria, workstations and the director's cabin receiving ample daylight from these windows. "The meeting room, conference room and marketing director's office, all of which requires extensive visual presentations and need to be shielded from daylight, have been thoughtfully placed in the inner nooks of the premises," he adds.

The interiors of this office, focuses on functional aspects of the Primarc Group without compromising on its aesthetic. ■



AR. AMIT AURORA

Ar. Amit Aurora is a Partner of DCA Architects, which he set up in 1996 along with Ar. Rahul Bansal. DCA is an integrated design solutions firm which has conceptualised retail identities of various brands, luxury stores and boutiques, salons and spas, restaurants and corporate offices.

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