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## GroupDCA Awarded For Two Projects At IIID Design Excellence National Awards 2017-2018

India - Apr 23, 2018 - 04:46  1489 Views





**Group DCA** is an award-winning design consultation firm based out of New Delhi. **The DCA Group** is spearheaded by **Ar. Amit Aurora** and **Ar. Rahul Bansal**. Each project is treated individually with an approach that is most appropriate to the project's identity, concept, business format, target clientele, code of ethics, context, site location etc. Rather than following current trends, or designing for the short term, the studio believes in sustainable design which is exclusive, well-balanced, contextual and appropriate.

The practice was recently awarded in two categories at the **IIID National Awards**. While the studio won the first prize in "**Leisure & Entertainment Category**" for **The Townhall** in Gurugram; **The L'Oreal Training Academy** in New Delhi was awarded runner-up in "**Institutional category**".



## The Townhall, Gurugram

The Townhall in Gurugram, reinforces the legacy, in a new locale, crafting its own unique identity, while carrying the tradition forward. Attempting to recreate the Townhall experience in its antiquity, place-making finds a neoteric connotation in the new suburban context of Delhi. Maximizing the challenge of the odd-shaped site to optimize an efficient layout, an octagon plan facilitates the spatial allocation to visually divide the space, and practically enable functionality in the limited space available.

The nooks and corners crafted as a result, are connected to the whole, ensuring that every space gets its own privacy, while being a part of the main zone. The detailing is focused on a visual and aesthetic appeal, together with practical solutions. The lighting design focuses on people, the conversations and the overall experience. While day lighting is maximized through the windows, all the tables are well-lit, amidst an overall darker space. Materiality and design elements are all bespoke and customized in-line with the design intent.





L'Oreal Training Academy, New Delhi

The L'Oreal Training Academy in Delhi provides a state-of-the-art space for the education of hair and beauty professionals. The design solution, therefore, is marked by a highly effective zoning scheme: it crafts largely transformative and multi-functional spaces that blend together seamlessly, creating a benchmark in the design of technical centers. The architects' design solution helps craft a distinctive space that feels modern yet rooted in traditional wisdom, highlighting the breadth of Indian architecture and design—and its focus on local materials and construction techniques—on a global platform successfully.

At Group DCA, each project is treated individually with an approach that is most appropriate to the project's identity, concept, business format, target clientele, code of ethics, context, site location etc.

Top image: The Townhall, Group DCA

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