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DESIGN  
**detail**  
the architecture magazine

**A KNITTED  
WALKWAY**

DESIGN FORUM  
INTERNATIONAL

**THE TALE OF  
A LEGEND,  
TRANPOSED**

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# ESPOUSING AN EGALITARIAN ETHOS

Text: Neeln Design Detail/Photos: Anshu A. Farkhane

The 'profession pyramid' that adheres to the traditional nature of workplace hierarchy often segregates and segregates not just the roles and responsibilities of its workforce, but also the liberty of an office working office. From cramped cubicles in ivory dependence to the luxuriously lavish lairs of the top tier, the equality is precarious. Solutions came by an office in enterprises that defied each principle.





The projecting balconies in the primary facade



The entry facade

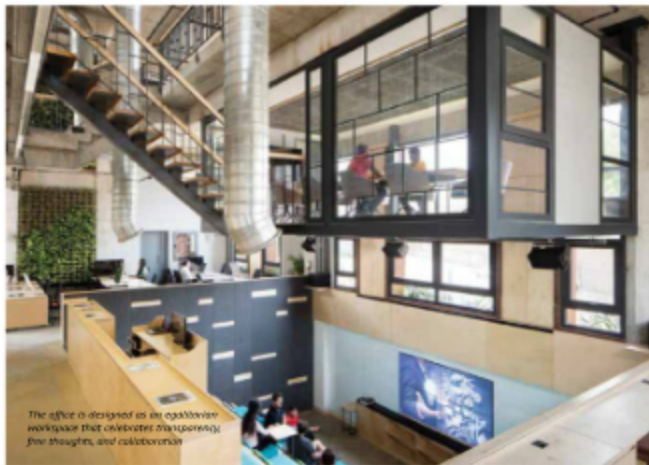
#### FACT FILE

PROJECT	COMMERCIAL MARKETING SOLUTIONS
LOCATION	GURUGRAM
ARCHITECTS	GROUP DCA
DESIGN TEAM	HYUNJUNG PRTNA MITRA
CLIENT	IBRAHIM SAHANI
PROJECT AREA	7900 SQ FT
STATUS	COMPLETED
YEAR	2010

In the wake of the 21st century, along with waves of change transcending every discipline, a paradigm shift of perception, interpretation and adaptation of an egalitarian work culture is evidently underway.

Though rarely, these ideals have reached the Indian scenario too. The Commercial Marketing Solutions office in Gurugram stands testament to these reforms. Conceived by the innovative minds of groupDCA, the design reflects the company's guiding philosophy predicated on establishing parity across the board, thereby enhancing employee experience, overall productivity, and general well-being.

The office is designed as a three-storied building that crafts a distinctive identity for itself within its immediate urban context. The balance between the corten steel facade panels and the expanse of exposed concrete essays an architectural vocabulary that is contextually unique and unmistakably brutalist. Honesty and humanism - both structural and materialistic, are central to the idea of Brutalism. Its choice, therefore, reflects groupDCA's strong belief in the movement's foundational principles of modernism and socialism.



The office is designed as an open-plan workspace that celebrates transparency for thoughts, and collaboration



An open-plan office format is chosen that is symbolic of transparency



To reduce the overall weight, the team included the perforated metal mesh and concrete slabs double with a metal mesh and insulated layer of insulation.



AR. AMIT ALROBA AND AR. RAHUL BANSAL

## GROUP DCA

Founded in the year 1995, group DCA is a multi-disciplinary Architecture & Interior Design firm, based out of New Delhi, India. The team has several remarkable, award-winning and widely acclaimed projects in its portfolio, ranging from Residential, Retail, Hospitality and Workspaces. With an in-depth desire to redefine the paradigm of Design, group DCA has been focused in its approach as a skilful balance of talent, experience and hard work. Spearheading group DCA are Architects Amit, Aarav and Rahul Bansal, who graduated in 1993 from the esteemed School of Planning and Architecture (SPA), New Delhi.

Each project is treated individually, with an approach that is most appropriate to the project's identity, vision, business format, target clientele, code of ethics, site location and budget. Rather than following current trends, or designing for the short term, the studio believes in sustainable design, which is exclusive, well-balanced, contextual and fosters longevity and practicality.

Through its contribution in the realm of Architecture and Interior Design, Group DCA has made a mark across India, South Asia, Africa and the Middle East.

A custom-designed sculpture at the ground level guides the visitors to an entry foyer, and subsequently to the workspaces above. A seamless two floor volume accommodates the workspaces that weave across levels, an open office symbolically transparent yet not functionally compromising. The staggering levels are connected by a service core with ally sides of informal meeting spaces abutting it on either side, all opened out across the south facade. In order to optimize penetration of

glare-free daylight into this volume, the northern and southern faces are designed to be porous; the fenestration scheme was arrived at through sophisticated metric-based daylight analysis. The inflow of heat into the building through the western edge was reduced by an innovative design of a completely insulated face. The only punctures on this wall are two projecting balconies that are elemental in the elevation of the structure's primary facade.



1. AMPHITHEATRE (KNOWLEDGE CENTRE)
2. WORKSTATION AREA
3. MEN'S WASHROOM
4. WOMEN'S WASHROOM
5. BALCONY
6. PAINTY
7. INFORMAL MEETING ZONE

First Floor Plan



1. MEETING ROOM
2. DOUBLE HEIGHT SPACE WITH WORKSTATIONS BELOW
3. MEN'S WASHROOM
4. WOMEN'S WASHROOM
5. BALCONY
6. MEETING AREA

Second Floor Plan



1. WORKSTATION AREA
2. BALCONY
3. MEN'S WASHROOM
4. WOMEN'S WASHROOM
5. MEETING AREA BELOW

Second Floor Upper Level Plan



1. WELLNESS CENTRE AND YOGA STUDIO
2. TERRACE
3. WASHROOM

Third Floor Plan



Conceptual sketches and schematic section of the workspace volume

Facade detail depicting the insulation layering for thermal efficiency



Sun path analysis of the structure



Sectional perspective views of the design



The flexible central mezzanine is equipped with tiered seating as the heart of the volume

The crux of the interior volume however is the mezzanine conference room that floats above an amphitheatre-style, multipurpose event area. The fact that the heart of the volume is occupied by collaborative and flexible spaces as opposed to a director's room reflects groupCCA's intent to do away with physical metaphors of authoritarianism.

The larger design strategy - biophilia - endeavours to enhance human engagement with nature. Large windows, lined with planters are designed along the northern and southern edges of the floor-plates opening to beautiful views of the surrounding greens, their careful

placement and siting ensures adequate daylight ingress. Vertical green walls run along the entire two-floor height of the volume along its eastern and western edges, bringing in glances of green in every direction.

The design of the office is literally and figuratively green in every essence. Openings of all windows of the structure are double-glazed for thermal insulation. The curtain steel clad western facade too has a glass wool insulating layer. Through flooded with ambient light throughout the day, the spaces are additionally provided with simple yet intelligent artificial lighting systems that augment

the natural daylight, creating optimal working conditions. The acoustic design front is also well-addressed; poly-fibre walls and ceiling panels are used to achieve the desired interior noise levels while complementing the overall spatial quality.

The brutalist vocabulary is iterated in the interiors as well, exposed brick, concrete and steel - all of them showcased in their natural and unfinished states. Be it the birch plywood curved furniture, the multi-toned limestone flooring, or the sculptural quality of the unconcealed air-conditioning ducts floating in mid-air, the new rhetoric of the material palette accentuates aesthetics while ingeniously cutting down on the post-occupancy maintenance costs.

Centrally located on the third floor is a hall flanked by open terraces on both sides. Equipped to cater to diverse functions such as yoga, prayer meetings and parties, the Wellness Centre provides opportunities for the much-needed occasional respite of a routine-led work life.

The office of Communiqua Marketing Solutions is thus an expression that celebrates transparency, free thought and collaboration - an expression of architecture, that is inherently socialist at its heart.

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