

DESIGN



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MATRIX

PEOPLE • LIFESTYLE • DESIGN • INTERIORS

One-on-one with SSA Architects

Architecture is a comprehensive approach, which combines the hard skills of design and the soft skills of human connection and experience.

Buildings make their first impressions through their facades.

- We Architects , Mumbai
- DCA Architects, New Delhi
- Baldiwala Associates, Mumbai
- Shilpa Architects Planners
Designers, Chennai & more...



DESIGN WITH DISCOVERY

1

DCA Architects, an award-winning design consultation firm, **New Delhi**, was founded by two partners, **Rahul Bansal** and **Amit Aurora** in 1996. Through their individual expertise, they have contributed towards the firm's robust image in the industry with a distinct focus on delivering design excellence and innovation.

Photo credits: Primarc Group

The Primarc Office located at Elgin Road, Kolkata; has been conceived by the DCA team with a very basic and minimalist treatment of the walls, ceiling and services. With unique ethos – Dream, Design, Discover and Deliver, Architects Aurora and Bansal created a dynamic and dramatic office space for a new division of a company with

varied interests and businesses. Explaining further, Ar. Aurora adds, "Since the client had rented this space for a short term lease, the solution had to be a minimum investment on "fixed interiors," with maximum focus on elements that could be moved to another location and reused in future."

The site is endowed with two long



**Amit Aurora &
Rahul Bansal**



2



3

- 1 Cafeteria leading to the conference room & rest room, creating required connectivity.
- 2 Contrasting wall colour augments the furniture made from teak wood.
- 3 The open brick pattern on the reception counter & the lighting fixtures lend an unusual, unique look to it.
- 4 Meeting room with an eye-catching lighting fixture.

Awards

IIID Awards 2015: Retail Category (North, East & Central), Regional Runner Up.

IIID Awards 2015: Leisure & Entertainment Category (North, East and Central), Regional Winner.

VM-RD Retail Design Awards 2015: Health and Beauty Speciality Store - An John Salon, Kolkata.

VM-RD Retail Design Awards 2014 : Health and Beauty Speciality Store- Looks Unisex Salon, New Delhi.

Nomination: NDTV Design & Architecture awards, 2014- DCA Office.



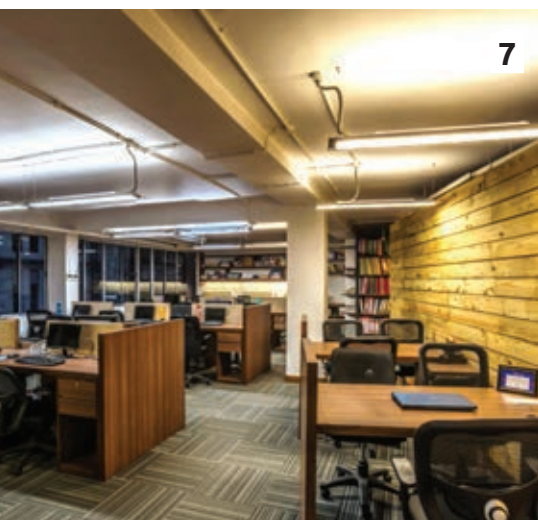
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- 5 Passage area with one wall used to create storage space, while on the other end lies the conference room.
- 6 Filing cabinets built in eco-friendly particle board & laminate.
- 7 Work stations with a wood clad partition wall.
- 8 Fixed partitions panelled with recycled deal wood and gypsum painted in a dark grey colour.
- 9 Director's cabin offset with decorative hanging lights and windows that let in plenty of natural light.

windows along the two opposite faces of the premise. Hence, the layout is evolved along these walls, with all the activities such as the reception, cafeteria, the workstations and the Director's cabin being placed along these windows. The meeting rooms, conference room and the Marketing Director's space, which required extensive visual presentations and needed to be shielded from daylight, have been thoughtfully placed in the interiors of the premises. Elaborating the fine details, Ar. Bansal says, "The strategic placement of the cafeteria just beside the reception is deliberately planned to allow a casual interaction with customers/clients and to encourage the intra-office communication. This cafeteria leads into the restrooms and the conference, thus creating the required connectivity and transition in an otherwise open office layout."

The fixed partitions are panelled with recycled deal wood and gypsum, which have been painted in a striking dark grey colour (all paints were low VOC). This is complemented by the accent furniture like the reception counter, the director's table, conference room table and meeting rooms that are made out of teak-wood,



reclaimed from the beams and rafters of old demolished buildings. The elegant work stations and filing cabinetry are all built in eco-friendly particle board and laminate to balance with the rest of the furniture.

The resultant office is a very dynamic and functions with minimum use of artificial light during day-time. The optimized use of task lights as well as the strategically placed decorative lights and energy efficient LED lamps, reduce the heat emission and thereby the energy consumption on an overall basis.

Know the designers

After 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. Since the last nineteen years, DCA has conceptualized retail identities of various brands, luxury stores and boutiques on a Pan-India basis.

The DCA Group provides services in architecture, interior design and design co-ordination across a wide range of building types, including offices, residential, hospitality and brand identities. The design studio and its projects have won many national awards. 📌

www.groupdca.in

Awards

VM-RD Retail Design Awards

2013: Health and Beauty
Speciality Store: Looks Unisex
Salon, Ludhiana.

VM-RD Retail Design Awards

Book 2013 : Health and Beauty
Speciality Store: Looks Unisex
Salon, New Delhi.

U.S Green Building Council

July 2013: Leeds for commercial
Interiors Platinum- L'Oreal Training
Academy.

VM-RD Retail Design Awards

Book 2013 : Speciality Foods
Kiosk Outlet- Khan Chacha.

VM-RD Retail Design Awards

Book 2013 : Leisure, Personal
and Fashion Accessories- Mallika
Empire.

IIID Awards 2013: Commercial

Workplace- Large Category,
(North, East and Central)-
Regional Runner Up.

IIID Awards 2013- Hospitality

category: (North, East and
Central), Regional Runner Up -
for Amour.

VM-RD Retail Design Awards

Book 2012: Leisure, Personal
and Fashion Accessories- Kudos.

VM-RD Retail Design Awards

Book 2012: Speciality Foods
Kiosk Outlet - L'Opera.

