

Reflecting the Brand Office for Nando's, Gurugram

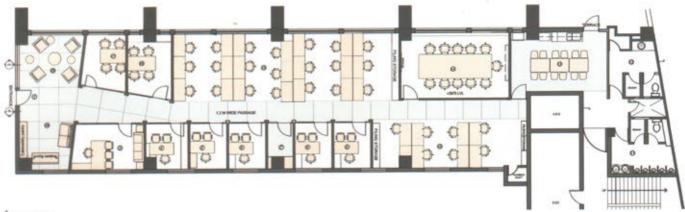
As office design is being rethought world over, this one presents a simple yet intelligent approach for creating a unique, comfortable and efficient workplace.

Courtesy Text: Sahiba Gulati Drawings & Images: DCA Workshop

Architect's Note: The interiors of a great office accurately mirror the core values, the ethos and of course, its strategic objectives, creative and conducive workspace in Gurugram for Nando's, the renowned international food chain.







Floor Plan.

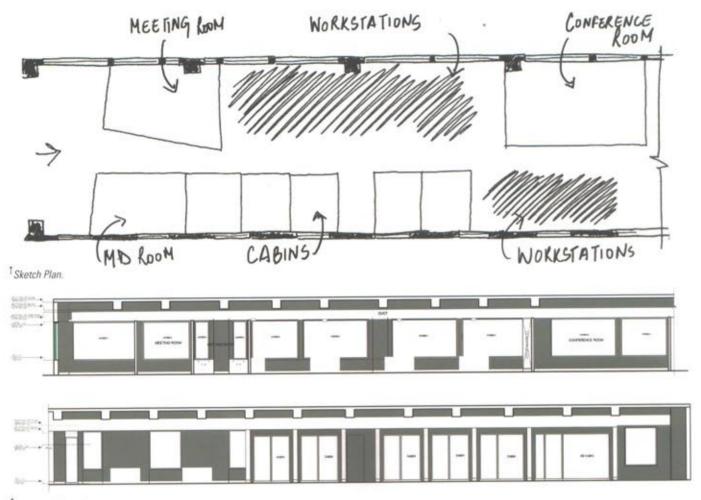


DCA Workshop is synonymous with developing brand identity through design. The design excellence does not just stop at the front outlets of these brands but rather extends to the back doors as well.

The client brief demanded a dynamic, playful and vibrant space for their young team. Thus, the design breaks away from the monotony of dull, stereotypical workplaces, and instead augments the chain's international aesthetic whilst showcasing its emphasis on art. With a sense of place in the Indian context, an eclectic stance is adopted to enliven the space and create a playful working environment that is fun and edgy.

The site inherited was a long linear floor plate with windows along its edge; optimizing the form and maximizing the window frontage planned with North-South orientation, the spatial planning exploits the site to funnel people inside, from an open, wider reception to the more private, meeting rooms inside. The reception manifests a playful take with a swing, eclectic seating, colorful rugs and carpets along with a coffee table that accentuates the spatial drama. Dividing the long linear corridor into a series of interactive spaces, the monotony is broken by arranging the working cabins and open areas in a manner that the corridor always seemed interesting. This layout provides for an array of open, co-working and individual spaces. The cafeteria is planned in a manner that sets the tone of informality throughout the workspace. At lunch, the main table is used for dining which otherwise doubles up for Table Tennis, to bring out the child in employees and augment the playful nature of this office.

Combining casual and minimalist aspects into this energetic space, on one side, a large artwork renders various frames. Nando's as an organization, supports local talent and an art foundation that is a patron and collector of Southern African Art. Therefore, the curated art pieces on the walls have been exclusively picked from this foundation to showcase the art of the region and add an element of mystique to the walls, further enhanced by spot lights hanging from the ceiling above. Natural daylight is maximized from the north and south through the use of glass, while minimizing glare. The Use of glass doors also facilitates optimum light, which creates a shift from the typical, artificially lit corridors. Since the office sits on the top floor of the commercial tower, the views have been exploited to the maximum. The cabins are aligned with a window on the outer wall that reflects stupendous views of the urban surroundings. Integrating the brand's informal and fun approach



Sectional Elevations.



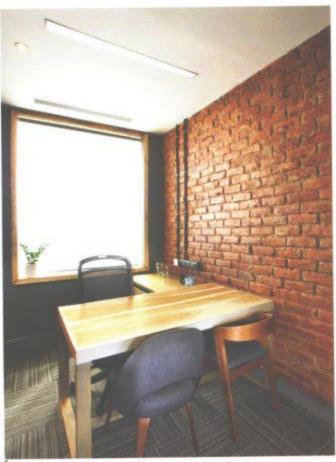




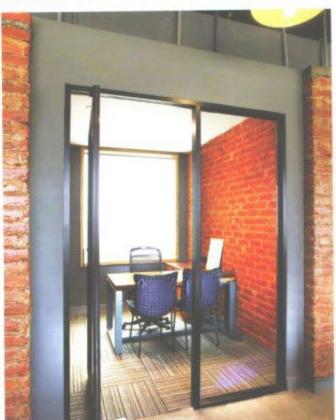


Art work from South African Art Foundation supported by Nando's.











with the cabin design, metal and wooden chairs have been used to add a contemporary feel. In sync with the Nandos' overall green approach, of using less resources, a lot of the chairs are used out of discards, scrapped at the time of renovating the restaurants. A boardroom sits on one end of the corridor behind a glass wall, done in cement and bricks.

A very earthy and natural palette of materials and colours have been used to design this office. Materials like mango wood furniture together with metal chairs add to the eclectic mix of elements. The flooring is crafted in grey cement and has been carpeted to add to the drama. The furnishings like rugs and carpets are basic in design, yet elegant in nature which are handcrafted and sourced locally. Simplistic Lighting is an essential focus of the overall design approach. Natural light is exploited to the maximum. Accent lights are used to highlight the exclusive artwork, and the use of regular, artificial lighting is reduced to evening, after-dark hours only. An amalgam of music and art combined with soft furnishings appeals to all senses, therefore crafts a functional, yet vibrant office space, resonating with the nature of the brand Nando's.

FACT FILE:

M. Charles	190	Office for Nando's	
Project			
Location		Gurugram	
Firm		Group DCA	
Architect		Amit Aurora and Rahul Bansal	
Design team		Vini Sam, Pritha Mitra	
Project Area		377 sq.m	
Civil contractors		Architecture Plus	
Initiation of Project		August 2016	
Completion of project		October 2016	