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WORKSTATION

Designed by Ar. Pankaj Kanal, Asianet Star Communications Pvt. Ltd. exudes peace and warmth, as functionality accompanies aesthetic eminence at this workplace. Group DCA redefines work culture with its Biophilia design concept, which has resulted in an unassuming contemporary office for Communique Marketing Solutions in Gurugram.





The spectacular business hotel IBIS Kolkata Rajarhat designed by Rajinder Kumar Associates is a splendid venture for economy hotel for business and leisure.

FIRST LOOK

Ethnicity designed by Minnie Bhatt is flocked for both its store interiors and Ethinic Wear.

CAMPUS CAPERS

L.S. Raheja School of Architecture's Annual event Aakar 2019 is a platform for students of architecture that helps to integrate the student community, architects and the industry.

RESTAURANT DESIGN

The warm and welcoming interiors designed by architect, Sumessh Menon makes Yazu- Pan Asian Supper Club a delightful dining option.





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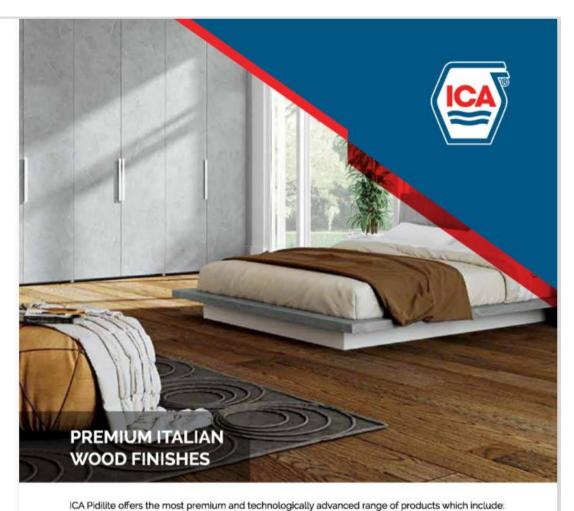
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INNOVATIVE DESIGN

GROUP DCA REDEFINES WORK
CULTURE WITH ITS BIOPHILIA
DESIGN CONCEPT WHICH HAS
RESULTED IN AN UNASSUMING
CONTEMPORARY OFFICE FOR
COMMUNIQUE MARKETING
SOLUTIONS IN GURUGRAM.

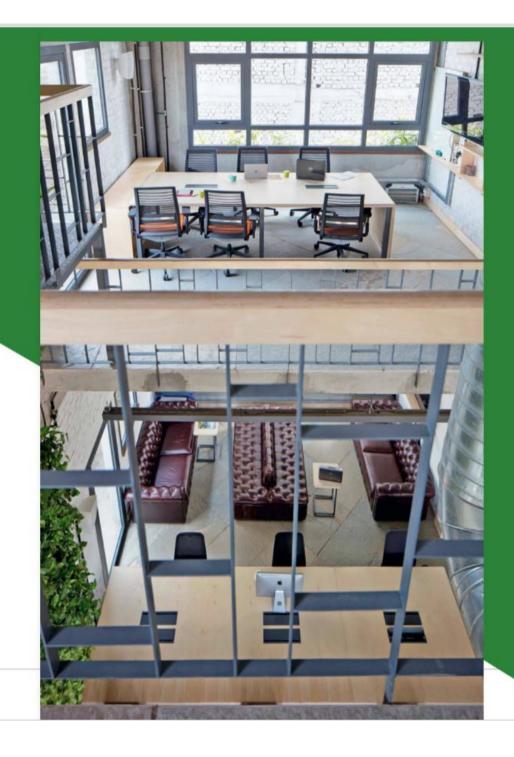
Photographs: Andre J. Fanthome

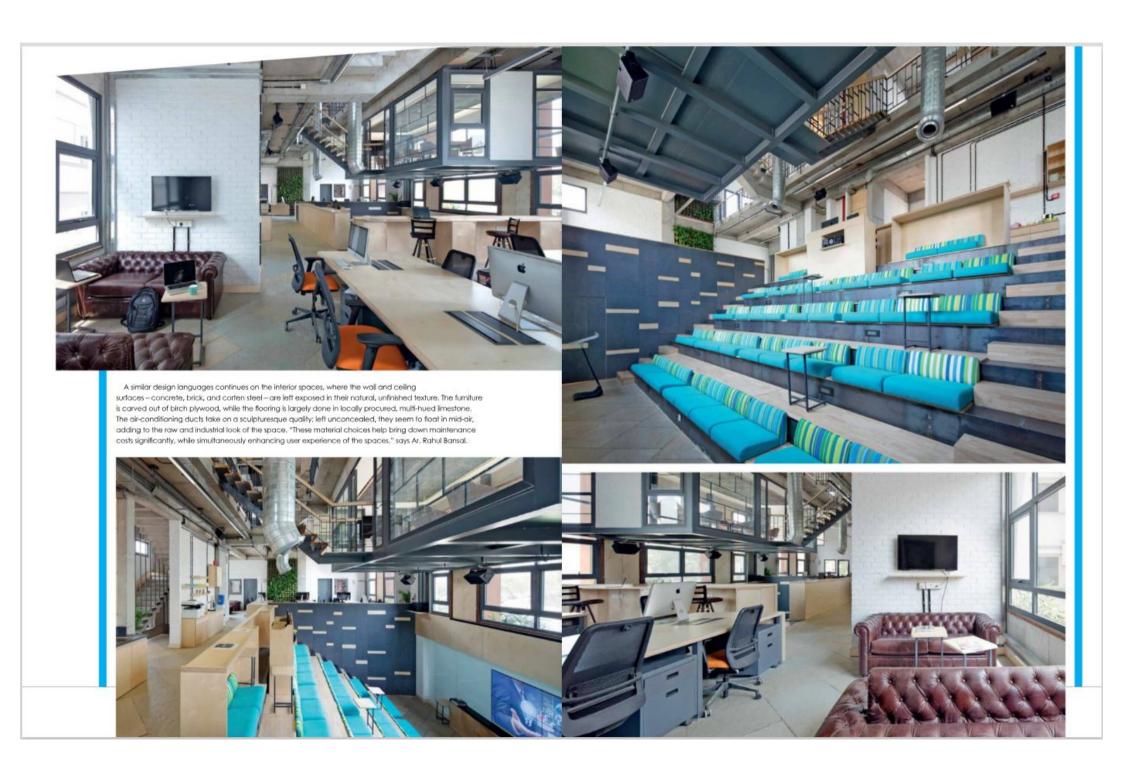




ew Delhi based-**Group DCA** has designed an innovative and trend-setting office for **Communique Marketing Solutions** in Gurugram. This office has been designed as a modern and egalitarian workspace in an effort to foster creativity, collaboration and conversation. This open plan office symbolises transparency and their work culture.

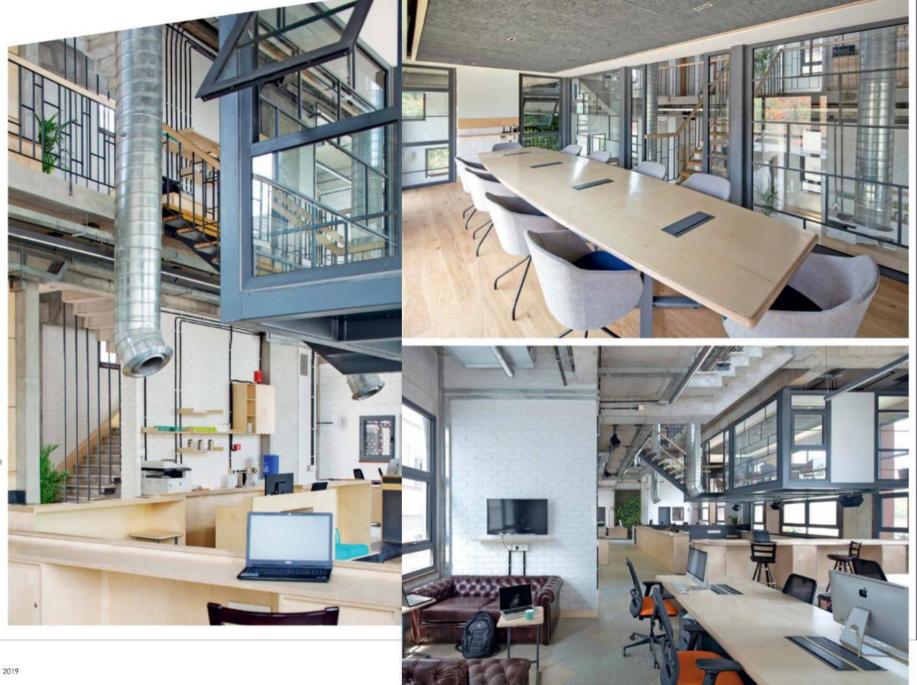
The office spread over three-stareyed building has its unique identity. Explaining the design concept Ar. Amit Aurora says, "The architectural vocabulary is unmistakably brutalist; the façades are an expanse of exposed concrete punctuated by the measured use of corten steel. Material and humanism are central to the idea of Brutalism; its choice, therefore, reflects group DCA's strong belief in the movement's foundational principles of modernism and socialism."





Taking Biophilia as their design strategy, the design team endeavours and enhances human engagement with nature in order to craft working spaces that promote happiness, good health, and well-being. Large windows, lined with planters, are designed along the northern and southern edges of the floor-plates; while their careful placement and sizing ensures adequate daylight ingress, Vertical green walls run along the entire two-floor length of the volume along its eastern and western edges, and treated fresh air is brought in to improve indoor air quality. This strategy ties in with the attempt to optimize the building's thermal performance as well.

In order to ensure reduction in the building's energy and resource consumption, a thoughtful, scientific approach is adopted. All the windows are double-glazed, while glass wool is used as an insulating material on the western façade. Acoustical treatments-polyfiber wall and ceiling panels-were integrated within the design from the very beginning of the process to reduce indoor noise levels. The use of modern technology extends to artificial lighting design as well, where a simple yet intelligent system is chosen to augment natural daylight, creating optimal working conditions throughout the day.





On the ground floor, a short parch-at the end of which stands a custom-designed sculpture, leads the visitors to the entrance foyer. The upper floors house the workspaces within a seamless two-floor volume, accommodating a diverse mix of functions. In order to optimize penetration of glarefree daylight into this volume, its northern and southern edges are designed to be porous. The office space is planned in the bullpen configuration with communal tables in a nod to Communique's ethos of equality and co-operation. Various levels are designed, however, in order to delineate space for different teams-this provides a semblance of privacy, while their placement within the larger, singular volume helps sustain visual connection.

The highlight of the space is a mezzanine conference room that floats above like an amphitheatre, which is multipurpose in its use as an event space too.

The third floor is conceived as a large unified space: the Wellness Centre designed in centre opens to wide terraces on both sides. This provides an uninterrupted space that can host a multitude of communal events such as yoga and prayer meetings, and parties.

Communique Marketing
Solutions' Office has contemporary
sensibility with its Biophilia design
concept that not only foster
human engagement with nature
but also reflects the core values of
the company which include doing
things differently.

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