

# Interior Exterior®

VOL.03 ISSUE 12

THE MAGAZINE FOR INDIAN CONSTRUCTION INDUSTRIES

OCT/NOV/DEC - 2014 Rs.100

## COVER STORY

Centre of excellence  
Vogue designs Pvt.Ltd.  
Pankaj Gandhi  
Ahmedabad

Leading Designer  
Ketan Sheth from Mumbai

## FEATURING

- Ar.Sandip Vaidya
- Ar.Geeta Arya
- Ar.Prashanth Rao
- Ar.Poonam Pal

THE LEADERS



SMS EXPRESS TO <\$242>





Mr. Pankaj Gandhi

**VH** DESIGNS  
STUDIO

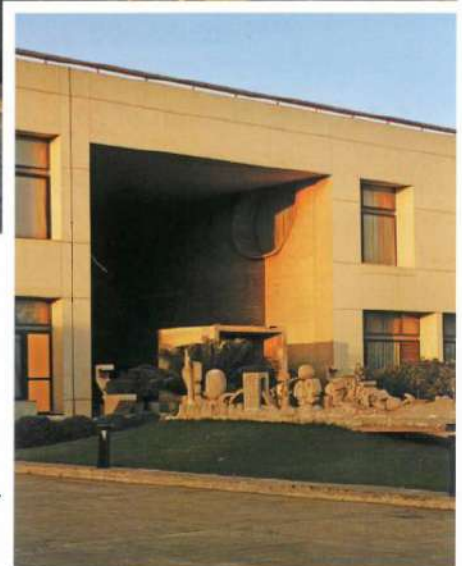
C-3/203, Anushruti Tower,  
S.G Road, Nr. Thaltej cross roads  
Ahmedabad: 380059  
phone: 08460043203, 079-26855378  
info@voguedesigns.co.in  
www.voguedesigns.co.in

**Architect**



“ A view of building from east stating  
the contemporary language”

“ A Close up view of the  
entry façade with iconic sculpture”



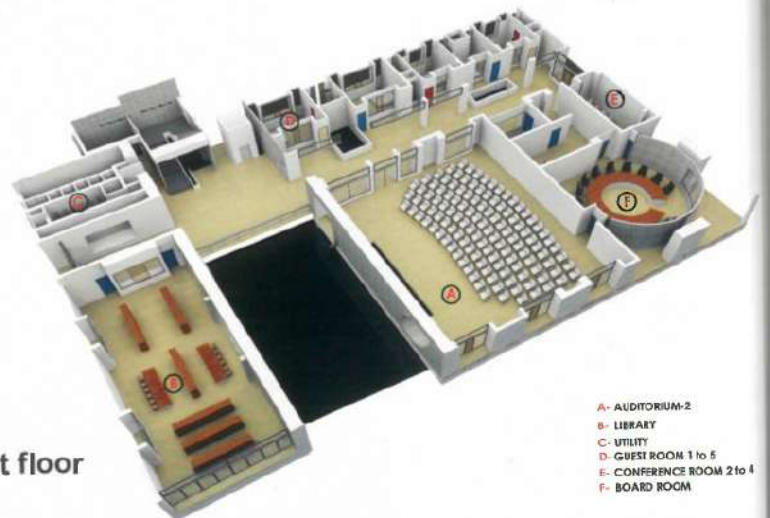
A view of building from north



- A - AUDITORIUM-1
- B - RECEPTION
- C - ATM
- D - CAFETERIA
- E - CONFERENCE ROOM-1
- F - UTILITY
- G - PRESIDENT CABIN
- H - STAFF CABIN
- I - CABIN 1 to 5

A Cut-section plan of ground floor

The building is located in the heart of vatva industrial area. The location is surrounded with conventional industrial architecture, client gave us the job to design a building which stands apart and symbolises the history and grandness of the NOVEL organisation. The building is called COE (centre of excellence). The building has been planned as rendezvous for industry people to have conferences, exhibitions, big corporate meetings and functions. The building is centrally located in the heart of vatva industrial area along the main highway towards Vadodara.



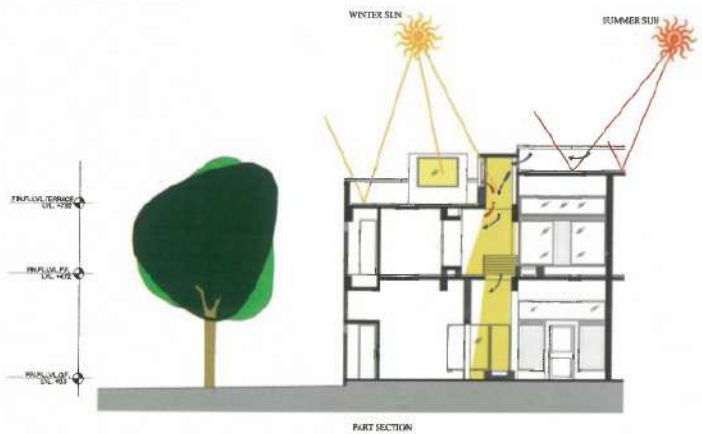
- A- AUDITORIUM-2
- B- LIBRARY
- C- UTILITY
- D- GUEST ROOM 1 to 5
- E- CONFERENCE ROOM 2 to 4
- F- BOARD ROOM

A Cut-section plan of first floor

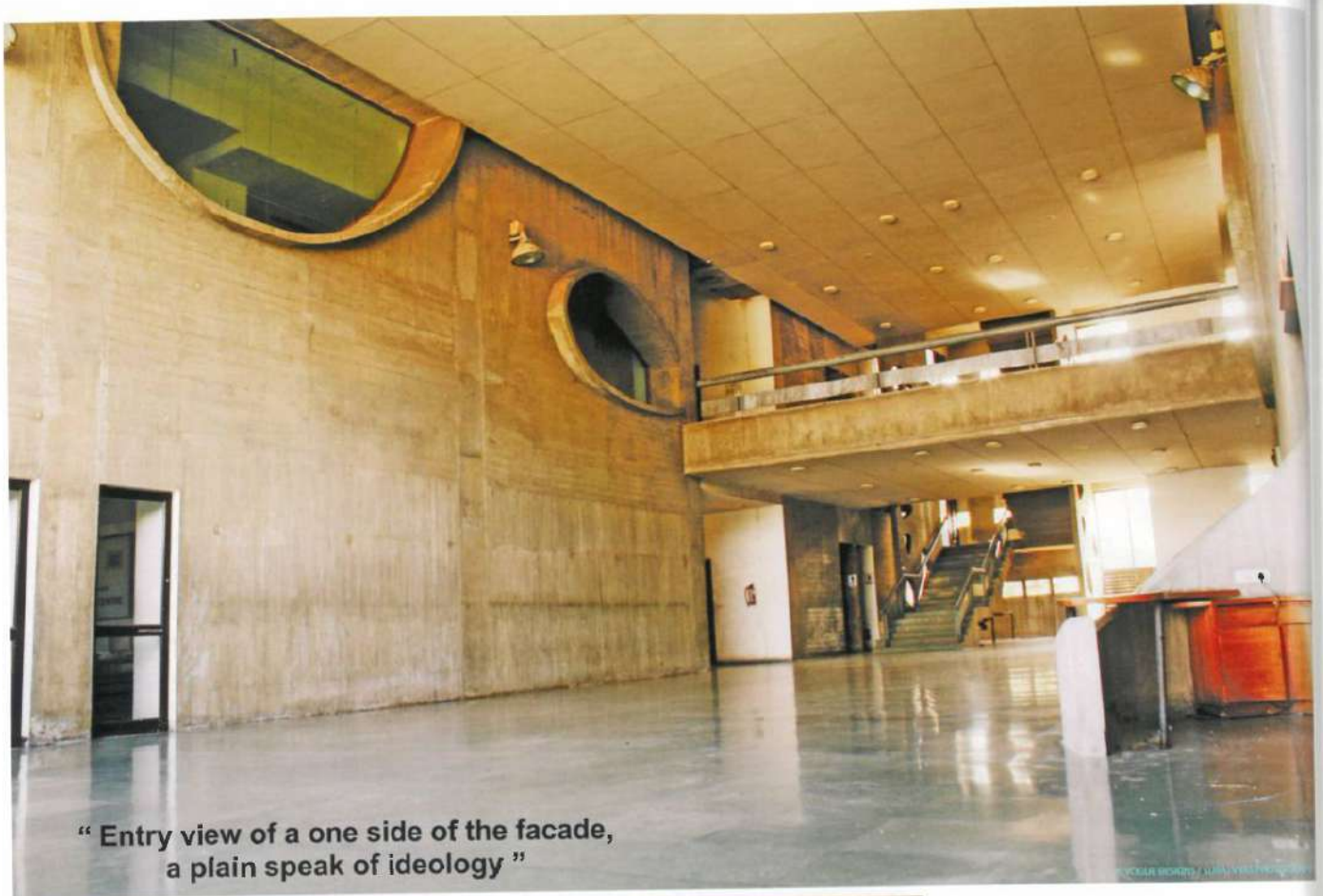
“ The symbolic structure of reception reinstates the philosophy of designing ”



Architects have tried to encompass all the need of the people who are going to use the building. The philosophy of the design can be stated as “I am a human being, wants to fill life with colours, I want freedom of thinking, I want to breath in my spaces” The free shapes of façade symbolises the philosophy behind the design.



“ Sections illustrating the wind & light energy flow in the building ”

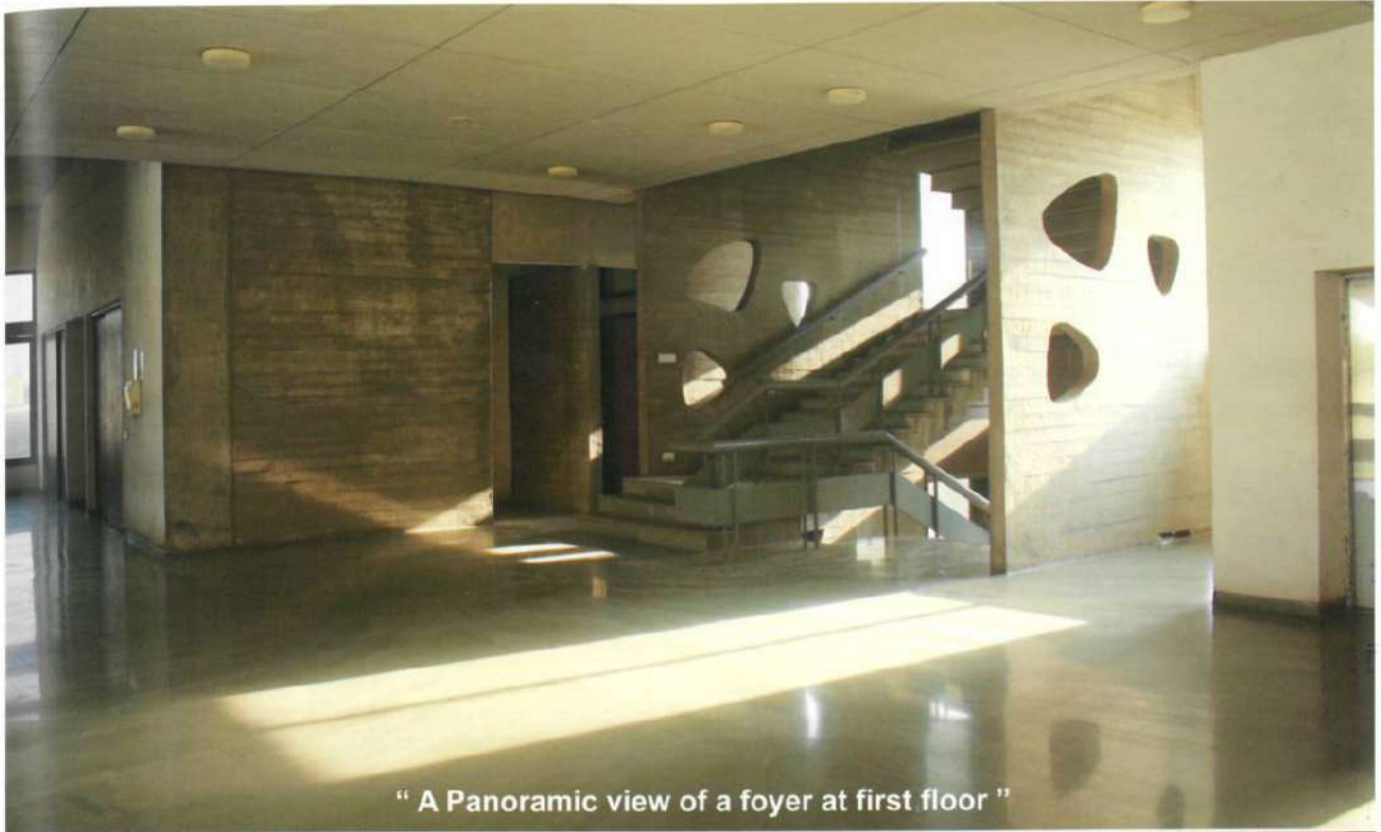


**“ Entry view of a one side of the facade, a plain speak of ideology ”**



The design has been focused on the Eternal architectural elements and efficacy centric approach/design. Predominantly the building has been designed as Green. The Orientation of long front face is facing the N-E. The building is divided in the two major wings. The huge entry gives fine view of the building as well as act as the symphonic discharge & travel area for the air travelling from the south to north.

**“ The stair façade punctures in exposed R.C.C, inspired by legend Le Corbusier, The punctures allows the southern air to flow in building with symphonic force. ”**



**" A Panoramic view of a foyer at first floor "**



**"A view of a passage with skylight and rooms at first floor"**



**A facade puncture detail**

The large scale punctures in façade with vanishing ribs are dominating elements which expand the communicative line through two wings and associated spaces, Architects believe that building is a live organ, keeping the ideology of design as pivotal mechanism, the building has been designed with the parameter called "see through & feel through". The oneness of the structure let someone feel to be at every part of the building and talking to designed elements and smelling the nature.

**“An Auditorium at ground floor”**



**“A view of a reception with entry foyer”**

The industrial fly-ash deposition is the big problem in vatva area. The southern detached R.C.C façade is protecting the building from the hot air blowing from south and the narrow punctures are not allowing the fly-ash to pass through the building. The dusts get settled down there, allowing the fresh air to travel in the spaces. The random punctures in stair curtain walls are allowing the air to pass through the building which reduces the hotness of the building and allows the fresh air circulations. All the windows are recessed and places with horizontal louvers to control the extremity of the Ahmedabad weather. The each attached toilet to the cabins has skylight which lifts the air draft and gives natural light as well.

**“An Auditorium at first floor”**





“A rear side view of a building”



“A view of a narrow punctured exposed R.C.C facade on the southern part of the building”

#### PROJECT FACT

**CLIENT :** IL &FS, NOVEL

**Principal architects :** Vogue designs pvt ltd.

**Scope :** Architecture, Interior, Landscape designSynthesis

**Design Team :** Pankaj Gandhi

**Project foot print :** 9000 sqmt

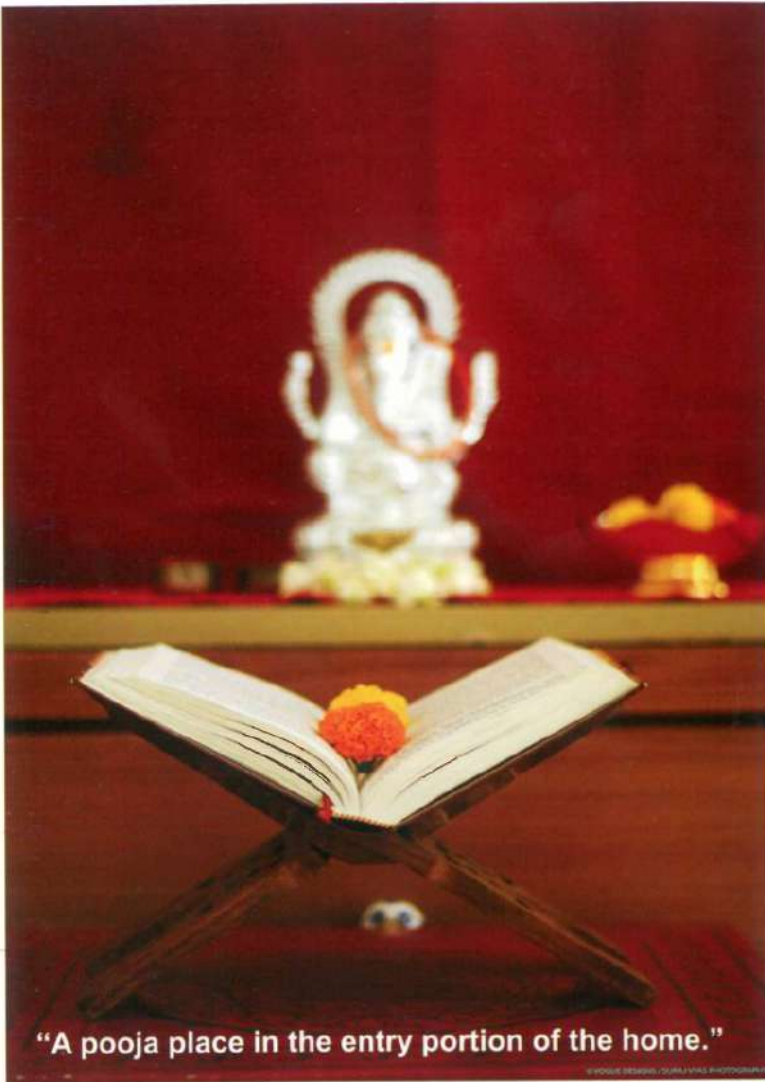
**Built up area :** 3500 sqmt

**Location :** Vatva, Ahmedabad

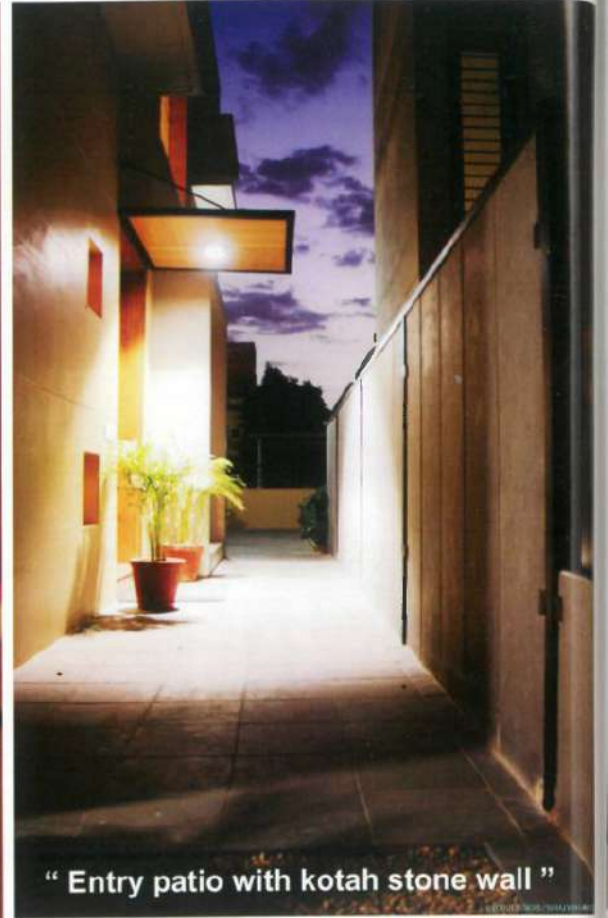
**Structural & PMC Consultant :** Ascon consultants

**Contractor :** Sarnar Buildcon

**HVAC :** Aditi Air conditioners



“A pooja place in the entry portion of the home.”



“Entry patio with kotah stone wall”

“A view of living room, ground floor bedroom entry & way to first floor”





Dining area with view of living, the bright coloured fabric ceiling adds glamour to exposed R.C.C ceiling



Living room

Architects believe that "Human living with an Indian roots is always joyful and vibrant in nature".

Extending this philosophy architects created vibrancy by adding shades to the rudiments and keeping the base subtle.



Turquoise coloured kitchen service unit with ceramic accessories breaks the monotonous look of teak wood.



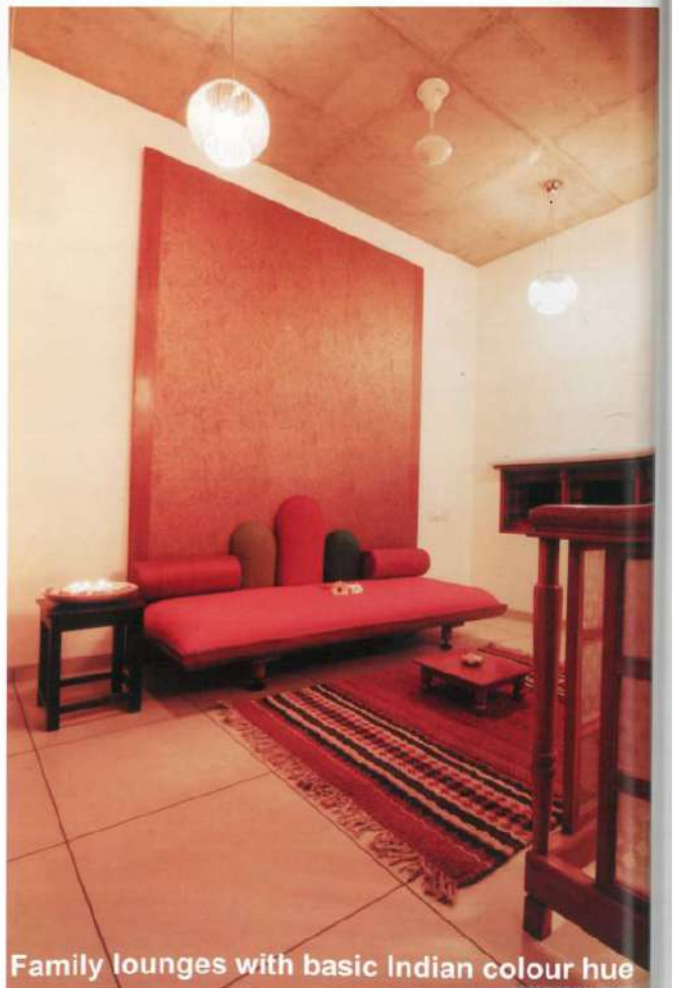
Study room with open able vertical facade. Study table the centre parallel to library



Panoramic view of First floor lounge



Children room with cosy spaces



Family lounges with basic Indian colour hue

“We were very much clear not to get our design be influenced with extra contemporary materials, Let it be more natural with Indian touch”. The concept has been derived and kept with very restrained forms of architecture.

The designing principle was to keep the premise dust and maintenance free. The selection of the specifications has been kept in such a way that it full fills the demand of the design principles. The bungalow is designed with “No space unturned”, With same logic the interior has been designed which encompasses the space & convenience. The unadorned elements define the life style of the inhabitant. The business family who use to have social gathering frequently, Following that fundamentals the small spaces has been kept plain, turning in to huge space with delicate placement of the indispensable elements.



A view of a bedroom with lounge chair at first floor

The ground floor with open kitchen with all connected premises turns in to meeting place for all the family members and guest in no time. The children room on the first floor with vertical louvers gives the filtered view to outside. The room has an arrangement of table in the centre and open library along the wall.

The family lounge has decorated with sofa seating of Indian colourful fabrics and kept it neat to have enlarged wide look through the double height space. Master bed with walking wardrobe defines the fine life style of a businessman family. Both master bedrooms has been kept neat with basic obligatory placement of furniture.

**Client :** Mr. Bharat Patel Residence

**Principal architects :** Vogue designs pvt. ltd.

**Scope :** Architecture, Interior, Landscape design & Synthesis

**Design Team :** Pankaj Gandhi, Bhavin mistry,  
Manoj sondarva & Suraj vyas

**Project foot print :** 240 sqmt

**Built up area :** 230 sqmt

**Location :** Ranip, Ahmedabad

**Interior Contractor :** Tara furniture pvt ltd



Master bed room at first floor, Slab has been kept exposed with teak wood frame ceiling