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TO CHARACTERISE IDENTITIES

Three recently completed and programmatically distinct projects by Delhi-based Morphogenesis reinstate the significance of identity as a point of departure and an idea of cohesion of design.

M.K. Mishra/Talk

Photographs: Anshu J Fontaine and Girish Kumar, courtesy Morphogenesis

The Pearl Academy of Fashion in Jaipur, Corporate Office for India Glycos in NOIDA and Harley Davidson Corporate Office in Gurgaon have a common conceptual thread running through each of these distinct designs. Morphogenesis, through their critical practice, display a synergy between brand and corporate personalities and expertises set against modern

design, built on a distinctive and contextual conceptual base. In these projects, perceived hence signify a thought process that brings contemporary architecture to represent brand aspirations, thus pushing architecture to take up a role as corporate branding, while staying adherent to the fundamentals of a good architectural design.



The academy building is a modern, progressive expression.

Pearl Academy of Fashion

Set in a rather lifeless Karkas industrial suburb of Jaipur, the Pearl Academy of Fashion is an institution of excellence located in a hot-dry climatic context. The idea of design for the institute departs from a basic concept of creation of a micro-climate to counter the extremities of a typically hot climatic context. While being expressive in its architectural language, the building adheres to passive climatic control techniques and local mechanisms to establish a comfortable interior, while saving energy in the process.

As a confluence of modern design expressions through traditional and local ideas, the building is a rectangular mass placed on an underbelly carved from the earth, which acts as a heat-sink by retaining temperature throughout the day, keeping the indoors comfortable. The double-skin of the building is an abstraction of the traditional 'Jaali', creating a mechanism of self-shading and thus cutting the thermal gain due to solar radiation. Multiple and interconnected courts of the building are landscaped with water-bodies and vegetation that use recycled water from the SRP. The building makes use of local stone, glass, steel and concrete as primary building materials. The efficacy of the cost-effective passive architecture is realised when the indoor temperature of the naturally-lit classrooms stays at 27°C, while the



Photo courtesy of the architect, Jaipur, www.pearl.academy.com

Though the overall formal and aesthetic language varies from project to project, the attitude towards architecture as a vehicle of expression of identity stays central.



Building model with three-level courts and an atrium facade



SITE PLAN



The idea of passive cooling embodied in the design.



LONGITUDINAL SECTION



IFT courts with water body for evaporative cooling.

outdoor temperature is 47°C. The building also acts as a 100 per cent self-sufficient microcosm by recycling its waste and harvesting rain water. No artificial climate-control techniques are used in the building. The design, while representing an aspirin image of a progressive institute building, derives its contextual resonance and effectiveness through abstraction of local concepts of building.

FACT FILE:

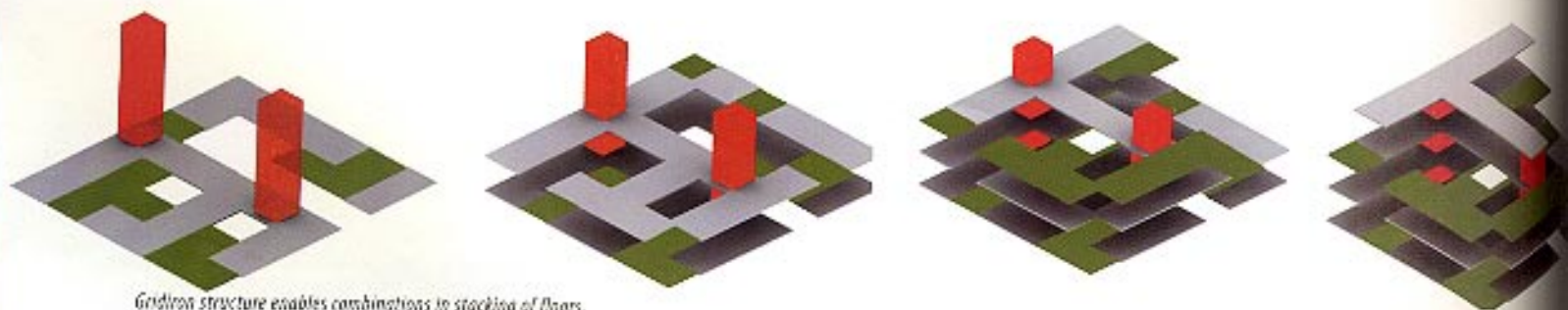
Project	:	IFT Academy of Fashion
Location	:	Delhi
Architect	:	Manoj Prasad
Client	:	IFT Academy of Fashion
Structure	:	N.W. Roel Designers Ltd.
Electrical	:	Integral Design
Plumbing	:	Teck Consultancy
MEP	:	Design Centre
Landscape	:	Oracles
Contractor	:	R.K. Lalwani Pvt. Ltd.
Plot Area	:	32,250sqm (Served)
Build-up area	:	20,000sqm



Double-skinned facade of the building with an external void, an internal layer for insulation.



Vegetation and landscaping within the building helps passive cooling and climatic control.



Gridiron structure enables combinations in stacking of floors.



The overall aesthetic language of the building is relevant to the modern work culture. Modern and minimal language of the design complements the open and transparent office system. The architecture of India Glycols identifies with the work ethic of the firm and aligns with the personality of the company with no compromise on the fundamental architectural judgments. As Morphogenesis puts it, "the workplace should manifest itself more as a flexible and integral part of an employee's life rather than a separate entity of specified hours of confinement."

FACT FILE:

Project	Corporate Office for India Glycols
Location	Noida
Architects	Morphogenesis
Client	India Glycols Limited
Floor Area	71,263sqm
Build-up area	26,790sqm

Harley Davidson Corporate Office

Continuing on architecture and design of brand identity, Morphogenesis's Harley Davidson Corporate Office in Gurgaon is inspired by the iconography of the legendary brand. The brand image and associated identity of Harley Davidson motorcycles is explored to derive a language of interior design, somewhere between representation and abstraction. The programmatic requirements of the office space demanded a flexible and accommodating design, wherein the workspaces can extend and convert into spaces for functions, workshops and parties. The design is a single, unified space with compact enclosures that opens from the gathering spaces. The adventurous ethic of Harley Davidson is imbibed into the design language of the office with graphic walls, symbolic elements and modern, aerodynamic designs. The backdrop of the reception has Harley tanks painted by various artists.

From Harley Davidson bikes set for display, to the '160' badge cut to make a screen and the bike handles acting as door handles, the design imbibes peculiar design elements of the bikes. Some intricate and expressive details in the interiors of the office are inspired by the automobile. The colour palette of the office, containing orange, black and grey, is also derived from the Harley palette. The interior design of the Harley office thus becomes an exercise in finding a common plane between brand aspiration and ethic and the expressive functionality of an architectural space.

Morphogenesis uses the iconography of the brand in the interior spaces.



Reception with painted tanks in the building and surrounding multifunctional interiors.



Having space for maintenance of display area





Bathroom interiors with Harley style mirrors and like fixtures by Steve Harshin.

The architecture and design of Morphogenesis is an expressive amalgamation of contemporary design with critical thinking. Though the overall formal and aesthetic language varies from project to project, the attitude towards architecture as a vehicle of expression of identity stays central to the designs of Morphogenesis. The three projects chronicled here are not representative landmarks in design but are diverse examples connected by a common thread of a cohesive idea, the idea of architecture as a critical practice of spatial articulation. ■

FACT FILE:

Project:	Harley Davidson Corporate Office
Location:	Gurgaon, India
Architect:	Morphogenesis
Client:	Harley Davidson
Design area:	450sqm