



A Globally Recognised Brand for Contemporary Indian Architecture

morphogenesis.

Delhi | Bengaluru
1996-2017

MORPHOGENESIS USP FOR PROJECT DELIVERY

EFFICIENT DELIVERY MECHANISMS

Deep understanding of local construction ecology, internal process mechanisms geared to quality and timeliness despite the highly unregulated market

THE BEST OF LOCAL-GLOBAL DESIGN

We bring a strong local, contextual flavor of sustainability led design inculcating affordability, which has the potential to set new benchmarks in project design and experience.

WORLD'S LARGEST
OFFICE BUILDING



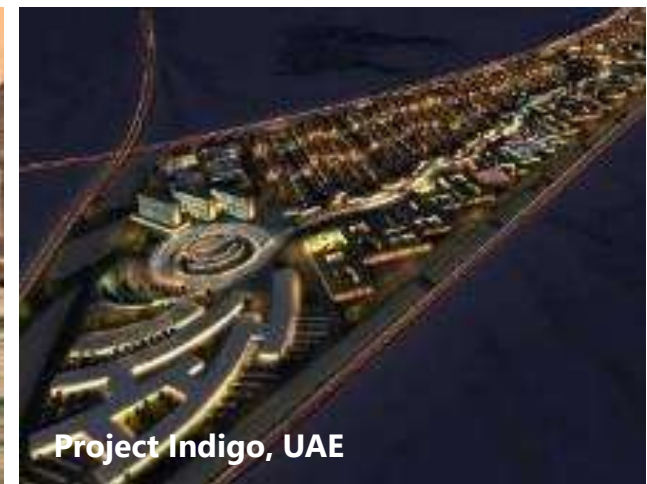
WORLD'S LARGEST
NET-ZERO CAMPUS



WORLD'S LONGEST
WATERFRONT PROJECT



WORLD'S LARGEST UNINTERRUPTED
PEDESTRIAN PRECINCT



Surat Diamond Bourse

Infosys Campus Mihan

Namami Gange Project

Project Indigo, UAE

DESIGN EXCELLENCE

GLOBAL RECOGNITION



Ranked for the **6th time in a row** among the **World's Top 100** Architectural Practices, in Building Design Magazine, UK's **WA100 2017 list**.

THE TEAM



Over 100 Professionals in our **Delhi** and **Bangalore** offices, plus a JV in **Dubai**. Over 40 of our architects have Master's Degrees from reputed national and international Universities

SERVICES & SKILLS



7 distinct verticals provide specialized services in **Masterplanning, Residential, Commercial, Workplace, Institutional, Hospitality, House** through in-house integrated project delivery in **Sustainability, Interiors, Landscape, Digital Technologies and Design Management**

PROJECT LOCATIONS



Internationally, we have projects in **Bangladesh, Nepal, Bhutan, Sri Lanka, UAE** and **South Africa**

600+ PUBLICATIONS



Our work has featured in publications like **The New York Times, Wallpaper Magazine**, The Guardian UK, **Domus Italy, The Times of India**, Economic Times and The Hindu, among others.

80+ AWARDS

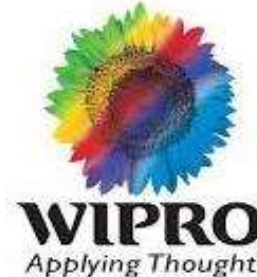
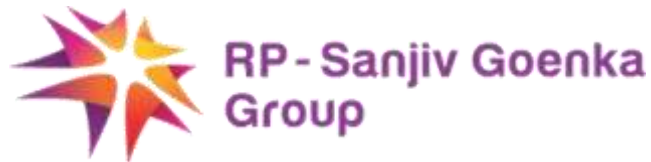


The first Indian Practice to win a **WAF Award**, the **Singapore Institute of Architects SIA-Getz Award**, the Architects Regional Council of Asia **ARCASIA Awards** and 5 time winner of the **Indian Institute of Architects Award** for Excellence in Architecture

OUR CLIENTS



Blue-Chip companies form the majority of our clientele;
top corporates, institutions and corporate developers



DESIGN RECOGNITION | AWARDS | PUBLICATIONS | LECTURES



THE CHICAGO ATHENAEUM



BROWN UNIVERSITY

TEDx



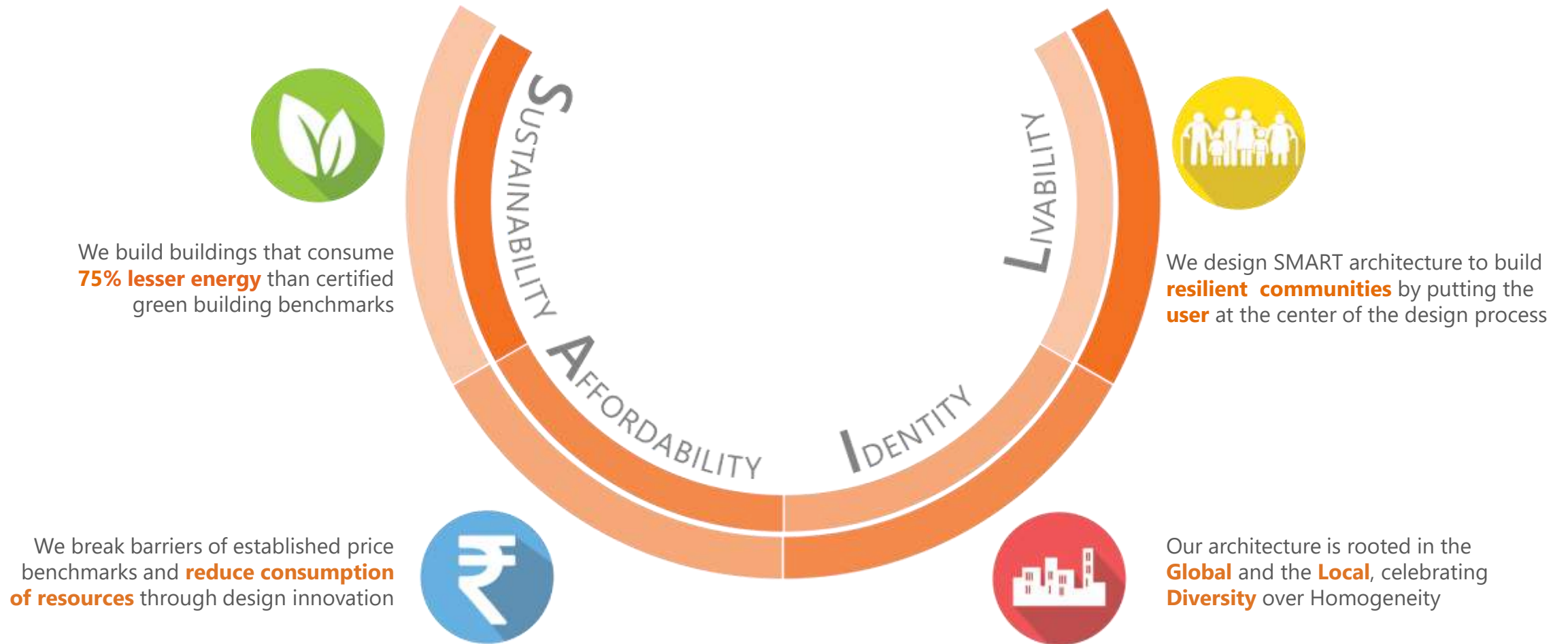
The New York Times



live mint



DESIGN PHILOSOPHY



S A I L

SUSTAINABILITY | THOUGHT LEADERSHIP



India's first LEED Platinum for British Council Interiors &
India's first GRIHA Five Star Rating for The British School

Currently **over 50 million square feet** of projects under **Green rating (GRIHA, LEED, IGBC)**

Large-scale **Net zero projects** designed for Indian climatic conditions, as **exemplars of future sustainable design**

GRIHA Council Founder Member, and member GRIHA Technical Advisory Committee

Only Indian practice invited to speak at **International Green Building Conference in Singapore**

Only Indian practice to have **three papers accepted** at the world's premier sustainability conference **PLEA** (Passive and Low Energy Architecture) in 2012 (Pearl Academy), 2014 (Infosys) and 2017 (Wipro)

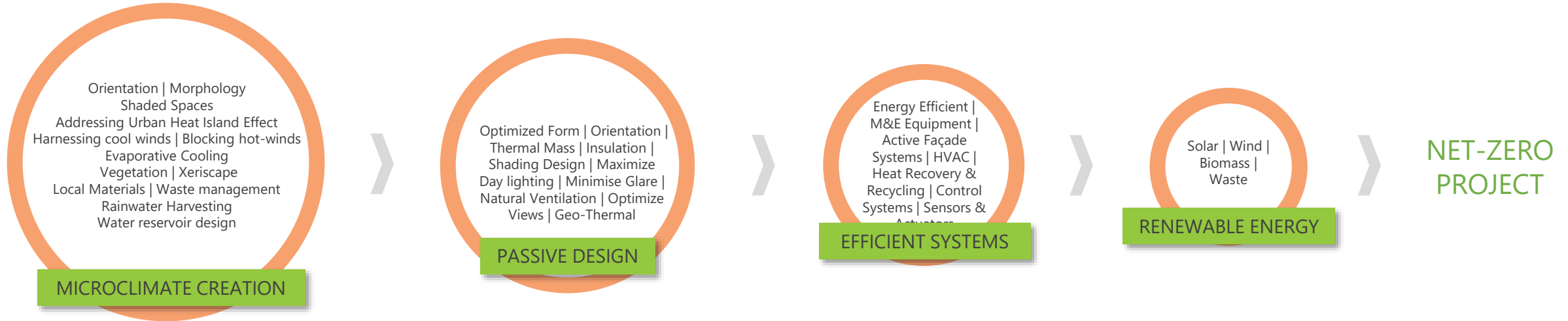


GRIHA Award for Exemplary Practice Recognition
(GYS Prius)



SUSTAINABILITY

COMBINING THE WISDOM OF THE PAST AND CUTTING EDGE TECHNOLOGY TO CREATE EXEMPLARS OF SUSTAINABLE DESIGN



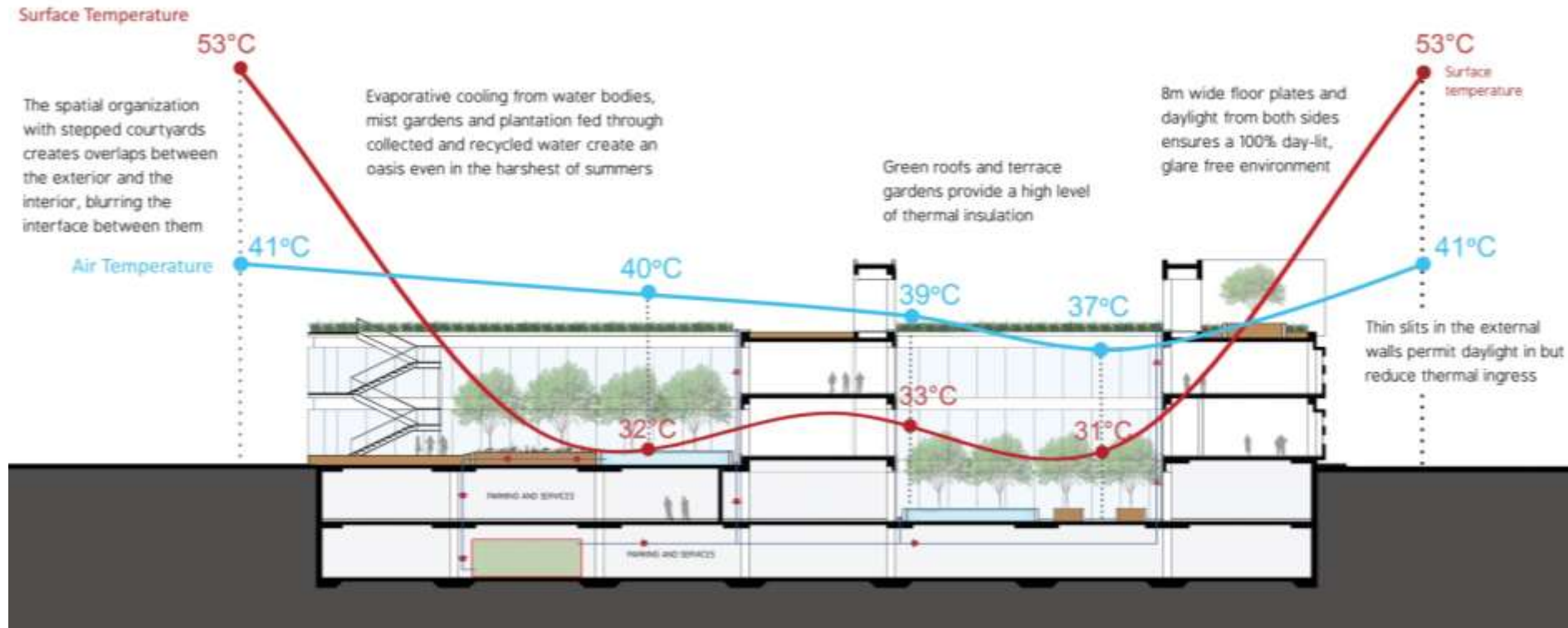
EPI: Energy Performance Index
on primary energy consumption (unit:
kWh/sq.m/yr)

PROVEN STRATEGIES TO REDUCE ENERGY CONSUMPTION TO 75% LOWER THAN GREEN BENCHMARKS



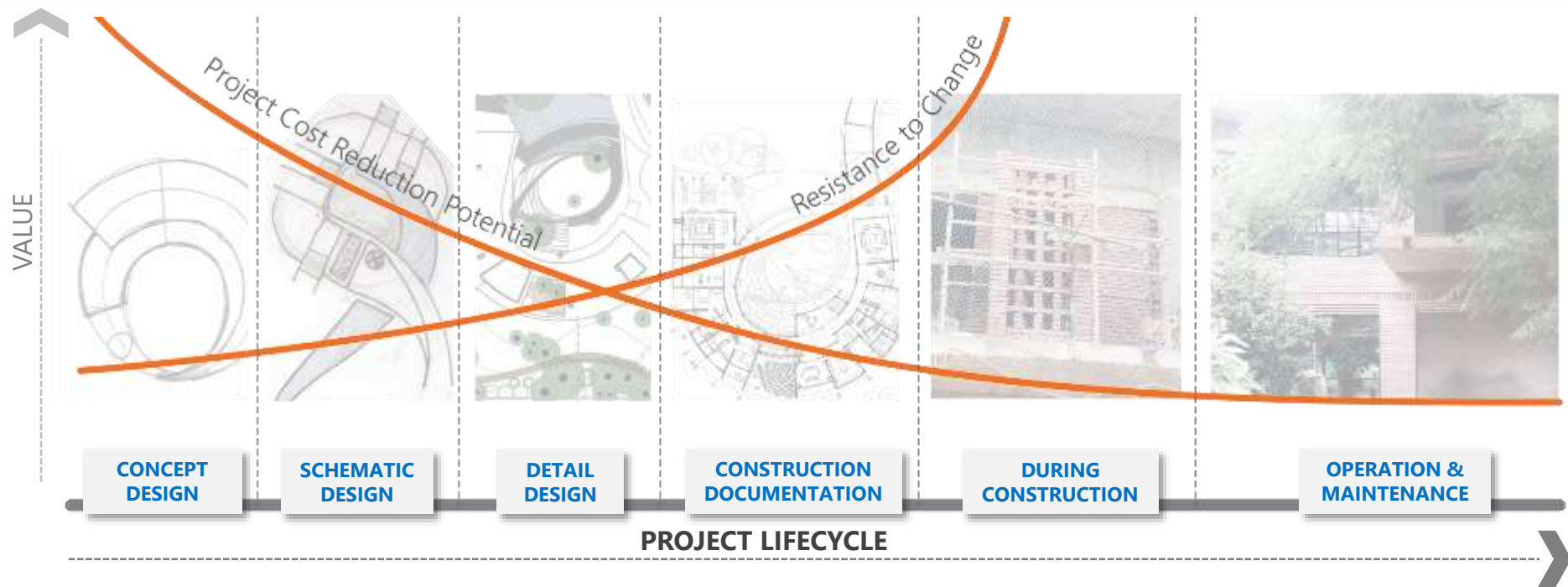
SUSTAINABILITY MICROCLIMATE

~10°C reduction in
perceptible comfort



AFFORDABILITY

OPTIMIZATION OF ALL RESOURCES IS A PRE-REQUISITE TO OUR ARCHITECTURE TODAY



CAPITAL COST

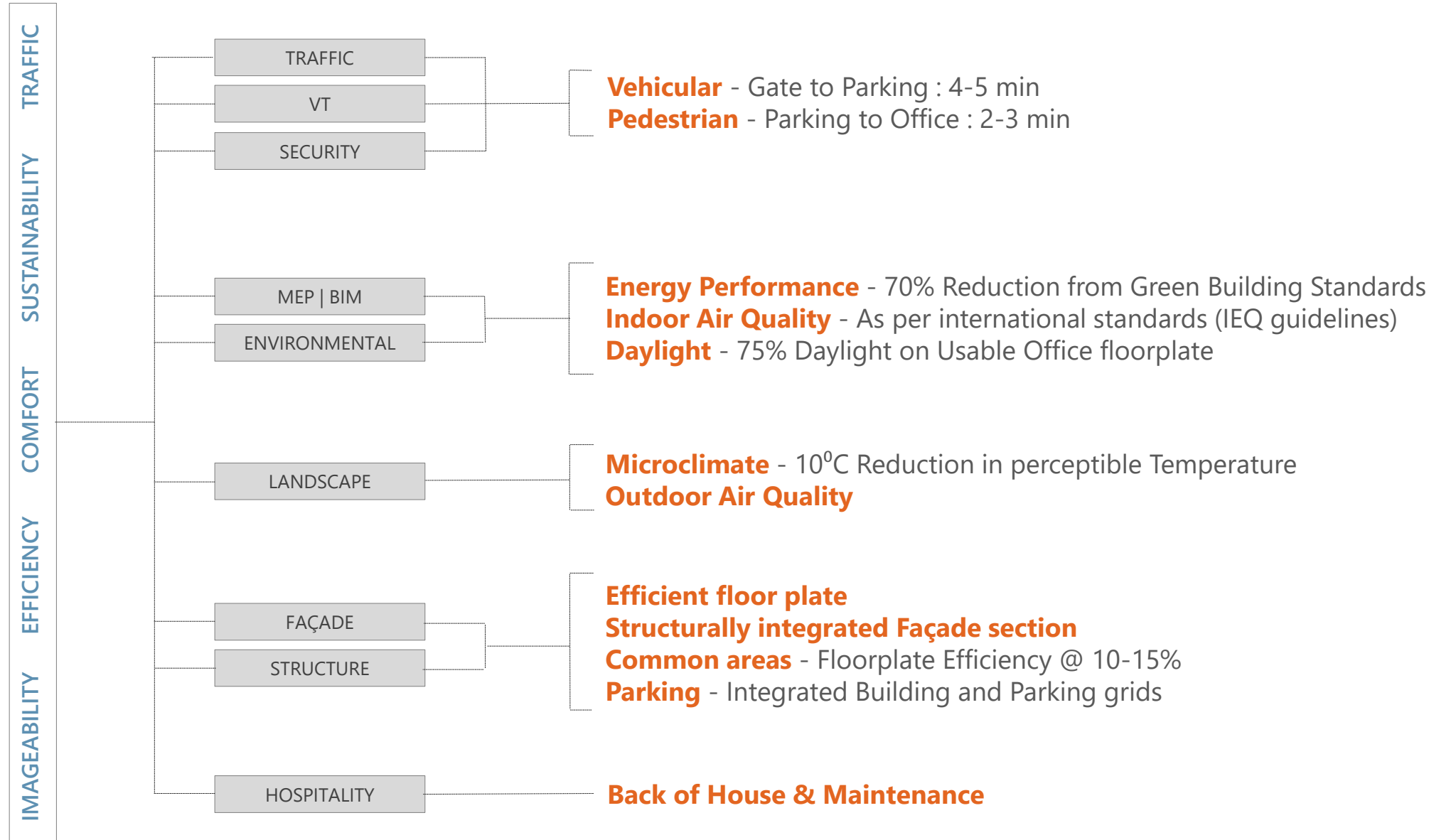
EFFICIENT SPACE PLANNING Bottom up design strategy reduces construction area for parking spaces < 35 sq.m/Car. Increase in Spatial Efficiency by 20% with Inside Out Design	20% saving	M&E OPTIMISATION Passive Design, Envelope Optimization along with efficient systems enable an overall reduction in M&E capital cost.	25% saving
STRUCTURE OPTIMISATION Symmetrical Floor Plates, Central Cores, Optimized Grid Spans, Optimizing building heights leads to lower structural cost.	20% saving	SMART FAÇADE 25% WWR with 90% Daylighting and 90% Shading enables a substantial reduction in Façade Cost	33% saving

OPERATIONAL COST

LIGHTING COST Designing for 90% Daylighting and Zero glare results in reduction in lighting loads	80% saving	COMMON AREA M & E Reduction in M&E common area maintenance costs through passive design	60% saving
HVAC COST Microclimate creation + Passive design results in reduction in HVAC cooling loads (with an envelope load of <1W/sft)	60% saving	FACILITIES MAINTENANCE Reduction expected due to lesser installation of M&E equipment	20% saving

AFFORDABILITY | INTEGRATED PROJECT DELIVERY

BRINGING VALUE TO THE DESIGN PROCESS



IDENTITY

SHOULD ARCHITECTURE HAVE AN IDENTITY?



AN ARCHITECTURE OF NOWHERE



AN ARCHITECTURE OF SOMEWHERE



IDENTITY

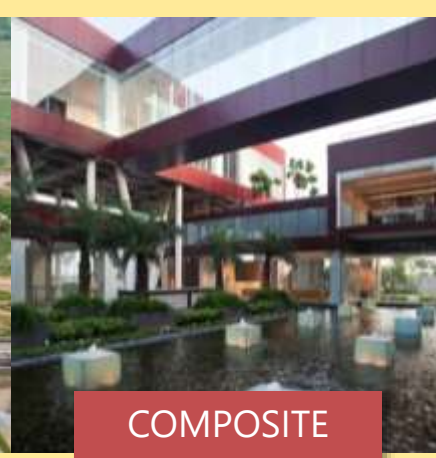
AN ARCHITECTURE OF ALMOST SOMEWHERE



Architecturally we celebrate identity and diversity versus visual homogeneity. We think of our buildings and cities as bazaars, places of human interaction along with being places of human habitation. Our design responds to the local climate & ecology, yet is mindful that the project must be globally pertinent.



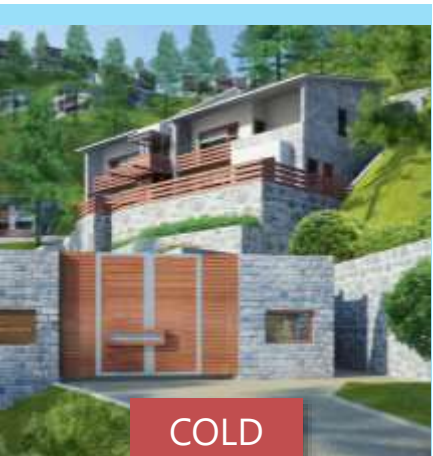
HOT & DRY



COMPOSITE



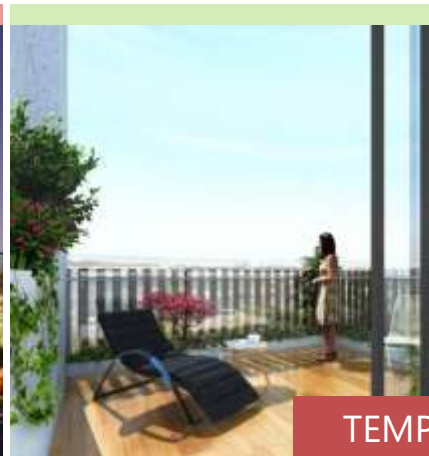
Morphogenesis projects across Climatic Zones



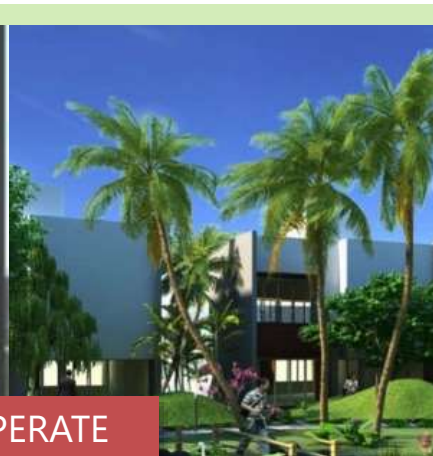
COLD



WARM & HUMID



TEMPERATE



LIVABILITY

BUILDING SMART COMMUNITIES BY PLACING THE USER AT THE CENTRE OF THE DESIGN



PEOPLE



We design aspirational spaces that allow users to truly experience their environment and leave a lasting memory, yet balanced with the rigours of achieving efficiency for the client. Core elements we focus on are healthy indoor environments and an interactive, engaging and safe public realm to create a strong sense of community



ENVIRONMENT



At Morphogenesis, approach to the environment moves beyond sustainability in energy, waste and water, to include socio-cultural and financial sustainability as well. A combination of the wisdom of the past and cutting edge technology creates a high-performance, low-consumption environment that builds resilience for the future.



TECHNOLOGY



With SMART cities and technology being at the forefront of architectural thought today, we look at Technology as a means to an end; one that enhances Livability. Morphogenesis defines SMART as Sustainability, Mobility, Affordability, Resilience and Technology.



LIVABILITY | WORKPLACES

SOCIAL INTERACTION PLACEMAKING



BREAKOUT TERRACES FOR PRODUCTIVE DISCOURSE



CELEBRATING ART AND CULTURE



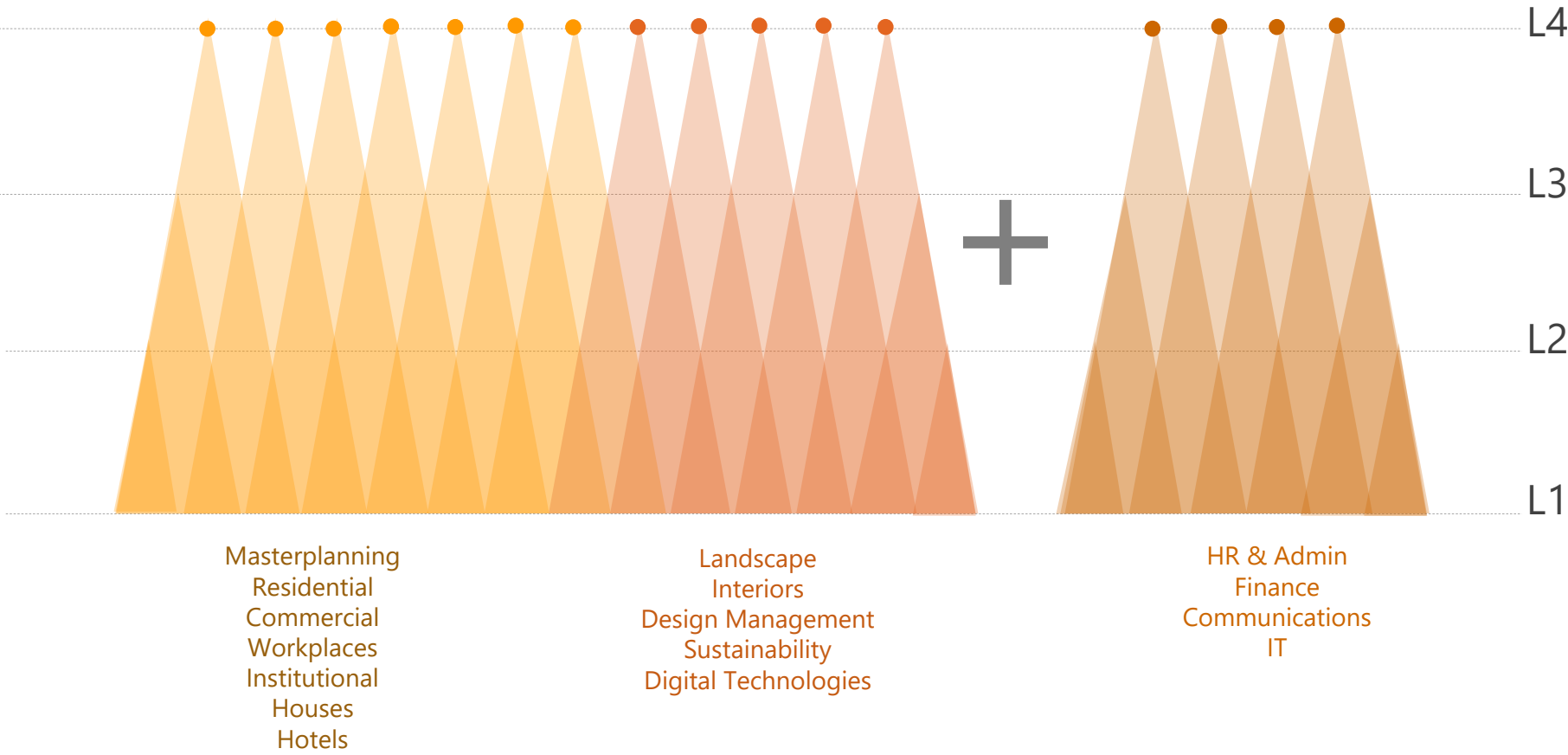
REJUVENATING SPACES FOR AFTER OFFICE INTERACTION



INTEGRATING 'OUTSIDE' AND 'INSIDE'

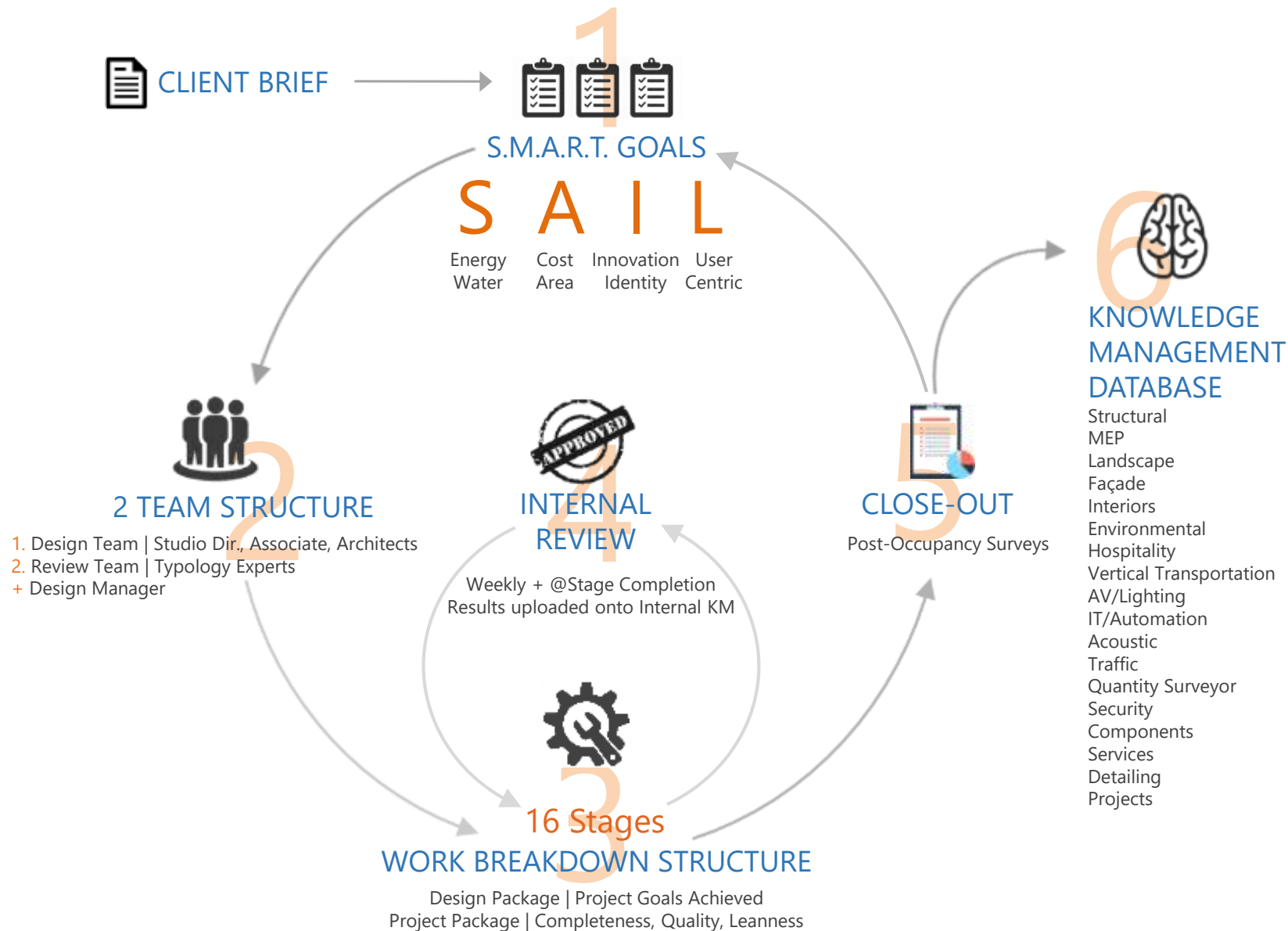
ORGANIZATION FRAMEWORK
BRINGING ALL OUR SPECIALIZATIONS
TOGETHER THROUGH INTEGRATED
PROJECT DELIVERY

7 TYPOLOGY HEADS + 5 SPECIALIZATION HEADS + 4 SUPPORT HEADS



DESIGN MANAGEMENT

QUALITY, INNOVATION AND A LONG-TERM CLIENT ENGAGEMENT



ORGANIZATIONAL QUALITY

AN INSPIRATIONAL WORKPLACE



MASTER PLANNING



COMMERCIAL | MIXED USE & OFFICES



CITY CENTRE, SILIGURI

11,86,000 sq ft | 142 acres



MAKER MAXITY, BKC MUMBAI

10,76,000 sq ft | 20 acres



VSR INFRATECH, GURGAON

5,20,000 sq ft | 2.97 acres



CAMPUS FOR ITC, KOLKATA

26,50,000 sq ft | 17 acres

COMMERCIAL



SURAT DIAMOND BOURSE, SURAT
70,00,000 sq ft | 38 acres



TATA REALTY IT PARK, GURGAON
49,00,000 sq ft | 25 acres



CENTURY, BENGALURU
35,70,000 sq ft | 13.36 acres



ASCENDAS, GURGAON
5,76,000 sq ft | 60 acres

COMMERCIAL | RETAIL



COMMERCIAL | IT AND R&D



INFOSYS, NAGPUR
8,25,000 sq ft | 142 acres



WIPRO, HYDERABAD
16,00,000 sq ft | 101 acres

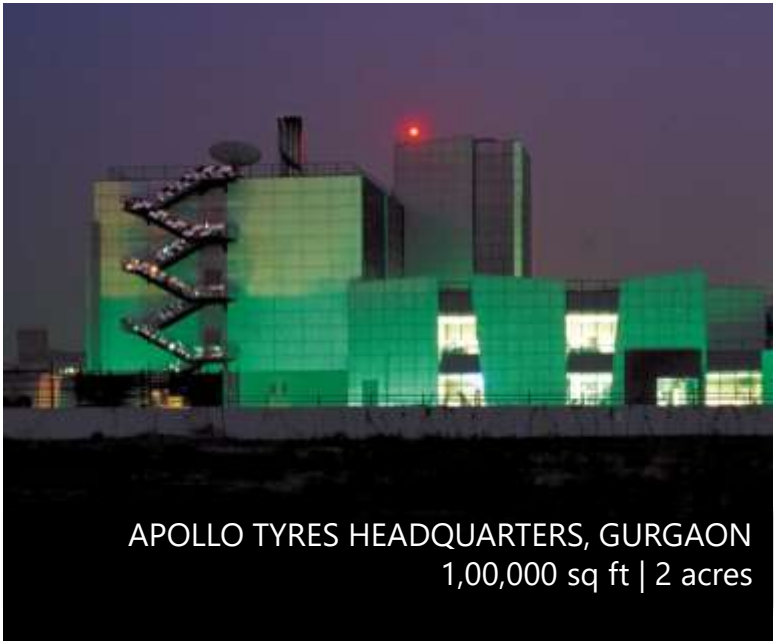


ITC, KOLKATA
26,50,000 sq ft | 17 acres



TCS, PUNE
16,00,000 sq ft | 10 acres

WORKPLACE | CORPORATE



HOUSING | HIGH RISE



HOUSING | MID RISE



TRUE VALUE HOMES, COIMBATORE
24,75,000 sq ft | 17.5 acres



MARBLE ARCH, CHANDIGARH
4,30,000 sq ft | 5.4 acres



PURI CONSTRUCTIONS, FARIDABAD
15,07,000 sq ft | 12 acres



ADANI ELYSIUM, AHMEDABAD
33,00,000 sq ft | 18 acres

HOUSING | LOW RISE



SHAPOORJI PALLONJI, NEW DELHI
2,00,000 sq ft | 9 acres



WOODSIDE, KASAULI
1,25,000 sq ft | 12 acres



TATA HOUSING, NEW DELHI
1,10,000 sq ft | 1 acre



PIRAMAL FUND MGMT, BENGALURU
6,00,000 sq ft | 14 acres

LUXURY PRIVATE RESIDENCES

ANSHU JAIN, DEUTSCHE BANK

CO-CHAIRMAN OF GLOBAL BOARD & CO-CEO

RAJAN MITTAL, BHARTI ENTERPRISES

VICE CHAIRMAN AND MD

ONKAR KANWAR, APOLLO TYRES LTD

CHAIRMAN

RAJEEV MISRA, SOFTBANK

HEAD OF STRATEGIC FINANCE

RAJIV MEMANI, ERNST & YOUNG

CEO & COUNTRY MANAGING PARTNER

PRATIMA REDDY, GVK INFRA

CHAIRPERSON

SANJIV GOENKA, RP-SG GROUP

CHAIRMAN





ALOFT (STARWOOD), BENGALURU



SOMERSET SERVICED APTS, GURGAON



SOALTEE CROWNE PLAZA (IHG), KATHMANDU



ITC FORTUNE, DELHI



KUMARAKOM RESORT, KERALA



URBAN RESORT, DELHI



THE LALIT RESORT, DEHRADUN



ITC SURYA NEPAL, KATHMANDU

INSTITUTIONS | K12 SCHOOLS



BRIGHTON SCHOOL, GURGAON
1,95,000 sq ft | 10 acres



THE BRITISH SCHOOL, NEW DELHI
2,97,000 sq ft | 5.3 acres



HERITAGE SCHOOL, FARIDABAD
2,70,000 sq ft | 10 acres



KODAIKANAL INTERNATIONAL SCHOOL, KODAIKANAL
41,000 sq ft | 13 acres

INSTITUTIONS | UNIVERSITIES



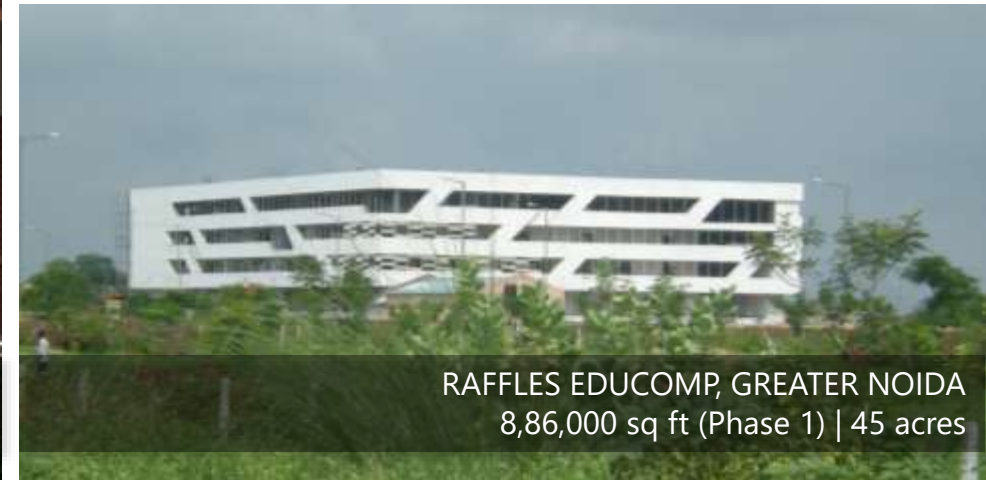
PEARL ACADEMY, JAIPUR
2,15,000 sq ft | 3 acres



IILM CAMPUS, GREATER NOIDA
1,75,000 sq ft | 8 acres



LALIT HOSPITALITY INSTITUTE, FARIDABAD
2,50,000 sq ft | 5 acres



RAFFLES EDUCOMP, GREATER NOIDA
8,86,000 sq ft (Phase 1) | 45 acres

INSTITUTIONS | AUDITORIUMS



PVR METROPOLITAN, GURGAON
7 screens



CHETTINAD HEALTH CITY, CHENNAI
59,000 sq ft



PVR FORUM, BENGALURU
11 Screens



PVR JUHU, MUMBAI
8 Screens

LANDSCAPE

- Namami Gange Project
- Atlanta City
- Desert Habitat, Dubai
- Chhattisgarh Tourism-DPR
- Uttorayon Township
- Integrated Township DBH
- Kumarakom Resort
- Century Retreat
- The Lalit
- Adani Shantigram
- ITC Mixed-Use Development
- NIMA College, Bhutan
- BIAL Airport
- Villa Development for SP Realty
- Zydus Corporate Office
- Vidyashilp School Yelankha
- Mariegold Residences
- Hamdard Headquarters
- India Glycols Headquarters
- Apollo Headquarters
- Arpora Boutique Hotel & Resort
- Shree Udyan Residence
- Dalmia Residence
- Lutyens' Bungalow
- Residence in Delhi
- Architects' House + Studio
- Traveler's House
- Fort House



INTEGRATED TOWNSHIP DBH, RAIPUR
1,44,00,000 sq ft | 316 acres



TOURISM CIRCUIT, CHHATTISGARH
500 acres



THE COURTYARD, DHAKA
20,00,000 sq ft | 11.7 acres



ZYDUS CORPORATE OFFICE, AHMEDABAD
8,40,000 sq ft | 6.4 acres

INTERIORS



DELHI ART GALLERY, DELHI
950 sq ft



BRITISH COUNCIL, DELHI
11,000 sq ft



HARLEY DAVIDSON, GURGAON
7000 sq ft



MICROMAX, GURGAON
11,000 sq ft

AWARDS

INTERNATIONAL

International Architecture Awards, Office Building Concept, 2015

The SIA Getz Award for Emergent Architecture in Asia, Singapore, 2014

Arcasia Awards for Architecture, Honorable Mention, 2014

8th Saint Gobain Gypsum International Trophy, London 2012

AIT Award, Winner, Germany 2012

FuturArc Green Leadership Award, Singapore 2011

International Design Awards, Winner (Architecture), USA 2009

World Architecture Festival Awards, Best Learning Building, Barcelona 2009

Green Good Design™ Award- The European Centre for Architecture Art Design and Urban Studies and the Chicago Athenaeum, 2009

Cityscape Architectural Review, Special Award for Environmental Design, Dubai 2007

NATIONAL

12th CWAB Awards, India's Top Architects, 2017

Indian Building Congress (Smt. Satya Goel Memorial Award, 2016 of IBC), 2017

Architectural Digest India, AD50 2017

Pool Magazine, India's Best Design Studio Awards- Architecture, 2016

The Merit List, Citation, 2016

Architectural Digest, Top 50 Influential Architects, 2016

CWAB Award, India's Top Architects of the Decade, 2015

NDTV Design and Architecture Awards, 2015

HUDCO Award, New and Innovative Town Design Solutions/Eco-Cities, Commendation, 2013

Indian Institute of Architects Award, Excellence in Architecture, Public Category, Winner, 2013



PUBLICATIONS

INTERNATIONAL

Aspire Design and Home, BookNook Morphogenesis: The Indian Perspective. The Global Context, Summer 2017

Real Leaders, Building the Future by Looking to Past, June 2017

Architects' Homes, Architect's House+ Studio, Australia, May 2017

Shopping Experience Volume 3, City Center, China, March 2017

Better Homes Magazine, An interconnected World, Abu Dhabi, February 2017

FuturArc, Architecture of Learning, IILM, Singapore, January 2017

Indonesia Design, Balancing Conservation and the Contemporary, Indonesia, January 2017

WA 100 (BD), World's Largest Architecture Practices, UK, January 2017

The sub/urban idea, Redaktion van Uffelen, Germany, November 2016

Archdaily, Artisan House / Morphogenesis, September 2016

Parametricism 2.0: Rethinking Architecture's Agenda for the 21st Century, UK, March 2016

NATIONAL

GoodHomes, Building the Dreams, July 2017

Hindustan Times, Global Meets Local, July 2017

Elle Décor, Book Mark: Morphogenesis Monograph, July 2017

India Today Home, Sustainable Living, June 2017

The Indian Express, Investigating Spaces, June 2017

Ideal Home and Garden, Cover Focus- Sonali Rastogi, June 2017

Home Design and Trends, The big Guns, June 2017

Inside Outside, Two decades of milestone buildings showcased, May 2017

HT Mint, Architecture firm Morphogenesis blends the traditional with the modern, April 2017

Architectural Digest India, April 2017



LECTURES

SEAD SRM University, Modern Antiquity +Morphogenesis Monograph, March 2017, Chennai

The LyFe Symposium, Transformation of cities and impact the future of Luxury', March 2017, Delhi

Brown University Arts Symposium re|Act, Water and Constructed Space, March 2017, Rhode Island

CII Sotheby's Global Luxury Realty Conclave, Future of the Real Estate industry, February 2017, Delhi

The GRIHA Summit 2016, Cities of the Future, February 2016, Delhi

Jakarta Architecture Triennale (JAT) 2015, November 2015, Jakarta

AIMA (All India Management Association) 4th Young Leaders Retreat, November 2015, Goa

Indian Institutes of Architects- Ahmedabad Centre, Vision 2025, September 2015, Ahmedabad

International Green Building Conference (IGBC), Unique Green Building Solutions, September 2015, Singapore

Architecture + Design Chit Chat, Architecture, Material and Technology, July 2015, New Delhi

EXHIBITIONS

The State of Architecture, 2016, Mumbai

The Festival of Architecture and Interior Designing, 2015, Delhi

Opening event "AIT Award 2012 – The Exhibition" with Gus Wüstemann+Christian Pottgiesser, 2012, Germany

Urban Islands: Architecture 10, 2010, Sydney, Australia

Timeless @ Experimenta Design Festival, 2009, Lisbon

The Fractal Metropolitan layer, Vistaar II, The Gallery Stainless, 2009, New Delhi

Evolutionary Environments, Renssalaer University, 1997, New York

Critical Projects, 1997, R.I.B.A. London

Manit Rastogi, Richard Rogers, Norman Foster, Michael Hopkins, F.O.A. etc.

Evolutionary Environments, Manit Rastogi- Solo Exhibition, ROM, Gallerie for Arkitektur, 1996, Oslo, Norway

