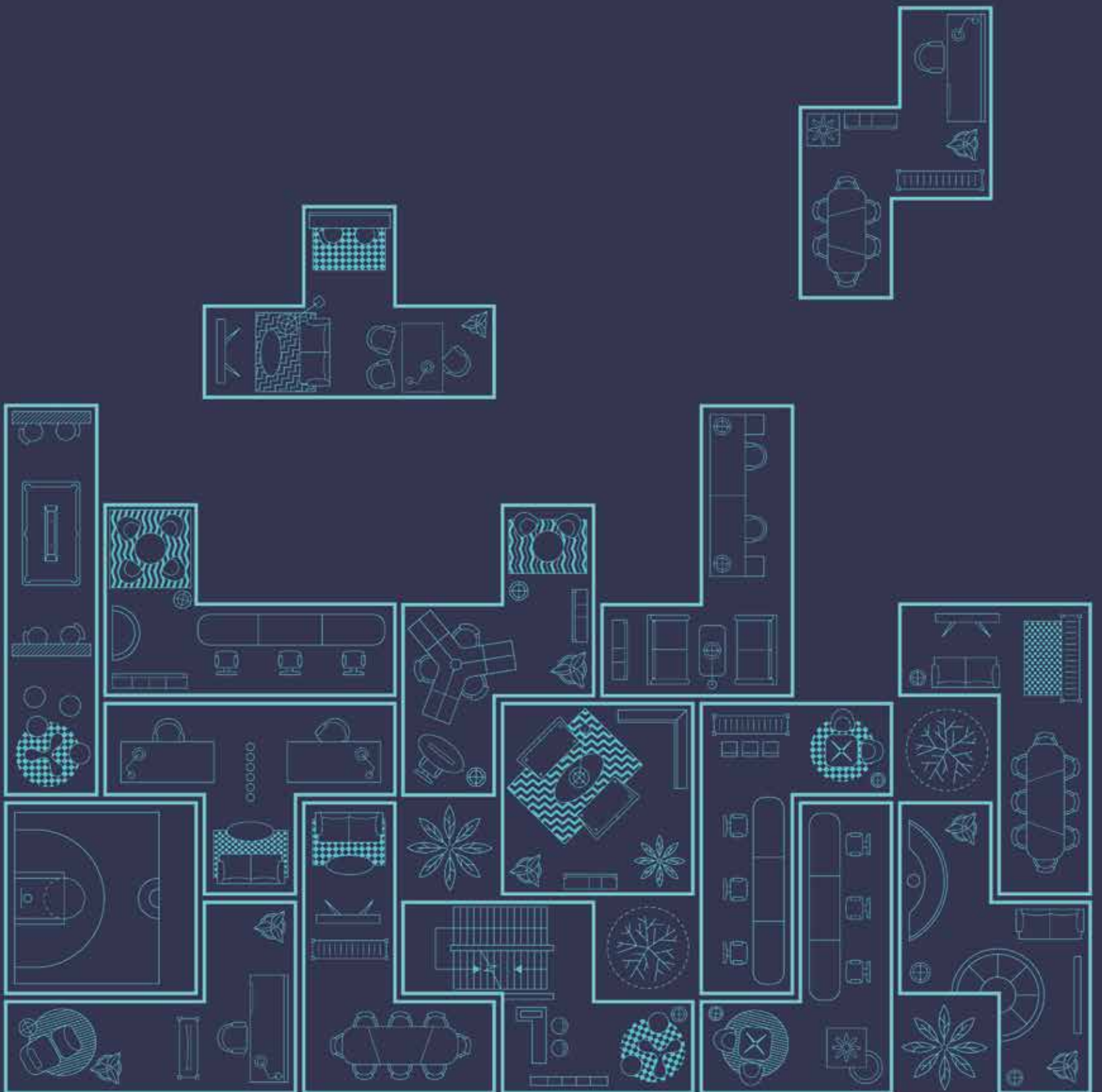


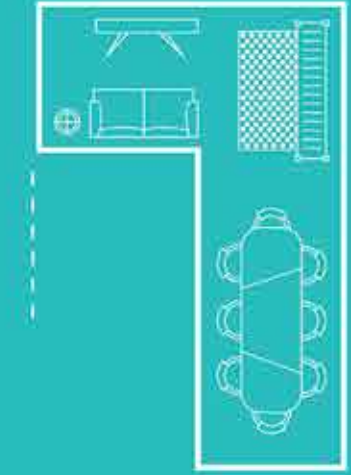
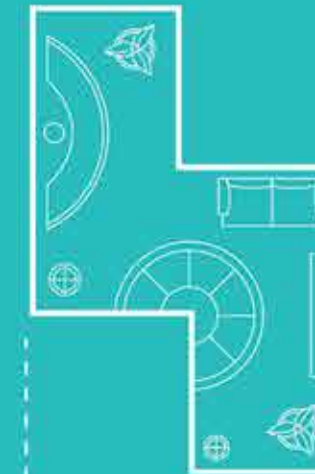
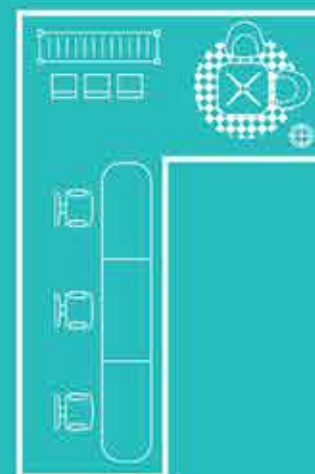
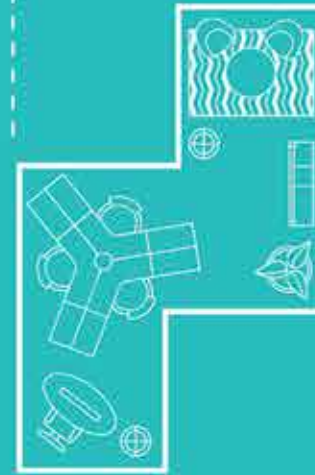
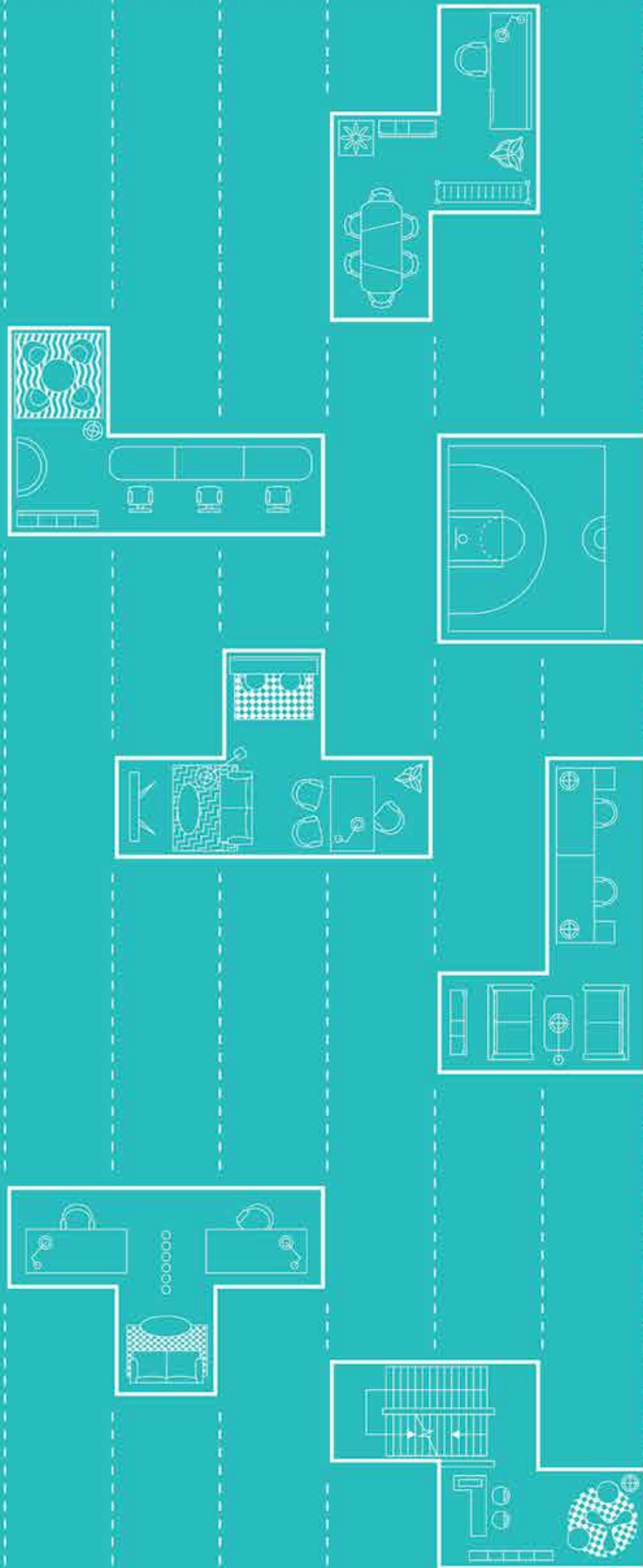
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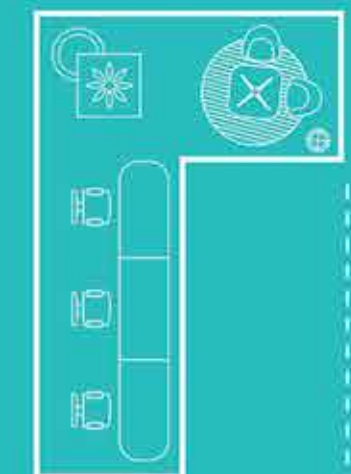
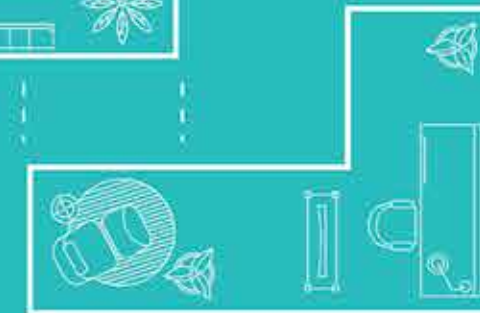




WORKPLACE ENVIRONMENTS

We devote endless hours to being hunched over paperwork, computer screens or our chosen medium of livelihood. The average adult is said to spend at least a third of his/her 24-hour-day working or in work-related activities. Many put in much more time than that too. The workplace thus becomes our second home, spending more awake-hours there than anywhere else. A growing acknowledgment of the workplace playing a critical role in our lives has led to a distinguished design approach in this realm. Today, design of the office space is trending towards a changing dynamic of the workforce and its mindset. These environments address the physiological as well as the psychological sensitivities of their inhabitants, encouraging not only efficiency but also a motivated proficiency of work.

While some organisations address an unyielding structure of hierarchy that is representative of maturity and stability, others cater to an open culture of interaction and collaboration. While some prefer the seriousness of a monotone palette, others break into motley of colours. The design language is evolving to create a balance between ergonomics, visual comfort, as well as a sense of individual and community identity. And light is increasingly becoming the chosen tool to articulate this design and its altering subtleties. The following are projects which illustrate that it is not enough to offer a desk and chair, but presenting an environment that is stimulating, energizing and invigorating can transform the mundane task to an exhilarating experience.





A CONTEXTUAL RIDE

Morphogenesis designs the corporate office for brawny biker brand, Harley Davidson, in a meticulous balance of virility, adventure, celebration and innovation.

Harley Davidson rode into the Indian market with much fanfare, reinforcing its robust presence in the country. The brand's corporate office thus commanded a similar perception, of an individual identity that would become a part of the greater whole. Finding abode in the financial and industrial hub of Gurugram, Harley Davidson's flagship office was conceptualised by Sonali Rastogi and the design team of Morphogenesis. "The preliminary objective was to create an indigenous space using traditional materials to customise and personalise the office in a way that it blends into the Indian context.

The workplace was intended to be more than just an office. It was envisioned to provide for multiple space utilisation for various activities such as events, workshops, and parties. A training centre for the maintenance of Harley Davidson bikes was also included, to integrate the adventurous ethic with the working environment. In order to create an interactive working atmosphere, the office space was conceived to be single, unified and significant, with compact enclosures that would open up and transform into gathering areas." The Harley Davidson brand is of course the

predominant feature that welcomes one into the office. The eye is immediately drawn to the backlit wall studded with custom painted fuel tanks that form the backdrop for the reception. Framed with a custom-made perforated MDF screen inspired by the Harley Davidson shield on one end and the emblematic logo on the other, the reception table becomes the center of all attention as it blazes in bright luminance. A precise L shaped niche in the ceiling houses a series of track-mounted downlights that are aimed to create focus on the reception and emanate



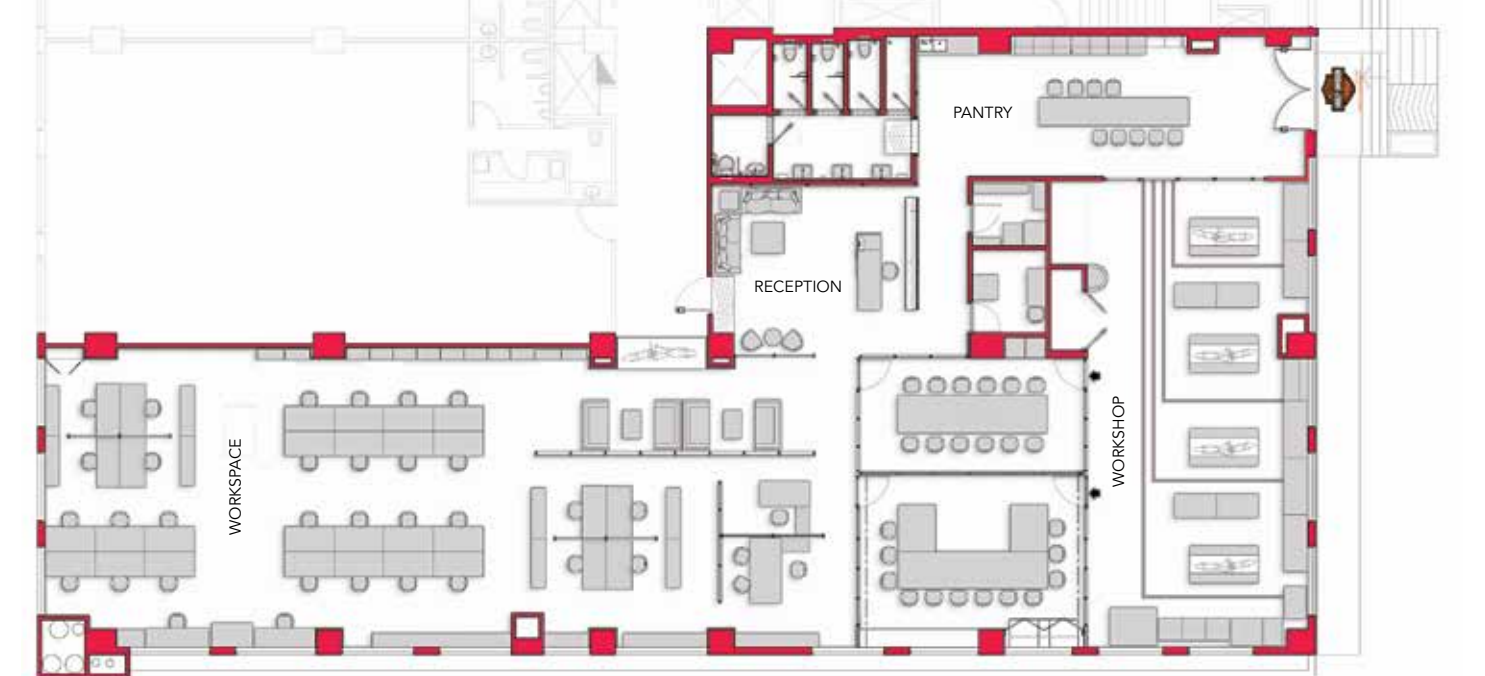


an ambient radiance in the volume. LED strips concealed in the cove running along the opposite edge of the ceiling wash the compelling graphic wall that literally spells out the brand's ethos.

Moving into the office, one encounters a large sweeping space, embraced on one edge with large windows and segregated within by long rows of workstations. The square punctuations in the wall facilitate an influx of daylight, which is softened by the easily roll-down of blinds. The linearity of the physical design is truncated by

transversal strips of light that cut across the ceiling. Recessed fixtures with frosted cover plates bathe the blanched workstations in a soft overhead glow. Maintaining lighting levels at 250-300 lux, the focus remains on the tabletops, while the peripheral walls come alive in vibrant images of iconic bikes located across the country. Darkened wood, cement board partitions and textured granite complement the formulated orange, black and grey colour palette of the brand, to give a consistent and contemporary character to the workspace.

Moving deeper within, a series of bikes are displayed in a larger open area, used mostly as a service zone for the mean-machines, and necessitating brightness levels up to 500 lux. The workshop doubles up as a showcase during events, wherein the lights are dimmed to carefully accentuate the display. The adjoining pantry is rendered in varying tones and consistencies of metallic grey, and light levels range between 100-200 lux, keeping the mood somber and casual, and easily transformable from a functional zone into a space for events and parties.



While directional spotlights recessed in the ceiling give soft accents in the space and form pools of illumination on the polished granite floor, concealed LED strips graze the textured tiles from behind the cabinets. A series of gleaming chrome finished pendant fixtures are suspended over the elongated table, reflecting the hardy yet polished personality of the brand.

"Most of the detailing in design, both minute and large, has been inspired from motorcycles and biking." So much so that the handles for the toilet doors are the

actual handles of bikes, rear view mirrors are used for signage, and the perforated jalis are derived from the abstraction of the Harley Davidson shield. These screens are used to segregate the multiplicity of the office spaces while maintaining visual connections where privacy is not a concern. "Overall, the office sets the atmosphere of a contemporary workplace that is unique in design and inimitable in expression while symbolizing the advent of innovation in corporate offices in India."

www.morphogenesis.org

PROJECT DETAILS

Harley Davidson Corporate Office, Gurugram
 Client: Harley Davidson India
 Architect: Morphogenesis
 Project Team: Sonali Rastogi, Neelu Dhar, Vijay Dahiya and Abhigyan Neogi
 Lighting Supplier: Art Light Illuminations Pvt. Ltd