Creativity in Architecture and Design: A fresh perspective

The Economic Times Architecture & Design Summit is a platform where leading stakeholders shared their vision and analysed how these views will steer the way design evolves. With best practice case studies presented by leading architects, innovative design emerged a winner. Kamlesh Pandya provides a synopsis on the Summit.

The Morning Session at The Economic Times Architecture & Design Summit captured the audience – not only owing to the discussions on issues related to architecture and design. Hafeez Contractor, Chairman, Architect Hafeez Contractor delivered the inaugural address, "India 2020 - Architecture 2020.” While we have seen numerous innovations in building spaces right from state-of-the-art offices to luxurious homes, the Indian industry has still got to traverse a long way before we come par with global standards," he said.

In his keynote address, "Synchronising Architecture and Real Estate for Sustained Growth," Niranjit Hiranandani, co-founder and MD, Hiranandani Group spoke about the need for developing urban infrastructure, in an absence of which cities cannot survive. He spoke about his project, 23 Marina in Dubai, UAE, which he was awarded as FSI of 40 – as compared to Mumbai’s FSI which is a mere 1, with TDR enamelable another additional 1. "You owe it to the future generations to make this happen," he said while concluding, "we can - and we will!"

In the first Special Address, Vijay Wadhwa, Chairman, The Wadhwa Group spoke about Modern Architecture for an Urban India. He spoke about the dual needs – creation of sustainable housing & creating architectural marvels. Stressing on the need for proper light and ventilation, he concluded by saying that we need to create ‘happy spaces’.

Isabelle Miaja, Principal and Creative Director, Miaja Design Group delivered the second Special Address, "Creating Stimulating Environments throughLuxurious Designing." She defined luxurious designing, before going into the high-level work she’s done and her company – explaining what the brand represents when it entered designing. "Design is no longer an elitist word," she said.

Post the Break, it was time for the first panel discussion: "From Visualisation to Structures: Collaborative Team Efforts of all Stakeholders," which was moderated by Sachin Bhat, Director, Edifice Consultants, who set the ball rolling by posing a question on "Challenges in Designing Unique Spaces," Zobin Zaheeruddin, Principal Architect and Partner, ZZ Architects said change is a "fashion parade" where architects send in design options before a project's architecture is commissioned and competed for the work. Subir Mitra, Chairman, Dd, Manish Group said times have changed and projects need to be designed in a manner that the present demands, especially for the developer who needs to make the project successful.

Prem Nath, Founder, Prem Nath & Associates said, "it's a simple case where when the architect first visualizes a dream which developers had, shows his interpretation of how it would materialize and then the developer creates it. "Developers are looking for USPs while commissioning architecture projects," said Sheila Sri Prakash, Founder, Shri Prakash Architects. Vijay Wadhwa, Chairman, The Wadhwa Group said, it has to be a collaborative effort between the architect and the developer. Rohan Shakurtikumaran Deputy Director, KamalaRaheja VitaVidisha Institute of Architecture and Environmental Studies spoke about the visualization aspect of architecture.

"It is not just about imposing structures, Architects should be aware as regards what signals their buildings send out."

"A software platform that lets one have a 3D imagery of how the site will develop helps pin-point 'clashes' between different utilities before they actually happen."

"We need to lay stress on the need for proper light and ventilation, we need to create 'happy spaces.'"

"We owe it to the future generations to ensure infrastructure growth and funding for the same happens. We can - and we will!"