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TRIBUTE
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FEBRUARY - MARCH 2023, ₹150

Focus on Outdoors
60 PLUS PICKS OUR GUIDE
TO SOIRES IN SUN

TRENDS

TINTED
GLASS
DESIGNATE
YOUR MARS
HAIL BLUE

HOMES THAT INVITE LIGHT AND LIFE WITHIN

Along came spring!

Tipeshwar Mumbai Goa Ahmedabad

ELLE DECOR

FEBRUARY – MARCH 2023
VOL 12 NO 2

EDITORIAL

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ON THE COVER

Estate de Frangipani in Goa is a symphony of light, shadow and abundant greens, courtesy Dhaval Shellugar and Farah Ahmed Mathias of FADD Studio, Pg 144

PHOTOGRAPH BY ASHISH SAHI



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MORPHED TRADITIONS

Amalgamating technology and tradition, Zydus Corporate Park by Morphogenesis augments the architectural identity of Ahmedabad

TEXT BY **SHRIYA GOYAL**
PHOTOGRAPHY BY **NOUGHTS & CROSSES LLP**

Articulated in intricate geometries influenced by Ahmedabad's traditional metal craft of the *Kansaras*, the doubly-curved corten steel bulwarks are translated parametrically through computational design. **FACING PAGE FROM TOP** Envisioned as a resilient 21st century workplace, the head office of Zydus landscaped by Morphogenesis borrows from Gujarat's vibrant architectural and cultural heritage; The triangular glass tubes embedded within the facade executed by Meinhardt Façade Technology are finished in dichroic film, catching the sun's movement and rendering the facade with a perpetually kaleidoscopic dynamism.

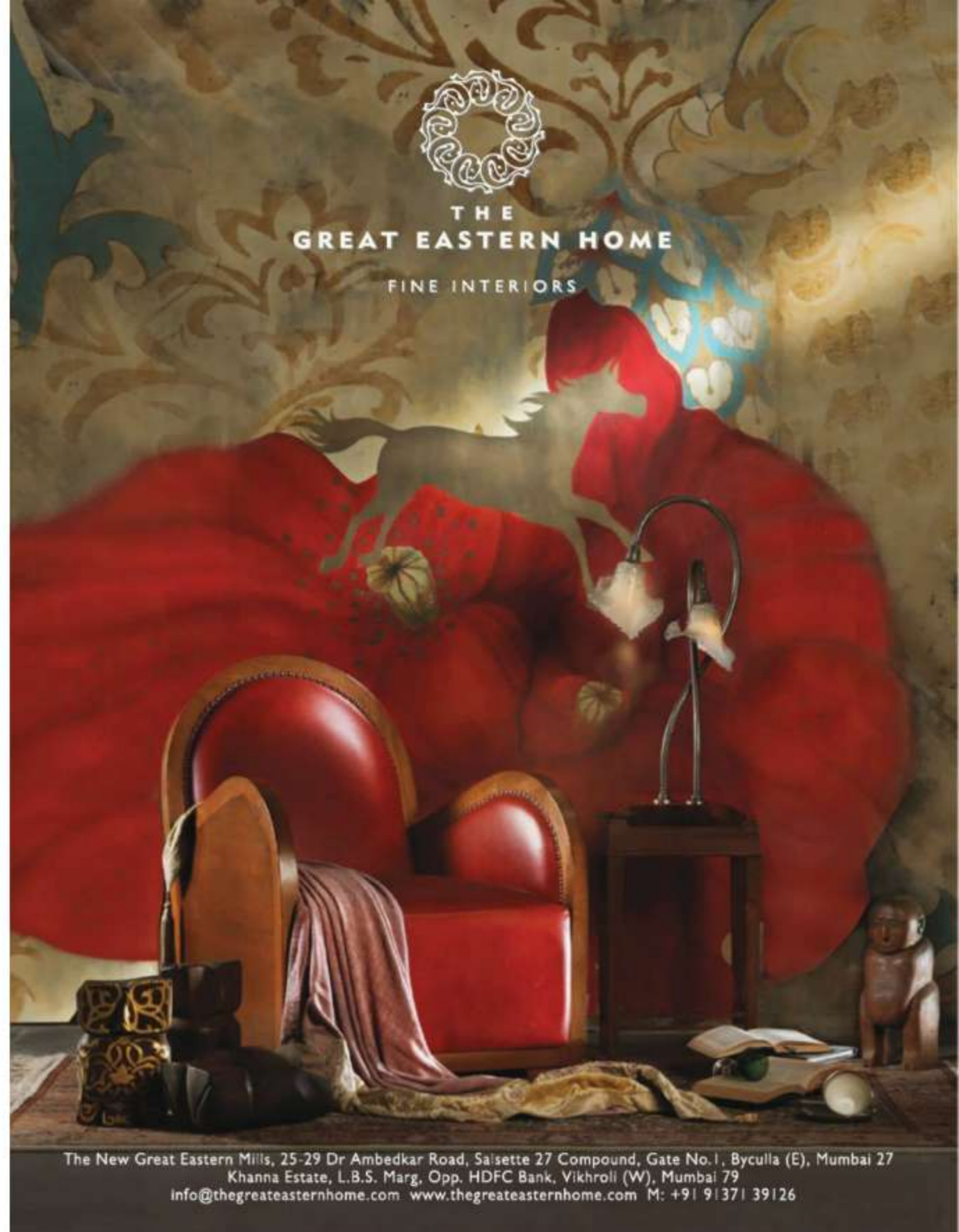
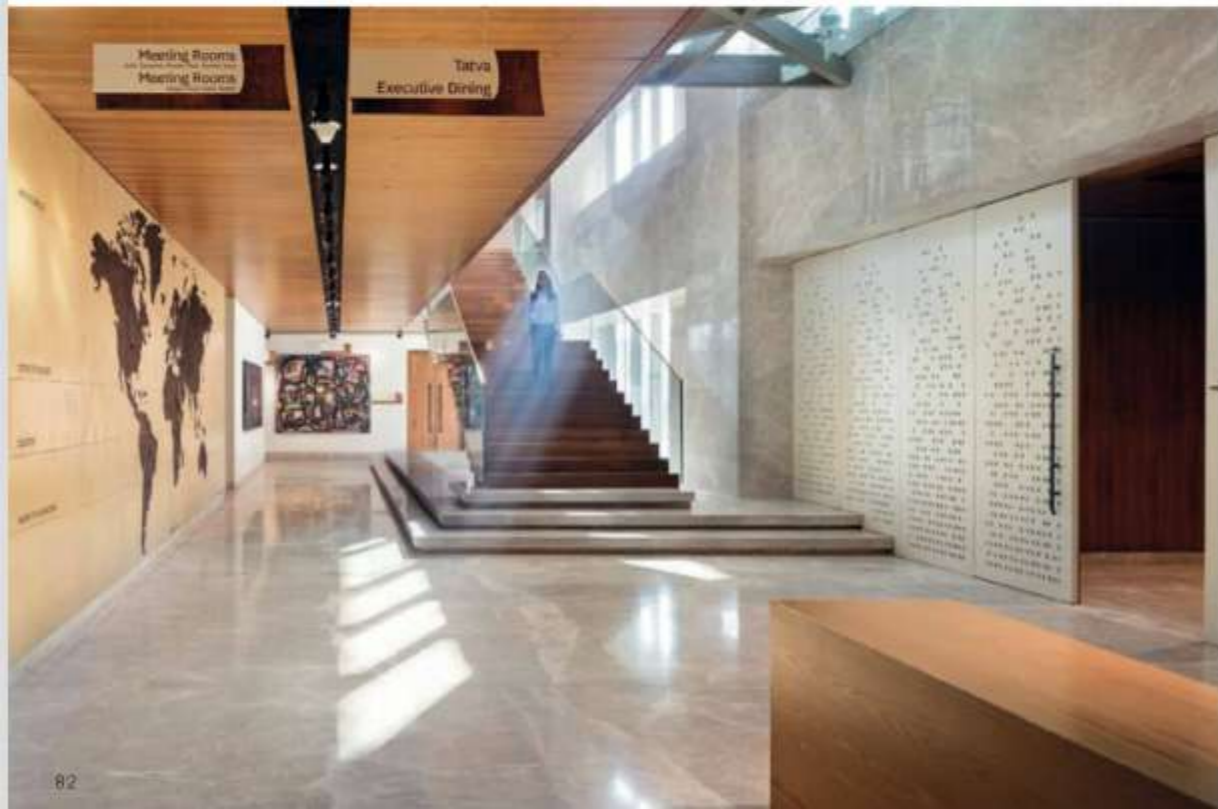
What makes architecture converse with its city? What bestows it with a sense of belongingness? It's an intersection where the synthesis of context, culture and design comes into play. Marking a coalition between technology and traditions, Morphogenesis brings Zydus Corporate Park. The official headquarter of the Zydus Cadila pharmaceutical company, it is located on the outskirts of Ahmedabad, Gujarat. Designed by Mani and Sonali Rastogi, Co-Founders of Morphogenesis, the structure conveys the joyous spirit of Gujarat with the specifics of pharmaceuticals. The project aspires to set sustainability benchmarks where the design approach is influenced by the region's rich architectural history and crafts. Extreme weather conditions are synonymous with Ahmedabad. Taking that into consideration, medieval-era monuments in the walled city of Ahmedabad were engineered to create comfortable micro climates—Bhadra Fort, Pavagadh Fort or stepped courts of Adalaj, served as a barrier from harsh environments. Following their footsteps, a robust monolith with a peaked profile shapes the building's fortress-like form. >>



NOW LOOK



FROM TOP The column-free hall with a circular wall art by Vishal K. Dar is illuminated by ample natural light. It assists the building by 50% less energy consumption than stipulated by the best Green Building standards; Generating a suitable microclimate to encourage outdoor recreation, the towers are spaced apart to shade the stepped courtyards between them. The planes of architecture and landform seamlessly converge and diverge to create a unique land modulation; Social incubation space for a workforce of 2000 employees, the monolith consists of breakout spaces, alcove seating, bistros, employee engagement zones, visitor lounges and booths



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CLOCKWISE FROM TOP The structural services are executed by Sanelac, lighting by AWA Lighting Designers and audio visual system by KLM Designs; Marrying age-old knowledge of traditional crafts with the precision of geometric modernism, the building inculcates a vast architectural vocabulary; With a goal of sustainability, the green building schemes offered by SGS alongside passive design and climate responsive strategies, significantly reduce the Energy Performance Index

Influenced by the Gujarati *Kansaras* (vessel makers), a parametrically translated doubly curved corten steel wall is adorned with triangular glass modules to pay homage to local Bhunga mirror artwork. Along with solar shadow, it also provides a thermal buffer that creates an oasis within, and a distinct landscape outside. The workspaces are housed in four glare-free towers. Passive design and climate responsive strategies lower temperatures by 8° celsius. The building consumes 50% less energy than stipulated by green building standards. Hand-turned metal furniture, in-situ terrazzo flooring, mould-cast cementitious coloured tiles and installations play a significant role in the materiality while also promoting local crafts. The planes of architecture and landform seamlessly converge and diverge to create a unique land modulation. Zydus Corporate Park may be new to the city, though each structural element reminisces the rich heritage of Gujarat. From soaring glass facades to monolithic walls and solar panels to stepped central landscape, western design elements meet traditional sensibilities to augment the multifaceted commercial and cultural attributes of Ahmedabad. ♦

Website: www.morphogenesis.org



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