

ARCHITECTURE
Design-wise
BRICK-BY-BRICK
Nude Food Café
S-West

A&B





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NETWORK HEI031 19

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Digital Print Hub setting up new Photo quality benchmark with HP Indigo 12000 HD

First installation of HP Indigo B2 portfolio in Rajasthan to tap the growing needs of the photo market



HP Indigo offers a variety of digital printing presses designed to meet the needs of demanding 24/7 photofinishing businesses and peak season operations for any type of photo specialty application of any size. Keeping up with the latest digital printing solutions & commitment to meet the quality standards, Digital Print Hub has installed HP Indigo 12000 HD Digital Press at its facility in Jaipur, Rajasthan.

HP Indigo 12000 Digital Press offers smooth, superior print quality with HP's unique photo enhancing ElectroInks and High Definition (HD) FM imaging and screening technology. This press provides a holistic Photo printing solution along with wide versatility which will enable Digital Print Hub to produce the finest digital prints in B2 size. Equipped with HP Indigo's liquid electrophotography (LEP) technology, the digital printers produce crisp & attractive images, smooth vignettes with a very

thin ink layer that gives uniform gloss between the ink and substrate.

Speaking on the new installation, A Appadurai, Country Manager, HP Indigo & PageWide Web Press, HP India market said, "Over the past few years, the digital printing industry has undergone a paradigm shift and broadened the Photo print industry with lots of - innovations. Today, we have provided the power of innovation to our customers, and they are revolutionizing the Photo printing industry with the usage of the right colors, delivering high quality and cost-effective print in the speediest timeframe to Photographers & Photo Studios. We are proud to expand our alliance with Digital Print Hub and support them as a partner in achieving the highest standard of photo print quality by providing HP's digital technology" ■

For further details, please contact:

HP Inc.

DLF Cybercity, Phase III, Gurugram

Haryana 122002, Visit <http://www.hp.com>

The World's Largest elevator is crafted with the world's best-made in India interior solutions



4

Forms+Surfaces is proud to beautify the world's largest passenger Elevator Interior. The World's Largest Passenger elevator is installed at Jio Convention Centre, BKC, Mumbai, India. This elevator comes with a plate area of 25.78 square meters, like a giant room, and a rated capacity of 210 passengers. KONE supplied the primary elevator with a mild steel cabin structure.

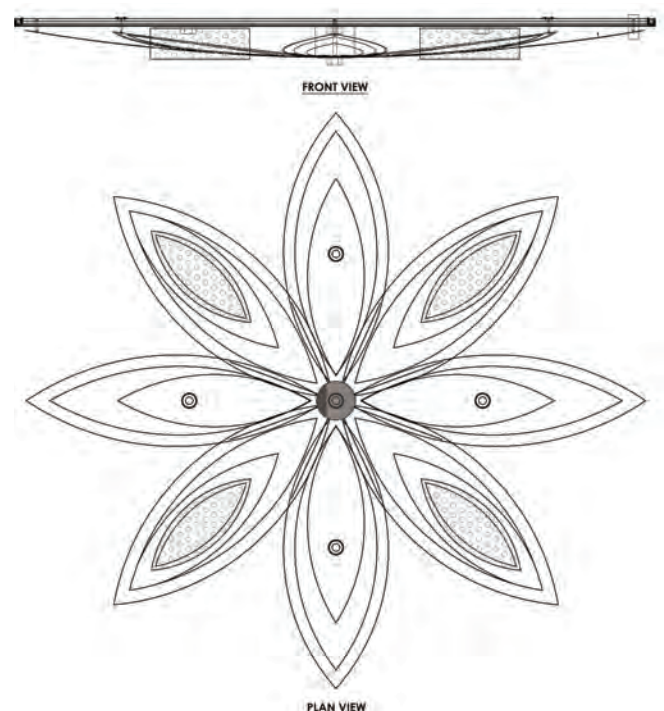
The initial sketch of the World's Largest passenger elevator interiors was presented in October 2018. The interior design envisions matched the lotus theme central to the Jio World Centre décor.

The Forms+Surfaces team believed in the idea and was highly passionate about working on a ground-breaking project; because here was a challenge that would get us to think out-of-

the-box, innovate, and push our boundaries. Concurrently, We were aware of this landmark project's safety challenges. Thus, A core team was formed to coordinate with the various cross-functional stakeholders of this project internally and externally. The multi-talented Forms+Surfaces India team did further work of engineering, prototyping, and manufacturing.

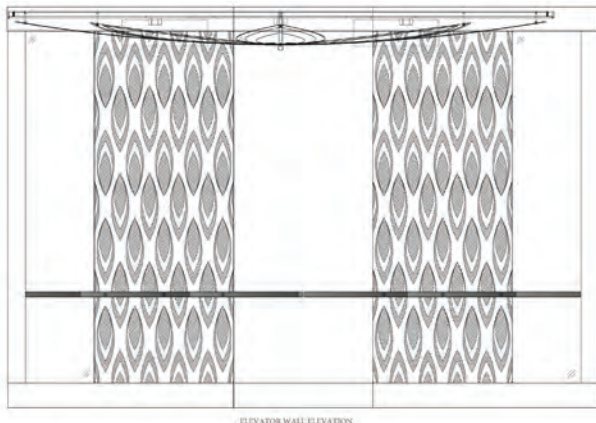
This gigantic elevator ceiling design had a custom-made crystal-studded luminaire in a lotus-shaped structure made from F+S fused gold sheet, which was also the centre piece of this immensely elegant elevator. Its prismatic design appeals to a contemporary who embraces pared-back embellishments.

The two walls of the elevator depict a lotus leaf lattice design; however, to ensure an all-round





scenic view, these walls are made on F+S fused white gold mirror sheets.



Ashish Maheshwari, Managing Director for Forms+Surfaces India, said: "This was a very challenging project as it involved custom manufacturing and comprehensive project management. The F+S global engineering and manufacturing teams helped us a lot, and the India team put in their finest efforts during the project's planning, engineering, manufacturing, and installation phases. The project team spent numerous hours installing the complex ceiling and wall panels. Overall the job was a landmark moment for the India team, and we received many congratulatory messages after this stupendous execution. This wouldn't have been possible without exemplary team efforts."

We pride ourselves on offering state-of-



the-art custom-built solutions for such a demanding unique project. The end result is an unparalleled perfect blend of engineering, art, and architecture!

What does it take to build the world's largest passenger elevator? Firstly, a vision. An idea that something like this is possible. And a passionate team that believes in the idea. When the idea was first seeded, our team was extremely excited! Here was a challenge that would get them to think out-of-the-box, innovate, and push boundaries. ■

For further details, please contact:
Forms+Surfaces
www.forms-surfaces.co.in

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Niropama & Shishiir Saawant, Fernleaf

Lying in the heart of Prabhadevi in a heritage property, this aesthetically designed café has vowed to do away entirely with food waste and reduce landfill pressure.

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Orange Architects

An ensemble of 4 buildings, on the former Phillips site known as Strijp-S, subtly acknowledging the area's industrial past.

Cover: © Studio Ardet

Shaw Contract Associates celebrates “Global Day for People + Planet” on 29th April, 2022.

ShawContract®



Shaw Contract develops flooring insights and design solutions to make a Smarter Impact on people and planet. The company celebrated the “Global Day for People + Planet” on 29th April 2022.

On 29th April, Shaw employees around the world took on initiatives that reflected the company’s social character and its responsibility in giving back to the society. The company’s personnel in various parts of the world participated in Global Day for People + Planet, following the time zones from Australia into Asia, from the Middle East and Africa, across to Europe and then to North and South America.

Rakesh Lakra, Regional VP Shaw Contract India said “In India, we have taken small steps to try and make a difference. We organized a series of activities across many cities. In Bangalore, we partnered with Handson CSR

and the local community for tree plantation; in Mumbai, we partnered with Edifice Foundation for the distribution of educational material; in Delhi, we distributed meals; in Hyderabad, we partnered with Dhruvansh to clean lakes, followed by a tree plantation exercise, and in Chennai, we organized mid-day meals.”

Devarshi Chakrabarti, Founder & Director DC Studio quoted “We are delighted to take part in the Shaw Contract Global Day for People + Planet program. As a premier design studio, we specialise in workplace design and we will continue our efforts to adopt smart methods to design healthy and sustainable workplaces”

Pranay Manjari, CSR Head of Edifice Consultants India Pvt. Ltd adds “We are happy to participate in the Shaw Contract Global day for People + Planet program. At Edifice Foundation - Community Learning Centre, our objective is to provide access to opportunities and resources to marginalized and vulnerable communities, especially girls among them, so that they feel empowered to create a livelihood for themselves and take full control of their lives.”

Shaw Contract is the world’s largest carpet manufacturer, and is a subsidiary of Warren Buffet’s Berkshire Hathaway. The company is well-known for combining award winning designs and decades of experience in its portfolio of flooring products. ■

Shyam Steel launches their new TVC Campaign featuring Sonu Sood

The new TVC is the continuation of Shyam Steel's "Maksad Toh India Ko Banana Hai" campaign



Shyam Steel one of leading producers and manufacturers of primary TMT Bars launched their new TVC campaign featuring Sonu Sood. The new TVC is the extension of Shyam Steel's "Maksad Toh India Ko Banana Hai" campaign. The campaign aims to send across the brand message that Shyam Steel will assist people in achieving their dream as steel is just an offering, but the idea is to build the nation. The TVC campaign has been created by Mogae Media and is directed by Vaibhav Misra.

The TVC Campaign showcases Sonu Sood at a construction site of a high rise building where he shares his experience in achieving his dream. When one's dreams are built upon strong foundation, like steel, they sustain for a long-long time. Similarly, when houses are built with Shyam Steel flexi-strong TMT rebars, such houses are more sustainable. Through this TVC Shyam Steel drives across the message that the company just don't sell steel but assist in building the nation on a long-term basis.

Speaking on the TVC campaign launch, Mr Lalit Beriwal, Director, Shyam Steel said "The campaign narrative embodies the principle of what Shyam Steel stands as a brand. We at Shyam Steel aim to build the nation by assisting people in building their dreams. The

TVC reflects the brand's thought in connection with Sonu's exemplary work in assisting people achieve their dreams. Through this campaign we are looking to establish a deeper connect with our target audience."

On associating with Shyam Steel on the TVC, Sonu Sood said "It was a wonderful experience working with Shyam Steel. Through this TVC we look forward to inspire people to pursue their dreams and also establish the brand connect with the audience." ■



JSW One Homes Platform launches its first studio in Karnataka to scale-up business in South India

State-of-the-art Homes Studio opened in JP Nagar, Bengaluru



JSW One Homes has launched its first studio in Bengaluru, Karnataka to provide technology-enabled, end-to-end home construction solutions. The JSW One Homes design studio is located at JP Nagar in Bengaluru and spans over 1400 square feet.

JSW One Homes capitalizes on the expertise of trusted construction professionals to give customers a hassle-free experience by ensuring quality and budgetary controls along with on-time project delivery. They also have a mobile app that allows customers to retain complete control of their dream home construction through real-time project tracking. Customers in Bengaluru can now visit JSW One Homes Studio to experience state-of-the-art visualiser to envision their dream home digitally. They can also sample materials, view past projects, gain expert insights, and seek inspiration for their dream homes.

Commenting on the launch of the first Homes Studio in Karnataka, Gaurav Sachdeva, CEO of

JSW One Platforms, "Karnataka is a strategically important investment destination for the JSW Group. We have a strong connection with the State and its people. Thus, it was a natural choice for us to set up Homes Studio in Bengaluru. Building a home is one of the most important decisions our customers make in their lifetime.

Our team at JSW One Homes Studio ensures that the end-customer experience is tech-led, seamless, and transparent. While doing so, we are excited to create value for contractors, architects, brands, dealers and distributors of construction materials."

About JSW One Homes: JSW One Homes is a tech-enabled platform that provides end-to-end home construction solutions for individual home builders. JSW One Homes is a part of JSW One Platforms and is backed by the US \$22 billion JSW Group with their decades of experience & credibility in the steel, cement, and paints business. ■

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Smarter Impact

In conversation with Mr. Rakesh Lakra, RVP, Shaw Contract, he highlights about Vision, Innovation, Research and Development and brand philosophy.



Rakesh Lakra, RVP Shaw Contract

Shaw Contract has advocated “Smarter Impact is our brand vision and promise”. Can you elaborate on this brand statement of the company?

Small or large, our impacts make a difference in what happens next. They shape the future. They build what is possible. They inspire action. Smarter Impact is our brand vision and promise – it is our call to action to help our customers (Architects, Designers, and end-users) to act on their power for positive change. It is a simple way to ensure that with each action and decision, we let knowledge lead the way; we put people first, and we are optimistic about our connected power for positive change.

Innovation is always key to driving cutting-edge products and technology. Can you share the latest product innovation introduced by the company in recent years?

Shaw Contract has introduced many new collections globally, as well for the Indian market. Canopy - one of our latest carpet tile collections has been very well received by the A+D community. Another new carpet tile collection – Collective – has received the NeoCon Gold award in 2021. We also launched Bottle Floor in NeoCon, an award-winning hybrid with advantages from both soft and hard surface floors. Bottle Floor is a revolutionary new platform constructed with 30% post-consumer recycled bottles, taking waste bottles and recycling them into beautifully designed, highly durable flooring.

The India InStock Program is our new initiative designed to hold ready inventory so that India-based architects, interior designers, and project management consultants, and the extended community are assured of fast deliveries to match their flooring design instincts and tight schedules.

To facilitate this in-stock program, the company has set up a duty-free warehouse (FTWZ) in Chennai, along with duty-paid warehouses in Mumbai and Hyderabad. The India InStock Program facilitates shorter lead times and lower freight costs for smaller quantities.

Sustainability is at the core of all companies. How is Shaw Contract adhering to it while delivering cutting-edge products?

We are living in times of urgent social and environmental change. As individuals, the



Momentum Metropolitan Services India

design community, and societies at large, we are questioning how we can create a fairer and healthier future. At the heart of Shaw Contract, we design products to create a better and a robust future. To achieve this, we are actively designing solutions with our customers in the areas of Material Health, Circularity, Carbon and Diversity, Equity, and Inclusion. When we talk about sustainability, we join the causes of people and the planet together, social and environmental concerns combined. Sustainability is what unites us. It is our foundation and our purpose: our equal rights, our shared experience, and our hopeful future. It is the air we breathe and the earth we stand upon.

Research and Development is the key to maintain competitive advantage and enhance product quality. Can you elaborate on the steps being taken by your company in this regard?

At Shaw Contract, we believe in continuous improvement. We practice the Smarter Impact philosophy. 95% of our products produced are Cradle-to-Cradle certified. We've added more than 1200 products to the mindful MATERIALS library (just launched in India after its success in the US), making it easy to locate all of the information about how our products affect people and the planet in a positive way.

We have also adopted a differentiated approach to design. Shaw Contract Design Studios explore the intersection of global, micro, and macro design trends and their applications in the built environment. Our designers share a belief in the creative process and a deeply rooted passion to explore new design methods, delivering solutions to the market that have impact on where we work, learn, heal, and live.

We strive to develop products that re-imagine what the floor can be. From new designs to new materials, our studios explore new possibilities every day.

How can Shaw Contract help Architects and Interior Designers design better?

Shaw Contract designs and manufactures modular carpet, broadloom, and resilient products that give foundation to space and support people within it. Our human-centered approach to service combines the mind, hand, and heart with the goal to make a Smarter Impact on our clients in all that we do. Ours is an optimistic agenda that places power for positive change at scale in all our hands for people and the planet. We're headquartered in Cartersville, Georgia with associates and operations all over the world.

BE KNOWLEDGE LED: Being a knowledgeable brand means that when we approach our clients and end-users, we come asking questions so that we can create

BE HUMAN-CENTRIC: Floors give foundation to space and support people within it. We have the human-centered approach that combines mind, hand, and heart. This approach applies to all areas of our culture, business, and operation, and from person to product to planet. We are bigger than who we are and what we make. ■



Design-wise

by Anubhav Gupta

1

Design matters

2

You know Design when you see it, use it and experience it

3

Design is more objective than subjective

4

Design is scalable in detail as it is in the sum of its parts

5

Design solves complexity simply and elegantly

6

Design is how we think, organize, make, (re)use, deliver, achieve and repeat

13

7

Design is authentic, timeless, resilient, horizontal, circular and sustainable

8

Design is democratic, equitable, accessible and affordable

9

Design is empathy, hope, health, wellness and joy

10

We Design therefore we are

"BRICK-BY-BRICK"



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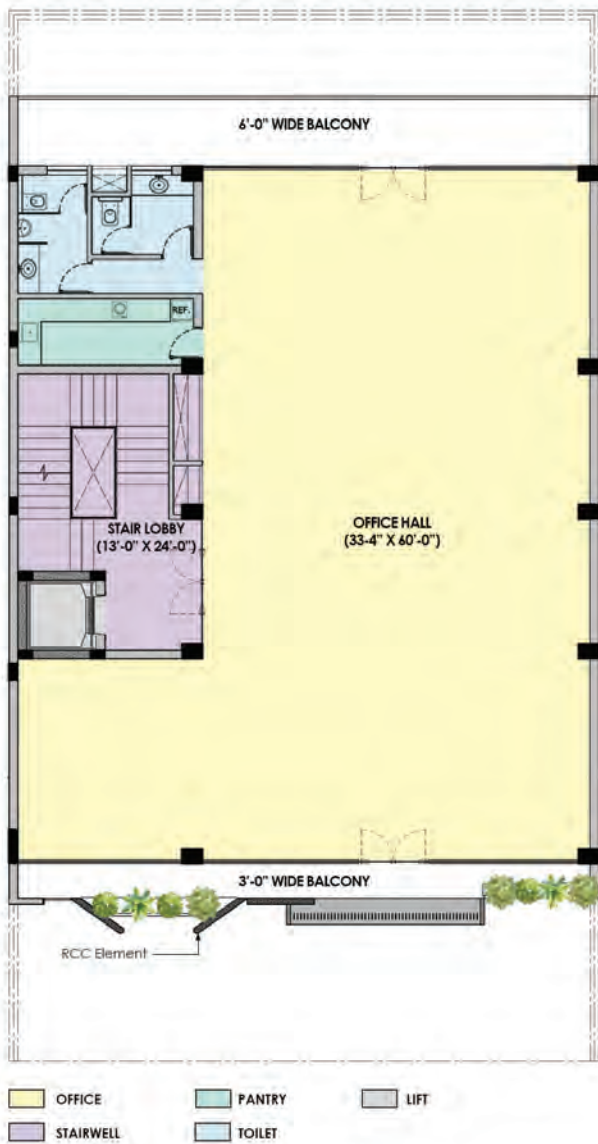
Nestled in a thriving industrial town of Mohali, 'Brick by Brick' is an endeavor to bring artwork and poetry together literally pieced brick by brick! It's an office building primarily purposed for leasing out to different tenants to be used as per their requirement. The interior layout has been left subject to the creativity and functional needs of the user.

The local bye laws mandate set back in front and rear which left little to no scope

for staggering of peripheral spaces so as to achieve a natural massing. Also, the project requisite demanded full use of floor space on each level to maximize saleable area. Consequently the front bland facade was intended to be treated as an art installation to enhance its visual appeal.

The region experiences subtropical climatic conditions with dust that is frequented due to construction work that happens locally. Owing to the above mentioned facts, it was

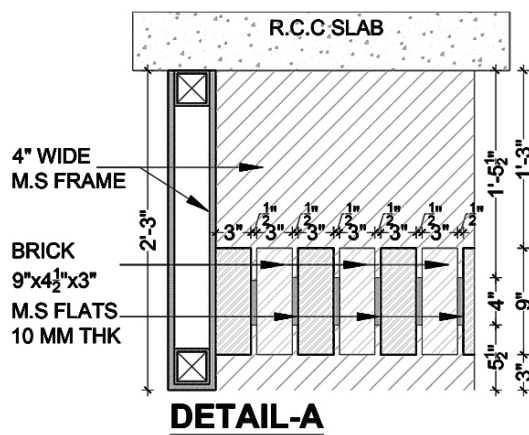




ALL FLOOR PLANS



BASEMENT FLOOR PLAN





BUILDING WITH GLAZING



ELEMENT WITH EXPOSED BRICK



RCC ELEMENT

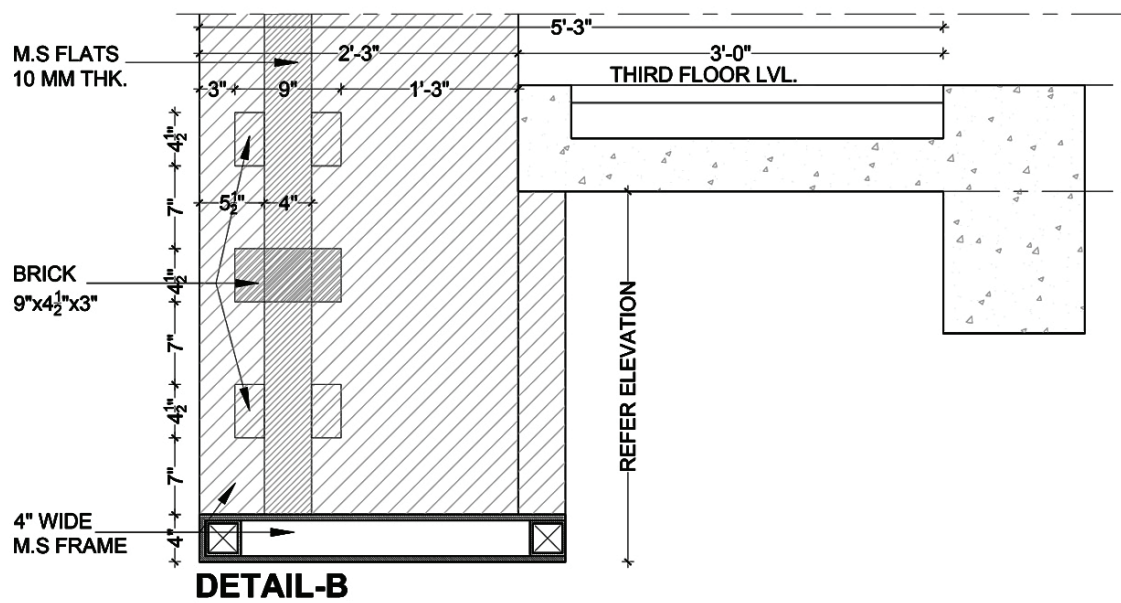


BRICK JAALI



INTEGRATION OF ALL ELEMENTS

Axonometric Views

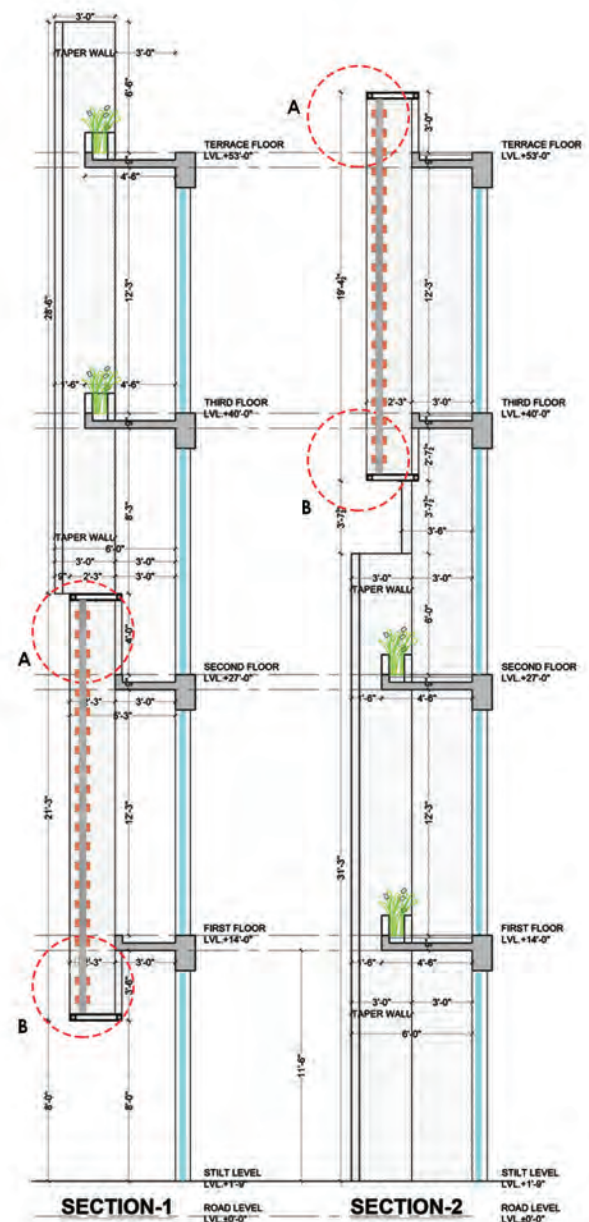




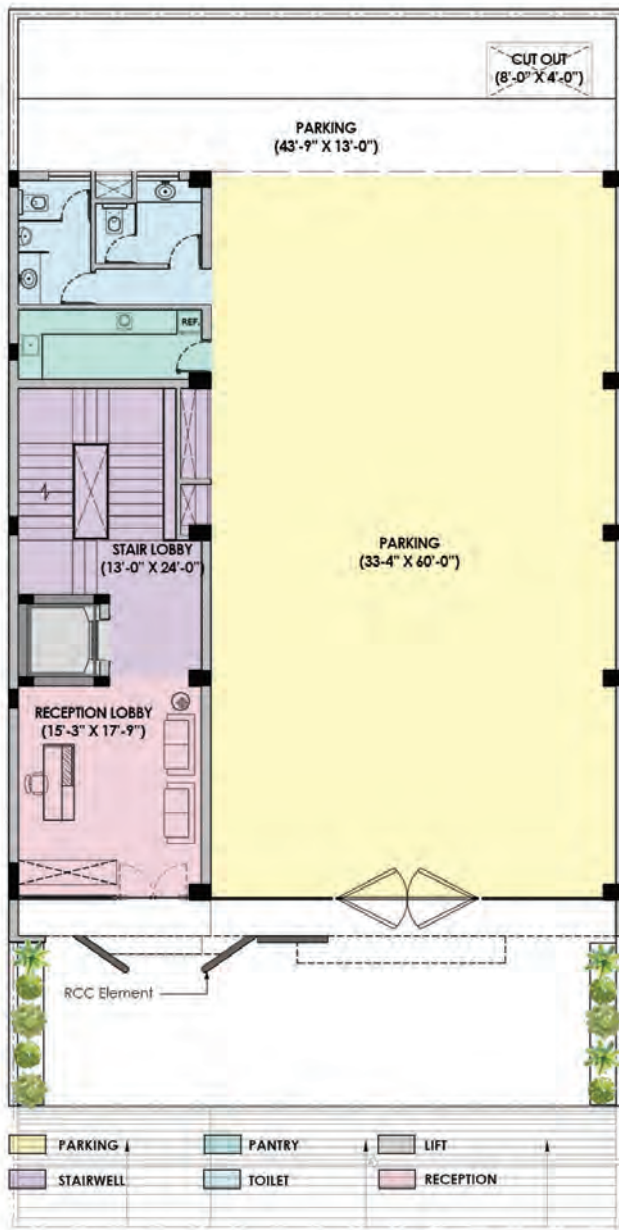
Elevation - Brick by Brick

imperative to put non permeable yet visually accessible partitions inside fenestrations; hence the glazed front facade. The sliding doors take care of natural lighting while keeping the dust from coming in.

The composite nature of the weather conditions of the region make the sun



unbearable during summer. This made it prudent to block the western harsh sun's radiations in a manner that could also contribute to enhancing the facade. The vertical fins and brick jaali on the front together with planters on the parapet wall, help moderate the microclimate to some extent and keep the sun out.



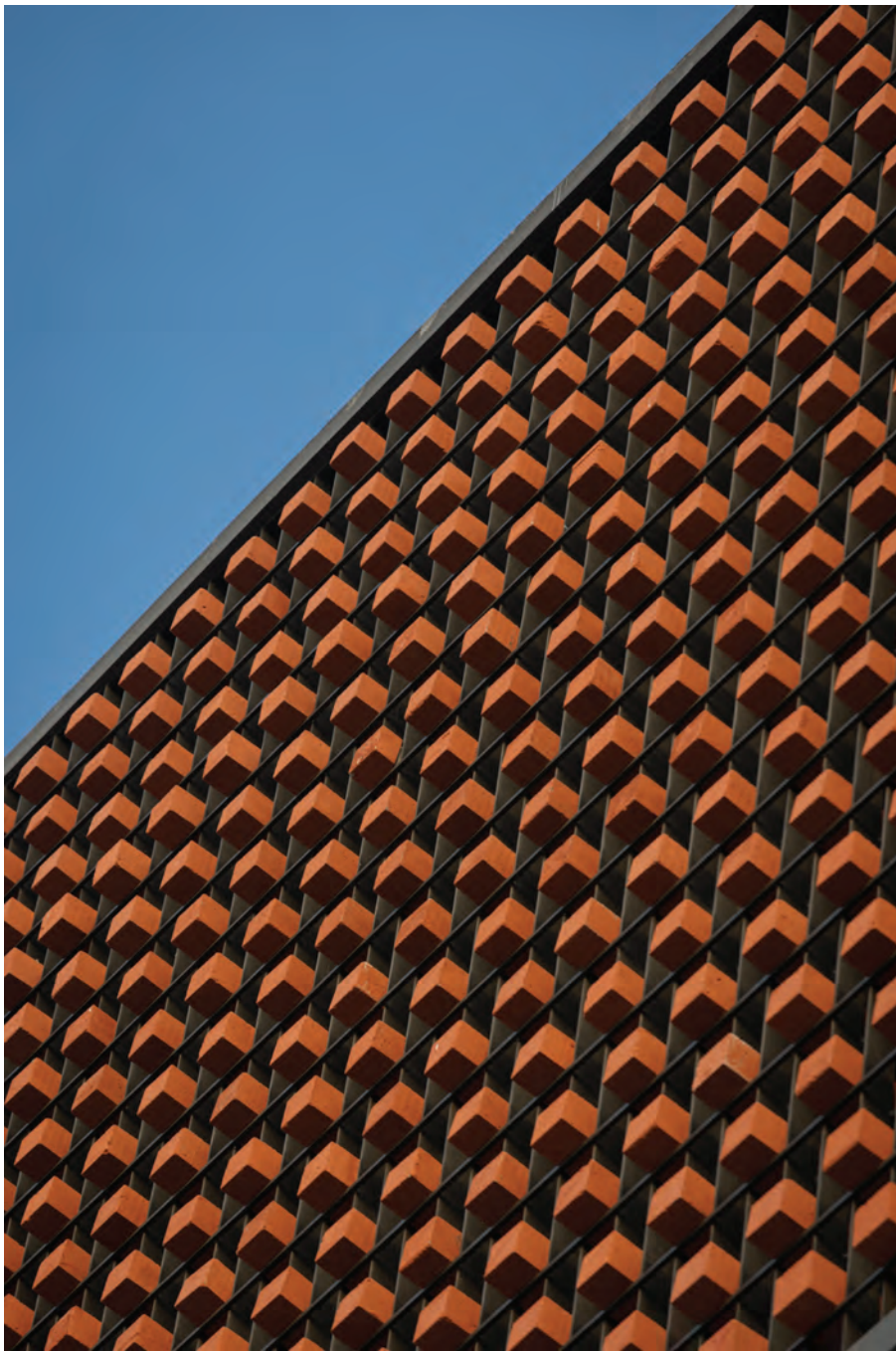
STILT FLOOR PLAN



TERRACE FLOOR PLAN

The brick jaali intended to infuse into the look of the building, a traditional Indian character, has gone on to stand out as quite a modern element. The vertical metal fins become seats for hanging bricks as screens. Where regular brick masonry with punctures and protrusions could have made for a decent jaali that served its purpose

well, we intentionally went on to propose a screen that projected out from the building line to make way for a clear three feet wide space for balconies that could be used as spill out spaces for the offices on each level, and which also did not eat up carpet area.



The dimensional and positional characteristics of the angular elements is divided to enhance the verticality of the building. Angles impart a dance of light and shadows that can be seen throughout the day. The entrance itself is accentuated with the vertical alignment of the fins. The sheer width of them also acts as a double wall which protects parts of the built envelope from heat gain. The entire facade is sliced

into vertical segments that have punctures in the elevation which become lookout balconies free from any form of visual obstruction.

There is a strong play of colors that can be observed in the stark contrast between the white and gray of the wall finishes with a sprinkle of brick red to add drama. The black of metal pours rigid strength and yet adds interest to the mundane facade.



FACT FILE

Project Name	: BRICK BY BRICK
Architect or Architecture firm	: Studio Ardete
Official website	: http://www.studioardete.com/
Contact email	: office.studioardete@gmail.com
Completion year	: 2022
Plot Area	: 4500 sqft
Built up area	: 9000 sqft
Facade area	: 3120 sqft
Project Location	: 1689 Sec -82 Mohali (Punjab) INDIA.
Photographer	: Ar. Purnesh Dev Nikhanj https://www.purneshdev.com/
Client Name	: Ms. Prabha Devi
Design Team	: Badrinath Kaleru, Prerna Kaleru, Sanchit Dhiman, Abhimanue Sharma, Rahul Ghosh

Consultants

Project Management	: R.S Builders
Façade Consultant	: Er. Ravijeet Singh (R.S. Builders)
Structural consultant For Building	: Nagi & Associates (Jagmohan Singh Nagi)
Structural consultant For Façade	: Continental Foundation (Mr.Vikas Bhardwaj).

Material used

Steel	: TATA
Concrete	: Ultra tech
Paints	: Asian Paints
Glass	: Saint Gobain

The immediate environs of the building is witnessing quite an expeditious development with several buildings popping up nearby. It was a challenge to design something that makes a promise of being remembered. ■

Mumbai's first Zero Waste café

Nude Food Café

Text and Image credit- Niropama & Shishiir Saawant, Fernleaf, Mumbai




Main Entrance to the Café and signage: The backlit leaves, the logo of the café, highlight nature and organic the main concept of the café.

Nude Food Café, lies in the heart of Prabhadevi in a heritage property. This aesthetically designed café has vowed to do away entirely with food waste and reduce landfill pressure.

On our first visit to the site what charmed us was the old loadbearing structure on the property along with the outdoor dining

space which came along with the premise. Although in a dilapidated condition the presence of the Bilimbi, Karvanda, Mussaenda and Champa trees partly shading the outdoor space was what got our attention. The three young entrepreneurs of the café, Siddhant, Ajinkya n Shubham, were clear from day one that the interior

A photograph of the main dining area of a café. The ceiling features exposed wooden beams with custom-designed uplighters that cast a warm yellow glow. Two large, dark blue, oval-shaped pendant lights hang from the ceiling. On the left, a white wall is illuminated by a track of spotlights, displaying three colorful abstract paintings. Below the paintings is a long wooden bench. In the foreground, there are wooden tables and chairs, some with blue metal bases. A wooden chair with a white cane back is visible in the lower right. In the background, a kitchen area is visible through an opening, and a dark green door is on the right.

Main Dining area of the Café. The original timber ceiling is exposed and accentuated by custom designed uplighters. The artist's wall displays paintings of local artists.



The front glass façade: Offers a glimpse into the café as well as allows one to observe the busy street while enjoying a cup of coffee.



Recycled window shutter



Shutter holds the display at the café entrance.

spaces of the café had to be in line with their brand philosophy; which was to have a complete plastic free premise, avoid buying new furniture items, instead reuse and upcycle items and the café should also provide a platform for local artisans.

The Concept

The 'Concept' of the café was derived from their ideology of natural and organic. All material, elements and forms co-exist. Nothing is uniform, equal or similar in nature. Therefore, the use of materials in its bare form is celebrated thus becoming the thread or the narrative which gives the background of the cafe.

and Plastic Free became the design intent to fulfil all the requirements for the set-up of the café. The material palette consisted of a conscious selection of materials for fixed furniture items kept to a bare minimum. Loose furniture items such as tables and chairs were recycled, repurposed and reused.

The Design

The existing load bearing walls and openings within the structure were kept intact and the layout was weaved around them. The main dining area of the café boasts of a high wooden ceiling adding to the charm and character of the space. The existing false ceiling in this area was ripped open to reveal timber beams spanning the width of the hall. These exposed beams were finished in antique polish thus



The Coffee Bar boasts of a counter recycled out of old Teak wood door shutters.



Nude Food Café - Outdoor garden dining space an oasis in the concrete jungle.



Before



Nude Food Café - Outdoor dining space amidst the existing fruit trees of the café.



A back drop of indoor plants accentuates a cozy corner of the café.

highlighting the high ceiling. Two organic shaped custom made lamps were hung from the ceiling. These uplighters further enhance the wooden beams of the ceiling at night. A small cove space in the café is brought to life by adding indoor plants thus creating a cozy corner in the café.

Keeping in mind their idea of promoting local artists, two main walls of the café were conceptualized as the artist's walls. A single shelf was added in order to display paintings of local artist's. This also ensures that the artist wall is ever changing and is not static with fixed art work. Every fortnight one is ensured to see new art work in the café.

Design Features

The concept of Recycled, Reused & Repurposed was put to good use in the design of the display units and the coffee bar. Two display units recycled from old window shutters are housed strategically at the entrance of the main dining area, catching the attention of the visitors. Repurposing of existing teakwood doors further extends into the coffee bar of the café. The shutters coated with oil paint were stripped bare to reveal the teakwood grains and used as the counter top of the bar unit. The second shutter proudly adorns the front of the bar. The color palette of the café, from the main entrance door to the tables and chairs in the outdoor garden dining area, is derived from the brand philosophy of the cafe.

The highlight of the café is the outdoor

garden dining space which is a welcoming green oasis in the concrete jungle of the city. The outdoor tables were arranged around the existing trees and additional planting of herbs was done around them. The existing bamboo fencing color was changed to a camouflage green which merges with the existing vegetation. Sunshade canopy awnings were added between the existing trees to provide the perfect shade to the outdoor space. ■

FACT FILE

Project Name	: Nude Food Café
Client name	: Planeteers Hospitality
Location	: 364 Dhuru Lodge, Prabhadevi, Dadar west, Mumbai
Architect	: Niropama & Shishiir Saawant, Fernleaf, Mumbai
Date of completion	: April 2021
Area	: Indoor 500sq.ft, Outdoor 350sq.ft.

S-West

an ensemble of 4 buildings, on the former Philips site known as Strijp-S, subtly acknowledging the area's industrial past



30

Orange Architects officially announces the completion of S-West. The project is located in the heart of Strijp-S, just to the north of the centre of Eindhoven. The plan consists of an ensemble of 4 buildings on a half-sunken car park with a roof garden. All buildings have a character of their own, and together they subtly acknowledge the area's industrial past. The reference is in the structure of the plan, but also in the smallest

details, like tower 'Frits' that is named after the iconic Frits Philips.

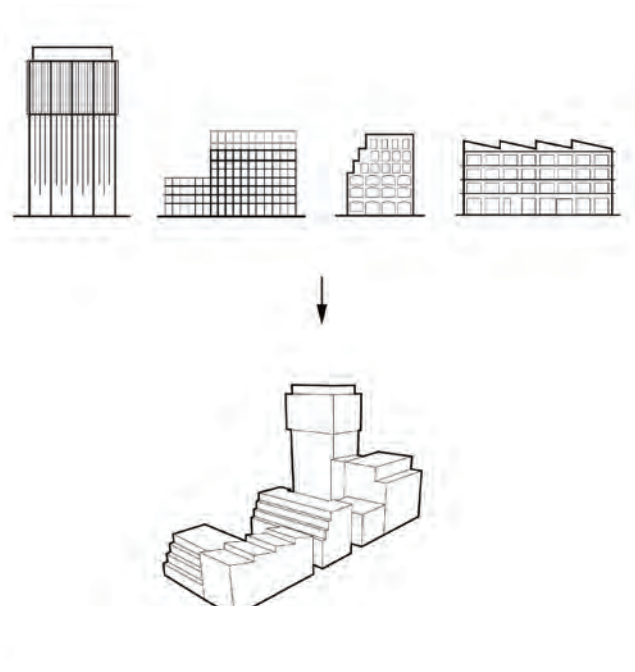
The striking 60-metre-tall tower on the urban Torenallee, with a cantilevered head, slightly protrudes from the building line in the form of a two-level colonnade. The 18-floor tower is classically composed of a plinth, body and crown, yet it also echoes the architecture and tectonics of a concrete silo building with its vertical emphasis. With

architecture





location



concept



section over the courtyards



the courtyards



WORLD

RESOURCES

- Optimized glass percentage to reduce energy needed for cooling
- Integrated solar screens
- Water panels on the higher levels
- Collective heat and cold storage
- Low temperature floor heating system
- Integrated ventilation system to control

NATURE

- Green roofs
- Collective green house courtyard
- Waterproof infrastructure in courtyard
- Waterproof landscaping in courtyard

WE

WELL-BEING

- Optimal daylighting for all apartments
- Walking to connect with our resources and trees
- Accessibility through integrated ramps
- Water courtyard with greenery and landscape qualities

WEALTH

- CO2 controlled mechanical ventilation
- Effective bike storage area accessible by ramp
- Heating padlockers through smart cards

SOCIAL

- Shared electric cars
- Collective roof terrace and garden
- Swimming pools in outdoor facility
- Shared programs with central and social housing

+ VALUE

CONTEXT

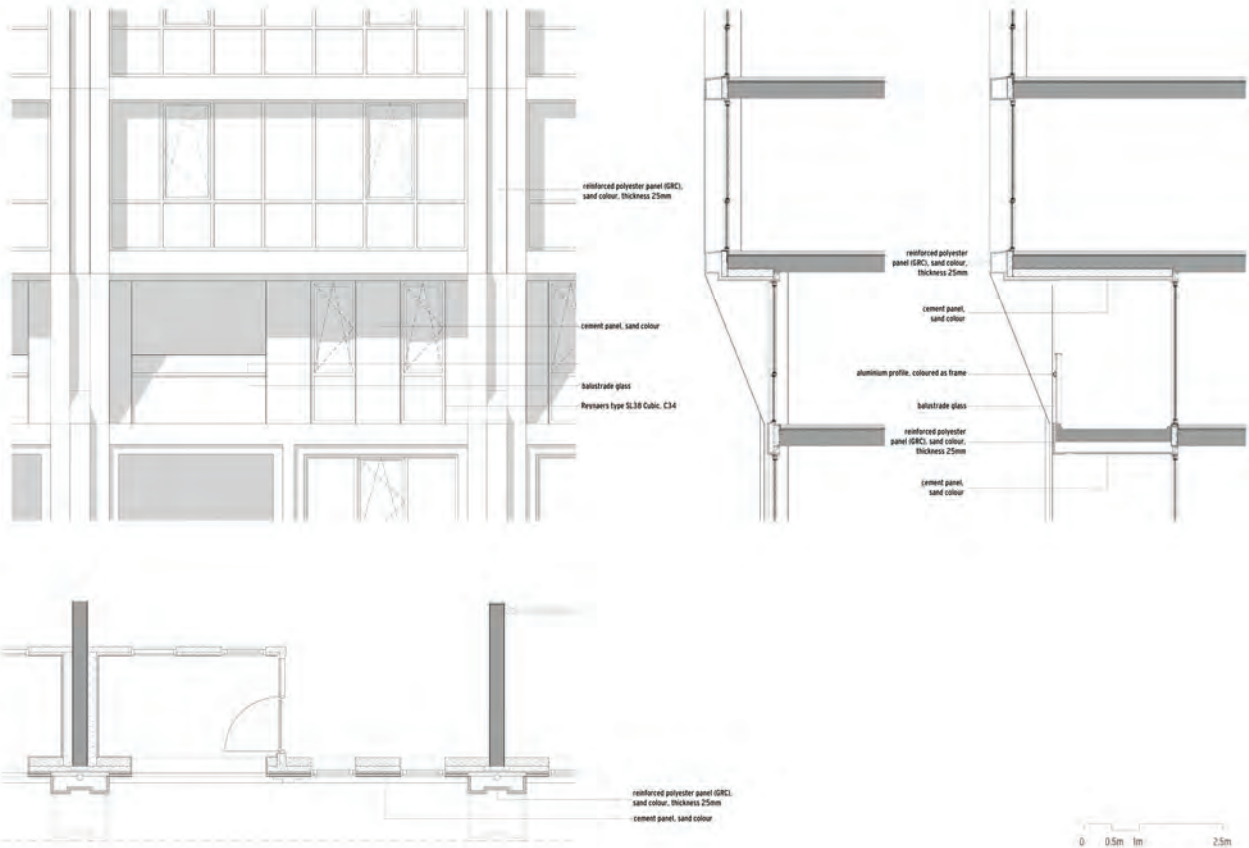
- Height and form reflect with surrounding buildings
- A different character within our family
- Design reflects the industrial heritage of the location
- Materials, textures and colours of exterior fit surrounding
- Commercial program activates the street
- Generously designed entrances fitting the urban context
- Extensive cooling through the blocks
- Car parking in basement, not visible from street level

ECONOMIC

- High density and compact design and floor plans
- Use of robust and high quality materials
- Commercial program adds to local economy
- Site prepared to reduce construction faults



sustainability scheme







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its cantilever that extends around all sides, the crown forms a striking landmark within Strijp-S. The whole tower has a high-quality light sand-coloured polyester concrete façade, and lots of fenestration in the form of large industrial looking windows.

Next to the tower is a hefty and tiered corner block called 'Frederik', which references the archetypical early industrial architecture: Urban structures with iron escape stairs and balconies as functional ornaments. The corner solution is remarkable because of its gradually changing facade grid in



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which windows vary in size from the roof downwards and from the edges to the corner.

The third block is a linear and more graceful block called 'Maria' placed perpendicular to Ir. Kalfstraat and dividing the courtyard garden into two parts. The arches of the old Radio Building – which stood on Kastanjelaan in Strijp-S, provided the inspiration for the design of the different arches on all sides. In the angle of the Natlab building a small L-shaped block is placed,



with a saw-tooth facade to Ir. Kalfstraat and a stepped down volume bordering the rear side of the former Natlab. The architecture of 'Benjamin' echoes industrial structures. Its façade is made out of yellow coloured brickwork that is cut horizontally by white concrete bands, balconies, terraces and galleries, calling to mind loading platforms.

Solar panels have been placed on the upper roof parts, which, together with a collective thermal energy storage system,

ensure a sustainable energy concept. The green courtyards connect all residents of the plan and surrounding historic buildings. The total size of the project is about 30,000 m² gross floor area.

Thanks to initiatives by Sint Trudo housing association, and on the basis of a master plan by West 8, Strijp-S has in recent years been transformed into a new urban district, which is increasingly becoming a vibrant and trendy part of Eindhoven, the 'city of light'. Old Philips buildings have been









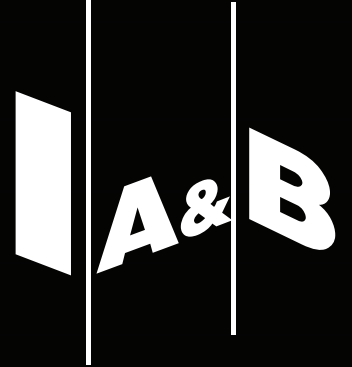
redeveloped, among them the monumental Natlab building, the Klok Building and the Anton and Gerard Building on Torenallee – locally known as ‘the Tall Back’. Together with the new development they form the layered DNA of the district.

On May 12 (2022) Orange Architects and Architectuurcentrum Eindhoven are hosting a ‘Talk and Tour’ at S-West, diving deeper into its concept, by the theme: ‘designing in an industrial context’. Send an e-mail to info@architectuurcentrumeindhoven.nl to sign up. ■

FACT FILE

Name	: S-West
Location	: Torenallee – Ir. Kalfstraat, Strijp-S, Eindhoven
Design	: 2017 >
Realisation	: 2021
Size	: 29.665 m2
Program	: Mixed-use
Architect	: Orange Architects
Assignment	: Pitch selected
Client	: MRP Development
Design team	: Jroen Schipper, Max Hissink, Julija Osipenko, Tess Landsman, María Gómez Garrido, Angeliki Chantzopoulou, Rutger Schoenmaker, Fung Chow
Urban planner	: West 8
Advisors	: Zonneveld ingenieurs, Peutz, HE Adviseurs, VGG, HfB, Objectum
Landscape architect	: Felixx Landscape Architects
Contractor	: Stam + De Koning
Photography	: Sebastian van Damme

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