ARCHITECTURE

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Godrej Security Solutions strengthens its Home Locker category presence across India

Gorge | SECURITY SOLUTIONS

~ Additional 1,000 counters added in FY23 to boost the Home Lockers category ~

Godrej Security Solutions, a division of Godrej & Boyce, the flagship company of the Godrej Group, has revealed that it has added approximately 1,000 counters in FY23, for their Home Locker (HL) category. In addition to this, the business announced that it will continue to focus on increasing its current market share of 70% in the home lockers category by adding an extensive range of IoT enabled lockers and safes to its existing portfolio. With a market penetration of over 7000 counters spread across the country, the brand aims to grow this category at 20% over the next one year.

The home-safes-and-lockers market in India is estimated to be around ₹300 crores and has been growing at over 15 per cent annually. To address this growing demand, the security solutions business has been amplifying its omnichannel presence by boosting its presence across distributors, 360 dealers, retailers, MTO outlets (national & local), COCO stores, and various online platforms.

Commenting on the announcement Mr Pushkar Gokhale, Business Head, Godrej Security Solutions, said - "At Godrej Security Solutions, our endeavour is to provide home customers with the security solutions that not only help secure their valuables and loved ones, but also make their daily lives more convenient and less stressful. With this ambitious plan to spread our reach to over 8500 counters, we strive to promote significance of safety through innovative offerings. We are confident that this development will maintain our leading position as a security provider and empower customers to lead a secure and safe life."

Complimenting the brand's strong channel partner network, the business continues to work on rationalisation and upgradation. A slew of innovations are in the pipeline that aims to offer differentiated customer experience through integration of smart features, enhancing durability and offering cutting edge design.

For further details, please contact: Elizabeth Bocarro ebocarro@godrej.com

Godrej Interio launches their "Welcome to the Family" Campaign

goom interio

• The film series, created by Supari Studios, showcases a slice of life take on a typical Indian family's relationship with their beloved furniture, narrated from an unexpected yet charming point of view.

Every person has a story to tell and so does their furniture. This has been beautifully captured in the newly launched campaign "Welcome to the Family" by Godrej Interio, a business of Godrej & Boyce – the flagship company of the Godrej Group. The series of five films showcase stories about a quintessential Indian family (the Mehra family) through the eyes of a charming, unexpected narrator – their furniture.

With a captivating fusion of wit and an interesting play on emotions, the 'Welcome to the Family' films transport the audience to a world where the magic of everyday connections intertwines with warm moments that resonate within every home. The film captivates viewers with an engaging display of the furniture's unique features and concludes by showcasing how these attributes have solidified their indispensable role in the family.

Speaking about the films, Sumeet Bhojani, Head of Marketing Communications, Godrej Interio said, "Godrej Interio continues to be a part of families in India across multiple generations. Over time one of the key insights that continues to emerge in our research is that consumers form a very special bond with their furniture over a period of time. A piece of furniture almost becomes like a family member, participating in special moments and memories with the family. That's the emotion we have aimed at capturing through the "Welcome to the Family" films. It's a creative showcase of furniture that's contemporary, multifunctional, and designed to support the modern lives of consumers today. This has helped us build and retain the consumer's love and support for over a century now."

Akshat Gupt, Chief Creative Officer of Supari Studios, expressed his enthusiasm for the project and the collaboration with Godrej Interio, saying, "We really enjoyed creating the 'Welcome to the Family' series for Godrej Interio. Using everyday, relatable family experiences, we blended creative storytelling with seamless product integration to build engaging stories that all families can relate to."

The series consists of 5 videos and will be available in 5 regional languages - Telugu, Kannada, Bengali, Malayalam, and Tamil in addition to English and Hindi. The film will be available on YouTube, the brand's Social media platforms and select OTT. ■

Links to the film:

https://www.youtube.com/ playlist?list=PLBEaOiF38a-F_ KGTfmSCWTpZWMUPJWG7O

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CREATIVES Arun Parab

GENERAL MANAGER SALES Prashant Koshti Amit Bhalerao

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Cover: © Ishita Sitwala courtesy Khosla Associates'

industry news

Shyam Steel launches its new digital campaign "Apna Ghar" featuring Bhojpuri actors Pawan Singh and Harshika Poonacha



~ Through this campaign Shyam Steel aims to drive across the message that Shyam Steel Apna Ghar App will act as an expert guide for any building construction activities ~



Shyam Steel, one of leading producers and manufacturers of primary TMT Bars, launched its new digital campaign "Apna Ghar" featuring Bhojpuri actors Pawan Singh and Harshika Poonacha. The campaign aims to create awareness about the holistic solutions provided by the Shyam Steel Apna Ghar App amongst the individual home builders. The film will be promoted digitally with a specific focus on the Bihar, Jharkhand, Odisha and the northeastern markets.

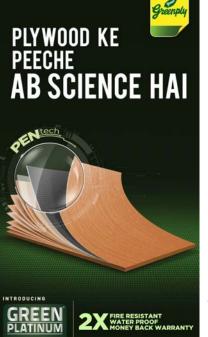
Shyam Steel Apna Ghar App is a one stop solution from 'Neev se Pravesh Tak' which is an

online platform, and a mobile App for consumers providing a holistic solution to individual home builders. This is a breakthrough in steel and manufacturing industry and has acted as a problem solver by entering a digital world which has made life easier for all the home builders. The tagline 'Neev Se Pravesh Tak' is self-explanatory when it comes to catering home building needs. The home builders will be provided with relevant information, inspirational ideas and reliable contacts at their fingertips. Through this campaign Shyam Steel has tried to reflect the essence of this App through a happy Indian couple who is planning to build their new home.

Speaking on the campaign launch, Mr Lalit Beriwala, Director, Shyam Steel said "We have received an extremely positive response from our consumers on the Apna Ghar App. The campaign will help us in making the consumers aware on the Apna Ghar App and its benefits. Shyam Steel has always been in forefront with its consumer driven technology and innovation. The App will aim to address all the concerns of individual home builders and scale-up businesses of the dealers by way of opening newer market geographies. Shyam Steel Apna Ghar app will also be an added advantage for us to actively engage with our target audience and business partners" ■ 8

Greenply Industries launches its new product "Green Platinum"

~The CARB certified products also come with 2x fire resistant, waterproof and money back warranty features~



Greenply Industries Limited. one India's of largest interior infrastructure brands with over 30 years of experience in manufacturing a comprehensive range of plywood, block boards. decorative veneers, flush doors, and other allied products,

today announced the launch of its new product "Green Platinum". The exquisite product portfolio will fall under Greenply's E-0 range of products.

Greenply Industries Limited has been at the forefront of driving innovation across its products and processes keeping the consumer health, safety, and well-being in mind. With the accelerated transformation in the interior sector post pandemic, the company introduced its fire-resistant plywood with E-0 compliance "Green Platinum" which is two times as effective in fire-resistant and waterproof properties as compared to other available plywood in its range. The product comes with PEN Tech technology which adds a protective mesh between the layers as well as on the surface of plywood, rendering it two times more fire resistant. The technology helps the product to function as a barrier to restrict the rapid spread of fire and helps to emit less smoke. Green Platinum is also enriched with an un-extended BWP resin rendering it two times as boiling waterproof as compared to regular fire-resistant plywood.

Salient features of Green Platinum

- E-0 compliant
- Fire Resistant & Waterproof
- Un-extended BWP resin
- CARB Certified
- Manufactured through PEN Tech & The 4 Press Technology
- Borer and Fungus Proof, Anti-termite guarantee
- 30 years warranty with 2x money back warranty

Remarking on the launch of the new collection range, Mr. Sanidhya Mittal, Joint Managing Director & CEO, Greenply Industries Ltd said "With innovation and technology at our core, we strive to create products that are made to fit the evolving needs of consumers. Through our extensive research on consumer behaviours, we found that there was a need for a product which combines fire resistant, waterproof and emission proof features, thus we came up with the product Green Platinum with an added feature of money back warranty. Through our continuous R&D process, we will be coming up with more such eco-friendly product which will promote aesthetic living among the consumer base. 🔳



Sources Unlimited reveals the captivating Jean Dinning Table crafted by the esteemed design house, Porada





Sources Unlimited, at the forefront of ushering opulent global furnishings, adornments, and luminance solutions into the Indian realm, has gracefully introduced the Jean Dinning Table, a magnum opus by the illustrious artisans at Porada.

Presenting the resplendent Jean Dining-table, featuring an exquisitely crafted metal base that lends an air of contemporary sophistication. Its crowning glory rests upon a choice of round or gracefully vaulted glass top, exuding a slender elegance that is further accentuated by a meticulous 15-millimeter thickness. Alternatively, the discerning connoisseur may opt for the opulence of solid canaletto walnut or the timeless allure of marble, both of which seamlessly harmonize with the table's artistic narrative. A symphony of materials and design, the Jean Dining-table beckons the discerning aesthete to indulge in a culinary experience that transcends the ordinary. The brainchild of the visionary designer Carlo Ballabio, the "Jean" dining table series emerges as an illustrious constellation, adorning the realm of fine dining with its unparalleled artisanship and ingenuity. Each piece within this collection resonates as an epitome of exceptional craftsmanship, evoking a symphony of design and devotion that pays homage to the timeless legacy of refinement and innovation.

About Sources Unlimited

Sources Unlimited is the largest importer of luxury home décor brands in India. With a strong focus on customer service, it works closely with leading architects, interior designers, and stylists to furnish residential and commercial interiors. From its inception in 2005, Sources Unlimited has developed a reputation for curating exceptional products and delivering designs of the highest calibre.

HSC Designs -House of dynamic sunlight

The deliberate interplay of materials and geometric forms defines the unique architectural expression of the project, giving it the name of house of dynamic light.

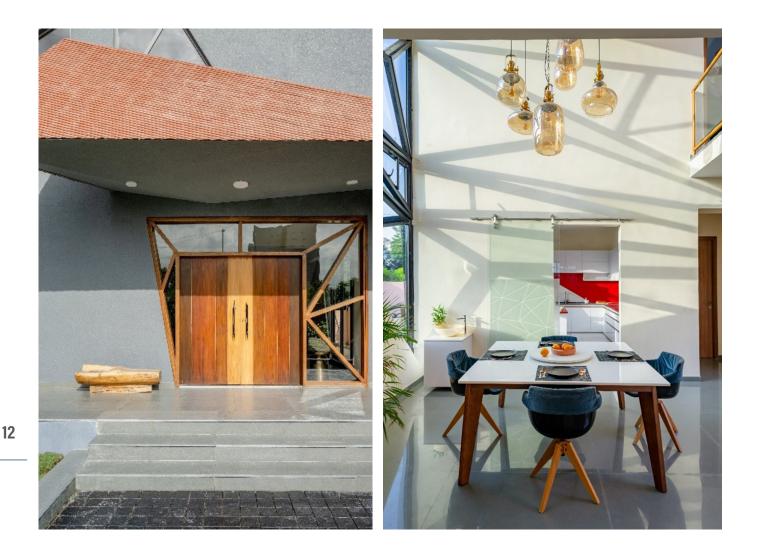




N estled amidst the bustling activity of a busy road and a small plot, this house is designed around a large central double height space which is positioned according to the sun path to make sure the living spaces are lit differently at different times of the day according to their uses. While designing the residence, utmost care was given to the client's lifestyle, their needs and together develop a programme around it, making sure that the design upgrades their current lifestyle and living spaces but at the same time stays true to their essence.

The approach to the house is flanked by large teakwood doors and an extruding porch to give a visual connection to the entrance. The elevated porch is used to protect the house from water flooding as the house is situated in a low-lying area and the porch also acts as an essential sit out space which has traditionally been used in the culture to sit out in the morning with a cup of tea. The porch has also been placed at the east direction to make sure they can enjoy the morning sun in shade and have tea or do yoga with the rising sun.

The front façade almost becomes like a vertical courtyard space, which is a cultural



gathering space in Gujarati lifestyle. After analysing the sun pattern and climatic data, the faceted windows are designed to give shading and light as necessary through different times of the day. As the budget of the house was very low, alternative construction methodologies and technology was adapted to make sure the intended results were achieved for the space without losing on the story behind the designs. The faceted walls were made with brick and light weight concrete blocks training the local workers to make staggered walls and were clad with terracotta tiles which are a great local insulating material. The double wall along with the terracotta tiles provides insulation for the house against the harsh Ahmedabad heat.

The extrusions also create shading for the windows to make sure that rain and heat do not perpetual those spaces. This way one could also reduce the loading on HVAC and save on the budget of the same. The grey lime plaster on the wall is also used as an insulating coat which provides a certain level of heat protection.

The central dining space which is flanked by a large façade of faceted windows has these dancing sunbeams that pierce





through during the morning time where the family has a ritual of having breakfast together in the dining space. The design is made to make sure that the bedroom also has these beautiful glowing patterns of sun throughout the day. Given the constraints of a compact plot, which allowed for a single bay planning, meticulous consideration was given to the arrangement of bedrooms to ensure an ample buffer zone and privacy between the private and semi-private areas.

Recognizing the significance of the dining space as the focal point where Indian families often gather and bond, it was strategically positioned at the very heart of the design. This placement not only emphasizes its central role but also ensures that it is bathed in abundant natural light, creating an inviting and well-lit atmosphere for shared meals and cherished moments of togetherness. The soaring ceiling height also accentuates the feeling of openness and a warm and inviting ambience.

The deliberate interplay of materials and geometric forms defines the unique architectural expression of the project. The carefully arranged terracotta tiles, arranged in various directions, create a mesmerizing pattern of clean lines, balance and harmony in the overall composition. Even though the house is designed on a smaller footprint the central space and the transition space open to each other and create beautiful interactive spaces which not only give the illusion of a larger space but are also essential to the very core of Indian joint families. These interactive spaces are lit and decorated by the dancing sunbeams moving through the house at different times creating a beautiful symphony of light and spaces giving it the name of House of Dynamic Sunlight.

FACT FILE

Project Name	: House of Dynamic Sunlight
Location	: Thaltej, Ahmedabad , India.
Area	: 5000 SQFT.
Principal Architects	: Hiloni Sutaria
Photo credits	: Vinay Panjwani.

Consultants

Lighting Paint /texture Furniture Tiles

: Philips

- : Earthen Textures
- : Britto furnitures
- : Grafitti

Achromatic interiors -Studio MSA

A house amidst the chaos of the outside world, creates an atmosphere of simplicity and tranquility by embracing minimalism



AUGUST 2023

architecture



The initial notion for the interiors was to create an unwinding space for the techie couple both of whom have hectic work schedules and desired their home to be a sanctuary from the chaos of everyday life. The house needed to extend as a working space as well as have warmth to create a sense of comfort and relaxation. Achromatic interiors embrace the sense of minimalism, allowing the purity of form and texture to be highlighted. Thereby creating an atmosphere of simplicity and tranquillity, providing residents a respite from the chaos of the outside world.

The living room is a space to unwind after a long day, with a plush grey sofa & circular center table anchored with a grey flat woven rug. The minimalist TV unit adorned with fluted panels develops the character of the space. The linear lines of the fluted glass, fluted panels & textures of fabrics & walls contribute an overall unifying idea of the neutral scheme. The indoor plants and reading spaces bring a touch of nature and tranquillity into the space.

White-washed walls keep the palette simple and balance the dark undertones. The matte finished tiles add depth to the space while being maintenance friendly. The modest furniture and play of textures are arranged along the contrasts of the walls and floor.

Adjoining the living area, the dining room encompasses a tucked-in puja corner along with a storage unit with fluted glass and PU-coated cabinets. The fluted glass



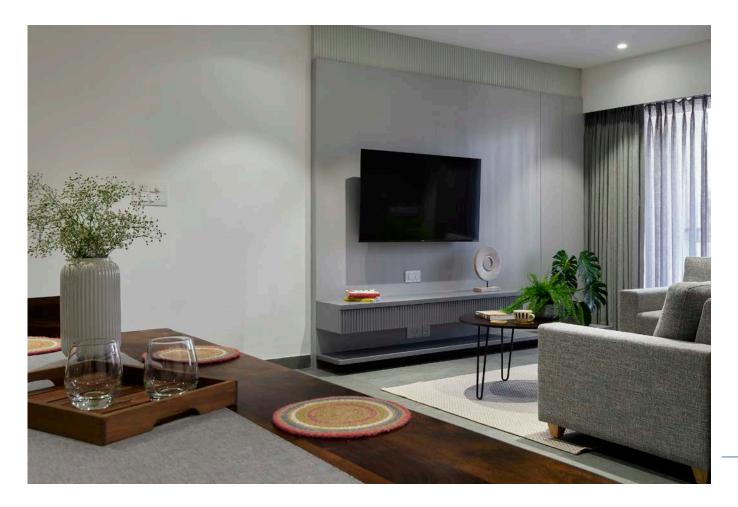
entrance partition creates a subtle division between the entrance and the dining area while allowing for a sense of privacy without completely closing off the space. A natural polished wooden dining table and grey upholstered chairs create a warm and welcoming setting for family gatherings.

The kitchen is a modern and efficient space, envisaged for functionality with sleek grey cabinets with soft closing mechanism and profile handles for a seamless and effortless experience. The countertop adjoins the breakfast counter, which serves as a versatile space for quick meals or casual conversations.

Parents' bedroom is designed to be used

as a study or reading area, with a corner bookshelf and a comfortable reading ledge by the window creating a nook, which is perfect for relaxation and productivity. The textured walls along the bed add visual interest and complement the overall minimalist aesthetic of the room. The colours have been kept in check through the maximum utilization of easy to clean laminated surfaces while being mindful of the occupants needs for storage and organization.

The master bedroom, on the other hand maintains the continuity with the rest of the interiors, emphasizing the simplicity & serenity. The textured walls in a neutral shade complement the fluted accents below



the ceiling creating a cohesive environment. The wardrobe is tucked into the recessed niche offering generous storage without encroaching into the circulation area. Using a simple palette and minimal use of textures and surfaces the space is visually and functionally un-intrusive while still providing all the necessary elements for a comfortable and calming retreat.

FACT FILE

Project Name	: Achromatic Interiors
Location	: Margao,Goa
Area	: 807 Sq.ft
Principal Architects	: Ar. Manali Vartikar & Ar. Sagar Kamat
Website	: studiomsa.co.in
Photographer	: Hemant Patil
Materials	
Lighting	: Philips Lighting & IKEA
Paint/ Texture paints	: Asian Paints
Laminates	: Greenlam
Tiles	: Simpolo
Hardware	: Ebco
Furnishings	: IKEA

Abhikram, Ahmedabad -Khosla Associates

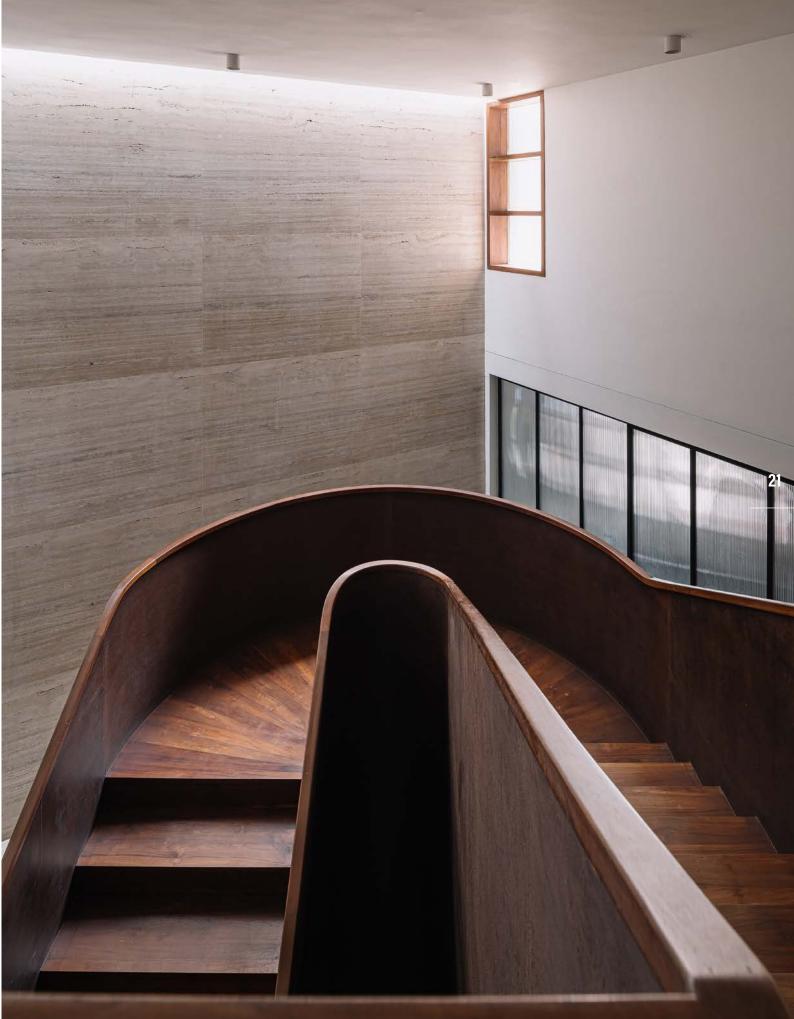
Strategically designed, this home in Ahmedabad achieved cool spaces by combating intense Ahmedabad summers with a series of innovative devices.



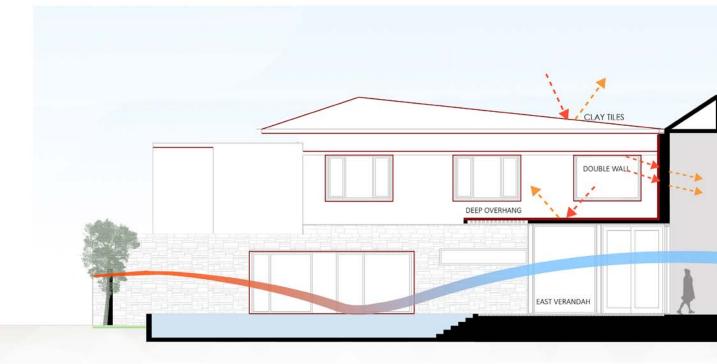
hile conceiving the architecture for this home, Abhikram, one of the primary drivers was a response to the hot and dry summers in Ahmedabad, with average daytime temperatures reaching 42 degrees Celsius. The form of the house is derived from its

climatic orientation as well as shading devices that keep the internal spaces cool. The deep verandahs, overhangs, horizontal pergolas, and vertical louvers gently filter the fierce sun. The apertures are placed strategically to promote cross ventilation, while reducing heat gain.

architecture

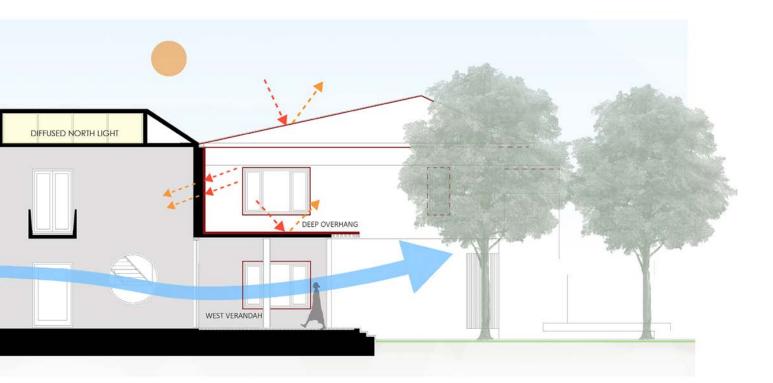


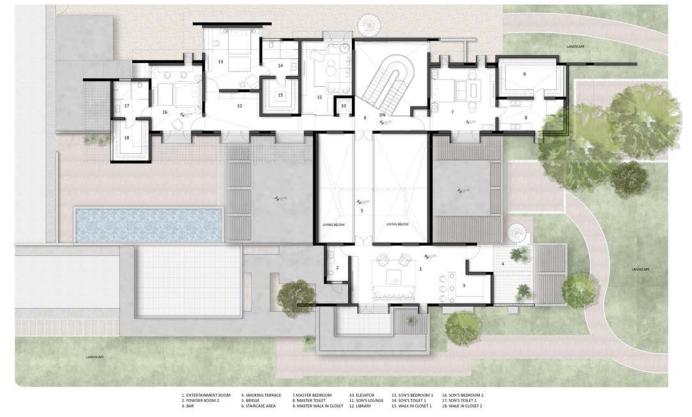




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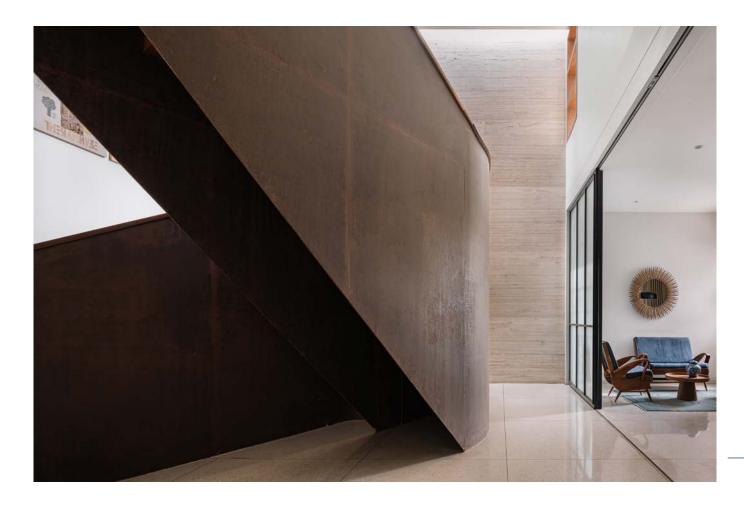


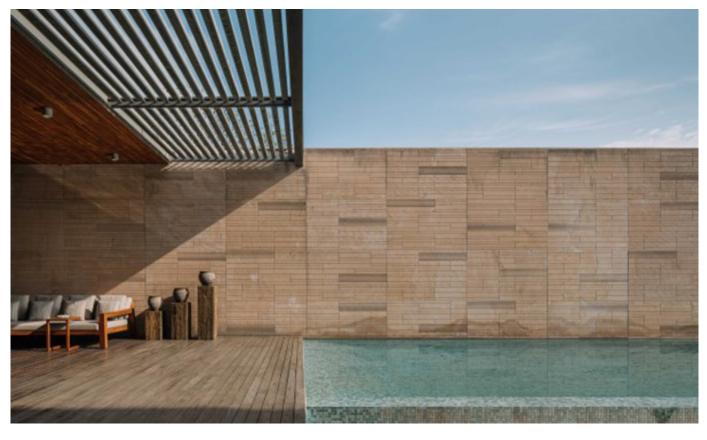


The clients wished for a connection with nature and the outdoors as they had purchased a 1-acre part of land away from the congested part of the city. The design response was a contextual and climate responsive house that would be in harmony with nature. The Architects wanted their clients to enjoy all seasons; fierce summers as well as the cool winters, and strategically oriented the double height living space to have permeable and shaded verandahs on its east and west in order to take advantage of the morning and evening light as well as east to west breezes.

The house is approached from the northeast via an ample portico, clad in expanses of ribbed timber. The portico is peppered with geometric cutouts admitting natural light into pockets of green, and highlighting a linear Dholpur stone wall leading to the main door.

Entry to this house is through a linear foyer that guides one into a double height living room flanked on its east and west with generous shaded verandahs. The east verandah faces an intimate pool-court while its counterpart on the west, contrastingly overlooks an abundance of landscaped green. Two existing old neem trees were accommodated in the building design adjacent to this area to enhance shade in the west. The north wall of these verandahs is clad in a grooved and patterned Dholpur stone and witness an ever changing play of sciography on their surface throughout the day.







Ahead of the foyer is another double height volume housing the staircase. One of the most exciting elements of the house experientially is the circulation to the first floor. A sculptural corten steel staircase connects both levels and leads to a bridge that spans 30ft across a double height living space connecting two sections of the house and leading into an entertainment lounge. The circulation plays protagonist in defining the spatial experience. Furthermore, the staircase flanks the dining area, separated by sliding fluted glass doors for enclosure or connectedness.

The double height living room and the upper-level bedrooms are enveloped by three trapezoidal roofs. The one above the living space admits a soft quality of north light into its volume. The roofs are clad on their underside with the warmth of wood veneer and contrast with the cool beige terrazzo floors that extend through the home.

The Design team had to think of passive design strategies that would keep the heat away from the building. They felt that there was no point in letting heat penetrate the house and then use vast amounts of energy to cool it down. 80% of the roofs are therefore clad with clay tiles. Expanses of glass are minimized and always protected by generous overhangs and all bedrooms on the southern face have double walls to reduce heat gain.

The verandahs and semi-enclosed spaces have a tactile and natural quality to them. The west verandah flooring in river finished Kota extends to brick flooring in the landscape and compliments the accent Dholpur stone exterior walls.

The interior sensibility has a soft and muted colour palette of aquas blues, beiges, and blush. The chosen pieces of furniture were mostly custom designed by the firm in collaboration with Mangrove Collective. Contemporary Indian Art, tribal sculpture, Jain Pichwais and traditional rugs adorn the spaces, and a quintessential Gujarati swing takes centre stage in the verandah.

The design moves of Abhikram ensures reduced heat gain and less reliance on mechanical cooling. Since there is an abundance of sun in India, it is designed to have filtered natural light through the space to eliminate the use of light bulbs during the day. ■

Project Name	: Abhikram
Project Location	: Ahmedabad
Architects	: Khosla Associates
Principal Architects	: Sandeep Khosla and Amaresh Anand
Project Team	: Sandeep Khosla, Amaresh Anand, Nikhil Shetty, Anusha Y.S, Nisarg Shah and Jesuvi Packiam
Photographs	: Ishita Sitwala courtesy Khosla Associates
Consultants	
Structural Engineers	: S &S Associates
Civil Contractors	: Gaurav Shah and JDE Consultancy
Custom Furniture	: Mangrove Collective
Landscape Design	: Ashish Teli
Materials	
Wooden Sliding Doors	: Ritikaa Wood
Terrazzo Flooring	: Bharath Flooring
Architectural Lighting	: Cona Lighting Solutions
Stainless Steel Kitchens	: Jindal Kitchens
Bathroom Fixtures	: Kohler
Furniture & Wardrobes	: Mangrove Collective

Jungalow 2 -Studio Neogenesis

Three separate self-functioning units on the outskirts of Surat, this home is traditional yet contemporary by making its presence in the lush backdrop.



Standing among the open fields in the outskirts of Surat, 'Jungalow 2', as they call it, is an outcome of the designer's sensitivity towards nature and sustainability. The designer's earlier project, 'Jungalow' has a generous amount of plantation incorporated throughout the built, lending it a verdant feel despite the project's urban setting. Their same instinct to connect spaces more closely to nature is what made 'Jungalow 2!

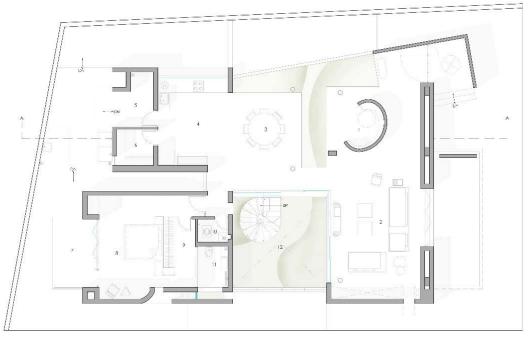
This extrovert abode belongs to an agriculturist family. They came up with a concise brief that their new home should

architecture

have three separate units completely self-contained functioning distinctly, yet seamlessly allied, where the well knit extended family would be happily cohabiting.

The built comfortably sits on the west while opening up the remaining plot to become a

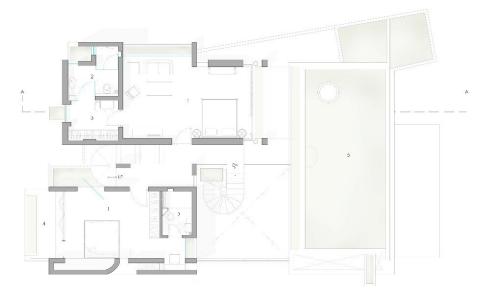
common space forming contiguity with the entrance otta. The residence is conceived as a singular unit of three adjunct homes with staggered massing and the diverse otta. Each otta, integrated differently, is what offers identity and individuality to apiece.













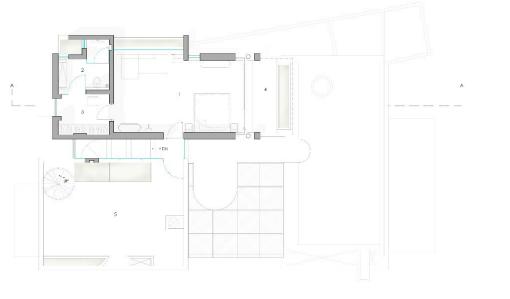
FIRST FLOOR PLAN



30

AUGUST 2023





1. BEDROOM 2. TOILET 3. DRESSER 4. BALCONY 5. ILRRAC

SECOND FLOOR PLAN





The layout prioritizes open spaces with fewer separations and encourages communication. The four-bedroom abode is well connected to greens and terraces. The bedroom on the upper most level sets a stage to gaze at the open farmlands. The pooja, an inimitable element, is a freesuspended RCC wall hanging from the slab above which acts as a divider at the entry while the concave portion houses the pooja.

A keen eye was provided to the detailing of elements to revive the local artistry and fading techniques. Sense of being wrapped by the greens is further made apparent by courtyard, skylights and large openings. The pivot windows and the Mandana louvers provide least barrier as they visually allow one to extend into the greens. Shaded porches, breezy courtyards & green terraces cater to a comfortable ambience with great habitation potential. The skylights elegantly render the exposed-brick and RCC walls with a golden radiance of the transitioning sun movement.

The material palate is carefully curated to exhibit the physicality and textures in their honest form to keep the overall look earthy and to pair up with the naturality of flora. The house is clothed with materials viz. earth-bricks, exposed RCC, mandana stone, reclaimed wood, metal and glass. Mandana limestone is used as a flooring material (owing to its palpable benefits over sandstone) to minimize glare keeping in mind the climate of Surat. Earth-brick, made of compressed soil mixed with Mandana stone dust, was sun-dried, minimizing the carbon footprint. Earth-brick, exposed RCC



slabs, lime-plastered walls with finished ply and reclaimed wood keep the interiors timeless.

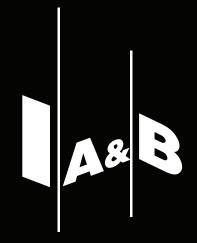
Furniture and light fixtures are customdetailed to complement the space. Only the obligatory furniture pieces are crafted to make home appear spacious without devaluing comfort. Landscape is designed keeping in mind the earthy materials for which, xerophytic and related species such as rubram grass, rhoeo and terminalia are favoured.

The image of the home is traditional yet contemporary, big yet grounded, three yet one, thus, finetunes the architecture to achieve an innate presence in the lush backdrop. ■

FACT FILE

Office Name Firm Location Completion Year Site Area (m2/ ft2) Gross Built Area (m2/ ft2)	: JUNGALOW 2 : NEOGENESIS+STUDI0261 : Surat : 2022 : 2770 m2 : 535 m2 : Bhimrad, Surat, Gujarat : Residential
Building Function	
	: Ar. Devanshi Parekh, Ar. Manthan Yadav : Ar. Chinmay Laiwala , Ar. Jigar Asarawala, Ar. Tarika Asarawala
Text Credits Site Engineer	: Ar. Nilufer Contractor : Er. Ronak Khambhadiya
Other participants	
Structural engineer	: Arcon Consultants : Nitalbhai Shah : Sagar Refrigeration
Photographer	
Photo Credits	: Ishita Sitwala / The Fishy Project : https://www.thefishyproject.com/
Materials	
Construction System Landscape Furniture Bathroom Fixtures Furnishings	: Brick, Concrete. Metal : NEOGENESIS+STUDI0261 : Custom made in teak wood : Jaquar : Rowan Decor

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