## FACT FILE

Client: **Ishwer Realty & Technologies Pvt. Ltd. (Lodha Group)**
Architect: **Architect Hafeez Contractor, Mr. Karl Wadia (Sr. Associate) and Mr. Vinay Shiposkar (Associate)**
Consultant: **Kelkar Designs Pvt. Ltd**
Steel Fabricator: **Western Outdoor Structures Pvt. Ltd**
Tonnage: **120 Tonnes (Approx.)**
Status: **Completed**

RESIDENTIAL REDEVLOPMENT

# LODHA AMARA EXPERIENCE CENTRE – SALES GALLERY & SHOW FLAT, THANE

adaptiveness in design by reusing some of the existing structure

The Amara Sales Pavilion introduces the potential customer to the concept of the entire Residential Development. The experience of entering a private forest and meandering your way through the beautiful landscaped area and then eventually entering into the Sales Pavilion. The Client's project brief was to utilize an old existing warehouse shed and convert it into a fantastic Customer Experience Centre for one of the most important residential projects in Thane.

The existing plinth was to be maintained, however the height had to be considerably increased. The entire structure was to be designed as a light and airy building where the external landscape was linked with the internal spaces.

There were various functional areas required like a Reception space with Waiting areas; a Model Display area of the entire development, Meeting / discussion rooms. Back office space was also to be provided which included offices, workstations, server room, storage room, pantry room, wash rooms and a Show flat.

### Design Concept

The Sales Pavilion introduces the Customer/ Purchaser to the entire project. They walk through a beautiful landscaped area and enter into the Sales Pavilion. The building seamless connects to the landscape and the external environment. The Earthy materials have been used to further integrate this concept. The existing old warehouse was converted to a plush Sales Pavilion.

### Amara's Uniqueness

"Adaptiveness" in design by reusing some of the existing structure. As the plan dimensions were similar to the project brief, the structural system was modified to suite the new requirements. The existing walls were removed, plinth modified, and trusses removed to create more height and a lighter environment.

**Steel Applicability & Innovations**

The Structural steel system and its design were expressed as a part of building aesthetics from the structural support, beams, etc. in steel.

A sales pavilion requires a good height for creating the ambience. The existing column height was increased by splicing the new to the existing columns. Steel beams were added in place of the existing trusses which in turn gave a good clear height. Various innovative details were worked out to achieve a fantastic design outcome.

**Encounters**

This was a fast track project which required meticulous planning. Project timeline was one of the key challenges. The integration of the structural elements, design aesthetics, and further to fit into the clients brief in a timely and cost efficient manner were some of the challenges. Also, to modify an existing old shed and convert it into a world class Sales Pavilion made it a very interesting project.

The final product is a result of the collaborative team effort by the Architect, Consultants and Client teams. " Steel Detailing" for facade elements, and detailing of various material interfaces made this a very successful project.

The benefit of using steel was achieved in this project; as it gave the advantage to construct fast and achieve the target as set out by the Client. Steel could achieve the speed of construction which was required.

**Sustainability Aspects**

The steel / glazing are reusable materials. The existing structure was not totally demolished, however reused and modified as per the Client's brief, which also makes it more challenging. Large overhangs were designed to prevent direct solar heat gain and reduce energy consumption. Sandwiched metal panels were used on the roof to reduce the heat gain through the roof. The Comfort factor and general well being of the Purchaser was a key element to design.

**Engineering Expertise**

Structural design provided by Structural consultants Kelkar Design Pvt Ltd. (KDPL) with projects in India and overseas.

The proposed Sales pavilion was designed in an area where an existing warehouse shed was located. The plan dimensions were maintained however the height of the building was to increase by 2.5m.

Thus the columns were increased by splicing the new to the old existing columns. Steel beams in place of existing trusses further increased the clear height. Unique glass facade system with new box columns and gird members were placed on which the glass was supported.

**Construction Timeline**

It was a fast track project with efficient design. The project achieved the target timeline for the project. ■