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Architecture

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Young Designer's Special

In Pursuit of Excellence

Presenting out-of-the-box thinking by emerging talents in architecture and design...



The key design idea for the **Sales Lobby for Baya Park at Dadar, Mumbai, Maharashtra** by **Planet 3 Studios Architecture Pvt Ltd** was to build a sculptural, dynamic, fluid form that evokes the Baya nest in an out-sealed way. The space not only served the programmatic requirement of meeting place but transcend that by becoming an iconic object which reiterates the brand identity in a compelling fashion.



The Baya

Text: the designer, Photography: Mrigank Sharma, India Sutra

The Sales Lobby for Baya Park (a new generation real estate developer specialising in redevelopment projects) at Dadar, Mumbai, Maharashtra designed by Planet 3 Studios Architecture Pvt Ltd in a sense is a theatrical staging area, informing customers about the brand and what it stands for. The spatial realm in such a case has less to do with the transactional nature of a sale and more with communication in three dimensions to successfully engage, delight and inform. As the only available construct for the customer to validate promise of quality, the space has to hold high standards in design and construction.

The designer's mandate amongst other things was to design the sales office and they suggested siting it within the building itself. The lobby is planned with generous ceiling height, easy





In partnership with **Santha Gour Mattoo**, **Kalhan Mattoo** heads Planet 3 Studios Architecture Pvt. Ltd., a young, internationally acclaimed practice representing the vanguard of new design in India. Their eclectic portfolio of built projects includes architecture, interiors and furniture design. Recognized with numerous prestigious international and national awards over past years, the studio's work has been displayed at museums and galleries in New York, Barcelona and Singapore. The essence of the studio's way is to address the fundamentals through participative, program development with focus on the context, the constraints and the opportunity that a project presents. Most often the Studio's foray into new design opportunities result in path breaking ideas that bring about a paradigm shift in established thought.



Park

Dadar, Mumbai, Maharashtra, India
Planet 3 Studios Architecture Pvt Ltd

Interesting from all around. Constructed out of plywood ribs and recycled pine wood strips repurposed from packing inside shipping containers, this construct allows for light to filter inside, creating an interesting play and visual connect with outside.

A live green wall as the backdrop for the reception area reiterates the biophillic nature of the development, offering a small live patch as conversation starter for the larger park to come up within the building.

The logo colours are rendered in back-painted glass as cladding and layered panelling in smoked walnut veneer complements the green, cladding large areas leading up to enclosed meeting room. Mid century modern pieces of furniture, solid surface acrylic reception desk, identity makers on building glass... all come together to complete the look. Clean, contemporary and yet mildly whimsical. ▲

accessibility from outside and required floor area seemed a natural choice. For the developer, the finished interior space usable as the building lobby meant less sunk costs in a temporary installation.

Baya weaver birds make exquisitely complex nests and the brand name and identity borrow from iconographic imagery that is associated with the birds. The key idea was to build a sculptural, dynamic, fluid form that evokes the Baya nest in an out-scaled way. As a room on the floor plan, it serves the programmatic requirement of meeting space but transcends that by becoming an iconic object that reiterates the brand identity in a compelling fashion. The voluptuous form uses the advantage of a fairly empty floor plan and 15 feet ceiling height to turn and twist in a way that makes it visually

fact file:

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| project | : Sales Lobby for Baya Park |
| location | : Dadar, Mumbai, Maharashtra, India |
| client | : The Baya Company |
| architect / interior designer | : Planet 3 Studios Architecture Pvt Ltd |
| project team | : Kalhan Mattoo, Santha Gour Mattoo, Henal Prajapati |
| Material Specifications | : Marble, Veneer, Back Painted Glass, Wallpaper, Recycled Pine Wood |
| commencement date | : December 2013 |
| completion date | : February 2014 |
| Area | : 3000-sq ft |
| photography credit | : Mrigank Sharma, India Sutra |