

# Timber iQ

Design & Construction

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MAYER

BEAMSaws

PS80

## WOODEX FOR AFRICA

Timber on show

## SONG & DANCE

Oslo Opera House



Become EVOLVED



# Woven whimsy

Baya Park in Mumbai, designed by Planet 3 Studios Architecture

*Photographs: Mrigank Sharma, India Sutra*

The sales office for a project is 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 the promise of quality, the space has to hold high standards in design and construction.



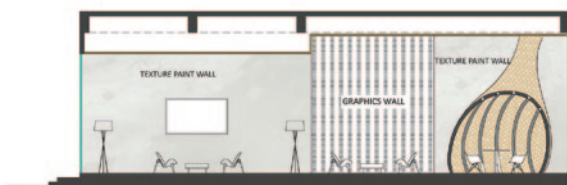
With customer delight and thoughtful design as expressed mottos, Baya Park, as the first project of a young developer, will be the proof of the concept. Our mandate, amongst other things, was to design the sales office and we suggested siting it within the building itself. The lobby, with generous ceiling height, easy 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. Our key idea was to build a sculptural, dynamic, fluid form that evokes the Baya nest in an outscaled 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.

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 connection with the outside.



SALES LOBBY LAYOUT



SECTIONAL ELEVATION OF THE SALES OFFICE







NOW CARRYING STOCK OF  
**IMPORTED**  
 FINNISH BIRCH PLY

**DURABLE**

**ECO-FRIENDLY**

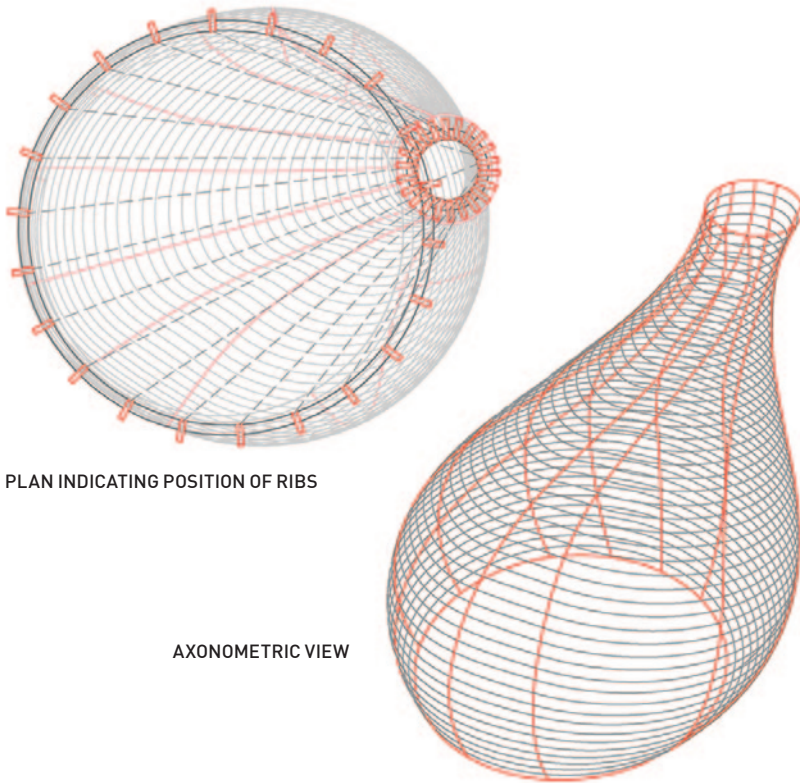
**IDEAL FOR CNC WORK**

**AESTHETICALLY PLEASING**

**All order sizes accommodated**  
 Free delivery in Gauteng area

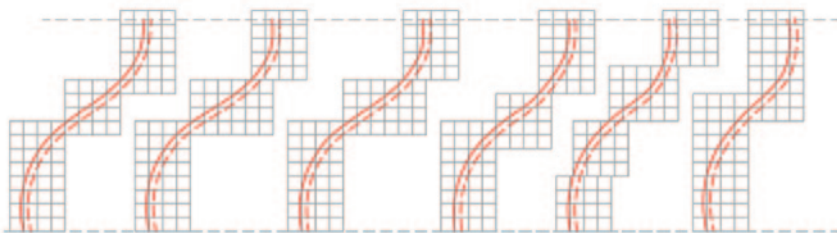
**Contact:**  
 JP van Staden  
 (c) 0825588813  
 (e) jp@timberline.co.za

[www.timberline.co.za](http://www.timberline.co.za)



PLAN INDICATING POSITION OF RIBS

AXONOMETRIC VIEW



SECTIONAL PROFILE OF VERTICAL MEMBERS





The voluptuous form uses the advantage of a fairly empty floorplan and 15' ceiling height to turn and twist in a way that makes it visually interesting from all around.

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A live green wall as the backdrop for the reception area reiterates the biophilic 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, and identity makers on building glass all come together to complete the look. Clean, contemporary and yet mildly whimsical, much like the project and the developer.

For more information, visit [www.planet3studios.com](http://www.planet3studios.com).



## PLANET 3 STUDIOS ARCHITECTURE PVT. LTD. PROJECT TEAM:

Kalhan Mattoo  
Santha Gour Mattoo  
Henal Prajapati