



its more than just buildings....

**exploring geometry and spaces.....**



As an architectural firm we have the ability to develop ambitious and innovative architectural design solutions. With the some of the leading consultants at our side we are able to translate these concepts into reality. With a combined unrivalled pool of knowledge and building experience of over two hundred years, the practice has developed excellent contacts within the industry, and from the outset all consultants and contractors are treated as integral members of our design studio. When a project requires it, we join forces with other architectural practices, working in collaboration to achieve the best possible result for our clients. This inclusive, collaborative approach is integral to our design philosophy.

In the drive to improve building performance, we harness the most innovative and cutting edge technologies and materials available.

We are constantly looking to related disciplines and new technologies which help us develop our design solutions to the optimum standard.



**of experience and expertise**

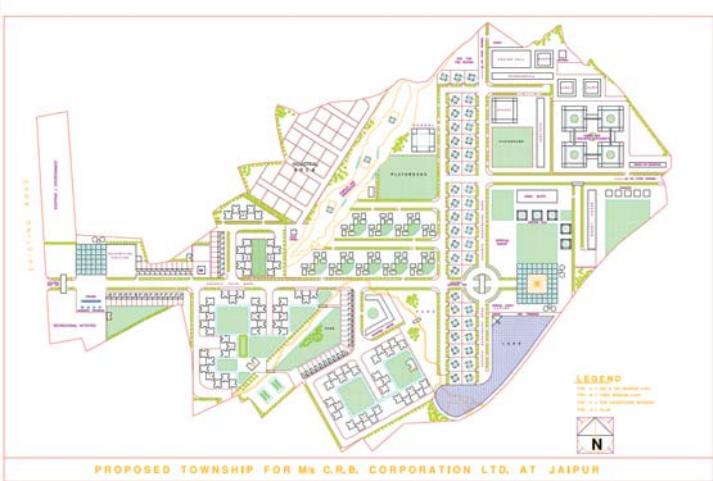
**Awarded  
“Architect of the Year”**

**UNRIVALLED  
COMBINATION...  
INTO**

The Principal Architect **Vivek Nandan** is an Alumnus of the **Sir J.J. College of Architecture** and has also done his **Construction Management** from the **Jamnalal Bajaj Institute of Management, Mumbai**. He had been working with a renowned architect for about five years as a Senior Project/s Architect on a number of Residential, Commercial and Institutional Projects before starting an independent **Consulting Architectural Practice** in the year 2002.

His varied work experience includes - though not restricted to, some of the projects mentioned herein below.

- “**BELVEDERE COURT**” - a **40 storey high rise** super deluxe residential building with Structural glazing etc. at Modern Mills, Mahalaxmi, Mumbai having an area of **1,60,000 sq. ft.**
- A **TOWNSHIP** for CRB CAPITAL at Jaipur to be developed in an area of approx. **300 acres**. with a Golf Course, Shopping Complexes, Schools, Recreational areas, Hospitals, Monasteries, Artificial lake etc.
- “**Millenium Park**” - a Residential Complex for Godrej & Boyce Mfg. Co. Ltd., at Vikhroli, Mumbai having an area of **7,00,000 sq. ft** approx.
- “Home for Destitutes” for “**Missionaries of Charity** (Mother Teresa) at Pune comprising of a Church, a 96 bed hospital, living quarters for Nuns, Admn. Bldg., etc. with a project area of 16,000 sq. ft.
- “**GREAT EASTERN ROYALE**” - A **25 storey** residential building for “The Great Eastern Shipping Co.” at South Mumbai having an area of **1,50,000 sq. ft.**
- “**GOKUL CONCORDE**” – Twin **33 storied** residential towers, for “Surya Group Of Companies” at Kandivili, Mumbai with a project area of **1,75,000 sq. ft.**
- “**Le Mirage**” - a Residential / Commercial complex for “The Great Eastern Shipping Co.” at Pune comprising of four 9 storied buildings with landscaped gardens, clubhouse, etc. with an area of **1,10,000 sq. ft.**
- Extension to an existing **Textile mill** for the Modern Mills Ltd., at Mahalaxmi with a project area of **50,000 sq. ft.**



PROPOSED TOWNSHIP FOR M/s C.R.B. CORPORATION LTD. AT JAIPUR

ARCHITECT  
**VIVEK NANDAN  
P R A S A D**



# Profile

its more than just buildings....

## What services do we offer ?

As a firm, we have combined the best features of both institutional and commercial practices. In size, we have the resources to manage large projects, without sacrificing intimacy, client contact, and energy.

- Urban Planning
- Feasibility Analysis & Study
- Site Selection & Analysis
- Conceptualisation
- Pre-design
- Design & Development
- Schedule of Specifications & Amenities
- Advise on Construction & Execution
- Working and Detail Drawings
- Co-ordinate with the various agencies for the execution of the project

As a Consulting Architectural firm we offer a broad range of Architectural Planning, Designing, Interior services from our offices at Powai, Mumbai, India and since our founding in 2002, we've designed quite a few of the Landmarks in Mumbai.

In that time we have successfully designed / executed projects more than 30 lakh sq.ft. in construction area and about 425 crores in terms of construction value.

## Our Design Philosophy -

*It is our aim "to create architecture that is conceptual, enduring and modernistic" - to explore originality – an innovative, intuitive response - resulting in an unique & topical yet practical design every time – an Architecture that is flamboyant & exuberant - an icon to look up to.*

*Each design solution is ingenious in pursuing its main interest – to address and adapt itself to the particular set of parameters that juxtapose its creation.*

*On a more practical note it is a design that is organized around a simple, resonant concept; there's an overall idea that serves as the projects purpose. It is a tight balancing act between complex constraining factors viz. Land Availability, Finance, Infrastructure, Social Commitments etc. Optimum use of resources, Floor Space Index / Floor Area Ratio, a balance - a synergy between Form and Function – to generate an Aesthetic built form a design solution that transforms and exceeds expectation.*

**VIVEK NANDAN  
A R C H I T E C T S**



# OUR Methods

exploring geometry and spaces....

## How do we work ?

Exposure to international standards of planning and design and the multi-faceted designing capabilities of the firm gives us the requisite skills, temperament and the professional outlook to undertake and execute projects. The bulk of the projects are Residential Buildings/Complexes, Commercial Projects, Malls etc.

We believe architectural design is a response to a long and specific set of circumstances, and each time the slate is thrillingly blank. Given that, we never approach a project with a pre-conceived solution, or a signature "style." What we have, instead, is a process for to get to the essence of a project, with every stakeholder involved onboard.

It begins with doing our homework, thoroughly and well. Defining goals, articulating benchmarks, budgeting, prioritizing, listening... These sessions are a fascinating process of discovery because our clients do fascinating things. They challenge themselves, and, in their own fields, reach beyond what's expected.

We believe, too, in creating an atmosphere in which people are willing to risk exploring ideas. In our view, design is everybody's business. (It is, after all, something we live with, walk through, or peer out of everyday.) So we seek to set the stage for a lively creative exchange. It's part of our philosophy:

Before a design can be drawn, it must be drawn out.

## Who have we worked for ?

A building rises. A door opens. A new kind of life starts up. The following is a list of recent clients that testifies to both our experience and vision. Please see Our Work for a more complete listing of our clients and projects.

## client list....

- Acme Builders
- Akruti Nirman Ltd
- Kalpataru Const. Overseas Ltd
- Krypton Constructions
- Mr. Bhatukbhai P. Shah
- M/s Neumec Ventures
- Nahar Builders
- Prime Engineers & Builders
- Ranka Builders
- Sanghvi Group of Companies
- Sangita Realty
- Vardhan Builders

to name a few of our esteemed clients....

**VIVEK NANDAN**  
A R C H I T E C T S



# Awarded “ARCHITECT OF THE YEAR”-2019



33rd Awards: Ar. Vivek Nandan Bags Architect Of The Year Award

Current Affairs

Events

Real Estate News

by Staff Reporter - March 6, 2019



The most important person in real estate are Architects, we constantly need new designs and innovative concept for buildings, houses etc. Dr. Nirjan Hiranandani, National President - NAREDCO and CMD of Hiranandani Communities presented the award to Ar. Vivek Nandan, Founder of Vivek Nandan Architects under the category “Architect of

#Tagged #33rd Awards Architect of the Year



**VIVEK NANDAN  
ARCHITECTS**



# Awarded "ARCHITECT OF THE YEAR"-2019



35

## AR. VIVEK NANDAN, FOUNDER - VIVEK NANDAN ARCHITECTS

- A result driven Professional with over 24 years of the rich & varied core experience.
- An Alumnus of the Sir J.J. College of Architecture and Construction Management from the Jamnalal Bajaj Institute of Management Studies, Mumbai.
- Leader of the team responsible for "creating an architecture that is conceptual, enduring & modernistic" – an icon to look up to - within the parameters of land availability, Finance, Infrastructure, Optimum use of resources, Floor Space Index, a balance – a synergy between form & Function- to generate an Aesthetic built form, a design solution that transforms and exceeds expectations.
- Possesses excellent communication, relationship management, and team building skills with dexterity in mentoring and managing design/co-ordination teams.

### About Vivek Nandan Architects:

As an Architectural firm, we have the ability to develop ambitious and innovative architectural design solutions. With some of the leading consultants at our side, we are able to translate these concepts into reality. With a combined unrivalled pool of knowledge and building experience of various stakeholders combined, we are able to achieve the best possible results for our clients. This inclusive, collaborative approach is part of our design philosophy.

Exposure to international standards of planning and design and the multi-faceted designing capabilities of the firm gives us the requisite skills, temperament and the professional outlook to undertake and execute projects. In size, we have the resources to manage large projects without sacrificing intimacy, client contact and synergy with energy.



### Design Philosophy:-

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and modernistic" – to explore originality – an innovative, intuitive response - resulting in a unique & topical yet practical design every time – an Architecture that is flamboyant & exuberant - an icon to look up to.

It is a tight balancing act between complex constraining factors viz. Land Availability, Finance, Infrastructure, Social Commitments etc. Optimum use of resources, Floor Space Index /Floor Area Ratio, a balance - a synergy between Form and Function – to generate an Aesthetic built form to infuse Inspiration, a feeling of Awe – a structure that stimulates one's imagination.

In the drive to improve building performance, we harness the most innovative and cutting edge technologies and materials available. We are constantly looking to related disciplines and technologies which help us develop our design solutions to the optimum standard.

A good design/planning adds value & enhances the quality of life possible. The same also results in more efficient spaces, flexible layouts, can result in substantially lower maintenance costs etc., which increases the value proposition for the end consumer.

An iconic building structure creates a visual impact – an enduring image/high brand recall value- akin to a timeless calling card. A

body of such projects (from the point of view of both the enterprise and the client commissioning the project/s) establishes a much-enhanced market image.

The bulk of the projects are Residential Buildings/Complexes, Commercial Projects, Malls, IT Parks etc. In that time we have successfully designed/ executed projects more than 8 million sq.ft. in the construction area and more than 12 billion rupees in terms of construction value.

### Services that we offer:-

Vision Development, Facility Evaluation & Study, Feasibility Analysis & Study, Site Selection & Analysis, Conceptualisation, Master Planning/Site Planning, Pre-design, Design & Development, Schedule of Specifications & Amenities, Advise on Construction & Execution, Working and Detail Drawings, Co-ordinate with the various agencies for the execution of the project, & Periodic supervision/Site Visits during the construction of the project.



APRIL, 2019

**VIVEK NANDAN  
A R C H I T E C T S**



# Awarded "ARCHITECT OF THE YEAR"-2012

12 15th March 2012

ACCOMMODATION TIMES

The Mumbai becomes a growth center but solutions for designing problem is still at large except some architectural firms particularly Vivek Nandan (Principal Architect) and his firm.

Architects are Vishwakarmas. Architects are creators and having highest respect in real estate industry. As far as education concerned Vivek is an alumnus of the Sir JJ College of Architecture and also has done his Construction Management from the Jamnalal Bajaj Institute of Management, Mumbai.

As far as his experience is concerned he had been working with renowned architect for about 5 years as a Senior Projects Architect.

As an architectural firm has ability to develop ambitious and innovative architectural design solutions. With the some of the leading consultants able to translate these concepts into reality. With a combined unrivalled pool of knowledge and building experience of over two hundred years, the practice has developed excellent contacts within the industry, and from the outset all consultants and contrac-

Architect of the year award : Ar Vivek Nandan.....



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#### Methods of work:

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*"They join forces with other architectural practices working in collaboration to achieve the best possible result for our clients."*



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Firm is constantly looking to related disciplines and new technologies which help us develop our design solutions to the optimum standard.

*Design Philosophy:*  
The firm's main objective

Copyright: Architect-Vivek Nandan

**VIVEK NANDAN  
ARCHITECTS**



# Times Property 19th Jan 2013

(A TIMES OF INDIA PRESENTATION)

## HOLISTIC LIVING

The planning and design strategies used in a township should, as far as possible, be in harmony with the site and the environs to enhance the quality of life for residents, says **AR. VIVEK NANDAN**

For an end user, a township can offer a very well organised space with enhanced benefits and proper infrastructure in an ideal environment

**A**ny integrated development in an area of 100 acres or more is designated as an 'Integrated Township Development'. As the area itself is pretty big, it offers a varied scope and flexibility to truly achieve the maxims of "Holistic Living". To the end user actually living at such a development, it can offer a very well organised space with enhanced benefits and proper infrastructure in an ideal environment – provided the optimum Design Strategies are employed to maximise the potential of such a large tract of integrated development.

Though townships can effectively promote a "walk-to-work" culture, in many a case the scenario may change eventually. The site / location thus attains a strategic importance to the consumer in terms of the local context and connectivity, traffic and transportation, and facilities available and provided. In such a kind of large-scale development the alignment of the streets assumes significance as it dictates the subsequent patterns of the built-form and its relation with the climate and the environment. These are of importance to the consumer as it will determine the quality of

natural light and ventilation, sustainability issues, and the views - the ambience that the resident will be able to enjoy.

A north-south orientation of a street may result in an east-west orientation of the buildings along and parallel to it which can ensure optimal day lighting especially in the Indian context – something each and every house-owner desires. Furthermore, when these main wide avenues are oriented at an oblique angle to the prevailing wind direction, it enables penetration of the wind into the heart of the town. The buildings along these streets are exposed to different air pressures on the front and rear facades. This street orientation thus provides a very good potential for natural ventilation of not only the building but also at the street level – essential to promote a physical comfort zone for all the people / pedestrians inhabiting the townscape.

Any built or un-built environment comes alive with the addition of the human element. Streets, which are essentially the spine of any planned development, should most importantly enhance participation, accessibility, publicness, livability, safety and comfort. Public socialising and

Community enjoyment in daily life can thus most easily occur.

Such great streets are defined in two ways - vertically by the height of the buildings or wall or trees and horizontally which has more to do with length of and spacing between whatever is doing the defining. Along such streets, breaks ought to be introduced not only in terms of intersections or traffic islands but also like parks, plazas, green spaces, other recreational areas like playgrounds, water-bodies etc. – urban spaces that provide stopping places, pauses, reference points along the path.

These urban spaces not only provide places for pedestrian circulation, gathering and socialising but also serve secondary purposes of exhibition, dining, retail, and performances. They create multi-purpose gathering spaces and enable pedestrian friendly connections between streets, places and discrete buildings. More importantly they provide climate moderated environments for places and people and acts as lungs of the whole development scheme.

The layout of the streets, urban spaces etc. also create various vistas, climatic mi-

crozones, varied types and size of neighbourhoods which then influences the type and scale of the built environment. An integrated township should effectively be able to cater to a varied / mixed configuration – one bedroom studio apartments to 5 BHK luxurious penthouses, Golf and/or Lake view Villas, bungalows (independent or attached) – to all segments and budgets. It should also house commercial centres, small and medium office blocks, shopping centres, malls, restaurants and hotels. Facilities for sports and leisure, entertainment, schools and hospitals too should find adequate expression in a development of this nature. These drive the "quality of life quotient" and are the most important concerns of any customer wanting to move to such a township scheme.

The planning and design strategies used should be as far as possible in harmony with the site and the environs – to preserve and improve the environmental health of the people and the contingent natural systems. In one of our large-scale projects, a portion of the land / site was in a natural trough. All the rainwater and the runoff used to get collected creating a natural water-body. The design strategy envisaged the creation of an urban plaza around the water-body. Boating facilities and other activities were planned for and the promenade around it housed cafes, sit-outs, viewing galleries, paved walkways etc. – a natural feature minimally modified and built upon to enhance the complete experience of an existing site element.

Sustainable site design thus envisages planned landscape development according to the various features of the surrounding context rather than imposing some disparate pattern or solution. Even appropriately changing the colour of a building and/or terrace reduces the amount of solar energy absorbed by the building, thereby reducing the cooling load significantly.

Sustainable strategies thereby influence site design, building orientation and natural light usage to reduce heat and energy consumption, water efficient fixtures, rainwater harvesting, aquifer recharge, STP, waste management, improving quality of air, water and vegetation, usage of Solar power systems, lead free paints etc. The implementation of these measures directly affects the customer favourably as it reduces considerably the long-term running and maintenance cost and also preserves and enhances the natural habitat. Various other Design issues like Traffic Calming, Parking and Circulation, Graphic Communication and Way-finding, Outdoor lighting, and Acoustic considerations, among other things, too need to be taken into account to achieve a harmonious development.

It is the judicious sum of all these parts which creates the almost Utopia like scenario feeding the mind, body and soul – creating an enviable "Integrated Life Style Development" that all would want to be a part of.

Vivek Nandan is  
Principal Architect –  
Vivek Nandan Architects



**VIVEK NANDAN**  
A R C H I T E C T S



A good design is one backed by excellent planning

**FAST FACT**

**FLEXIBILITY INCORPORATED IN THE DESIGN STRATEGY ENLARGES THE SCOPE OF PERFORMANCE**

# ENGINES OF GROWTH

While cities must be designed efficiently and innovatively, they must also create a sense of belonging for all stakeholders, says Architect **VIVEK NANDAN**

Cities are the engines of growth in many an urban milieu and the role of an Architect as far as possible should be of a Facilitator or a Catalyst. Innovation is the need of the hour to generate efficient designs that not only are iconic (from the business point of view) but also create a sense of belonging for all the stakeholders involved.

The solution to a "Design Problem", be it a large-scale layout development or a building project or Interiors, starts essentially with the collection / pooling of all the relevant data using which the principal designer starts working out a concept for the design solution to start taking shape. What is this nascent stage of "conceptualisation" and how does it come about? It is very obvious that all the relevant data is of due importance. One would normally address the situation purely on the basis of this limited data. The seasoned designer however sees data beyond what is easily available and evaluates the not so obvious but critical variables in the jigsaw puzzle of the design problem all through his own creative parameters.

A good design strategy incorporates various elements in its formulation which combined together create a responsible and efficient landmark one can relate to - one that assumes an aura of its own over a period of time in conjunction with the people inhabiting it.

The quality of planning of the built form be it interiors or a building or a layout has the ability to enhance the quality of perception of the immediate surroundings - thus the quality of life of the people inhabiting the space. A good design is thus backed by excellent planning. A well planned design venture would therefore have excellent circulation patterns that would greatly enhance the user experience as one moves from one point to the other. It goes without saying that these are ergonomic in design and use and treat area and space optimally.

Orientation becomes a very important deciding factor in the quality of light and ventilation that can be achieved. Optimal natural light and wind patterns greatly enhance the feel of the space around or the volume that the space encloses and greatly affects the well-being of the individual.

Open spaces in a layout, building or Interiors bring about a direct interaction of the built form with the un-built and merge the indoors with the outdoors. These not only regulate the surrounding environment (light, wind etc.) but also cater to the sensory perception of the individual - one appreciates a place not just by its impact on our visual sense but also by the way it sounds, smells and feels - the way it induces a more profound impact on the spirit and the mind. These open spaces can be green landscaped

areas, water bodies, play areas etc. or a combination of all which would bring about its own set of positive experiences. Various principles of Vastu applied cohesively contribute towards the well-being of the individual.

The art of building design deals with the creation of a product that would take two years to deliver and is naturally susceptible to the vagaries of time for that period till final delivery even more so in a very volatile market environment. This calls for a certain amount of leeway - maneuvering space to be built-in into the proposed design solution. An amount of flexibility when in built goes a long way in buffering the impact of a dynamic marketplace environment.

In a building design, flexibility could thus entail the ability to combine or divide the mix of products; modify etc. to satisfy the current demands of the market without adversely affecting the viability or aesthetics of the project. One of our projects started off with a mix of 1, 2, and 3 BHK units; the changing market scenario dictated a change of product mix. With inherent flexibility incorporated in the design solution, the project successfully catered to the changed marketplace without any compromises.

In an interior set-up flexibility could come in from the range of uses / functions that a space can cater to.

An open space or terrace in an office environment plays a major role for the enhancement of the daily office experience. On a practical note it can serve as a spill-over space, an open house for brainstorming, an extension of the conference room where one can adjourn for continuing the deliberations in a "more suitable setting" etc.

Flexibility incorporated in the Design Strategy enlarges the scope of performance. It gives the developer the ability to respond in time to meet the needs of the market. To the end user it offers the opportunity of customising the space as per his individual requirements over time - it has been an integral part of the traditional building design in the form of internal courtyards, semi-open spaces etc. that could be put to different uses depending upon the time of the day or the month.

No design strategy can bring about an optimal solution without dwelling deeply upon its impact on the environment - the carbon footprint that it would be responsible for during its complete lifecycle. Buildings deplete multiple resources such as forests, water, power, various materials etc. "Green" envisages the creation of high performance, healthy, durable and environmentally sound buildings thereby addressing the issues of Site sustainability, Water Efficiency, Energy optimisation, Materials and resources, Indoor Environmental Quality etc. Application of the tenets of climatology is



PIC COURTESY: ARCHITECT VIVEK NANDAN

imperative to the design philosophy of a "Green building". Proper orientation of the building and correct positioning of the windows and doors induce natural light and ventilation. It not only creates good air circulation and a better environment but also reduces power consumption and dependence on artificial systems in the long run. Various other measures like STP, Rainwater harvesting, Green landscaped environs, usage of Solar power systems, Glass with low solar heat gain coefficient, lead free paints etc. lead towards a Green building.

A creative amalgamation of all the parameters of a good design strategy will always generate a very aesthetic built form - a design solution that transforms and exceeds expectations - an Icon - a Landmark. An iconic built environment adds tremendous value to the whole development which thence commands a premium. It creates a visual impact - an enduring image - a high brand recall value akin to a timeless calling card and establishes a much enhanced market image.

A good design is thus not only iconic providing a better user experience but also offers a shared value - a product that bridges the gap between good-for-business and good-for-society at large and is definitely the way to go forward.

*The author is Principal Architect,  
Vivek Nandan Architects*

## QUICK BYTES

■ DESIGN STRATEGIES MUST INCORPORATE A VARIETY OF FACTORS, FROM AESTHETICS TO EFFICIENCY AND USER-FRIENDLINESS

■ NO DESIGN STRATEGY CAN BRING ABOUT AN OPTIMAL SOLUTION WITHOUT DWELLING DEEPLY UPON ITS IMPACT ON THE ENVIRONMENT

■ AN ARCHITECT PLAYS THE ROLE OF A CATALYST OR FACILITATOR IN THE CREATION OF AN URBAN MILIEU

**VIVEK NANDAN  
ARCHITECTS**



## Design Strategies for Diverse Users in a Composite Layout

By Vivek Nandan  
Principal Architect – Vivek Nandan Architects  
(Awarded “Architect of the Year - 2012”)



Any development of a SRA or Cess plot scheme or a re-development project for that matter entails the creation of a built-form for users very diverse within the same composite layout / plan. These tenanted / rehab units are akin to a low-cost housing unit and are quite different from the sale units in terms of type, scale, quality, finishes etc. How do these manifest itself in the built-form & why and how does one integrate them with the whole scheme?

The sizes of these units are quite compact without any frills. The finishes are pretty decent with all the necessary amenities. The constructions adhere to the concept of being utilitarian – very functional. The people occupying the rehab / tenanted units are generally people from a weaker economic background and have thus a lesser paying capacity. The sale units are generally for people with a very good paying capacity and these units are greatly enhanced. When both these are to be accommodated within the same site / layout, the question arises of integrating the whole development together – how to bridge the economic divide?

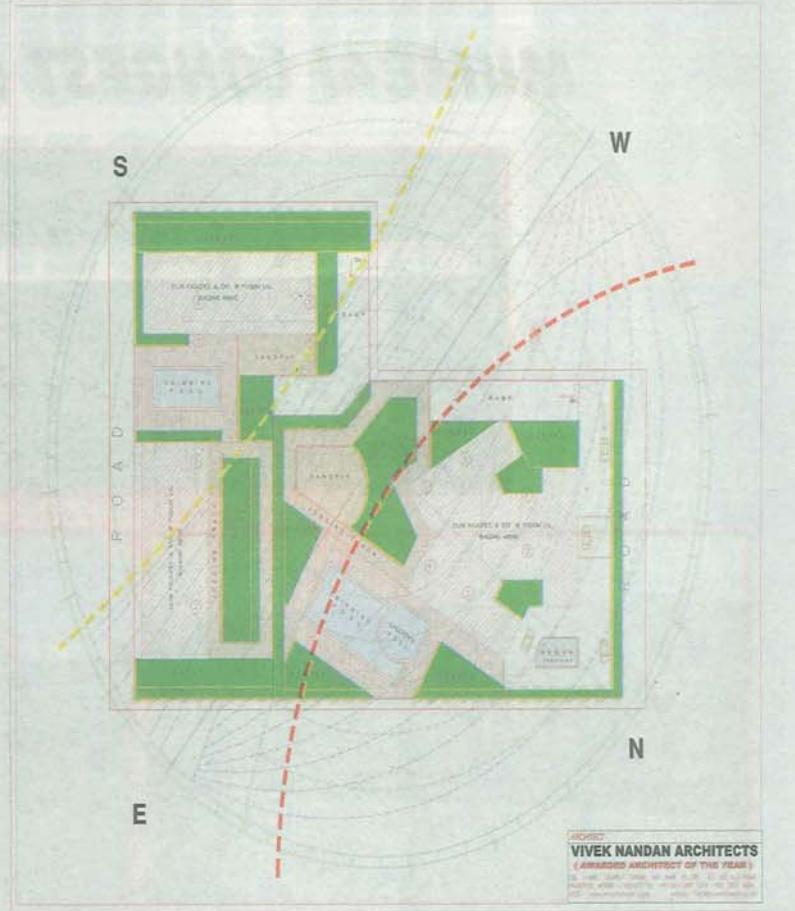
The emphasis for LIG units is however on being very utilitarian – functional without compromising ergonomics. These units being very compact, space is at a premium – hence the necessity to maximize space and volume. It thus has to be multi-functional - to as great an extent a possible. It also ought to be smart and comfortable and satisfy the needs of the people.

When such developments are to be undertaken and the size of the plot is small, then the size of the plot itself becomes the basic constraint – a challenge to be overcome by “Design Strategy”. Rather than trying to bridge the economic, socio-cultural etc. divide, it is so much more prudent to carve out areas for the different categories of the user. One has to minimize the incidents of forced interaction in terms of separate entries, staircases, lifts etc. It would also entail the creation of a separate set of entities – individual spaces at the ground, separate amenities, a separate set of services, etc. – in short it is more like creating / developing two individual projects on the same plot – with as less as possible any direct interlinking between the two.

When the plot is so small that the developed building has to be a single/composite entity- the design strategy has to be even more evolved. If the two structures are joined together horizontally, they are to be integrated to some extent in terms of planning parameters, structure-wise, elevation-wise – to be able to create a cohesive and aesthetic building elevation that flows through rather than jarring the sensibilities. When the two entities are to be integrated vertically within the same built form, the planning strategy has to also integrate the different unit planning modules in the same vertical framework of the structure.

A design strategy that takes advantage of the “Sun Path” attributes and the “Wind Patterns” generates the optimum amount of heat, light and wind at the right time intervals to provide maximum light and air without the heat generation and also at the optimum time of the day & year. This generates a much smaller carbon footprint. However constrained the site / space may be provision of Green spaces goes a long way in providing not only a heat sink but also elevating the living standards substantially. It also offers a very interesting and colourful imagery in the midst of the built environment – this structuring of the un-built space has the potential to dramatically uplift the ambience of the complete development.

Good standards of living are of the utmost importance – rather a necessity across the range of habitable solutions. It is not that they are not possible – whatever the constraints might be – it is rather that they require the optimum “Design Strategy” to be applied to achieve the same.



**VIVEK NANDAN**  
A R C H I T E C T S



**CONFIRMED HIGH-PROFILE  
SPEAKERS**

**CHIEF GUEST**

DEBASHIS SEN  
Principal  
Secretary  
Urban Development Dept  
GOVT OF W. BENGAL  
&  
Chairman  
WBHIDCO



**GUEST OF  
HONOUR**

SHEILA SRI PRAKASH  
Member of Council on Design  
Innovation  
WORLD ECONOMIC FORUM



# SUBHANKAR MITRA  
Head  
Strategic Consulting  
JONES LANG LASALLE

# PRAVIN BANVALIKAR  
Ex-CEO  
TANAJI MALUSARE CITY

# JAYSHREE VYAS  
Managing Director  
SEWA BANK

# MADHUSUDHAN MENON  
Chairman  
MICRO HOUSING FINANCE  
CORPORATION

# JAYESH KARIYA  
Partner - Infrastructure,  
Real Estate & Govt Group  
KPMG

# PRADEEP JOSHI  
Managing Director  
GREEN BUILD PRODUCTS

# GANESH KAMAT  
Technical Advisor  
PMC

# VIVEK NANDAN PRASAD  
Consulting Architect  
VIVEK NANDAN PRASAD

# MANISH V PANIA  
Ex Sales & Marketing Head  
VALUE AND BUDGET HOUSING  
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# SUNISH JAUHARI  
Senior Consultant  
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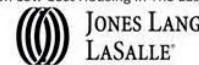
**Conference fee (including documentation)**

INR 8,000 (inclusive of taxes/ equivalent \$160/ Till March 16)  
INR 9,000 (inclusive of taxes/ equivalent \$180/ Till April 13)  
INR 10,000 (inclusive of taxes/ equivalent \$200/ April 13 onwards)

Payment is required within 5 working days of registration.

A 24% service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments.

**KNOWLEDGE PARTNER**  
(Special Research Report  
Presentation on Low Cost Housing in The East)



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With the esteemed **Sheila Sri Prakash, Member of Council on Design Innovation, World Economic Forum** as the Guest of Honour & **Debashis Sen, Prin. Sec., Urban Dev. Dept., Govt of W. Bengal & Chairman WBHIDCO** as the Chief Guest, Ar. Vivek Nandan addressed the Housing Conclave on the topic of “Design Strategy for Diverse Users in a Composite Layout”.

**VIVEK NANDAN  
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# designspeak

## [FAST FACT]

■ PLAYING WITH THE QUALITY OF LIGHT AND LIGHT FIXTURES CAN ENHANCE THE VISUAL ASPECT OF THE SPACE

PICS: VIVEK NANDAN PRASAD



*By different treatment of the surfaces in terms of colour, texture, by arrangements of the opening, the incidence of light, the enclosure of a space can either be emphasised or broken*

## WELL BEGUN

**ARCHITECT VIVEK NANDAN PRASAD** tells us how a lobby space in a residential building can be well designed

A well designed lobby space would cater to all the senses of an individual and can be broken down into some of the elements of design as follows.

**Canopy** - From a completely open environment, the canopy starts the process of the transition to a built form. A cantilever canopy works better as being open on all sides it forms just an overhang and now implies the sense of scale to the human form. On a practical level, it forms a covering from the harsh and direct sun, a protection from the rains and also a drop off point for the residents. A canopy can be of concrete or as prevalent these days of steel and glass. The top of the canopy can be further used for planters with the greens hanging down from the sides if so desired. Lights at the underside of the canopy would not only provide illumination but also act as a design feature and create a play of light and shadow. A design pattern created of LED lights can be used to highlight the canopy itself as a focal point.

**Glass partition** - it is used to demarcate the entrance lobby from the outside. As it prevents cross ventilation from taking place it is used where the space is going to be air-conditioned. The glass presents a physical but visually dissolved barrier thereby allowing the interplay of the inside with the outside.

**Form and Scale** - the interior space is defined by the walls, the ceiling and the floor and further refined by its size, proportion (relationship between the length,

breadth and height) and shape. By different treatment of the surfaces in terms of colour, texture, by arrangements of the opening, the incidence of light, the enclosure of a space can either be emphasised or broken. Proportion, structure, lighting, furniture, accessories all enhance the quality of the space. Creation of different levels by using steps can be done to alter the frame of reference for scale and proportion.



**Walls/Floor/Ceiling** - the treatment of these six 2D planes forms the crux in the creation of the décor of the lobby space. Options available and possible for flooring and wall cladding are enormous - they can be of natural or artificial stone, vitrified tiles, wood finish, aluminium cladding, depending upon décor scheme envisaged. Induction of focal point/s via motifs, mural and paintings, patterns and textures, different types of surface finish like paint, texture plaster, stone cladding in different colours, shades

would create unlimited décor options. The false ceiling can be plain or with projections and recessions, geometric designs or free flowing shapes.

**Accessories** - water bodies, greenery, light and light fixtures, music, sculptures and artifacts, security systems, furniture. Playing with the quality of light and light fixtures enhance the visual aspect of the space and the light can be used to either highlight or subdue aspects of the design features, highlight the placing of the sculpture, artifacts. Soft music playing in the background in the entrance lobby is always a positive idea due to its universal appeal and can rejuvenate. CCTVs, intercom systems are some of the security equipment that is needed before finalising any entrance lobby design. Space for the reception personnel, a reception counter/table to need to be included. Furniture in the form of chair or sofas, center tables also have to be considered for rounding off the design requirements. These act as facilitators of chance/ accidental encounters between the residents of the building, serve as waiting spaces for some guests of the residents of the building.

The various elements taken together and designed in a cohesive and holistic manner will result in a well designed lobby space. The correct spatial arrangement of these elements will bring about an interaction with the human beings and enhance the manner in which the individual sees and feels the space.

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## PROJECTS - Monte Verita - East Tower

Location :- Magathane, Borivili

Area :- 2,22,000 sq.ft.

Client :- BGSCTPL

Construction Cost :- 66.60 Crores

A Re-Development project in a MHADA layout at Magathane. The scheme has been designed as a premium Residential project in this residential neighbourhood of Magathane at Borivili. The design scheme has 2 towers of 22 storeys high (70 M) having 6 flats per flr. - well-designed, cross-ventilated airy flats with good natural light and ventilation. The scheme has 1,1.5, & 2 BHK flats. Multi-Level Podium parking takes care of the parking needs with a Garden on the Podium top. Clubhouse, Pergola covered Recreation area, Children's play area etc. form part of the amenities.

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PROJECTS - Monte Verita - East Tower

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## PROJECTS - Monte Verita - West Tower

Location :- Magathane, Borivili

Area :- 2,25,000 sq.ft.

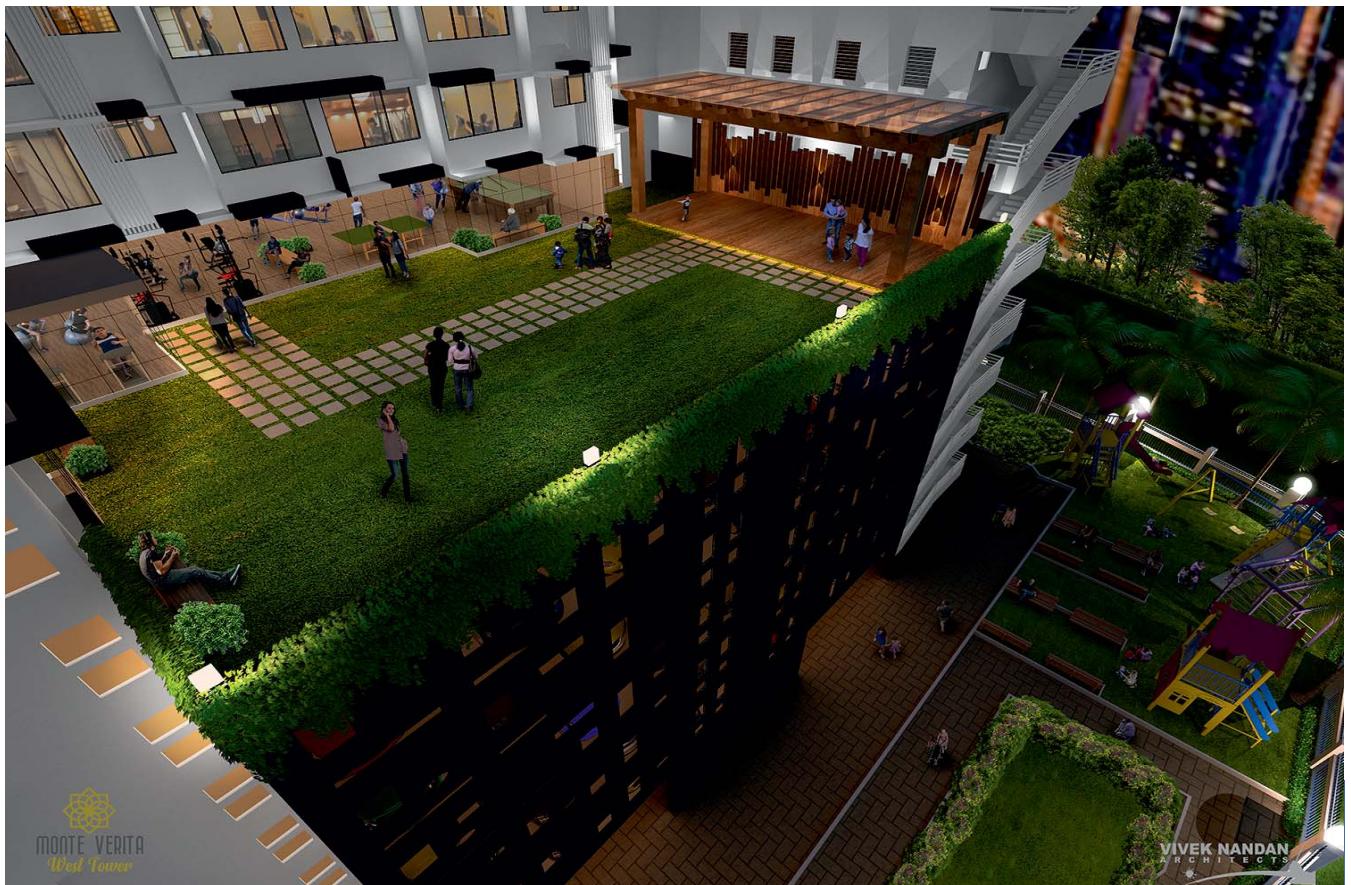
Client :- BGSCTPL

Construction Cost :- 67.50 Crores

A Re-Development project in a MHADA layout at Magathane. The scheme has been designed as a premium Residential project in this residential neighbourhood of Magathane at Borivili. The design scheme has 2 towers of 22 storeys high (70 M) having 6 & 5 flats per flr. - well-designed, cross-ventilated airy flats with good natural light and ventilation. The scheme has 1,1.5, & 2 BHK flats. Multi-Level Podium parking takes care of the parking needs with a Garden on the Podium top. Clubhouse, Pergola covered Recreation area, Children's play area etc. form part of the amenities.

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**PROJECTS** - Monte Verita - West Tower

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## PROJECTS - Monte Verita - North Annex

**Location :-** Magathane, Borivili

**Area :-** 1,55,000 sq.ft.

**Client :-** BGSCTPL

**Construction Cost :-** 46.50 Crores

A Re-Development project in a MHADA layout at Magathane. The scheme has been designed as an Aspirational Residential project in this residential neighbourhood of Magathaneat Borivili. The design scheme has 2 towers of 22 storeys high (70 M) having 56 flats per flr.-well-designed, cross-ventilated airy flats with good natural light and ventilation. Scheme has 1 & 2 BHK flats. 3-level Stack-Parking and parking tower take care of the parking needs. Garden, Clubhouse, Childrens play area etc. form part of the amenities.

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PROJECTS - Monte Verita-North Annex

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## PROJECTS - Teenmurti Summit

Location :- Magathane, Borivili

Area :- 2,10,000 sq.ft.

Client :- BGSCTPL

Construction Cost :- 63 Crores

A Re-Development project in a MHADA layout at Magathane. The scheme has been designed as a premium Residential project in this residential neighbourhood of Magathane at Borivili. The design scheme has 2 towers of 23 storeys high (70 M) having 6 and 4 flats per flr. - well-designed, cross-ventilated airy flats with good natural light and ventilation. The scheme has 1,1.5, 2 & 2.5 BHK flats. Two Car parking towers take care of the parking needs. Garden, Clubhouse, Childrens play area etc. form part of the amenities.

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## PROJECTS - Teenmurti Summit

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## PROJECTS - Suparshwa Urbana

**Location :-** Old Nagardas Rd., Andheri

**Area :-** 2,85,000 sq.ft.

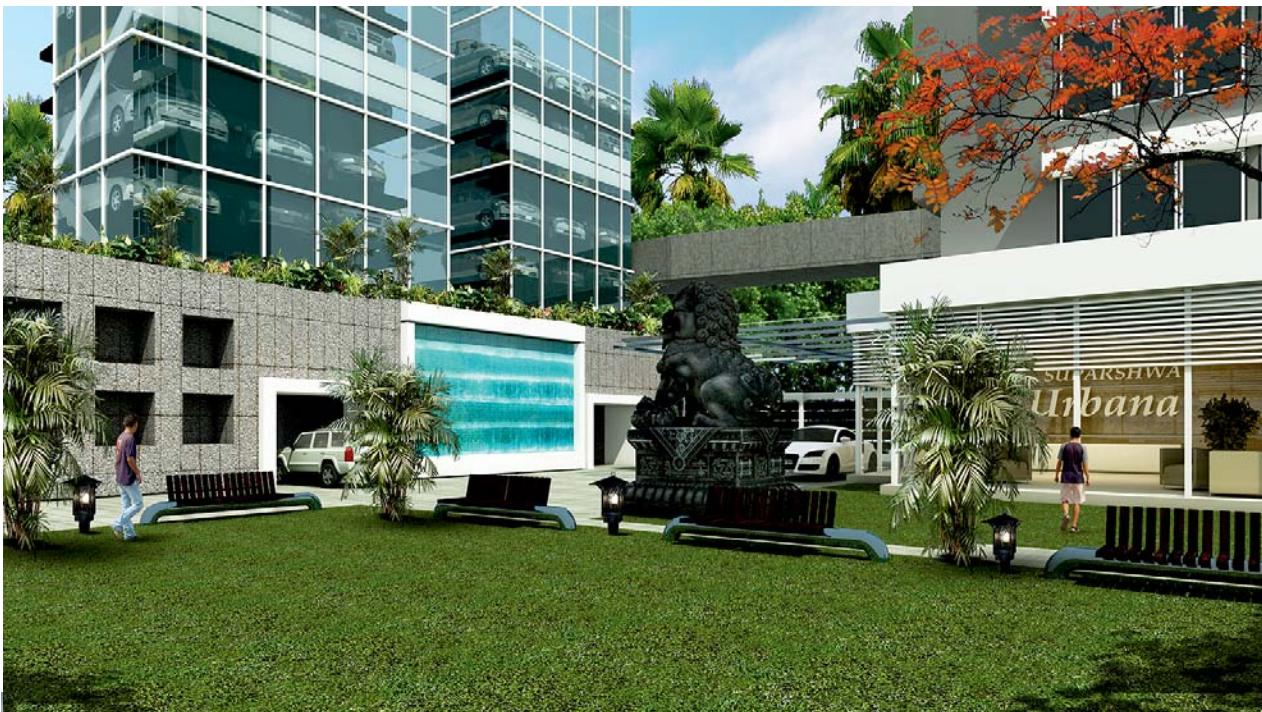
**Client :-** Suparshwa Realty

**Construction Cost :-** 85 Crores

A SRA-cum-ReDevelopment scheme having around 150+45 tenants. The scheme has been designed as a premium Residential project in this residential neighbourhood of Andheri. Sale flats are in a single tower 21-storyes high with 6 well-designed, cross-ventilated airy flats one each floor- 2 and 1BHK with Terrace Garden at the top. Two Car parking towers take care of the parking needs. Garden, Clubhouse, Childrens play area etc. form part of the amenities.

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PROJECTS - Suparshwa Urbana

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## PROJECTS - Suparshwa Eternia

Location :- Old Nagardas Rd., Andheri

Area :- 52,000 sq.ft.

Client :- Suparshwa Realty

Construction Cost :- 15 Crores

A ReDevelopment scheme having around 35 tenants. The scheme has been designed as an Affordable Residential project inthis residential neighbourhood of Andheri. A single tower 21-storyes high with 5 well-designed, ventilated airy flats on each floor- 1 and 1.5 BHK with Terrace Garden& Clubhouse at the top as amenities. Mechanical parking takes care of the parking needs.

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## PROJECTS - Redvpt. of SVP Ngr

**Location :-** Andheri (W)

**Client :-** SD Corp.

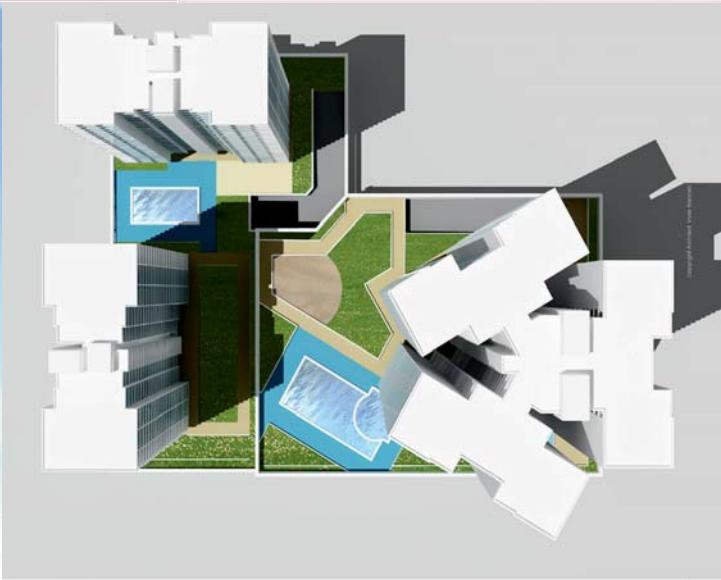
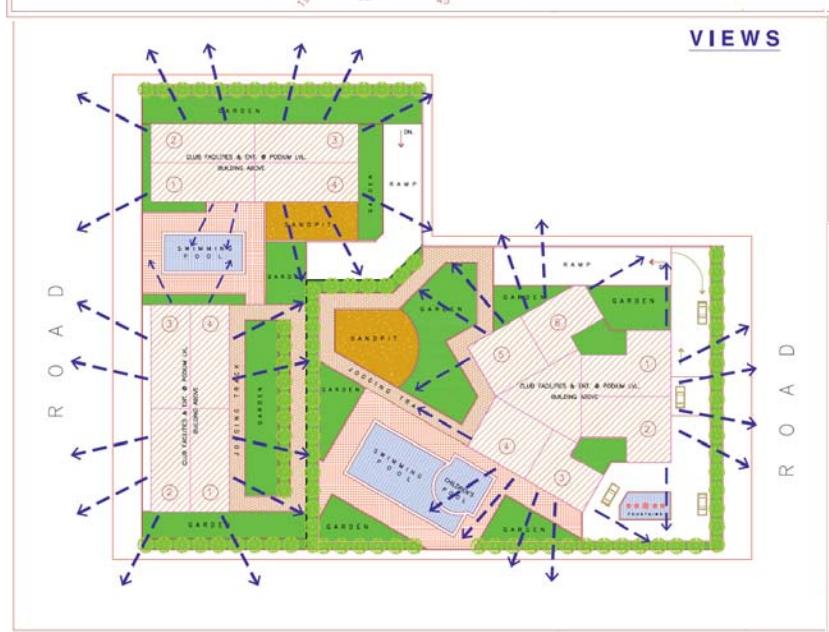
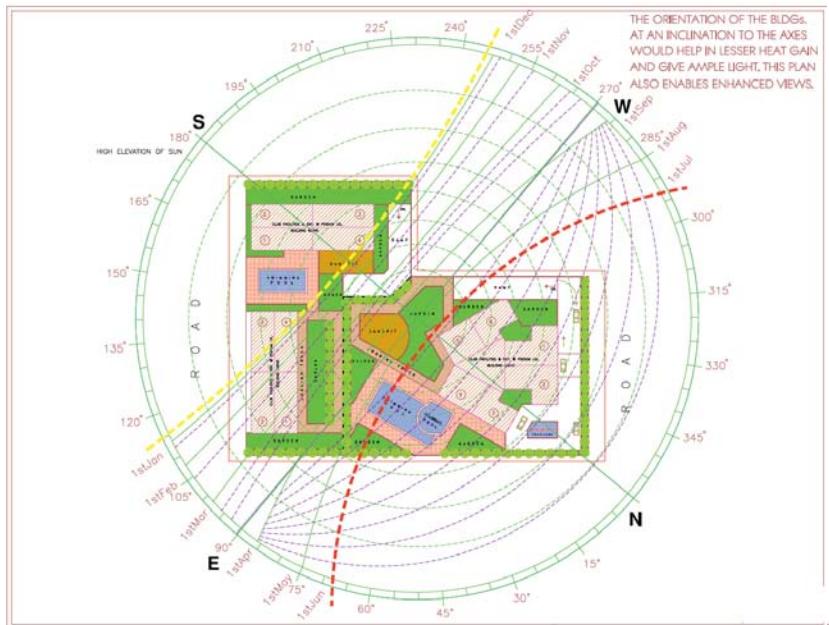
**Area :-** 6,55,000.00 sq.ft.

**Construction Cost :-** 157.00 Crores

A Preliminary Cluster Layout Re-Development scheme for SVP Ngr, at Andheri (W) for SD Corp.

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## PROJECTS - Sangita Ellipse

**Location :-** Sahakar Rd, Vile Parle

**Client :-** Sangita Realty

**Area :-** 35,000 sq.ft.

**Construction Cost :-** 7.00 Crores

A dynamic commercial cum office building comprising of a double height stilt + 10 upper floors of large, column free commercial spaces. The double height houses a 4 level mechanical car park. The building has modern amenities complete with glass and aluminium cladding, terrace garden etc.

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## PROJECTS - ACME S' Mall

**Location :-** S.V. Rd., Santacruz(W)

**Client :-** Acme Builders

**Area :-** 1,20,000 sq.ft.

**Construction Cost :-** 36 Crores

Shopping Mall for Acme Builders comprising of Lower Grd., Grd.+three upperfloors complete with Escalators, Capsule Lifts, Central Atrium with skylight etc. to make shopping here a real experience. Has two levels of basement for parking, Food court and banquet hall at third flr. level etc.

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## PROJECTS - Business Point

**Location :-** Bhandup

**Area :-** 25,000 sq.ft.

**Client :-** Mr. Bhatukbhai P. Shah

**Construction Cost :-** 4.5 Crores

A Commercial cum office building for Mr. Bhatukbhai P. Shah comprising of a basement + Ground + five upper floors of Office space replete with modern amenities, with the building façade complete with Aluminum and Glass cladding.

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## PROJECTS - Sangita Aspire

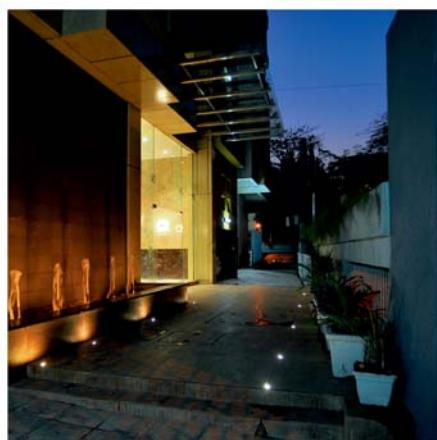
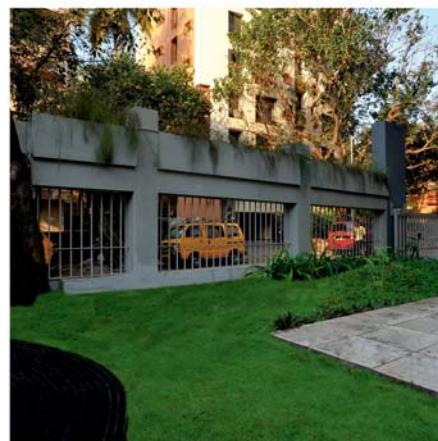
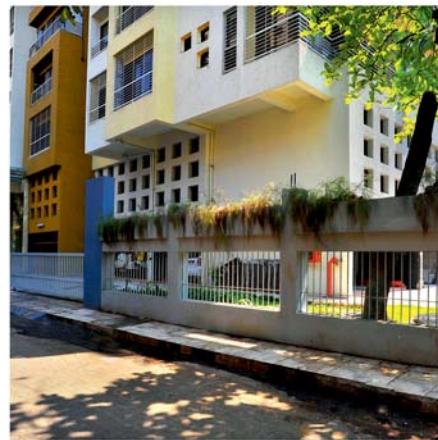
Location :- RT Road, Vile Parle  
Area :- 39,000 sq.ft.  
Client :- Sangita Realty  
Construction Cost :- 8.70 Crores



## PROJECTS - Vireshwar Heights

Location :- Kunkuwadi, Vile Parle  
Area :- 1,08,000 sq.ft.  
Client :- Suparshwa Realty  
Construction Cost :- 14 Crores





## PROJECTS - Vireshwar Heights

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## PROJECTS - Ohm Sainath CHS

**Location :-** S.V. Road, Vile Parle

**Client :-** Mehta Group

**Area :-** 1,08,000 sq.ft.

**Construction Cost :-** 32 Crores

A Re-development project with a Civil Aviation height limit of 7 floors with minimum 20% garden and parking for 160 cars. Consuming complete FSI Designed as a premium project in this residential neighbourhood of Vile Parle. Three buildings 7 storied high with well designed, cross ventilated airy flats on each floor - 2 and 3 BHK with terrace flats/penthouses at the top. Stilt parking at ground with double basement for parking. Gymnasium, Kids Zone, Garden, Children's Play area, Jogging Track, Fountains, Designer Entrance halls etc.

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## PROJECTS - Chandravihar CHS

**Location :-** Mulund

**Area :-** 28,000 sq.ft.

**Client :-** Vardhan Reality

**Construction Cost :-** 6 Crores

A Re-development scheme in a prime residential neighbourhood of Mulund. A single tower 12 storyed high with 4 well designed, cross ventilated airy flats on each floor - 2 and 3 BHK. 3 level mechanical car parks take care of the parking needs. Clubhouse, etc. form part of the amenities.

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## PROJECTS - "Assisted Homes"

**Location :-** Jaipur

**Area :-** 13,25,000 sq.ft.

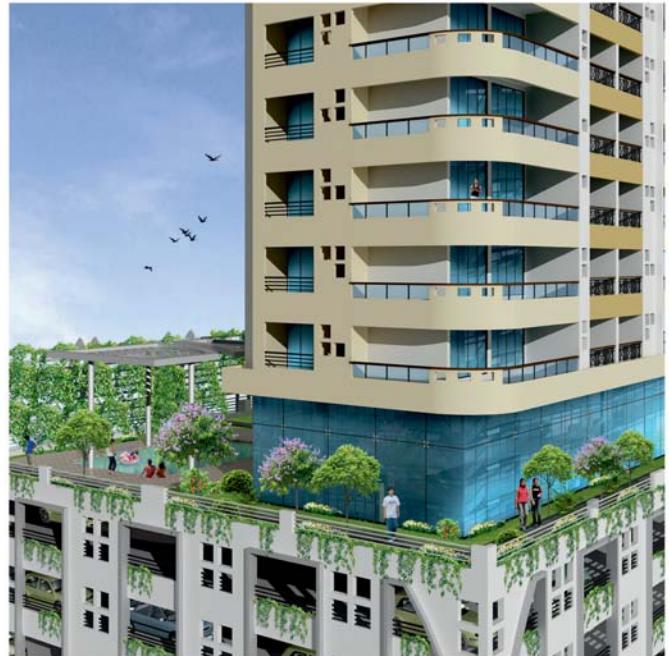
**Client :-** RelianceADA

**Construction Cost :-** 238 Crores

Conceptual layout for RelianceADA under the aegis of Harmony - the proposed "Assisted Homes" is to be developed in a plot area of 10 acres. The development consists of single rooms, suites, penthouses, cottages etc., along with shopping and recreational facilities, auditoriums, maintenance blocks, activity centers etc. Fountains, swimming pools, decks, amphitheaters, pavilions, clubhouse facilities etc. form an integral part of the planned scheme.

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## PROJECTS - Sanghvi Galaxy

**Location :-** Khetwadi, Girgaon

**Client :-** Sanghvi Group Of Companies

**Area :-** 1,04,000 sq.ft.

**Construction Cost :-** 22 Crores

A 33(7) - Cess plot scheme having around 74 tenants. The sale component comprises of one 22 storied residential tower comprising of 2 & 3 BHK flats and Duplexes at the top floor with Grd. flr. shopping, 4 levels for parking, Podium for Clubhouse, Swimming Pool, Garden, Play Areas etc

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## PROJECTS - Sanghvi City

**Location :-** Mira Road

**Client :-** Sanghvi Group Of Companies

**Area :-** 6,20,000 sq.ft.

**Construction Cost :-** 136 Crores

Aminicity being developed on 13 acres of land having the best of amenities. Project has 1½, 2, 2½, & 3BHK well designed cross-ventilated flats in 15 storied towers with landscaped garden spaces app. 40,000sq.ft. In a singlepiece. Commercial spaces, clubhouse, children's play area, waterbodies, other amenities etc. form a crucial part of the planned development.





## PROJECTS - Sanghvi Villas

**Location :-** Tungarli, Lonavla

**Area :-** 40,000 sq.ft.

**Client :-** Sanghvi Group Of Companies

**Construction Cost :-** 9.50 Crores

An exclusive Villa/Bungalow Scheme conceptualized on the lines of a Resort Retreat at the pristine hill station of Lonavla about 100Km from Mumbai. The Scheme comprises of 2BHK, 3BHK and 4BHK Duplex Villas with open-to-air sitouts, private terraces and expansive private Garden Areas, Fountains, Swimming Pool, Childrens Play Areas, and Landscaped Gardens add to the ambience of the development. The Club set afloat amidst a waterbody adds the coup de lagrace to the whole design solution.

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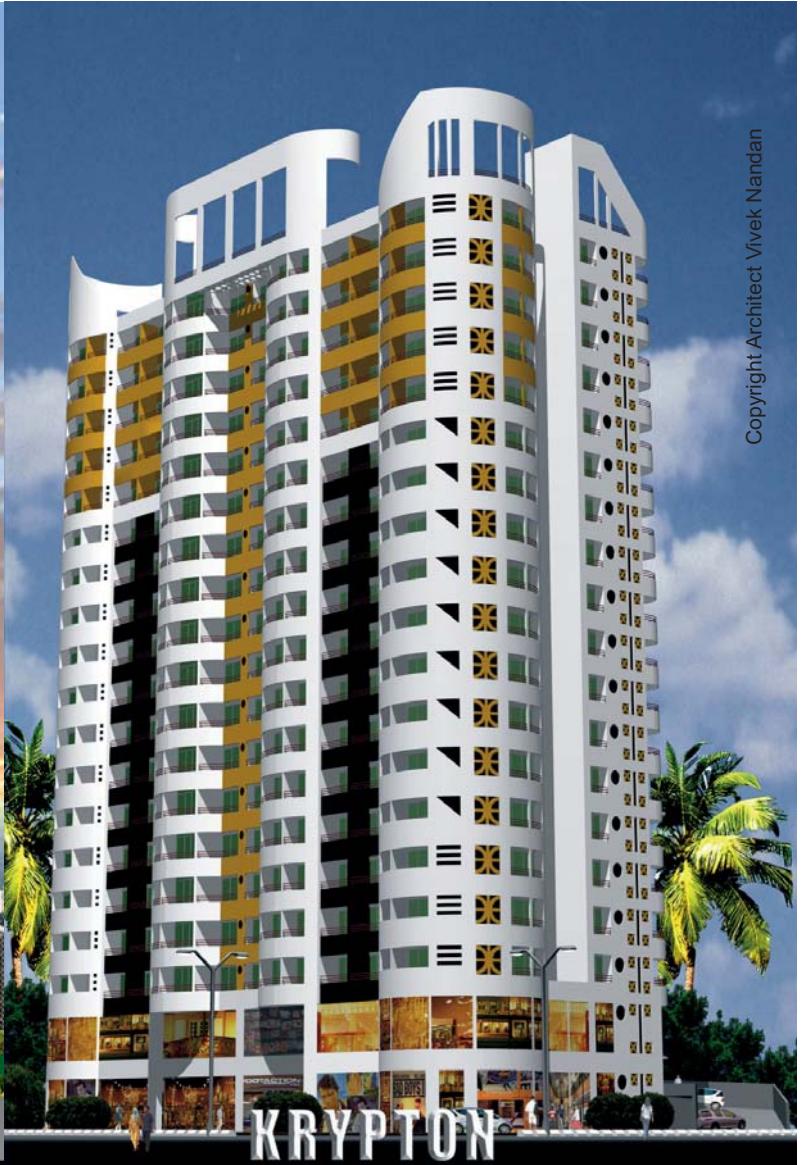




PROJECTS - Sanghvi Villas

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## PROJECTS - Krypton Tower

Location :- Prabhadevi

Area :- 1,15,000 sq.ft.

Client :- Krypton Const.

Construction Cost :- 23 Crores

## PROJECTS - Krypton Twin Tower

Location :- Parel - Sewri

Area:- 2,50,000 sq.ft.

Client :- Krypton Const.

Construction Cost :- 50 Crores

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## PROJECTS - Sanghi Heights

Location :- Wadala

Area :- 1,41,000 sq.ft.

Client :- Sanghi Group Of Companies

Construction Cost :- 28 Crores

## PROJECTS - Kinjal Heights

Location :- Tardeo

Area :- 75,000 sq.ft.

Client :- Highrock Const.

Construction Cost :- 15 Crores

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## PROJECTS - IT Park

Location :- Chandivali

Area :- 1,60,000 sq.ft.

Client :- Prime Engineers & Builders

Construction Cost :- 30 Crores



## PROJECTS - Yugdharma Phase II

Location :- Malad (W)

Area :- 1,96,000 sq.ft.

Client :- Kalpataru Const.

Construction Cost :- 43 Crores

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## PROJECTS - Poseidon

**Location :-** Versova, Andheri

**Area :-** 1,25,000 sq.ft.

**Client :-** Vardhan Builders

**Construction Cost :-** 18 Crores

One Stilt + Seventeen and One Stilt + Seven storied Residential Towers for Vardhan Builders with Podium, Clubhouse, Fountains, Landscaped Gardens, Play areas etc.

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## PROJECTS - GOLDCREST

Location :- Kalina, Santacruz  
Area :- 14,000 sq.ft.  
Client :- M/s Neumec Ventures  
Construction Cost :- 1.8 Crores

## PROJECTS - ACME ELITE

Location :- Majas, Andheri  
Area :- 42,000 sq.ft.  
Client :- Acme Builders  
Construction Cost :- 6 Crores

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## PROJECTS - Banganga

Location :- Walkeshwar

Area :- 21,000 sq.ft.

Client :- M/s Kaluchand M. Ranka

Construction Cost :- 3.00 Crores



## PROJECTS - Sangita Nest

Location :- Vile Parle

Area :- 22,000 sq.ft.

Client :- Sangita Realty

Construction Cost :- 3.00 Crores

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### PROJECTS - Shree Adinath Tower

Location :- Borivali (E)

Area :- 1,17,000 sq.ft.

Client :- Vardhan Const. Co.

Construction Cost :- 13 Crores



### PROJECTS - Residential Complex

Location :- Chickuwadi, Borivali (W)

Area :- 1,05,000 sq.ft.

Client :- Mr. Kanti Gowani

Construction Cost :- 9.5 Crores

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