

FACT FILE

Principal Architect & Interior Design  
**ZZ Architects**

Structural Consultant  
**Associated Consultants**

Primary Contractor & Steel Fabricator  
**Prakash Industries**

Turnkey Contractor  
**Anj Private Limited**



# AGS CORPORATE OFFICE, NAVI MUMBAI

"The building was designed in response to the brief. Though the initial program and organizational matrix seemed challenging, a flow was clearly achieved in the organizational layout. The resulting building merges the inside with the facade effortlessly.

The quality of light within the space is very refreshing. There needed to be a balance in requirement fulfillment and creating a spatial aesthetic both architecturally and also from internal spaces."

**Krupa Zubin**

Partner, ZZ Architects



all design elements complementing each other



**A**GS Group is a dynamic company and the promoters wanted to make a warm and comfortable working environment for the whole team. The building is a standalone corporate office building designed for a leading and rapidly growing company and is spread over an area of above 50,000 sq. ft. The aim was to design a working environment that incorporates aesthetic values and gain natural vitality through air and light that could be tactfully drawn from nature with some elegant and thoughtful planning.

### Astutely Planned

A lot of emphasis is given to conceptual evolution of spaces and also to the overall fit out to ensure that all the requirements were met. The building is spread over 7 levels and houses a cafeteria, executive dining areas, a gym, media room, ATM facilities, basement parking along with product demonstration rooms. The building facade was conceptualized to be a glass edifice. Special glass blocks in varying tones create a dramatic effect in day time.

An outdoor terrace on the fourth level adds to the sculptural volume. The building has a natural advantage of surrounding greenery and mountains that create scenic vistas in the backdrop. On entering one is greeted with a double height reception and lobby space that precedes an aura of what is to follow. Sensitivity to the product and the design language of the building was essential right from the conceptualization stage.

The interiors have been made visually and spatially stimulating by integration of lighting, art, AV systems and automation systems in the overall plan. As ZZ Architects were involved in both, architecture and interior design, it had to ensure that all design elements complemented each other. Energy saving and responsible work culture along with practical measures for saving lighting and HVAC costs were

constantly evaluated at all the stages. The project integrates simple techniques to achieve efficiencies in use of material, water and energy. All in some way add to a sustainable space, not forced as a compromise but a pleasure

### Significant Architecture

As the requirements of the office were quite clear, the architect had an opportunity to create a building where the interior spaces could define the architectural volume. The vertical sections demarcating the zones in which the different departments had to be accommodated created an interesting. The building was also to be planned as a green building and all efforts were made to ensure that it becomes a landmark in the vicinity, both, in terms of visual identity and conceptual intent.

### Spanning the Space

Steel was used extensively in the building mainly for speed considerations and also to get the desired spans within the office space. Another important reason was for a faster execution. As the building has two levels of basement, the structural grid was critical and use of steel helped us to achieve better spans for parking and maneuvering in the space.

### Architectural Pre-requisite

The building is oriented effectively on the site to take maximum advantage of the natural light. It is also a fully vastu compliant building as that was a pre requisite on which the program of the architectural design was based. The floor to ceiling unitized glass systems ensure a seamless experience of the office being totally connected to its surroundings. The views of the hills around and the trees seem to be extensions of the internal workspaces. The large open terrace is used both as a congregating space as well as an outdoor breakaway extension to

the in-house dining space. The building has two levels of basement for parking. The ground level consists of the reception and front office requirements. It also houses a unique demo centre that showcases virtual installations of all the products that the company

### Structural Element

The building is based on an interesting grid and is geometrically based on a cube with sculptural voids. The material palette is kept very neutral and the interesting play of rich aluminum metal with clear double glazed systems gives the building a true international appeal. The play of color is intentional by using the colors of the logo in signage and also incidental light streaks.

In the studio, the architects extensive use Autocad and 3D Studio Max for all its projects. All the modeling and final texture and lighting based renderings of the building was done on 3D studio. The building was completed within the timelines and is of immaculate quality, something that the studio prides in. The architects were extremely satisfied to get the positive responses from client and also from the actual users of the building. There is a definite sense of pride that the AGS team associates with the building and that is probably the best response one can expect. The project was executed in 30 months. ■

