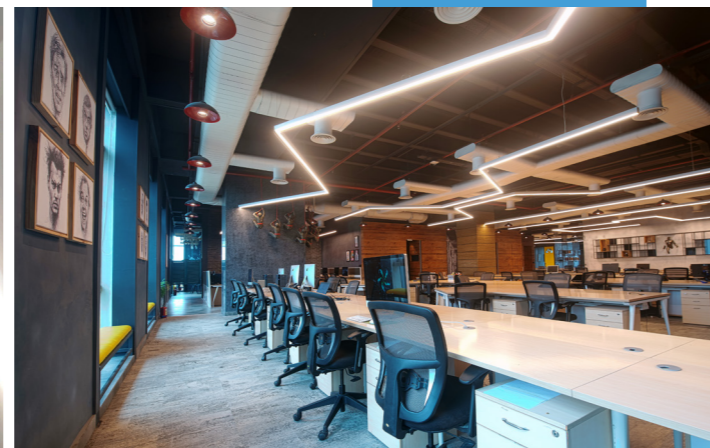


FACT FILE

Client: SVF Entertainment Pvt Ltd
For Design and Execution :
AK Enterprises Pvt Ltd (In House
Design & Engineering)
Fabrication Team :
Munna and Shibaji

CONTEMPORARY DESIGN



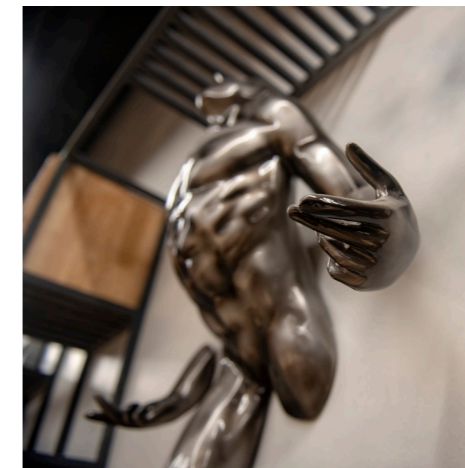
SVF, KOLKATA

The Purpose was making a functional open office primarily for ingenious people associated with movie production for big screen under SVF banner and for their maiden OTT platform "HoiChoi" as well. As a leading film production House the desire was to have a functional, contemporary look reflecting the puerile and energetic character of the company, fortifying the modern, open office that would stand out amongst conventional corporate spaces.

The floor plate of 14000 sq ft had to be spread out for executing mostly the many editorial functions, including huddle zone for directors, script editors and coordinators, screenwriters, key actors for discussing the conceptions, workstation area for follow up functions and editorial works, acoustically designed editorial rooms, two chambers for the senior management meeting rooms for formal and casual discussions, mundane support functions of accounts and administration, a break out zone and cafeteria, and the wash rooms.

INITIAL THOUGHT

The ingenious domain of the Client's business authoritatively mandated an office that needed the overall ambience to subtly express that feeling right from the entry to the office. And so each and every space of the office had been designed



to leave an impression according to the different functions and yet entwined with sublime ingeniousness.

USING STEEL

Steel was quite an integral part of architecture and interior both and mostly concealed - be it RCC, internal framework of partition, water and electrical conduit, MS framework for Furniture, so on and so forth. With the concept of an open office and exposed ceiling and duct, the use of steel was celebrated by making them visible which integrates to the whole concept of modernised industrial look to engender a "DESIGN factory" to suit the essence of the core business of the Client.

ARCHITECTURAL FEATURES & GEOMETRICS

In architecture there has to be a method in madness. So the conceptual design flow of the interior architecture has to be ably fortified and synthesized through Geometry. The workstations and the profile lights above were in perfect geometry and yet the architectural fluidity was derived, just to give an example. The geometrical

designs culled for the cuboids and the entrance MS screen which tells a story. As one enters through the refulgent red colored panel door flanked by Brooklyn partition system, the fabricated metal screen segregates the entrance foyer from the main office. The sculpted human posture, bright red in colour listening to his headphone on the left, sets the theme of the interior - 'a space for ingenious people with unique design elements'. A spacious and minimalistic waiting area on the right sets the tone for the office environment.

The main office space takes inspiration from a studio setup with base ceiling housing exposed to light grey color AC ducts, electrical conduits, red fire fighting system pipes pitched against a black background.

A subdued base of grey is superimposed with effulgent colors such as yellow, red, and turquoise blue to provide a fascinating contrast to the interior.

The entire space is zoned out for exclusive acoustically treated edit rooms, and general workstation zone

which is wide open yet functionally streamlined, directors room at the far corner, the huddle zone, the cafeteria and the wash rooms. One of the striking features of the space is the ceiling in the open office area where the profile light is specially designed to suit the geometry of the workstation.

Cuboidal storage fabricated out of MS pipes hung on the wall houses antiques, ropes painted in golden tied in pillar, red color human sculpture, artefacts, vivid and motivational graphics and photo frames add cheerful ambience to the office.

EXPERIENCE & TIMELINES

The project experience was extremely satisfying because the Client and the bunch of Creative people visiting the place say "wow".

It took months for execution through a phased manner. However the conceptualisation process went on for at least three months by discussing with the Client team, understanding their mode of business as it was their maiden venture into OTT platform. ■