



Architect of the Month

# DESIGN AND DEVELOPMENT

Design and Development is the only architectural firm in Asia (and possibly in the world), which to its credit has designed three LEED Platinum rated buildings and two LEED Gold rated buildings.



It is our continuous endeavour ...  
to design that strives to balance environment responsibility  
resource efficiency, community sensitivity and occupant comfort



# Key People



## Vidur Bharadwaj, Managing Partner

The managing partner of Design & Development, one of the leading architectural firms in the country. A Modern School Alumnus, Vidur did his architecture from the prestigious School of Planning & Architecture, Delhi.

Practicing since 1992, Vidur has designed projects for high profile domestic and international clients.

Currently he is the Chairman - Indian Green Building Council (IGBC) – Delhi  
 Chairman - Indian Green Building Council (IGBC) – India -Schools & Education  
 Teaching Faculty - School of Planning & Architecture, Delhi.  
 Chapter Advisor - Hong Kong Development Group on Sustainable Architecture in Urban Cities  
 Frequent speaker at International and National forums on green architecture and relevant topics.

*“Green building technology is a futuristic idea for the planet and is pro life. In the middle of steel and concrete constructions, eco-friendly buildings lead us to a healthy life and are gentle on our environment. The basic tenet behind green construction is to effectively use the natural resources in a manner to reduce the damage to the environment. At Design & Development we have adopted this as a mission and we have delivered projects which are user friendly and aim to build a greener tomorrow.”*



## Jitendra Puri, Partner

Jitendra, is a M.Tech in “Construction Engineering and Project Management” from Indian Institute of Technology (IIT) Delhi with Graduation in Architecture from TVB school of Habitat Studies, Vasant Kunj Delhi. For the last ten years he has been designing interior spaces for large corporate offices, schools and hospitals.

*“Green Interiors can be achieved by both simple & high tech ways, initial capital cost is a bit more but human capital that occupies, is the supreme cost of any facility.”*

## Sheetal Rakheja, Partner

Sheetal is a Graduate from Sushant school of Art & Architecture with eleven years of design experience. She is an accredited Green Building professional and a visiting faculty at SPA. She is a frequent speaker at National forums on Green Architecture.

Designing has always been Sheetal’s key strength right from college days and she has today successfully designed IT Parks, Corporate Offices, Hospitals, Multiplexes and Hotels. She is a firm believer in Sustainable Architecture and therefore her building designs focus on harnessing nature’s elements, highest energy efficiency, selective and optimized glazing with optimum wall window ratios and employing carefully selected materials and minimizing wastages.

*“Buildings consume vast amounts of our resources like water, energy, materials and threaten the ecological systems that support life, from the ozone layer to the world’s forests. Therefore, there is a need to rethink ... Reassess our excess as it is important to build for fulfilling our needs and not the greed.”*





# Prospectus

Design & Development is a multidimensional architectural and interior design firm with significant experience in designing Software Parks, SEZ's (Wipro, Patni, Computer Science Corporation, Hughes Software), Hospitals (Max Health Care), Multiplexes, Shopping Malls and Personalized Residences. Since its inception in 1993, the company has designed projects for high profile domestic and international clients.

The firm is committed to success through principal involvement and collaborative teamwork of all disciplines i.e. interior, architecture and project management team. Design & Development is dedicated to the process of developing creative solutions that go beyond the obvious. The approach is to provide distinctive and memorable design solutions within viable commercial parameters each time.

Quality is maintained through hands-on involvement at almost every level, with a clear focus on budget and schedules, environmental consciousness, state of the art technology and the highest standards of design excellence. This has ensured that the projects Design & Development works upon truly withstand the test of good-sustainable Architecture.

Design & Development is a very specialized architectural firm having over 100 professionals working in it who are striving to design environment friendly GREEN BUILDINGS across the globe. In 2007, it was placed among the top four architectural firms in India by CNBC and ICICI .It currently has 40 million sq.feet of sustainable green architecture at various stages from design to completion.

Design and Development team keeps conducting a no. of workshops and interactive sessions With clients, contractors and students to spread the message of green all across India Vidur and Sheetal have been an active speakers in various conferences and workshops Organized by ISHRAE – Indian Society of Heating and Air-condition Engineers, IERF, Search Foundation, IGBC and CII.

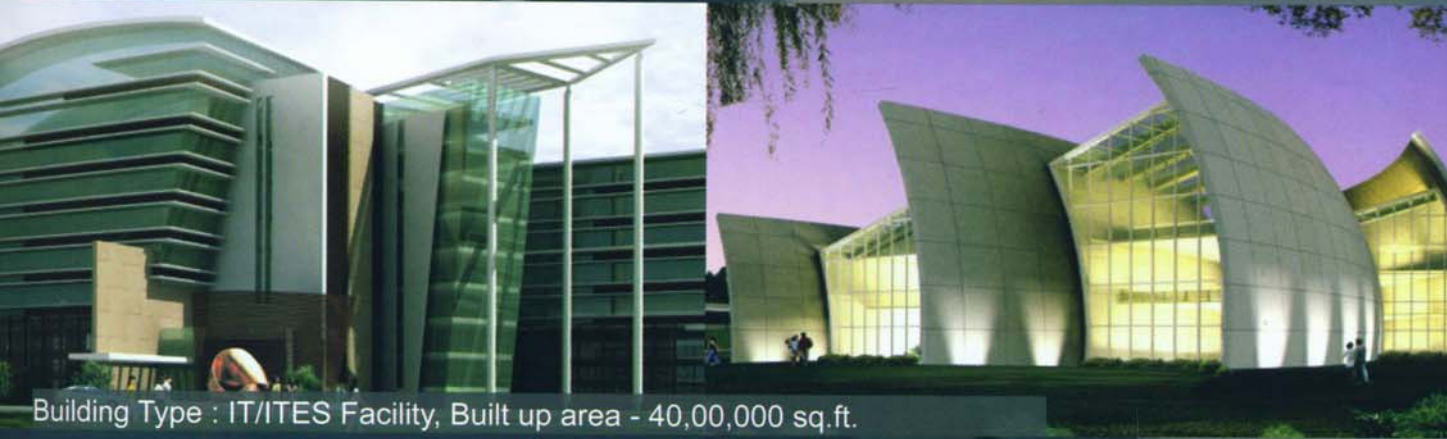




# Green Projects

*showcasing exemplary design & construction in green*

## Wipro Campus, Greater Noida



Building Type : IT/ITES Facility, Built up area - 40,00,000 sq.ft.

The Wipro campus has been designed to provide an interactive campus environment in a tranquil setting. The activity hub with common facilities like recreation, cafeteria and sports center is planned along the central axis with software office blocks on either side of this central zone. The reception, library & rejuvenation areas are curvilinear in stark contrast to the efficient, straight and rectangular forms of the office blocks. The office areas are oriented North South with optimum glass wall ratio of 24% and high performance glass used to achieve daylight and views to occupant.

### ZONING AND RELATIONSHIP

The green spaces and the central dry water body are designed along the main pedestrian movement pattern to enhance it, such that they together become the binding element for the campus. To add interest and shaded areas for making pedestrian circulation more conducive. The open spaces become the spillover interaction zones.



Earth air tunnel for using the geo thermal energy to cool the office space and chilled beam system are employed for lowering energy consumption of the buildings.

Two of the blocks have achieved IGBC (Indian Green Building Council) LEED Gold rating and another building is being designed to achieve Leed Platinum Rating.



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*showcasing exemplary design & construction in green*

## Green Boulevard, Noida

It's one of the most Environment Friendly Core and Shell project in India. It is aspiring to achieve USGBC (United States Green Building Council) Platinum rating LEED (Leadership in energy & environmental Design) certification in Core and Shell. The Building is a multi-tenant project that is based around the concept of creating a congenial campus like environment, where every tenant can share common areas, facilities and still retain their privacy.



The three towers, of this 9,52,000 sq.ft. development, are staggered horizontally and vertically, giving each one visibility and identity from the road. The stilted public realms on the lower floors consist of an amphitheatre, a gym, a cafeteria and shops, helping to form an area of common interests. The shaded stilted landscape areas provide easy visual & physical connections, which create an interactive environment.

Series of landscape sunken courts get in diffused natural light from one side into lower ground areas housing cafeteria, gym and offices. The lower ground areas remain cooler as these are sunk.

The towers are designed around shaded landscape courts with shallow water bodies & plants, which are placed strategically along the wind direction to help cool the ambient temperature of the campus. The building depth has been optimized to capture daylight and to maximize views.

The north-south orientation of the building ensures diffused natural daylight from the north while the horizontal projection design feature cuts off the high sun from the South side. All the exterior shading systems are designed to cut off heat and get glare free light. Pre cooled fresh air, the heat recovery wheel and free cooling during fair weather season further helps in energy conservation.

It was ascertained as per the building simulation results that the Active and Passive features of the Green Boulevard, together, help in saving 40% energy from other standard office buildings in India.

## IHDP, Business Park, Noida

The studios are designed in clusters around interconnected courts. Each court has its distinct character and features and is yet part of a larger thematic architectural principle that flows throughout the structure and surroundings.

These clusters are planned around a dynamic, central water body that changes shapes and size to create movement. The water body simultaneously functions as a stage for the amphitheatre reminiscing one of our ghats while also accommodating the floating restaurant.



Our magazine's August issue featured Patni Knowledge Center, Noida, as the project of the month. Which explained the various sustainable features along with the planning concepts involved in the design of the project.