

## Architect Profile

Architecture Plus Value



### Architect : V.S.Vigneswar



**A+V  
IS AN  
AWARD-WINNING  
DESIGN FIRM.**

**We are a bunch of  
talented, committed  
and passionate  
professionals who  
work as together as a  
tight knit team.**



**A**rchitecture plus Value :that is our motto - to provide great design solutions which add value to every project we touch. We are an award-winning Architectural Practice of high quality design repute. What defines us is our commitment to the idea of adding value through sensible design.

We are a young multi-disciplinary team of designers headed by Architect Vigneswar who graduated from C.E.P.T, Ahmedabad (Bachelor's) and TU Delft, The Netherlands (Master's). Our expertise is in a range of services from Architecture, Master-Planning, Urban Design and Interior Design.

Our design principles are firmly grounded in the needs of today's reality and we believe in creating innovative solutions which apply appropriate technology, respond to the context, are climatically sensible, environmentally responsible and adapted to today's life-style. In a short while we have established a reputation among our clients for delivering innovative value addition to their projects.

We exercise great care on adherence to the time-frame and budget of the project and take pride in our professionalism and also expect the same from our clients. The firm has experience handling projects of varying topologies like residential, commercial, leisure, institutional, heritage conservation and architectural research.

We are currently handling more than 2-million square feet of projects in Chennai, Bangalore and other places, many of which have received recognition in National and International Platforms.

# FIRM'S Banquet Hall

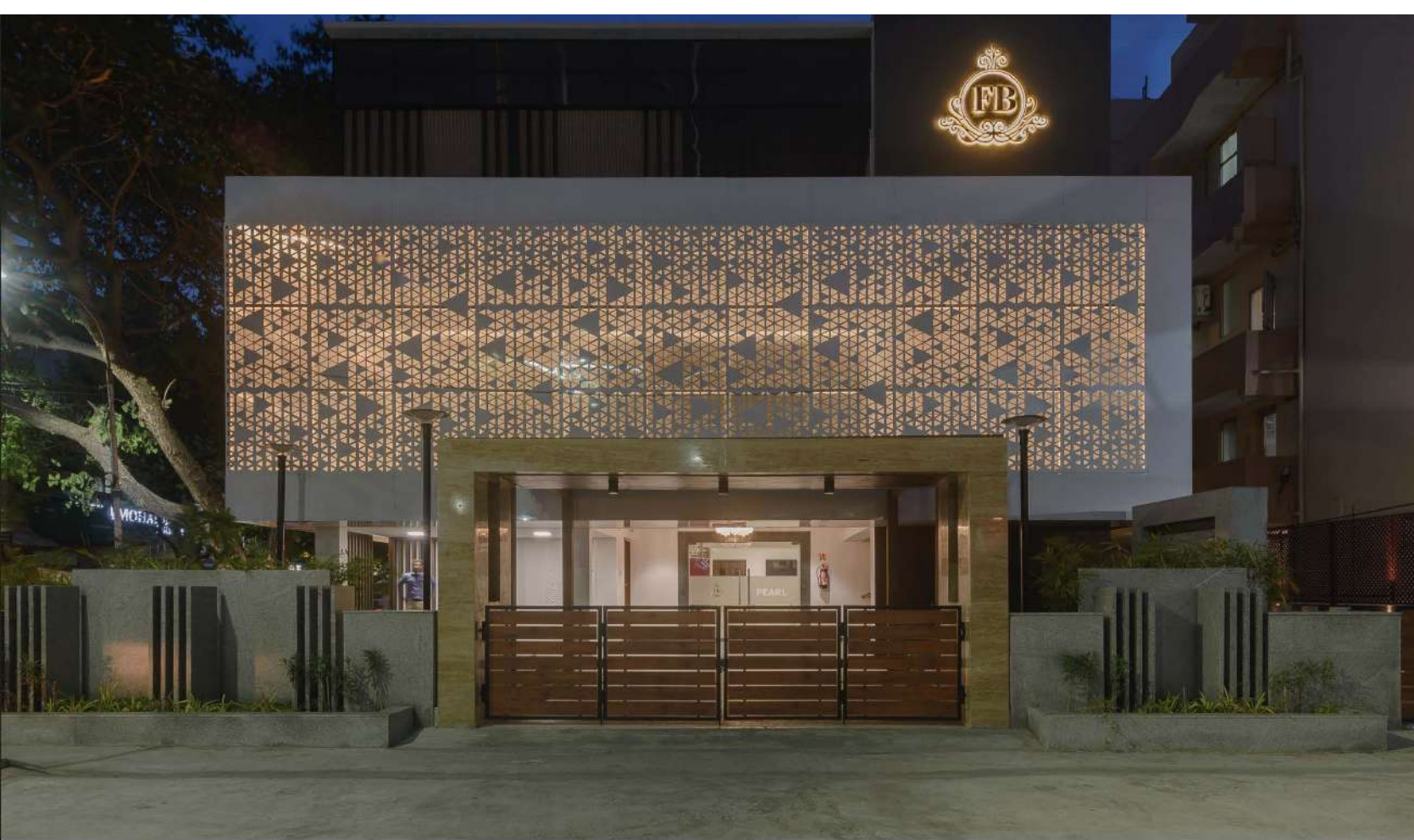


FIRM HALL is a successful prototype to unlock the hidden commercial & community potential in the Indian Urban Context. The project is the Adaptive Re-use of an existing residential bungalow, located on a busy thorough-fare in Chennai. The Building has been converted into a state-of-the-art Event Venue through sensitive design. The Project not only acts as a revenue source for the developer but also serves the local community by providing good quality event spaces at competitive rates. The Project is environmentally sustainable and cost-

effective in its basic premise that the existing building's shell was retained and re-used without demolition.

The Project also offers better Return on Investment compared to a demolition and reconstruction of the existing building. This project has re-vitalised the commercial context in which it is located by adding a complementary usage to the erstwhile residential area. FIRM HALL is a successful case-study for creating an ICONIC project on a Shoe-String BUDGET.





The existing bungalow has a load-bearing brick masonry structure which posed a big challenge structurally in converting it into a free-space banquet hall. Also the Design had to be such that the property could exude a plush ambience to attract the local residents. Such event venues were in short supply in the city. The Project had a relatively modest budget of Rs.1 Crore which was roughly Rs.1250/- per Sq Ft and an express time-line of 4 Months.3

DESIGN PROCESS- The Design of the project was done with the AIMS set above.

The Design process focused on the Material and Texture palate of the entire project. Each floor was uniquely treated and exhibited on the periphery such that the project could be identified as individual parts or a combined whole. A strong language was created by designing two different masses, where a high glossy white mass with intricate jali patterns was kept in the first floor above a solid textured brown mass on the ground floor .CNC cut jali patterns were made on a 3mm aluminium sheets with backlighting to emphasize the patterns during night .A series of upthrow lights were given along the ground floor wall in order to make the white mass look floating. The front court was landscaped to facilitate seating and outdoor events. The compound wall was clad with grey granite to compliment the landscape and the elevation. The Terrace was converted into a semi-open party area with a light metal roof and a landscaped terrace.



CLIENT BRIEF- The Client approached us with a brief to convert his existing bungalow on a busy intersection in the city into a commercially profitable venture. After many deliberations we had worked out the best Return on Investment model. This was to do an Adaptive Re-Use of the existing Bungalow and convert it into a premium event /banquet space.

CONCEPT NOTE- The main aim of the Design was to provide a premium and plush environment for the event spaces. A detailed research was done on the existing event spaces in the city and on how to make this a profitable commercial venture. Being an Adaptive Re-Use project the building needed to be retained to its best possible manner and converted into an event venue. This provided additional challenges to the design. Some of the TANGIBLE AIMS which were achieved through the design are-

- Creation of an iconic building in a cost-effective manner.
- Adaptive re-use and provision of best return on investment on an existing structure through good design and space utilisation.
- Provision of maximum natural light and ventilation for all common areas.
- Provision of social green spaces in all the to provide maximum non-program or pre-event spaces.
- Integration of maximum greenery into a commercially driven project.
- Efficient planning and use of all built and un-built areas.
- Responding to the context and creating an identity for the event space through sound architectural design.

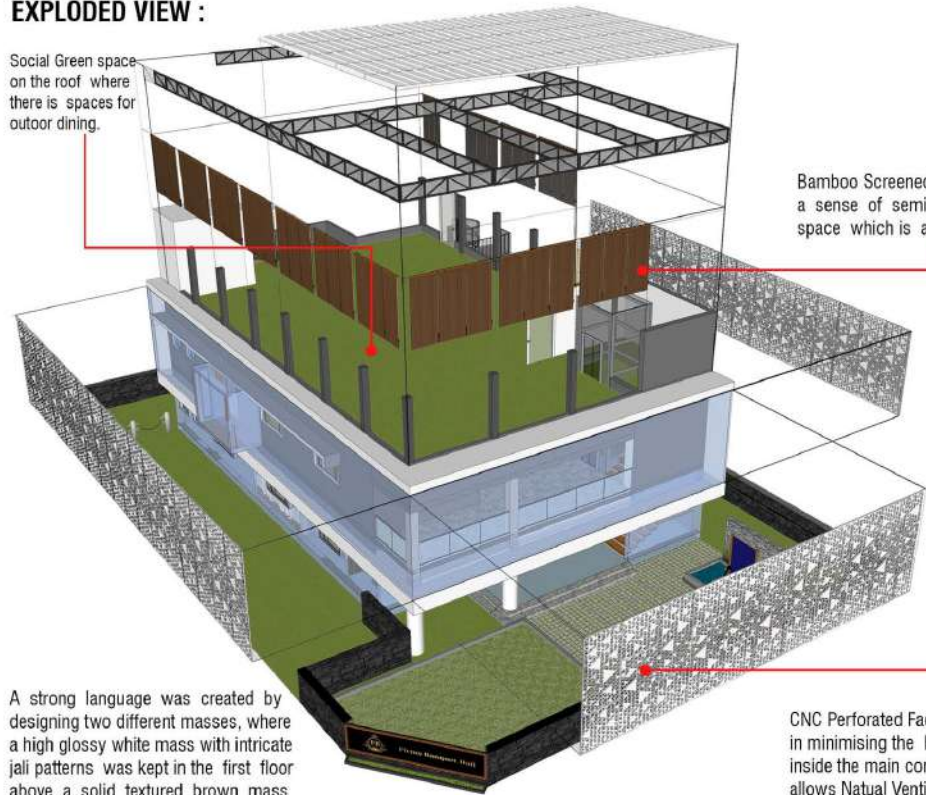


STRUCTURE AND ADAPTIVE RE-USE - The external periphery of the Structure was kept intact. The Existing internal load bearing walls were analysed and the smaller spaces were amalgamated into a single large event space in each floor. The Ground floor was converted into a 2000 sq ft Event Hall for Family get-togethers and parties. The event spaces opened out into the front garden and lobby spaces which were designed as break-out spaces and informal gathering areas. The First floor hall was meant for more formal gatherings and was designed with Tele-Conferencing facilities to host Meetings and Conferences.

The Second floor or Terrace was converted into a Mini-Party terrace with a semi-open pavilion and a landscaped terrace garden. The Building was designed such that each floor could be used as a separate event space for three different events or could be used in a combined manner to host a larger event. Separate Service areas and a service entry were provided to the project to ensure smooth servicing. A metal staircase was introduced in the rear service area to provide vertical service access and also act as a secondary fire-exit.

## EXPLODED VIEW :

Social Green space on the roof where there is spaces for outdoor dining.



Bamboo Screened Facade gives a sense of semi-open Public space which is actually private.

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CNC Perforated Facade that helps in minimising the Heat Radiation inside the main corridor and also allows Natural Ventilation.

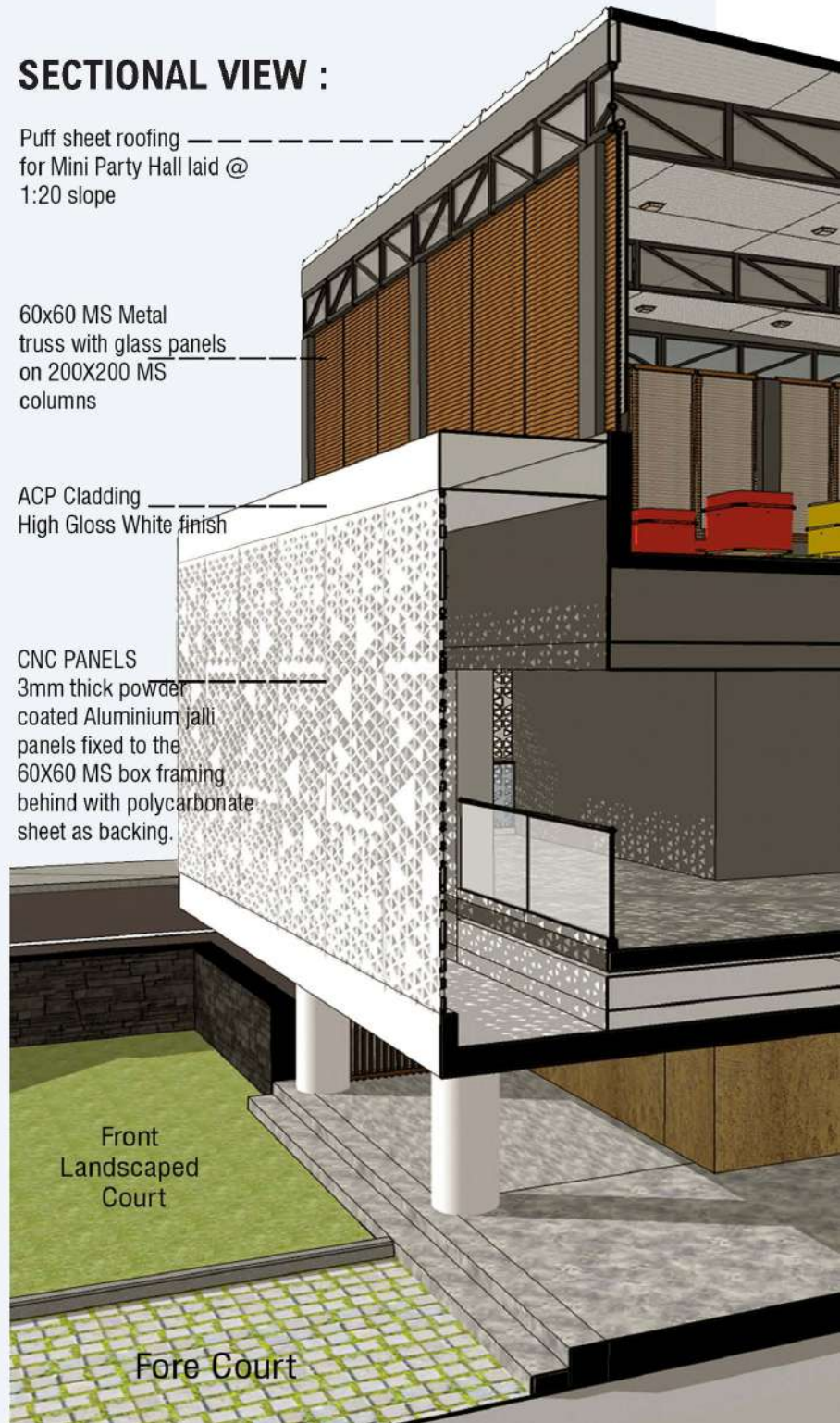
## SECTIONAL VIEW :

Puff sheet roofing for Mini Party Hall laid @ 1:20 slope

60x60 MS Metal truss with glass panels on 200X200 MS columns

ACP Cladding High Gloss White finish

CNC PANELS 3mm thick powder coated Aluminium jali panels fixed to the 60X60 MS box framing behind with polycarbonate sheet as backing.



## FLOOR PLANS



GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

**SUCCESS-** The Property has become a land-mark in the city. It has seen a 90% occupancy rate since its opening and has quickly turned into a commercially profitable venture. The Event space has gathered many positive reviews for the ambience. Also the space utilisation and service strategy has ensured a smooth functioning for multiple events and smaller events. The Space caters to multitude of aspirations and hosts a range of events ranging from birth-day parties to weddings to convocation ceremonies. Overall the project is a case-study on how sensitive design and programming can add a lot of value to the Indian urban fabric along busy thorough fares.

#### PROJECT DETAIL

<b>TYPE</b>	: Commercial_Banquet Hall
<b>LOCATION</b>	: Anna Nagar, Chennai
<b>CLIENT</b>	: FIRM Foundations
<b>ARCHITECT</b>	: V.S.Vigneswar
<b>DESIGN TEAM</b>	: V.S.Vigneswar, NilaVardhani, Swathi.S, Rajesh.R
<b>SITE AREA</b>	: 4,000 sq ft
<b>BUILT AREA</b>	: 8,000 sq ft
<b>PROJECT COST</b>	: 1 Cr.
<b>PHOTO CREDITS</b>	: Prithvi Msamy

