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GLOBAL GREEN SUMMIT

2015

MUMBAI

31ST OCTOBER 2015
BOMBAY EXHIBITION CENTER

TIMES SQUARE MALL, NAYA RAIPUR

"A mall that breathes without air-conditioning - Creative Group's Bold New Design"

"Double Peripheral Skin acts as a natural filter against the harsh sun"

"Creative Group's Times Square Mall is a mall to be experienced to be understood"

Times Square Shopping Mall is adesign project for an entire micro-urbanism. Spreading across an area of 8100 squarmetres, the identities of the mall, both as a commercial space & a sustainable complex are understood to be symbols projected onto the administrative capital of the State of Chhattisgarh representing Naya Raipur as India's fourth prosperous & planned smart city. A Mall, being a commercial building, requires a critical approach towards positioning, zoning & magnetic aspects. After a deep insight towards these critical factors, Creative Group took forward the planning & design of a mall with a sustainable & charismatic approach which pleases not just the client but also the visitor. It is aptly placed around the administrative buildings in the vicinity serving as a landmark and a turning point for the otherwise structured building envelopes.

Breaking away from the age- old philosophy & concept of a mall to be a conventional glass building with no play of forms, Ar. Gurpreet Shah, Principal Architect, Creative Group accomodates an abstract use of Jaali work as an elevation feature with a dynamic built form where the building facade changes at every viewing angle. The concept is based on an emerging curve which rises from the ground and showcases the aspirations of a development of a new city Naya Raipur. Hoardings solve purpose of acting as a second sun screen apart from being a decorative element in the building;

imbibed in the niches of metal jallis. The helical form of the building emerges from the ground floor, as if originating from the surrounding landscape.

Creative Group worked across scales to doubly awe visitors with vast spaces and welcome them with measures of comfort. In following, coherence and hierarchy were critical to the mall's planning. The architects have delivered a highly sustainable and viable contemporary built-form which is enhanced by their capability to engage themselves right from the initial phase of the project.
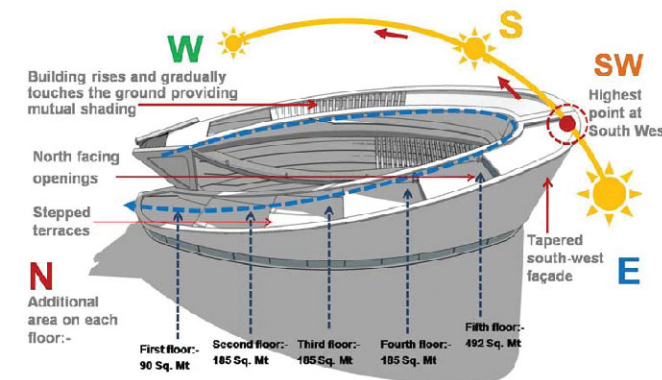
The design creates open spaces and stepped terraces with the view of providing maximum commercial viability. The stepped terraces add extra area to each floor, thereby increasing the saleable areas and acting as recreational spaces. At smaller scales, architectural details provide a visual dynamism that extends though each of the mall's spaces. It is interwoven with all characteristics of an iconic marvel which are responsive to its environment.

Vastu Considerations have played a very important role in the design process. The rising and dynamic form of the mall places its highest point on the south, adhering to Vastu analysis. The placements of various functions within the commercial building have also been planned as per the client's vastu requirements.

Shaded courtyards in the centre create recreational relaxing spaces. Wind tunnels are created in the central courtyard for the flow of air and the kiosks are placed around the courtyard for the ease of consumers. Food and beverages are provided on the ground floor for convenience. The highest point of the building being at the South-West protects the building from harsh summer sun. The lake & the central park, right across the mall further enhances the cooling effect.

"Hoardings act as second sun screen as well as a decorative element"
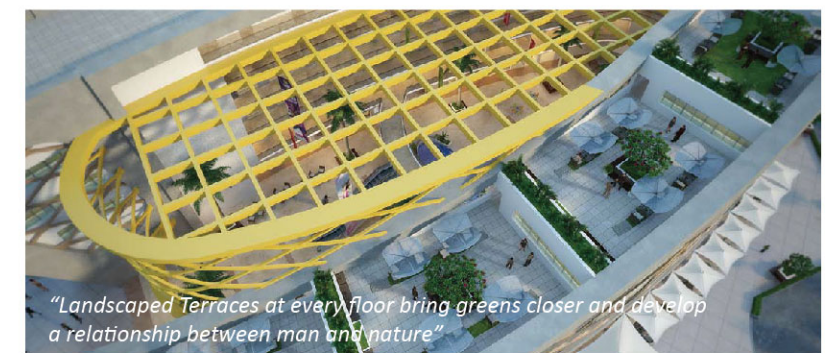
In a city where infrastructure facilities are already accredited as "smart city facilities", Creative Group takes a very interactive and professional approach in contributing towards the smart city development of Naya Raipur. The architects feel that it is important to celebrate what makes these buildings a step ahead in the ever talked about "smart city developments." Having developed the smart and sustainable Raipur Airport, the architects are also designing world class facilities like Railway Stations acting as the missing link between Raipur and Naya Raipur, Affordable Housings and a green and futuristic private hospital in the future smart city, apart from Times Square Mall. Creative Group projects Times Square mall as a step towards responsive architecture and design for the next- GEN catering to all aspects of sustainable and affordable design with economic viability and commercial feasability.

"The Voluminous Atrium is a free flowing space with efficient wind flow and maximum daylight"

Raipur Airport

Avinash Capital Homes

"Landscaped Terraces at every floor bring greens closer and develop a relationship between man and nature"

NRDA Railway Stations