

DESIGN APPROACH

With the brief to design the poultry head office for Suguna, Creative Group aspired to create a bold architectural form which with ease conveyed the supremacy of the Suguna Poultry as the leading poultry manufacturer in the market. The architects meticulously strived to attain an iconic form replicating the company values and beliefs.

Designed with the overt principle of green sustainable initiatives in mind, the project is conceived to be both climatically and environmentally reactive to its locale. The design responds to the notions of climate and place, and endeavors to reflect the outlook of the company philosophy. The form of the building, inspired from an egg strives to represent the core merchandize of the group. The company office, based in the South of India, largely wanted the design to flow on the guidelines of Vastu principle. The architects of Creative Group intelligently amalgamated the same with the conceived form of the building.

The challenges, posed by the constraint of a site with a vast green expanse but lack of cityscape to lend any corresponding backdrop were dealt with remarkable intelligence. The resultant being a breakthrough form, where slicing the egg in the centre resulted into two blocks – the building higher acting as the supporting background to the one lower. The two blocks of the building are united by an atrium bringing down greenery inside the office floors, also at the same time connecting and cutting the large floor plate. The inviting entry, welcomes visitors to a core, where all public spaces are transparent, reflecting a sense of clear conscious in terms of the company's working ethos and philosophy.



PROJECT BRIEF

LOCATION	COIMBATORE, TAMIL NADU, INDIA
SITE AREA	2.25 Acres
STATUS	CONSTRUCTION TO BEGIN
COST OF PROJECT	32 CRORE

MEDIA CONTACT

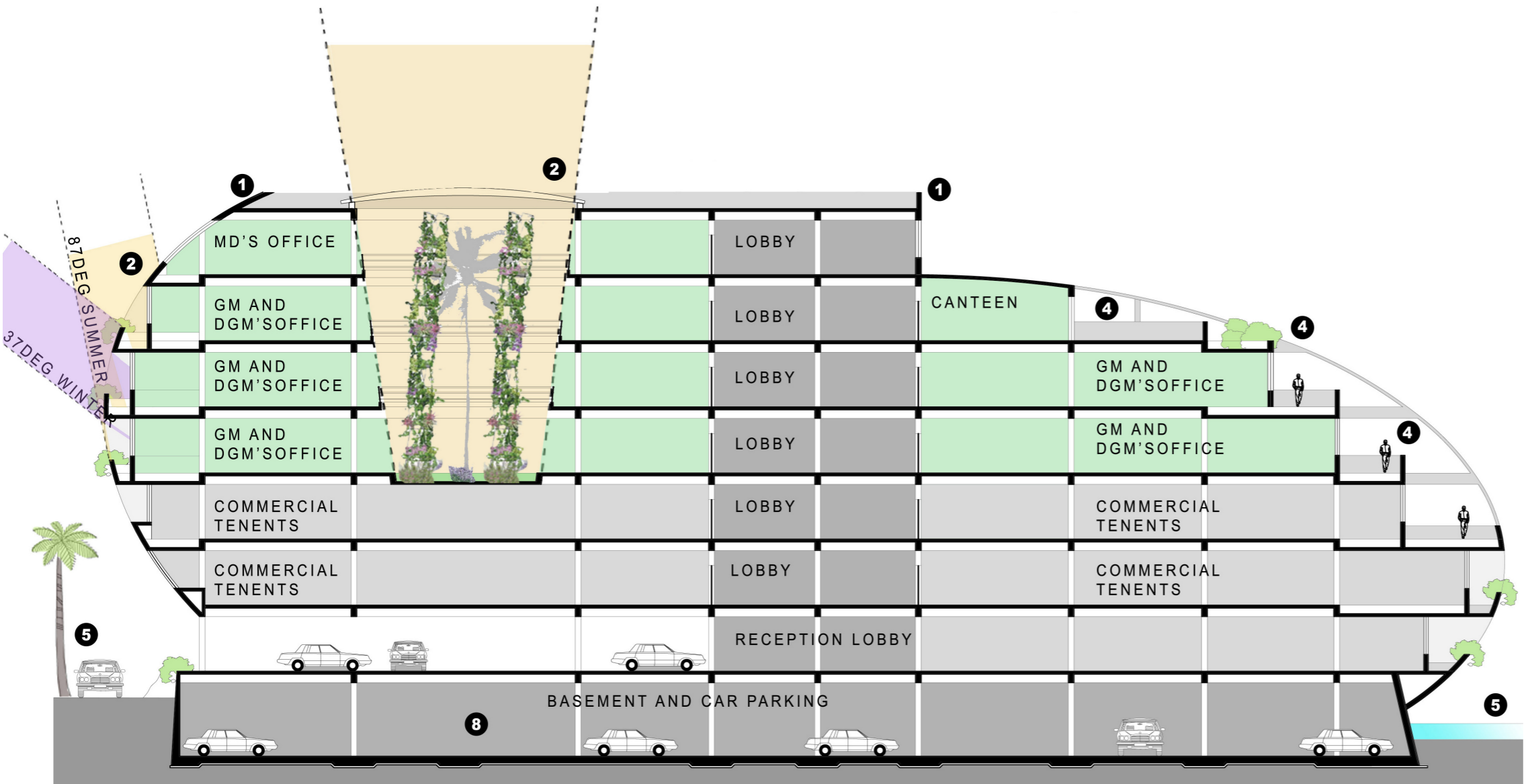
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THE EGG ICONIC, SUSTAINABLE AND VASTU COMPLIANT

ACHIEVING SUSTAINABILITY

Incorporating sustainable measures, the building is punctured with deep recesses which are duly coordinated with the sun movement. The form of the building thus evolved, optimized the solar passive design strategies. Natural lighting is permitted and solar gains are restricted in the summer months, whereas ample winter sun is penetrated in the working space. The receding terraces on the Eastern-façade accentuate not only the building style but also spaces for the working employees in the form of recreational areas. The rippling effect, thus configured by the terracing, generates a pleasant atmosphere in the evenings in an otherwise hot and humid climate. Other energy efficient strategies such as green roofs, angular overhang projections and elements such as ribs and pergolas on the East facade generate 12-16% savings in the overall energy consumption.

A vivid contrast breaking the monotony of the office space is brought upon by the landscaped courtyard, creating a seamless transition between the interior and exterior spaces. The cut-out is positioned to “sit lightly” amidst the built-form, such as a piece of art to be admired from all habitable corners. The growing movement of the courtyard on each floor creates ingress for day lighting. Taking cue from a palm tree the vertical foliage lends a soothing feeling of being in harmony with nature on all office floor plates. The vibrantly enriched landscaped court imparts visual transparency in the way of working.



VASTU PRINCIPLES

Inherently designed with Vastu principles, the North-East entrance of the site is highlighted with a water body with the intent to spread over calmness and release the work pressure. Following the doctrine, the centre of the plot is devoid of any structural members and façade facing the North-East has been left open to have positive energies flowing in for the building. The strong belief to have a rectangular building with corners conflicts the egg-shaped geometry of the office. To overcome the same, all four edges of the building are made to intersect with projecting pergolas supported on vertical members.