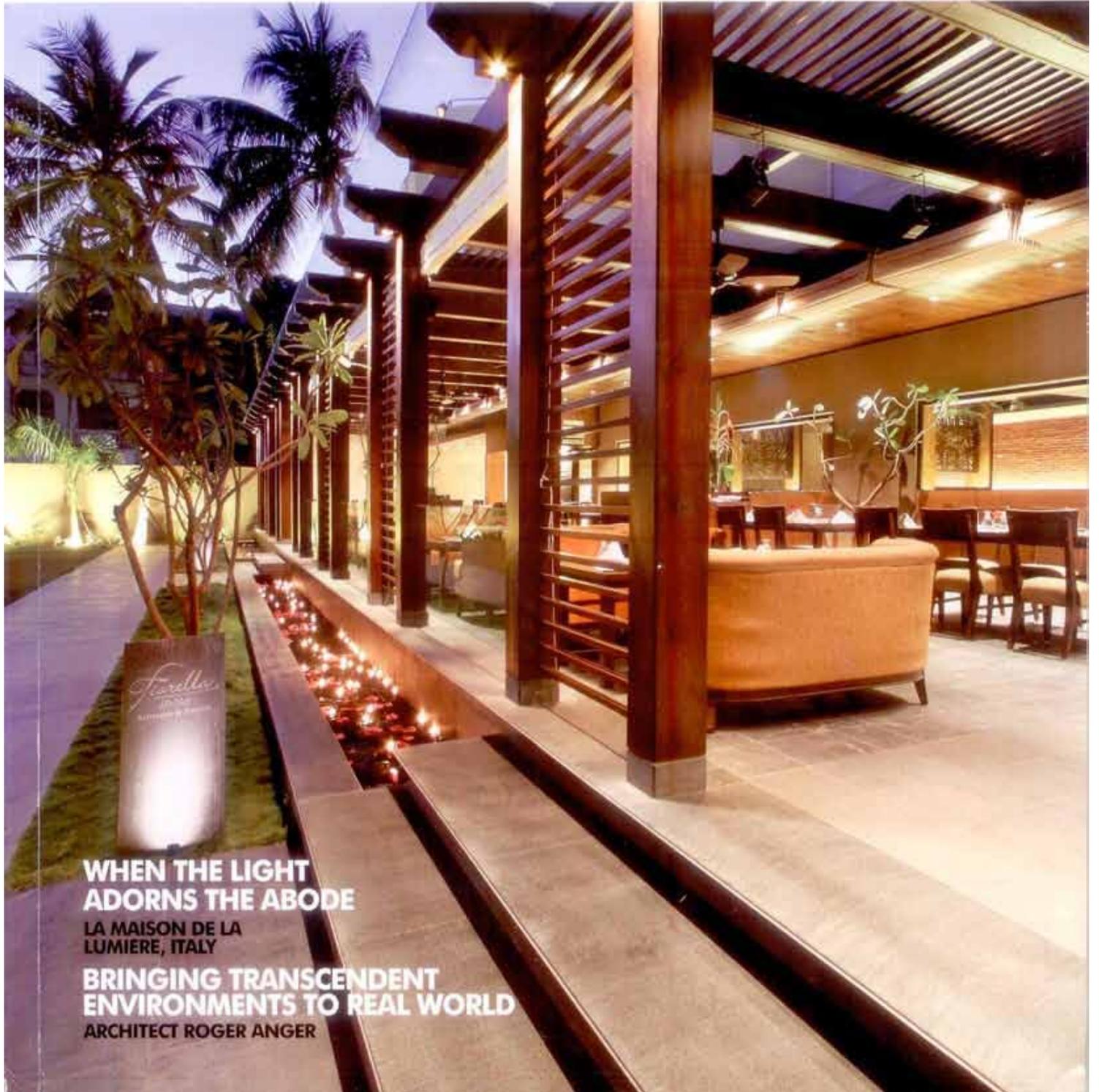


August 2015 | Vol 2 | Issue 16 | ₹120

DESIGN detail

the architecture magazine



**WHEN THE LIGHT
ADORNS THE ABODE**

LA MAISON DE LA
LUMIERE, ITALY

**BRINGING TRANSCENDENT
ENVIRONMENTS TO REAL WORLD**

ARCHITECT ROGER ANGER



A Bestowal to the Smart City: Creative Group's Bold New Design



Text : From the Architect's Project Report

Times Square Shopping Mall is a project designed for an entire micro-urbanism. Spread across an area of 10,500 sq.m, the mall acts both as a commercial space and as a sustainable complex. Located in Naya Raipur in Chhattisgarh, the Times Square Mall is emerging as a symbol of the growth pangs of India's fourth prosperous and planned smart city.

Being a commercial building, the mall required a careful approach towards its positioning and zoning, keeping in mind passive strategies of sustainability. After a deep insight towards these factors, Creative Group took forward the planning and design of the mall with a sustainable as well as aesthetically dynamic approach, which not only pleases the client but also charms the visitors.

"We imagined designing an environment full of greenery, retail shops and recreational activities; an environment that could act as an enclave of connection and welcome people inside. It is a mall to be experienced to be understood," says Ar. Gurpreet Shah the principal architect of Creative Group.

The Mall is aptly placed around the administrative buildings in the vicinity and serves as a landmark and a turning point for the otherwise structured buildings that envelop the surrounding.

Breaking away from the age-old philosophy and concept of a mall to be a conventional glass building with no play of forms, Ar. Gurpreet Shah, Principal Architect, accommodates an abstract use of Jaali work as an elevation feature with a dynamic built form where the building facade changes at every viewing angle.

OPPOSITE PAGE
Bird's eye view
Times Square Mall

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





ABOVE
The stepped terraces also act as recreational spaces

BELOW
Landsaped Terraces at every floor bring greens closer and develop a relationship between man and nature

The hoardings spread in the niches of metal jaljis act as a second sun screen apart from being a decorative element in the building.

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. While planning the mall, coherence and hierarchy were given utmost importance. 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.

Maximum commercial viability is ensured in the design by creating open spaces and stepped terraces on the north. The stepped terraces, which act as recreational spaces, add extra area to each floor, thereby increasing the commercial spaces

FACT FILE

PROJECT	: Avinash Times Square
LOCATION	: Naya Raipur, India
ARCHITECTS	: Creative Group
CLIENT	: Avinash Group
BUILT AREA	: 10,500 sq.m
PROJECT STATUS	: Design Stage

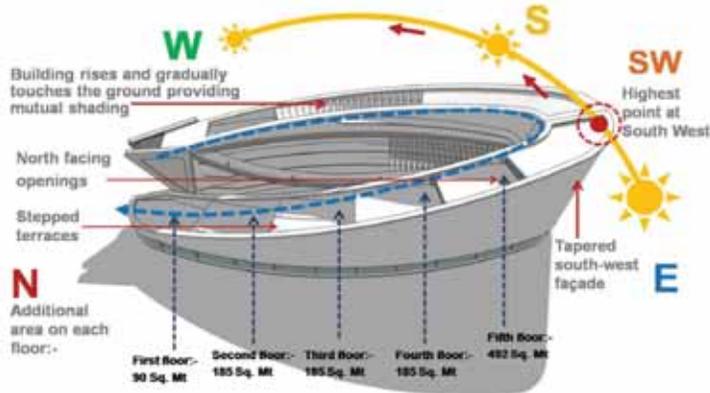
saleable areas and also act as recreational spaces. At smaller scales, architectural details provide a visual dynamism that extends throughout the space. It is interwoven with all characteristics of an iconic marvel which are responsive to its environment.

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 provide space for recreation and relaxing. The kiosks placed around the courtyard are convenient for the customers to access while the space for food and beverages is allocated on the ground floor.

The wind tunnels incorporated in the design ensures the smooth flow of air. The highest point of the building being at the South-West protects the building from harsh summer sun. The lake and the central park, right across the mall further enhances the cooling effect.





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

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 facilities like Railway Stations acting as the link between Raipur and Naya Raipur, affordable housing 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 feasibility. 



CREATIVE GROUP

Founded by Prof. Charanjit Shah in 1973, Creative Group is one of the leading international architecture and design practices based in New Delhi. Prof. Charanjit Shah backed up by his sons Ar. Gurpreet Shah (MArch in Urban Design) and Mr. Prabhpreet Shah (MBA in Finance & Marketing) strives at achieving and creating living, breathing structures that are intelligent and Self-Sustainable. Creative Group advocates the ideology that architecture is more than just buildings. Its architectural practices are rooted in the philosophy that a built form should not be treated as a dead mass of brick and concrete, but as a living organism, allowing it to breathe with nature. The firm is directed not so much by a look, or even a sensibility, but by the endlessly curious creative process that shaped it. The integrated approach combined with the in-house team of multi-disciplinary experts in Creative Group produces designs that are not just aesthetically superior, but functionally efficient, financially viable and conceptually marketable. Creative Group is not only confined architecture and urban planning but it also offers services like Project Management, Financial Analysis, Construction Management, Engineering and Building Consultancy, making it one of the few firms in India providing end-to-end single-window services from concept to commissioning. It is recognized and made a niche in the global arena of architecture by winning many National and International Design Competitions and Awards in various fields like Urban Transport, Real Estate, Corporate, Institutional, Commercial and Residential sectors.