

THE DESIGN EDGE

CREATING QUALITY SPACES



Major highlights of the month:

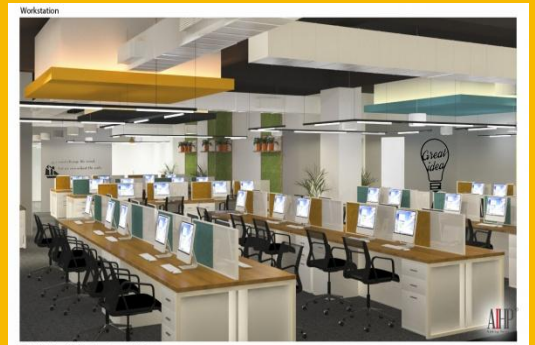
UNIVER & ADVOLGY SOLUTION (P) LTD.

AIHP HORIZON GROUND FLOOR

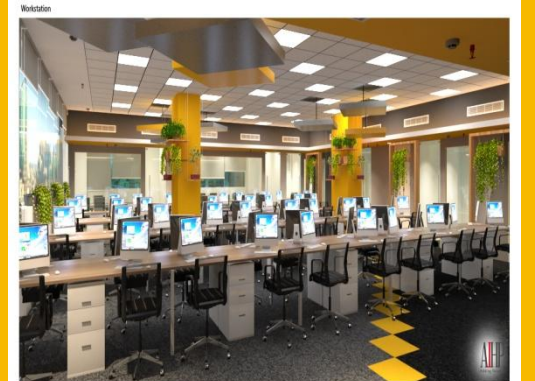


ONGOING PROJECTS

1. MAHINDRA SUSTEN (P) LTD.



2. SUCCESS TOWER -204.



3. VIPUL PLAZA -412



4. TRANSUNION CIBIL LTD.



RECENT BEST PROJECTS

1

ROI HOTEL INDIA (P) LTD



2

GLOBIVA SERVICES (P) LTD.



ABOUT AIHP

AIHP is a one stop shop for the conceptualization, creation, implementation and management of world-class workplace environments. Our concept is unique; we are the first to offer corporate office space as a product rather than a group of outsourced services.

For our customers the age old business challenge of expanding, relocating or starting an office is reduced to answering a few short questions on basic business requirements. Sixty days later our customers plug in their laptops and start working, without the worry of ever having to change a light bulb!

Our backward integrated model is the foundation of our product. We are the largest corporate landlords in Gurugram , with over a million square feet of commercial real estate. Our in house specialized teams provide the end-to-end product delivery which includes conceptualization, design, architecture, manufacturing of furniture, office fit-outs, incubation, workplace management and hospitality.

V I S I O N

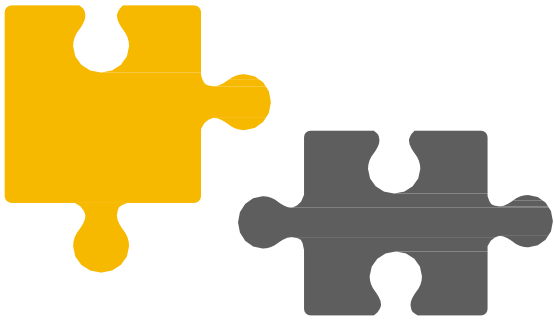
To be India's first corporate landlord, backward integrated company and preferred corporate brand for end to end conceptualization, creation, and management of world class workplace environment.

M I S S I O N

To contribute to the needs of corporate customers for work space.
To be reliable and transparent in all our relationships with clients, employees and business partners.

V A L U E S

Customer delight through ethical and professional service.
Operational efficiency and excellence through creativity.
Unyielding integrity in everything we do.



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EDITOR'S NOTE

The Art Of Living Joyfully

Are you moving too fast to enjoy life? Are you caught up in problems and struggles? Are you pressing forward on automatic, burning the candle at both ends? Joyful living takes commitment. It asks us to be awake and aware in the moments of our lives. It invites us to stem the momentum of our habits so we can reclaim peace, appreciation, wonder, awe, presence.

1. Bring silence and stillness into your life

If we turn down the volume on all the noise in our lives, we discover the amazing fact that silence and stillness are already here. And when we intentionally allow ourselves to be still, we naturally open to a deep appreciation of the present moment. We become relaxed, grounded and clear, and stress begins to melt away. Life is so abundant right before our very eyes. Slow down and take the time to see, hear, taste, touch, and smell. Eating an apple becomes a sensual delight, doing the dishes a symphony.

2. Live in forgiveness

If a grudge is interfering with your joy of life, then it requires your loving attention. Don't let the minutes tick by while you live in self-righteousness or regret. Neutralize the stories from the past, and make the choice to live joyfully now.

3. Learn from life experiences

Sometimes the road of life is a bumpy one. If you want to master joyful living, be open to learning from the challenges that life brings you. Difficult life experiences are designed to show us the areas in our lives where we are not yet free. Use these situations well for your own liberation. You might have noticed that the teachings come until we understand the lesson. If there is a self-defeating pattern playing out in your life, slow it down so you can become conscious of what you are doing. Then make different, better choices with your eyes wide open.

4. Be pleasant

No matter what is going on in your life, show up in an open, good-natured stance. Stop complaining, and instead be patient, open, kind, and agreeable in your day-to-day life.

5. Move in the direction of joy

Every moment offers a choice. Take a look at your life, and it will show you what you value. Are you choosing stress, conflict, and unhappiness? Joy provides the perfect barometer for navigating through life. All you need to do is recognize what brings you joy, then follow it. Make room in your life for what is positive, light, and life-affirming. You will have mastered the art of joyful living.



UNIVER & ADVOLGY SOLUTION (P) LTD.

AIHP HORIZON, UDYOG VIHAR, PHASE V



The workplace was designed to mirror the client's business' core values and objectives. We created a workspace that helped the client to reinforce their brand identity in order to promote their services and product. The design also led the client to explore measurable business factors that link employee behavior to enhanced business results, leading to an increase in staff morale, productivity, attrition rates, and ultimately, profitability.



If you think good design is expensive, you should look at the cost of bad design. "

Less is NOT More. Less is NOT a bore

You get what you pay for—or so we are told. Many business owners assume that they cannot afford to have the sort of design and/or brand that they need to find international success. However, the fact is and from observing 1000s of brands launched, one has found that there is little relationship between the quality of a design and its cost. Some of the best designers can be found at bargain rates, while some of the more expensive ones don't seem to be worth even a fraction of their cost.

Good design has a clarity to its parts which should make it easy (and affordable) to build and understand. If you want a feature that has complexity, then it should benefit those who live in the house – it should be able to be experienced so the added expense is justified.

Splurge strategically – Frugality doesn't equal sacrifice. If you want to have a few really nice things, decide where it really matters. I have found that people will buy (often stated as "invest in") other things of quality not merely for the pragmatic functional reasons but for other personal reasons. If we look outside of architecture we begin to see an alleged contradiction in the common thinking.

Why does one buy an automobile like a BMW or a Lexus when they could get a "cheaper" car that would get them where they wish to go? They both have four wheels and seats. Yet since people value fancy cars, they will mortgage their children's college fund to buy a \$40,000 SUV just to park it in front of their vinyl sided house.

The same could apply with restaurants or eating out in general. Why pay for an "expensive" meal when you can get basic nutrition for less? You could at least alleviate your hunger for a few bucks.

If I think about it, we as architects are not usually advocating for the more "expensive", just the better, the quality, the durable, that which is timeless. If we truly evaluate our spending from that viewpoint, we should always be looking at making purchases that will last longer, require less maintenance or repair and not go out of fashion quickly.

To me it's being a good steward of our resources and contradicting the culture of "instant" and "immediate" to gravitate towards the concept of patience and investing. Didn't you ever buy something for more money only to find that it far outlasted two or three of a similar, but cheaper substitution (i.e. shoes, clothes, furniture)? I believe one needs to balance out the various factors involved in a design. That's where the challenge lies

It's very easy to make a "WOW Taj Mahal"; if someone gives you 10 crores and 10 years to design and build it; but the challenge is to make every project a "WOW" is if one does it in 10 months and 10 thousand.

The Basic three Fundamental Factors of Architectural Design are:

- ✓Aesthetics Factor
- ✓Functions Factor
- ✓Economics Factor

The appropriate triangular balance that I describe is analogous to a production possibilities frontier. By considering the design factors as three parts of a whole, maximizing each factor, and striving to create a thoughtful balance between the factors, better design can theoretically be achieved by applying each factor in the most appropriate way. The designer seeks to maximize the "Econo-functional Aesthetic Balance"

Assuming the designer is given finite resources, finding the right balance between the factors will have a great impact on the success of the design.

This is an entirely new way of thinking about the architectural design of building.

Economic factor been embraced as a significant elemental component in the process of artistic architectural creation. Previously architects have tried to ignore an economic factor and have stubbornly refused to admit that an economic factor could play any meaningful creative role in the process of design. This stubborn denial has cost society and the architectural profession dearly. In the past few decades, frustrated clients have begun to turn away from architects and sought others to comment on matters of design. Design decisions that were once solely the architect's have been usurped by other related professions using economics and "value Engineering" to degrade the quality of the architect's design after the fact. This has led to a general degradation of the quality of our built environment. This would not happen if architects recognized, accepted, and included as fundamental the "Economic Factor" in the process of creating their building designs.

In a nutshell what an architect should bring to the table is value for money; which is very hard to find these days. Either you have designs which are exorbitantly prices and on the other hand you have something which is cheap but lacks aesthetics.

It is only natural for clients and building users to desire value in their buildings. Architects need to be creative and provide real recognizable value through the thoughtful design of all three factors. The value of aesthetics, balanced with the value of function, further balanced with value of minimizing economic waste needs to be clearly demonstrated to clients, building users and society.

"The greatest architectural creativity springs from respect for the factors that constrain the design. "

By:Yogeshwar Kanu
(Head Architecture & Interior Design Dept)



EVENTS

INCORPORATION DAY CELEBRATION –4TH MAY





BIRTHDAY CELEBS

BIRTHDAYS CELEBRATION

S. NO	BIRTHDAYS IN JUNE	DATE
1.	RANVIR SINGH THAKUR (ASST. MANAGER – ARCHITECTURE & INTERIOR DESIGN)	1ST JUNE
2.	RAVINDER KUMAR (FIELD BOY)	1ST JUNE
3.	JITENDER KUMAR (SITE SUPERVISOR)	15TH JUNE
4.	ARUN NAIR (HEAD SUPERVISOR)	16TH JUNE
5.	TANU MEHTA (ASST. MANAGER – ARCHITECTURE & INTERIOR DESIGN)	23RD JUNE





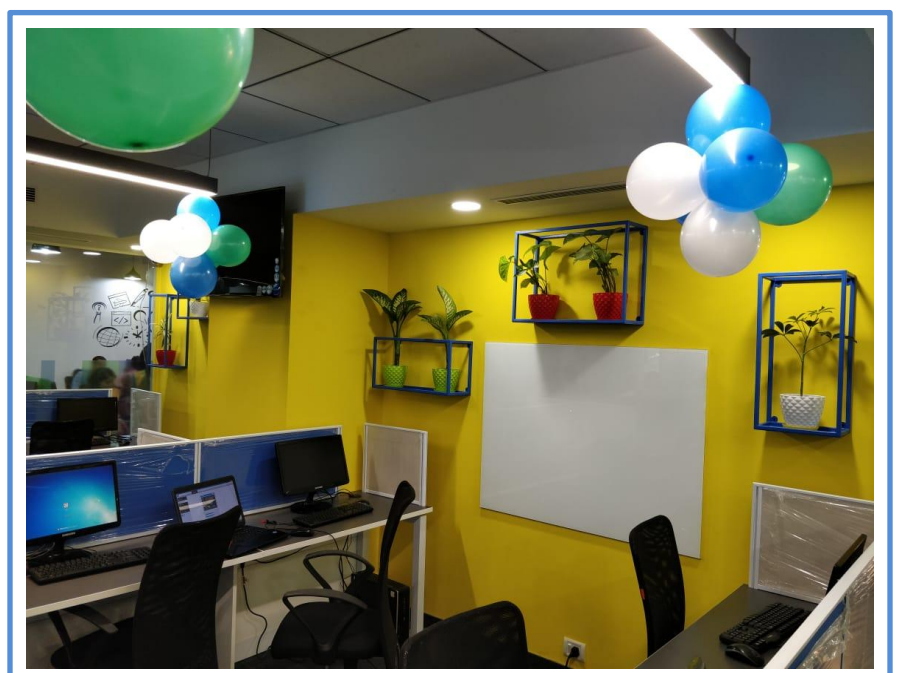
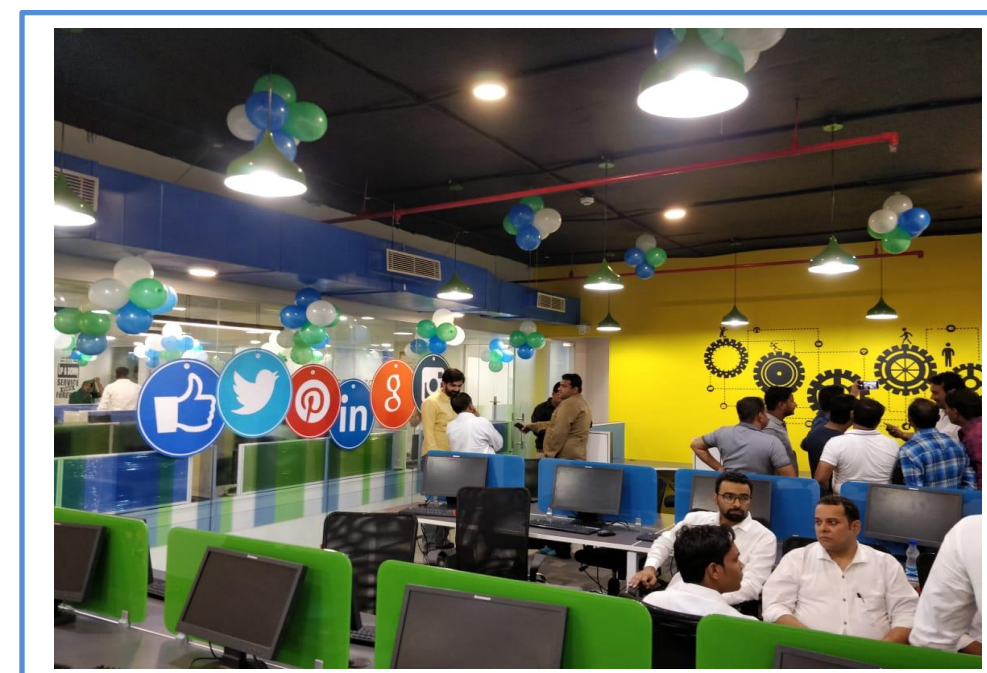
HAPPY BEGINNINGS

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KEY HANDOVER CEREMONY



WORKSTATION AREA

ROI HOTEL INDIA (P) LTD CENTRAL PLAZA



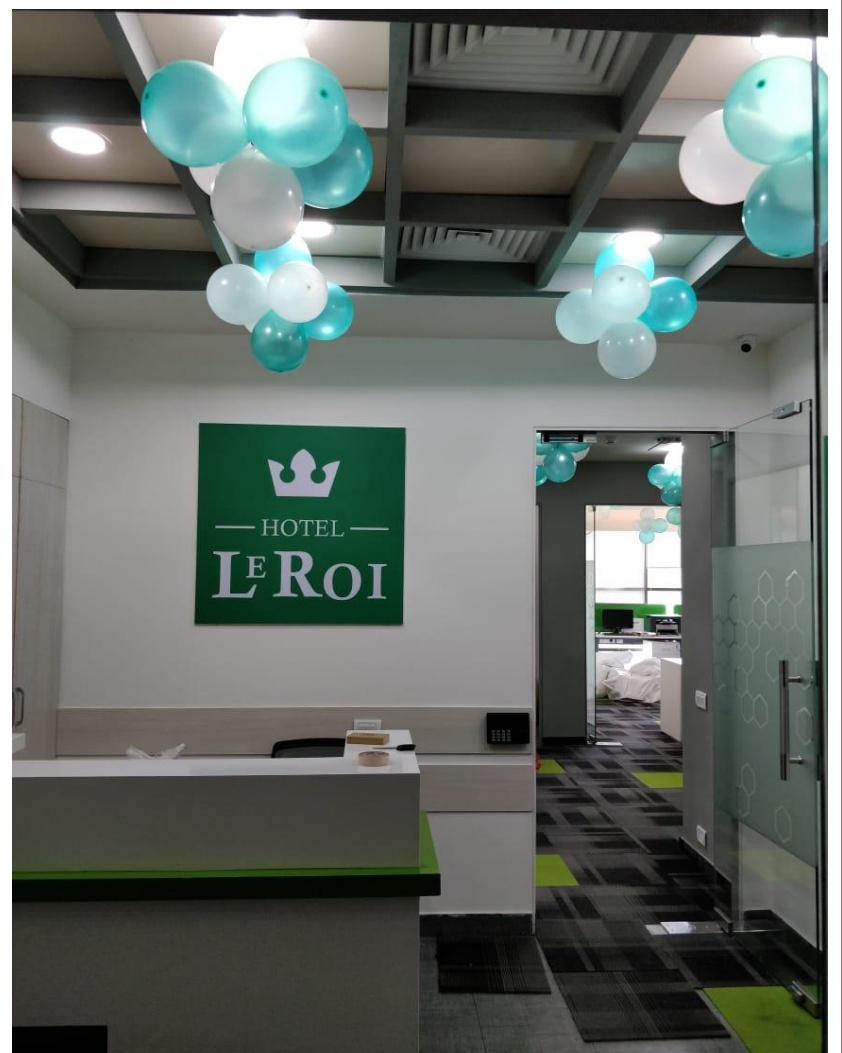
RIBBON CUTTING CEREMONY



CAKE CUTTING CEREMONY



KEY HANDOVER CEREMONY

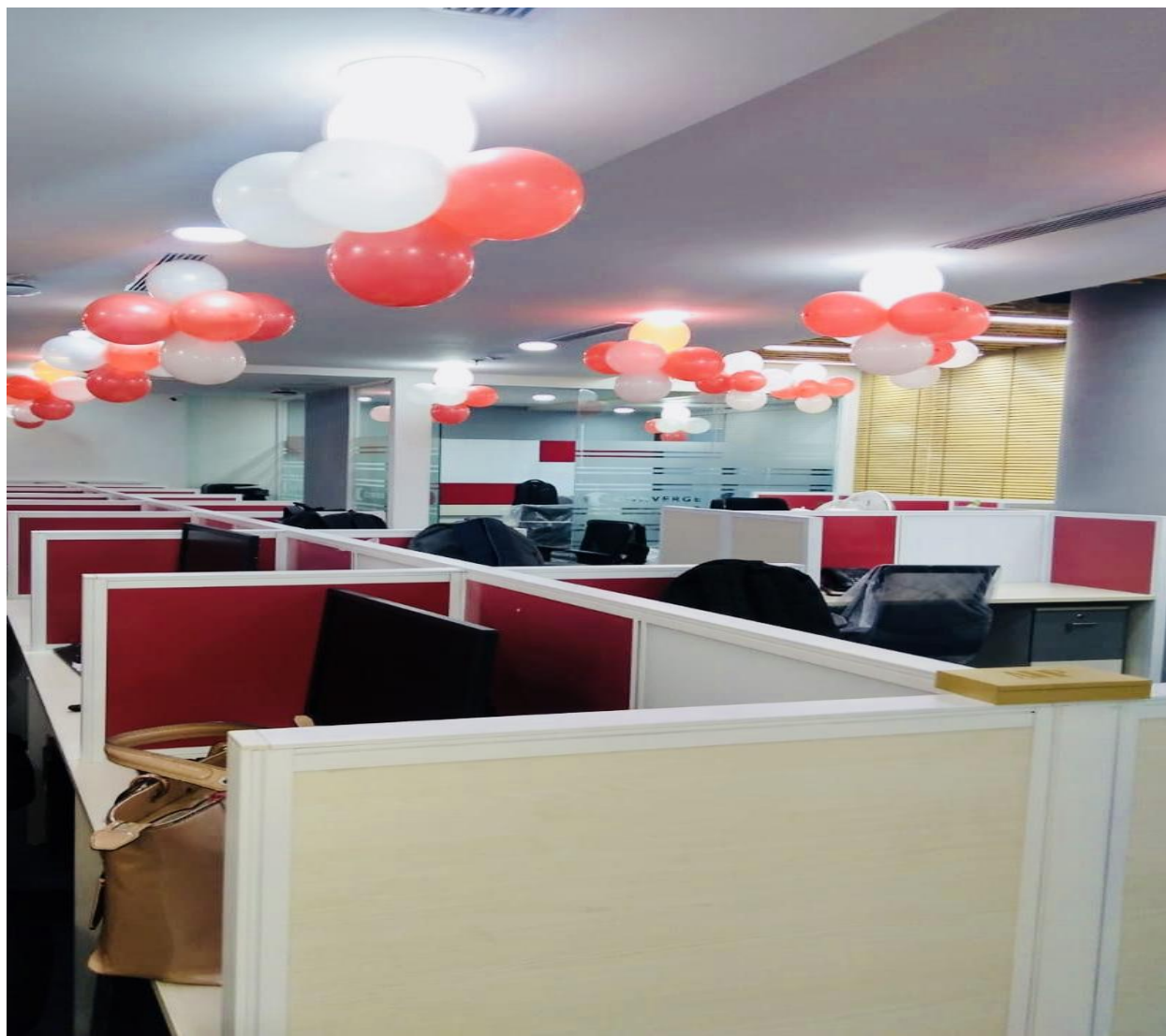


WORKSTATION AREA

CONVERGE ELECTRONICS TRADING INDIA (P) LTD.
AIHP HORIZON, UDYOG VIHAR PHASE V, GURUGRAM



RIBBON CUTTING CEREMONY



WORKSTATION AREA



HUMOUR SECTION

CALVIN AND HOBBS

I WAS READING ABOUT HOW COUNTLESS SPECIES ARE BEING PUSHED TOWARD EXTINCTION BY MAN'S DESTRUCTION OF FORESTS.



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SOMETIMES I THINK THE SUREST SIGN THAT INTELLIGENT LIFE EXISTS ELSEWHERE IN THE UNIVERSE IS THAT NONE OF IT HAS TRIED TO CONTACT US.

VARREN

12-1



'THE TOPS ARE ALWAYS THE TRICKY BIT.'

CHRIS MADDEN



CHRIS ALLISON

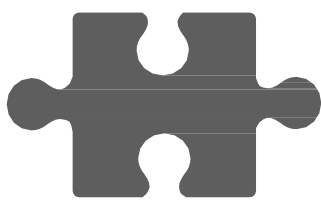
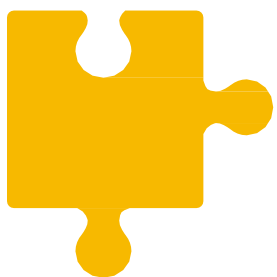


YOU POOR THING...

TOONHOLE.com

That moment when you leave
for vacation....
as a REALTOR®





EDITORIAL TEAM

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