

01 DECEMBER 2018

# THE DESIGN EDGE

CREATING QUALITY SPACES



Major highlights of the month:

GARAGE SOCIETY

DLF CYBER GREENS



## ONGOING PROJECTS

### 1. HTC INDIA PVT. LTD.



### 2. REDENBERG COMMUNICATION PVT. LTD.



### 3. KENX INDIA



### 4. RDX





# 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

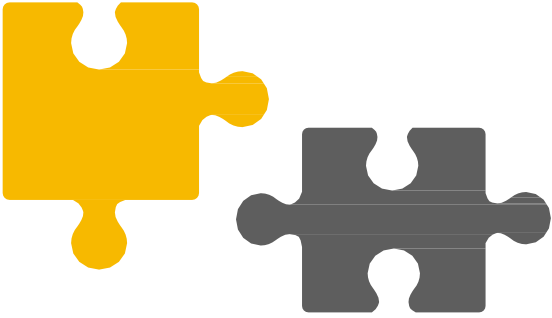
To be India's first corporate landlord, backward integrated company and preferred corporate brand for end to end conceptualization, creation, and management of world class workplace environment.

## 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

### CREATIVITY IS FOR EVERYONE

**When you can do a common thing in an uncommon way; you will command the attention of the world.**

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing.

Can creativity be learned? The short answer is yes. A study by George Land reveals that we are naturally creative and as we grow up we learn to be uncreative. Creativity is a skill that can be developed and a process that can be managed.

Creativity begins with a foundation of knowledge, learning a discipline, and mastering a way of thinking. You can learn to be creative by experimenting, exploring, questioning assumptions, using imagination and sintering information. Learning to be creative is akin to learning a sport. It requires practice to develop the right muscles and a supportive environment in which to flourish.

**Happiness lies in the joy of achievement and the thrill of creative effort.**





## GARAGE SOCIETY

DLF CYBER GREENS



Our Design concept emphasizes on the experience of people coming from different backgrounds to operate out of a Co- Working space. A tailored look + feel provides a distinct character to the overall space with emphasis given to representing a sense of industrial chic look at the plaza with designer ceilings and lots of exposed rugged finishes. The look and feel gets simpler and functions within the core working zone. The design philosophy addresses Garage as an International brand with key influences and nuances from the local Indian culture and architecture. We have considered a robust and enduring material palette which includes exposed Surface tiles , timber walls & ceilings, metal corrugated sheets as well as reflective smoked mirror finishes. This controlled palette with color infusion exudes a sense of long-lasting quality to the overall space thus re-enforcing the versatile Garage Brand.

Architect: Colliers

Execution: AIHP



## HOW TO CRAFT YOUR PERSONAL BRAND

“Your brand is what people say about you when you’re not in the room.”

Your personal brand is the sum total of what you do, how you do it and why you do it. A personal brand isn’t a logo or a color scheme or a fancy font—those things can be an important part of your *brand identity*, but they’re definitely not the entirety of your personal brand. Personal branding is the process of developing a "mark" that is created around your name or your career. You use this "mark" to express and communicate your skills, personality, and values. Your personal brand should be about who you are and what you have to offer.

PERSONAL BRAND = EVERYTHING THAT YOU ARE + EVERYTHING PEOPLE BELIEVE YOU TO BE.

### How to build your personal brand

When people say, "I want to build a personal brand," the first thing they think about is numbers. Number of Twitter followers. Number of Facebook Likes. Number of blog subscribers. Those are very poor metrics for building a meaningful personal brand. Building a personal brand means providing so much value in one (or multiple) niche(s) that people begin to associate your name with the idea of what it means to be successful in that industry, venture or profession.

To effectively present and communicate your brand to others, you need to be clear about the meaning of your achievements and who you are. Answering the following questions will help you do this:

- Who am I?
- Why do people enjoy working or associating with me?
- What are my personality features? Am I charismatic? Compassionate? Innovative? Patient?
- What are my personal values, and how do they impact my behavior?
- What am I passionate about?
- What are my skills, strengths or weaknesses?
- What experiences have I had that separate me from others? If you need help with this consider talking to a career advisor who may be able to help you determine these.

- What are my skills, strengths or weaknesses?
- What is my specialty? What makes me unique? What do I do that others don't and what do people want me to do for them?

Your personal brand statement consists of 3 key elements:

- Your target audience: The specific market or people that you serve.
- The value you offer: How you help your target market.
- What makes you unique: Why people choose you over the competition?

Here are some guiding principles which are important for building your brand:

**1. Your word:** "You're only as good as your word," and that's a 24/7 commitment. One of the best ways to build your brand is to do what you promise. Positive comments about how you "crushed it," were on time and on budget, get around quickly. And it's always better to over-deliver than over-promise. Your brand and integrity precede you. While it takes a long time to build your brand, it can go south quickly when you break that trust.

**2. Your communication skills:** Communications are the holy grail of emotional intelligence, a cornerstone of your brand (the way you interact and speak with others is core to how you're perceived). Are you responsive to emails, texts and voice mails? When you're swamped, do you just ignore incoming messages or do you let people know you're busy, but will get back to them (and follow through)

**3. Your attire :** It's nice to believe that how you dress doesn't matter, but the way you present yourself relates to etiquette and respect, to some degree. Your industry (such as creative or high tech) is a factor, of course, but generally speaking, dressing "smart" is always desirable. Consider: Would you trust the financial adviser in torn shorts, a t-shirt and flip-flops, or the one in a nice blouse/shirt and blazer.

**4. Your authenticity :** Be genuine. If you're out to impress, it will show. And what's the point, anyway? Bernard M. Baruch said, "Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind."

**5. Manage your brand :** Like keeping your resume up to date every time you have a new experience, keep your brand up to date too. Make sure your online public photos and content are current and represent you well. Learn from experiences, as these are what shape you personally and professionally. Own your brand and commit to it; be bold, be different, be unique, be you!

### The Bottom Line

Building a personal brand takes time and effort, but it's worth it. The need for a personal brand will continue to increase. It's the one thing that no one can take away from you, and it can follow you throughout your career. It's a leadership requirement that lets people know who you are and what you stand for. If you get it right, your personal brand will make you stand out from the crowd, shine a spotlight on your expertise and enhance your value. You'll have an energy and a buzz about you that people can't help being drawn to

DR. S. K. GUPTA  
(DIRECTOR—CORPORATE AFFAIRS)



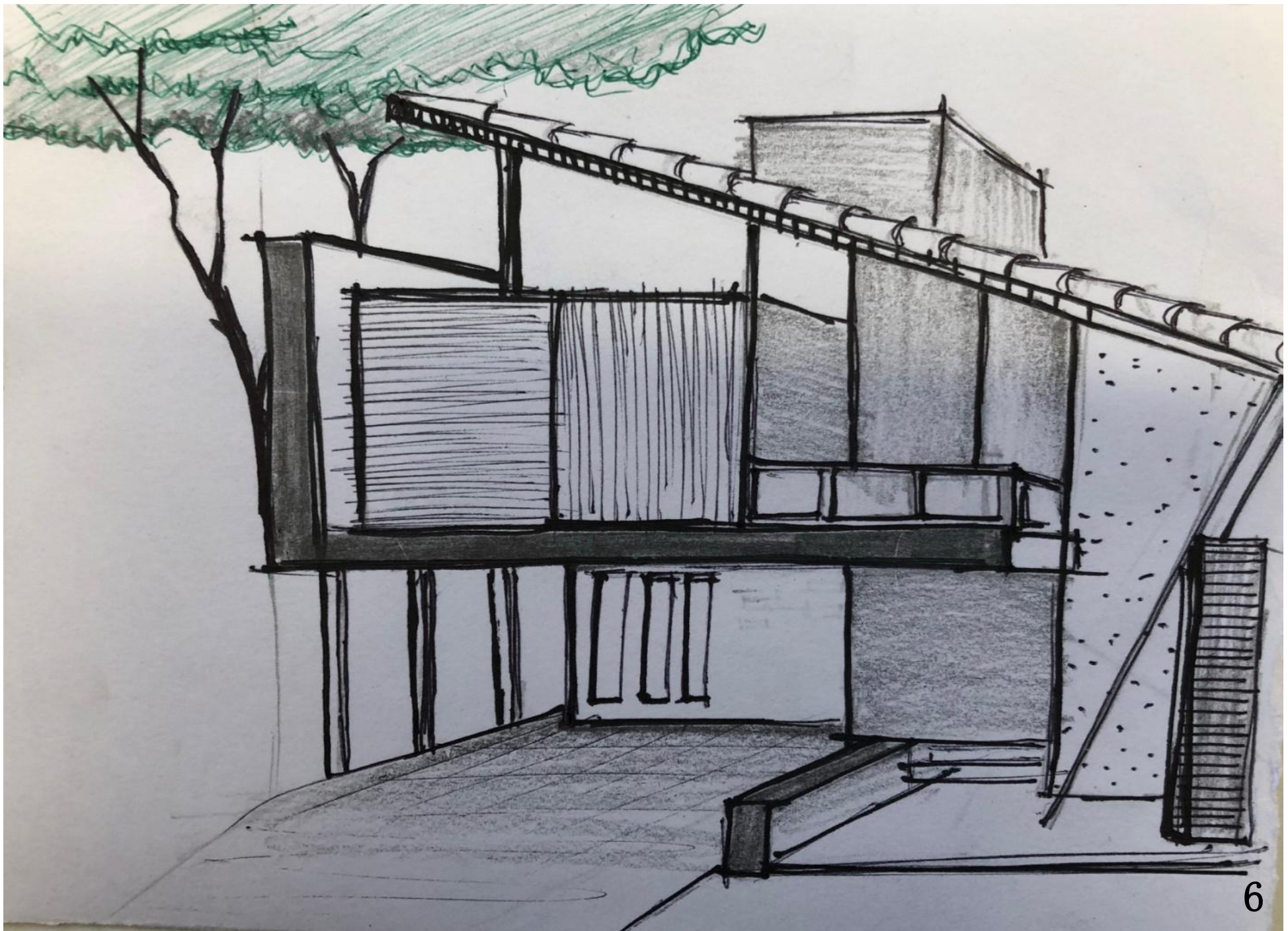




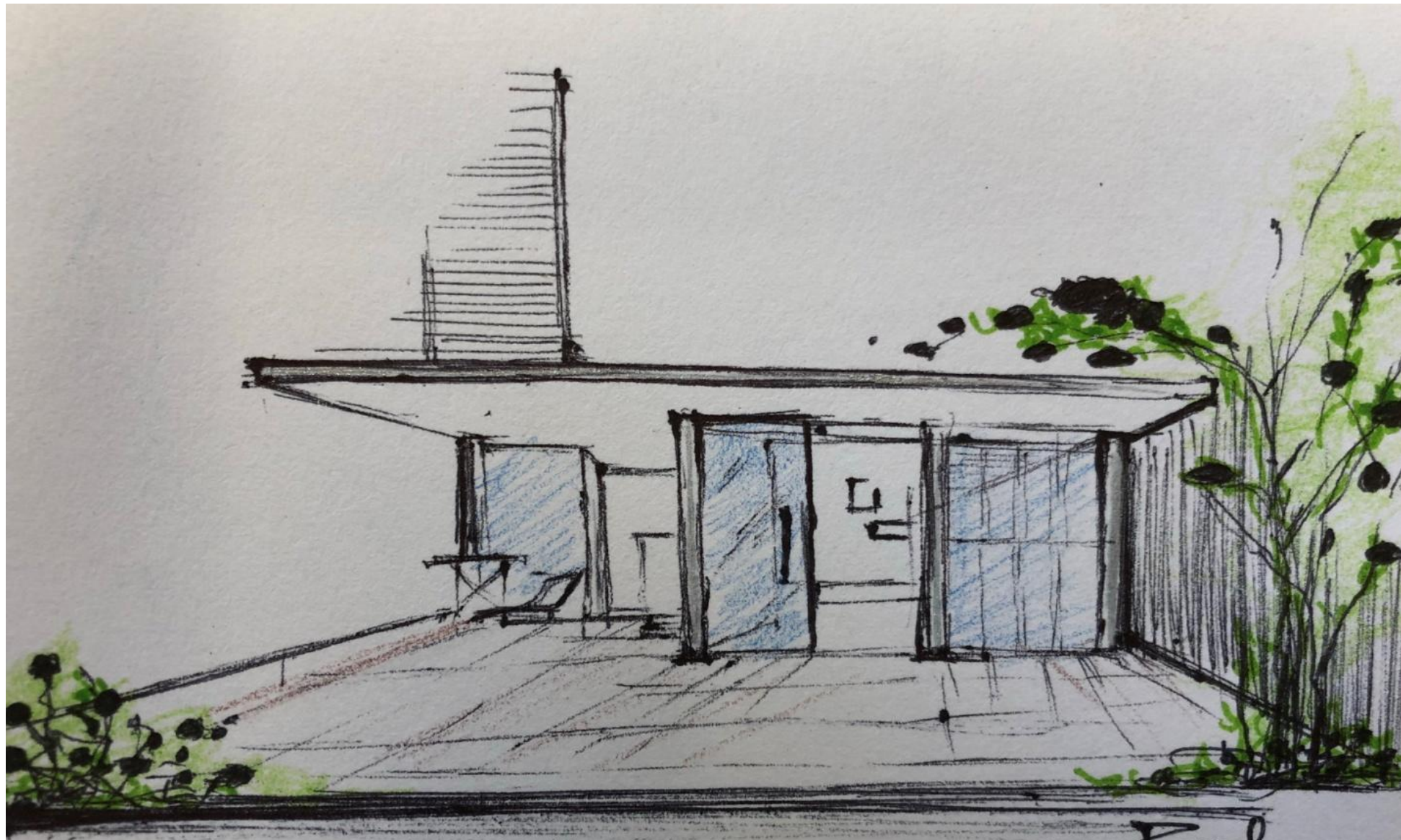
## EXPLORE THE ALTERNATIVES

Drawing is a primary language for capturing thoughts, exploring ideas, and then sharing those ideas. Teachers and mentors encouraged me, helping to sustain sketching as a key skill throughout school and into my professional career. Good fortune has ignited my passion to become a sketch advocate, helping others rediscover sketching as a powerful problem-solving and communication tool.

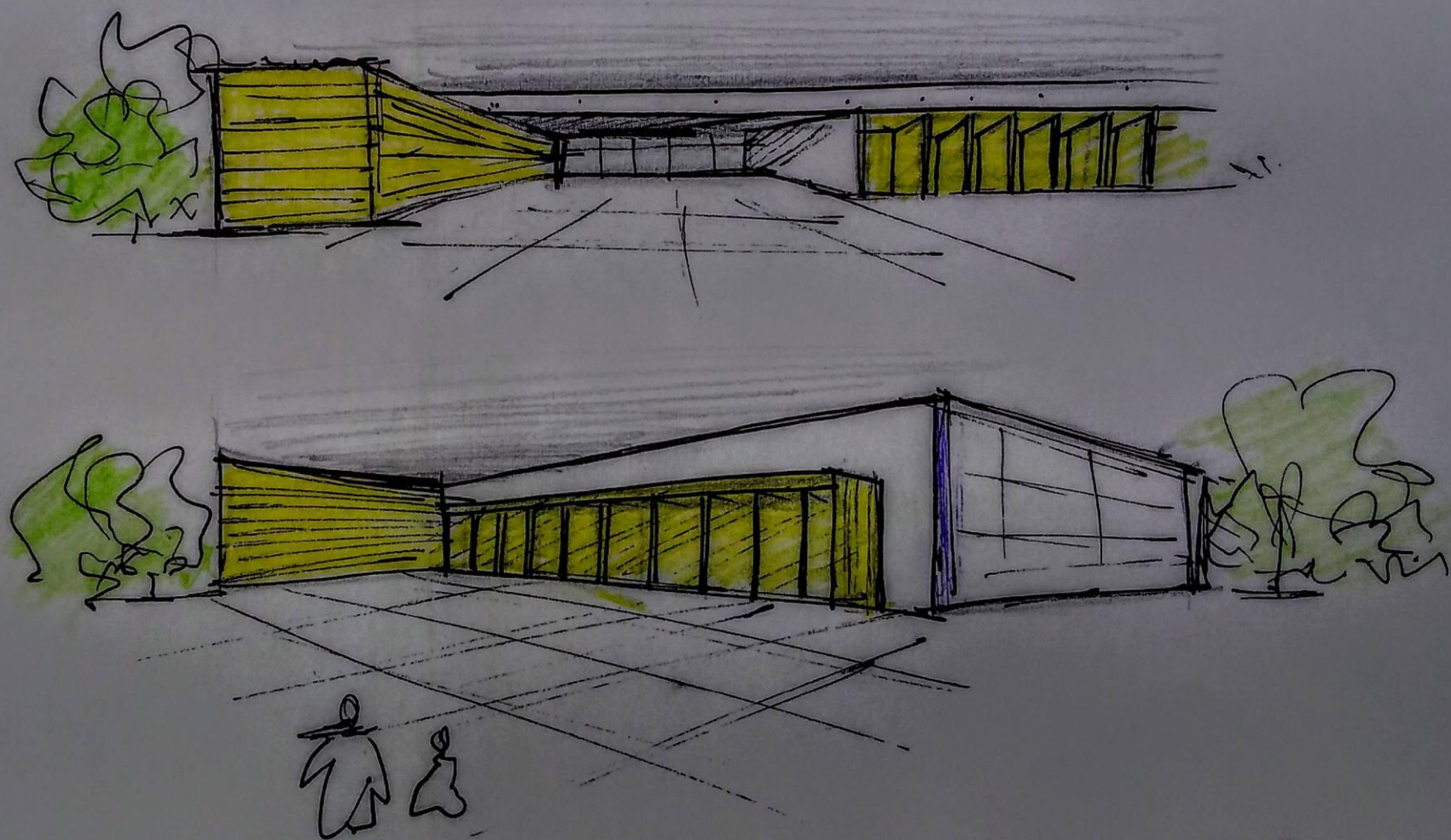
The real goal of sketching is functional. It's about generating ideas, solving problems, and communicating ideas more effectively with others







ELEVATIONS



VIEW

Paul



# AIHP EXECUTIVE PROJECT- GARAGE

Conceptual Sketch of the Reception Area.







# BIRTHDAYS IN DECEMBER

# HAPPY BIRTHDAY

S. NO	BIRTHDAYS IN DECEMBER	DATE
1.	ASHWINI PRASAD TRIPATHI (SITE SUPERVISOR)	1 <sup>ST</sup> DECEMBER
2.	PANKAJ SINGH (STORE INCHARGE)	3 <sup>RD</sup> DECEMBER
3.	SHARVAN (OFFICE BOY)	5 <sup>TH</sup> DECEMBER
4.	RAJENDAR SINGH KAIRA (ASST. MANAGER IT)	10 <sup>TH</sup> DECEMBER
5.	PUNEET BHATIA (SITE SUPERVISOR)	11 <sup>TH</sup> DECEMBER
6.	RAMESH CHAND (ELECTRICIAN)	12 <sup>TH</sup> DECEMBER







# HAPPY BEGINNINGS

NANGIA ADVISORS LLP



CAKE CUTTING CEREMONY

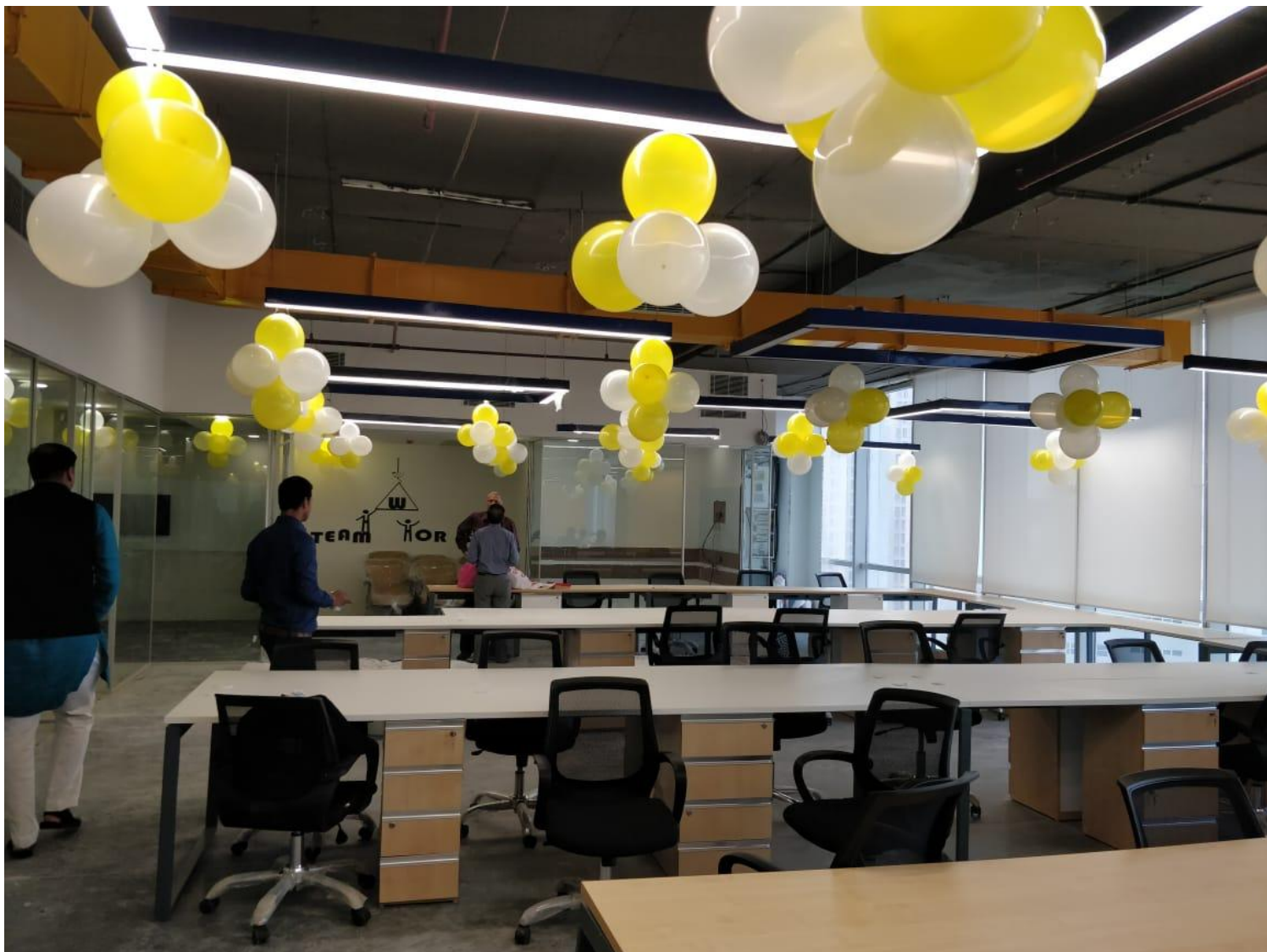




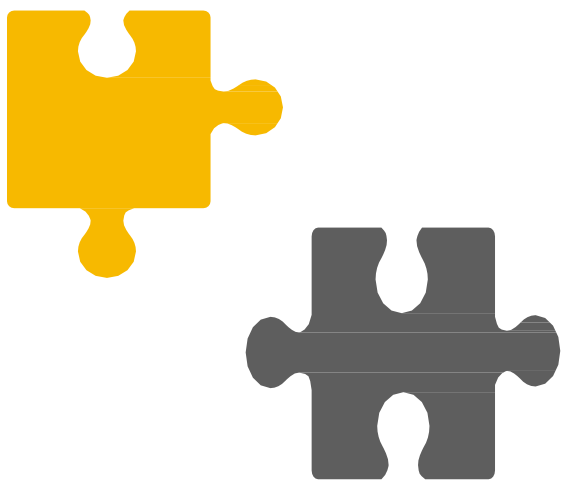


# HAPPY BEGINNINGS

## SEQUEL ONE







## EDITORIAL TEAM

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