

TIMES JOURNAL OF **CONSTRUCTION** AND DESIGN

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July-September 2013
Rs 75

a houseful of **Luxury**

Luxury spaces today are
finding niche buyers with
refined, global tastes

Tete-a-tete

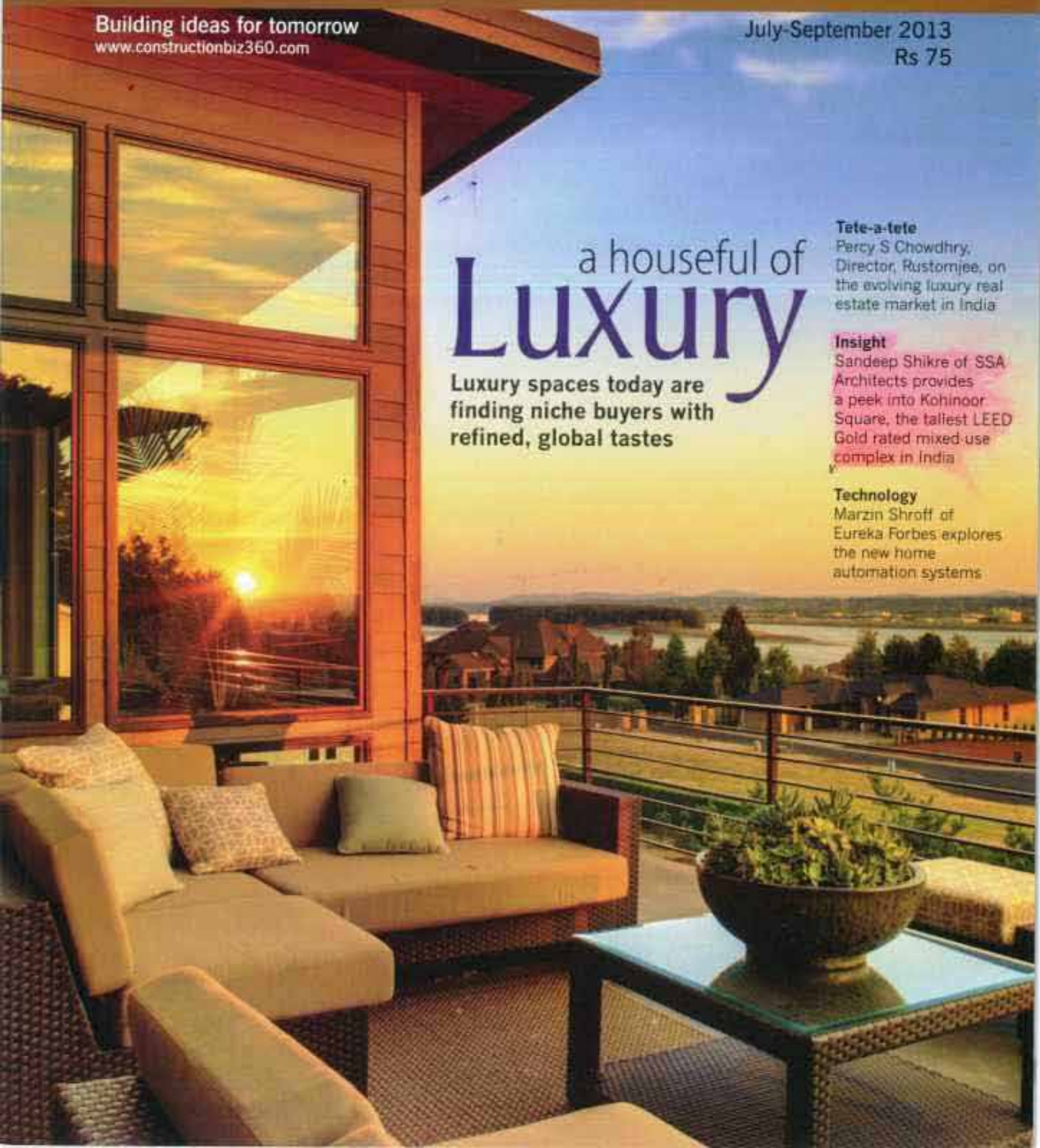
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LUXURY PERFECTION, EXEMPLIFIED

Sandeep Shikre, LEED AP – President & CEO, SSA Architects, gives an insight into the concept of luxury real estate through a case study of Kohinoor Square



Luxury is an extremely subjective perception, and it broadly implies indulgence in something that gives comfort and pleasure, but something that is not absolutely essential. Traditionally, the imported, the opulent, over the top and blatantly expensive materials were considered luxurious. Till recent times, the prevailing concept of opulence and luxury was, maybe an imported brand that came with an expensive price tag and where the client brief was restricted to magazine cut-outs.

In a paradigm shift, this concept is no longer exclusive to products with expensive price tags. Now, what makes a brand luxurious is its final aesthetic look, appeal and workmanship, and the material used to make it exclusive. The definition has evolved to include the tangible and the intangible, the visible and the invisible, the sensitivity and the sensibility.

Concept of Luxury Real Estate

The elite have always been discerning and interested in giving their spaces, be it their office or residence, a suave global face. A select number

of high end real estate developers are ensuring that their clients bask in luxury by offering them a mix of plush interiors and a significant quantum of space.

However, in this niche sector as well, luxury is being redefined as a harmonious confluence of premium location, a wow factor, innovation and technology, sustainability and exclusive services. This concept of luxury real estate is essentially a 'big city' concept readily accepted in metros such as Mumbai, NCR, Bengaluru, etc.

This concept can be exemplified by the case study of Kohinoor Square – a development poised to redefine Mumbai's skyline and raise the bar both in the sensual and the intellectual standards of luxury development.

Case Study: Kohinoor Square

Kohinoor Square is both a unique and the tallest LEED Gold rated mixed-use complex in India. It is a 2.4 million square feet of construction and consists of three towers – West, Central and East.

The West tower has a 24-metre high atrium facade designed in an innovative fabric glass as a

metaphor of the co-existence of the traditional and the contemporary; both materials and design elements, with a wonderful combination of high glass ceiling and bright polished natural stone flooring. This tower houses high end retail shops, Michelin star restaurant, food court and commercial offices. The Central tower is the focal point of the development which is over 203 metres tall and houses commercial office space. It has been deemed as India's 'Tallest Commercial-mixed use building'. The ground level is a magnificent three-storey tall atrium lobby designed as an elegant entrance to the tower's elevator banks. Overlooking the atrium are the signature shopping outlets.

The East tower building houses an integrated 13-storey multi-level car parking garage of over 1,000 cars, topped by a themed terrace landscaped clubhouse and exclusive high end customised luxury residences.

Luxury Redefined

This mixed-use development has homes, office spaces, high street shopping, parking amenities and a super luxurious 7-star boutique hotel with the tallest terrace infinity pool and signature restaurants to crown it all. Both the Central and East towers have an efficient floor plan designed to achieve column free spaces by housing the vertical transmission and all mechanical services as a part of a central core – thus ensuring breathtaking panoramic views of the Arabian Sea and the cityscape.

The Client Brief

The Kohinoor Group had an aspiration to create an iconic landmark project in central Mumbai that would set new benchmarks and trends for the industry and country's architecture.

Geographical Influence

The challenge posed to us as architects, was to create a structure that resonates Kohinoor's aspiration whilst ensuring that the discerning customer for office space would be willing to move his/her address from the traditional central business districts of Nariman Point and Bandra Kurla Complex to central Mumbai – Dadar and the demanding residential space customer would switch his/her preference for a SoBo house to a CeMo (read Central Mumbai) home.

Premium Location

The three key factors that impact the success of any real estate project are location, location and location!

Situated on a prime piece of land, a stone's throw from one of the greenest areas of the city, the master layout of the complex was carefully drafted to exploit the stunning panoramic views, reduce the building footprint and create a design program that would generate a positive spin of star occupants – where each one is a magnet for the next, creating a cascading effect. 'Michelin Star' chefs Joel Robuchon and Hide Yamamoto are opening their first Indian restaurants at Kohinoor Square. The exclusive super luxury brand of hotels under the GHM banner is operating their first venture in India 'The Aaya, Mumbai' from Kohinoor Square.

The 'WOW' Factor

The client's aspiration of an iconic building sees its architectural translation in the concept of an articulated glass facade, depicting the facets, the sheen, the glory and the opulence of a diamond, viewed from the Bandra Worli Sea Link, south and north parts of Mumbai – shimmering like a diamond reaching out to the sky.

The design is exclusive and bespoke. The methodology, technology and materials used during designing, construction and post construction are exclusive, innovative and time-tested. This development boasts of many firsts in India. The PERI formwork shuttering system (automatic climbing system), the Compass Vertical Transmission system, and the segregated energy centre are just some examples.

Kohinoor Square's basic designing tenet, for designing office spaces is 'Function dictates Design' and creation of spaces that are an effective blend of various aspects—the space planning, movement pattern, services planning, flexibility for expansion, optimum use of natural and artificial energy, acoustic, ventilation, storage as well as a humane and productive ambience.

Technology, Innovation and Amenities

Right from the inception of this project, nothing was left to chance and we carried out an in-depth research to thoroughly understand the technology available and best suited for this project.

TECHNOLOGY

Envelope

The Tower's 'Diamond' design is a distinctive faceted facade with uniquely shaped exteriors. The overall geometric form of the building is a combination of facets, chamfering corners and

slopes, thus creating interplay of the shimmering concept of a diamond.

The facade has undergone an extensive wind tunnel analysis for its structural design – and as per the analysis, it has been successfully tested for record wind pressures of more than 7.0 KPA, around 1.5 times the required standards.

The commercial tower has adopted seamless unitised panels – state-of-the-art facade technology to adhere to the stringent facade design parameters of high manufacturing standards, sound, water and thermal insulation and the completion schedule demand. Also, the glazing of the facade meets the required HVAC design performance requirement by incorporating a 32mm DGU high-performance HS Glass giving a high performance of 1.6 U-value and better aesthetics, thus reducing the energy loading on the project. The residential facade has been designed for a high performance, maximum visibility and minimal sliding window system.

Vertical Transmission

The entire complex has one of the largest numbers of vertical transmission units – 60 plus Elevators and Escalators. The Commercial and Residential towers have incorporated more than 18 high speed elevators reaching speeds of 6 m/sec, thus increasing the vertical transmission efficiency. Also, the complex has the first ever state-of-the-art OTIS innovative 'Compass Destination Control Management System'. It amplifies efficiency, personalised service, improved traffic performance and energy efficiency, thus reducing average wait time of occupants for an elevator to less than 29 seconds.

Lighting

The lighting has been designed as an integrated feature within the facade – it has an innovatively designed spandrel lighting feature which shimmers as a diamond and the edges of the building have been softly elaborated to emphasise the diamond facets. Also, the entire project has been lit in accordance with the LEED and energy conservation intent.

INNOVATION

Energy Centre

The mechanical and HVAC services of the tower building are detached from the main tower – as a separate 13-storey energy building, thus making it independent and providing a flexibility of

servicing and installing equipment without disturbing the occupants of the towers.

Safety and Security

Considering the present and future safety requirement for high-rise buildings, the project boasts of providing and adhering to primary, secondary and tertiary safety elements.

The facade is equipped with 10 percent openable panels, sprinklers and smoke detection systems. The project also adheres to NFPA standards of fire and life safety, and provides additional escape systems such as escape chutes.

Traffic Planning

An efficient traffic planning for 2,000 plus cars has been planned, considering peak hour traffic pattern.

AMENITIES

Clubhouse

A boutique clubhouse is housed on the terrace of a multilevel car park and integrated in the residential tower.

Heliport

The design intent as well as the construction of the Central Tower provides for the seamless inclusion of a proposed heliport at the top.

Parking

The project has a parking facility of over 2,000 cars. A 13-storey multilevel car parking garage for occupants and three comprehensive basements for MCGM public parking also has the first-of-its-kind integrated Bus and HMV parking levels in an MCGM garage.

24x7 Security

The entire security planning of the facility is designed by an Israel-based security consultant; making it one of the most secure premises in the country for a Class-A mixed-use building type.

Incorporating the Green Factor

The concept of luxury real estate is incomplete if it is not reinforced with sustainability. The Kohinoor Group, an avid promoter and believer of the Green movement, responsible for giving Asia its first and globally the second LEED Platinum rated hospital, aimed for Kohinoor Square to achieve LEED Gold certification for the tallest mixed use complex in India. 