

CASE STUDY



+ Corporate Reception

**JMJ GROUP**  
Mumbai, INDIA.



Corporate waiting lounge



Recreation & Gymnasium



**Brief:**

JMJ wanted world class innovative design for their office. They wanted the building to have its own corporate identity in order to make its presence felt.

**Location:**

Powai, Mumbai

**Area :**

50,000 sq.ft.

**Concept:**

The concept was to develop an ambience, which would give a contemporary and a modest look, providing an impetus for innovation, to the office design. An open to sky Atrium space in the building was designed using the concept of maintenance free Japanese garden with artificial plants. Space planning and circulation of the floor plate was all as per Vastu.



Atrium



Office Reception

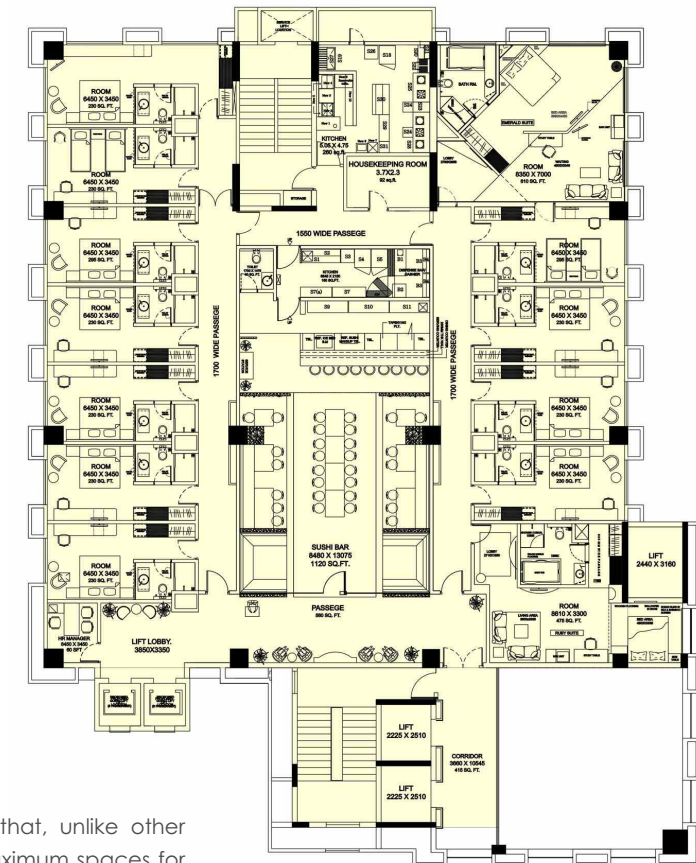


#### Execution Approach:

Sankalpan had to deal with the flat slab structural design of the building. The main source of natural light was a cut out at the center of the slab that was used as the main focal point by Sankalpan. A lot of glazed elements were used in order to create an illusion of space and obtain maximum natural light. The height of the building at the periphery was less as compared to its center, hence the cabin enclosures were placed at the periphery while the working areas at the center in order to give it a spacious look and feel. Just two or three materials were used with a few colors. For the first time in India imported steel mesh materials were used for wall cladding, suspended ceiling, etc. In order to maintain the natural ambience, 80% of wood and 15% of glass were used. Awning was designed on the roof top of the atrium in order to take care of the weather conditions.

#### Uniqueness of the design:

Uniqueness of the design lies in the fact that, unlike other corporate areas, Sankalpan carved out maximum spaces for public areas like reception; lobby, etc., where the clients of JMJ could get a feel of the corporate identity. Minimum forms and materials were used for maximum aesthetical value. Extremely modern and high tech, still soothing, simple and welcoming ambience was created by using natural elements during the day and sophisticated imported fittings during the night.



TYPICAL FLOOR PLAN