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It's with a sense of homecoming that we enter this exciting phase of 'being back to business'.

To start with, IFJ is itself back to its beautiful large-format print version this year. Perhaps even more exciting is the fact of the tradefair industry being back on its feet with physical face-to-face conversations on business being possible again at fairs across the world.

What started with the grande dame of tradefairs for the interiors industry in June, the Salone del Mobile, Milan, now continues down the line to India and our own version of the big interiors event, Index, held at the swanky new Jio Convention Center, which bodes well for the renaissance of the event, which has been in hibernation mode, along with the others of the industry, for over two years. So, it's Springtime in the tradefair industry as the green shoots start, however slowly, to bloom.

No fair is at its biggest version. But every fair is at its best, having survived the drought and just showing up, raising its hand and being present. Best of all, despite several of the larger manufacturers staying away from the tradefair format, from the Salone to India's Index, the joyous resurgence of the SME, the backbone of the Indian 'maker' industry, is very clear with an exuberant presence at both editions of Index Fairs, at New Delhi, last July and in Mumbai, in August.

Traditionally the more robust and faster to recover, the smaller, artisan-based manufacturers of furniture and interior products have quickly woken up and gone back to business in full recovery mode. This is an energizing sign for the industry at large, being the first and the fastest to resurge and thereby start the positive ripple across the industry. Architects agree that business is doing well. Home and offices are being refurbished. Hotels and campuses are being built. All of these will soon be fitted out with the products of our furniture and fittings manufacturers and mark the restart of new business.

In this 'tradefair special' IFJ salutes the standout projects of architects across the world, in a time when remembrance and value attain new meaning.

Everything has changed. And nothing has changed. But no one is the same and while the ways of working and doing business might indeed have seen a sea change, old values have surged and the importance of the human connection is more powerful than ever.

Aphra Khaw

I look forward to hearing from you.
Please send your thoughts to me at edit@ifj.co.in



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AIPL JOY STREET, GURUGRAM

Design Forum International, New Delhi

Once upon a time : Design brief and aim

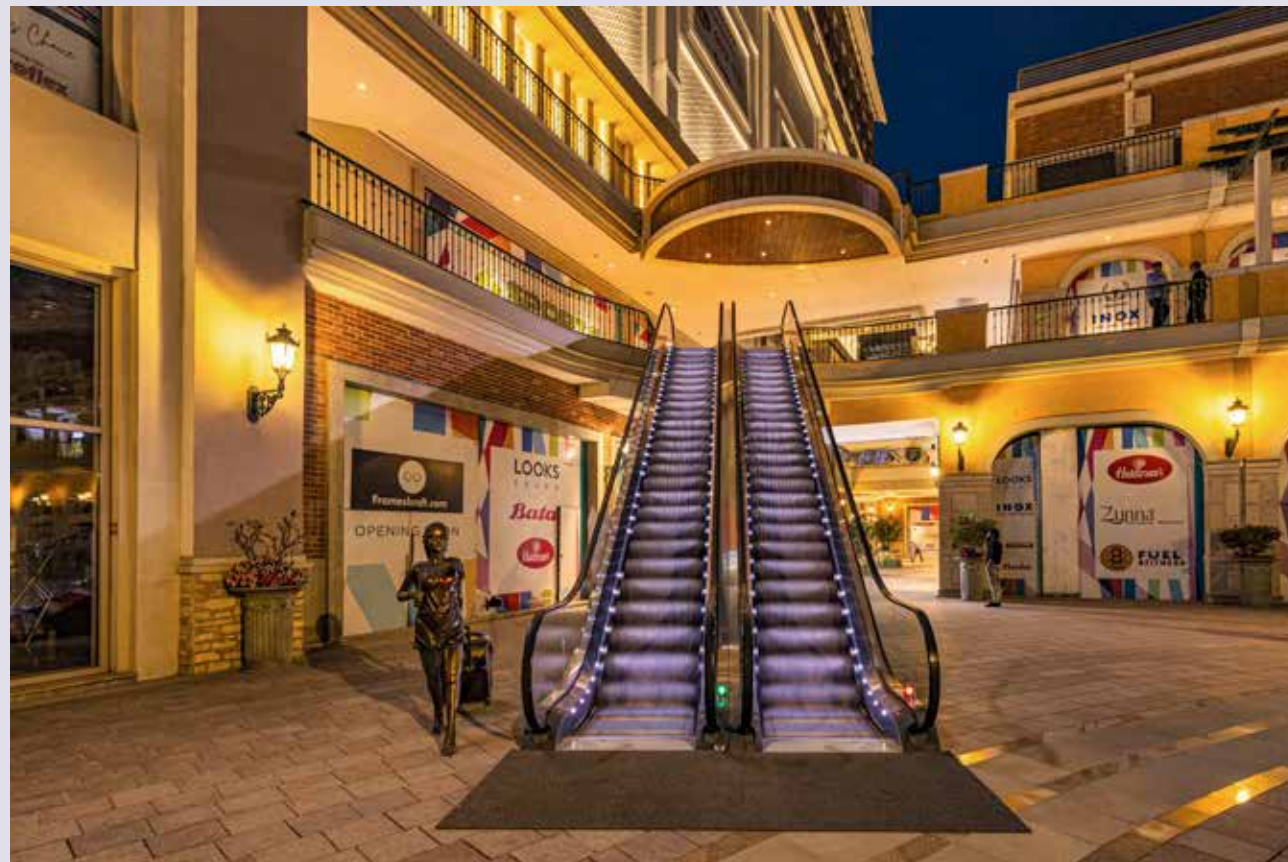
To conceive an entertainment hub with an unconventional design.

Happily ever after and how this was accomplished

Conceptualizing the unconventional design the client wished for, the space was developed into an open-concept mall on a four-acre angled site surrounded by residential buildings. While designing an experiential shopping destination,

the firm had to ensure greater visibility to all shops while retaining excitement and interest.

Divided into an assortment of functions on different floors, the building was structured in a stepped façade to resolve the plot's odd geometry. This results in increasing opportunities for interaction at the front along with uniform internal courtyards. The built fabric's staggered design increases the retail frontage, which is divided into primary, secondary and tertiary



spaces. Open courts and plazas around the building become themed streets that increase 'walkability'. One side is turned into a thoroughfare for easy vehicular access while creating a dynamic space at the rear of the building.

The other side of the site is designed as a pedestrian plaza, where a ten-metre setback from the site's edge creates an interactive pedestrian zone and spill-out area for the shops, that separates vehicular and pedestrian traffic. Alfresco seating, a performance space, murals, greenery and water features further enhance the experience.





Not following the conventional glass-and-steel façade, the mall has a clock tower rising on the building's west corner that shades the Food Street on the ground floor. The building creates self-shading and thermal comfort against the location's hot and dry climate, in addition to the strips of humidifiers installed. An open staircase, on the opposite side, runs adjacent to several shop windows and the two ends of the façade come together to form a dynamic structure.

The lower three levels of the tower encompass the multiplex, while the food court on the second floor offers both local street foods and fine dining. The bar counter running the entire length of the frontage offers a panoramic view of the surrounding cityscape. The food court opens out onto an expansive terrace with alcoves offering more private seating. Floors five to eight have office spaces, and the top nine floors are dedicated to fully-furnished luxury studio apartments. The top floor has a luxury spa, a swimming pool and a rooftop café and bar.





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