

# ENDEAVORS

E N G I N E E R I N G I N N O V A T I O N S

PG 02

## JSW Centre Mumbai

Designed as an innovative model of engineering, landscape and sustainable excellence, the JSW Centre, is an efficacious attempt at creating modern and functional architecture.

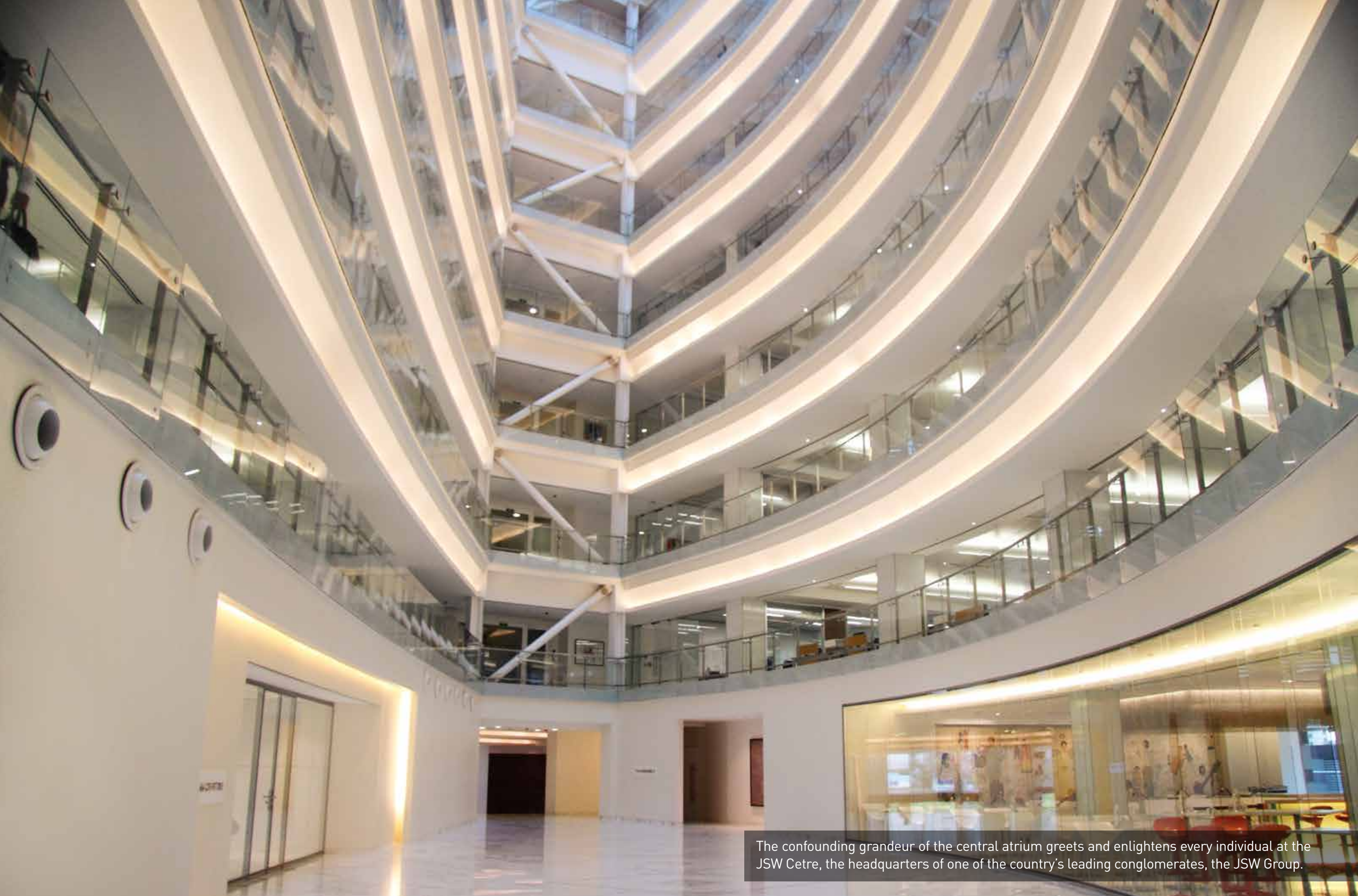
PG 24

## The Grande Palladium Mumbai

With a distinctive form, the GMS Grande Palladium, delineates a dynamic conceptual approach.







The confounding grandeur of the central atrium greets and enlightens every individual at the JSW Centre, the headquarters of one of the country's leading conglomerates, the JSW Group.



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# FOREWORD



Jayant Acharya  
Director (Commercial & Marketing)

A key driver of the industrial revolution and urbanization, the steel industry in itself has often been the barometer of the economic health of a nation. With its unique combination of strength, formability and versatility, steel will continue to remain an essential material intrinsic to our way of life, providing solutions for a sustainable future. The construction and engineering world is strongly, yet dexterously integrated with the world of materials today. With innovations enriching the palette of the built environ, the inherent qualities of various materials lead to the evolution of iconic designs. Though steel as a material has transformed the urban skylines of many global cities that have recognised its immense environmental and economical features, India still remains rudimentary in exploration of its potential.

Our ambition through this initiative is to create a holistic resource basin on steel, a material which is green, sustainable, recyclable and has a higher life-cycle value. This is an aim that stems from our belief in the continuous & progressive development of the design and construction industries, thereby offering a varied platform of information, inspirations and interactions. It is through these humble initiatives that we constantly thrive to bring in the new facets of steel, intensifying greater materialistic parameters to scale innovative concepts. Testimonial to this is our new Headquarter – JSW Centre, a building that addresses the commitment for creating a transparent and collaborative work culture and reinforcing the organization's vibrant identity.

I also take this opportunity to share with you a recent development pertaining to the Company's growth. JSW Steel has completed the merger of JSW Ispat with itself, an amalgamation that has strengthened its leadership position and established itself as one of the nation's foremost & leading company in the steel sector. This symbiosis will surely propel us to serve our associates more efficiently. As Scott Harrison once stated, "Inspiration is difficult to measure, but the results driven by that inspiration are powerful." Thus, by addressing intrinsic topics in the world of construction and engineering, we hope that ENDEAVORS is the trigger to many such accomplished aspirations, and truly, sets the precedent for shaping India's ambition!

Happy Reading!  
Jayant Acharya  
Director (Commercial and Marketing)





## COVER STORY

# ARCHITECTURE

## with a Global Conscience

An innovative model of engineering, landscape and sustainable excellence, Stantec's design for the JSW Centre, Mumbai is an efficacious attempt at creating modern and functional architecture while translating complex requirements into convincing spaces.

**LEFT**  
Designed by Stantec, the JSW Centre serves as the headquarters of the JSW Group.

**LEFT STRIP**  
The building during its construction phase.

**RIGHT**  
Stantec interprets the design of the building as an embodiment of excellence derived from the client's imaginative and progressive vision.







Situated in Bandra-Kurla Complex, Mumbai, a prestigious site that houses the premises of prominent business institutes and companies in India, the JSW Centre serves as the headquarters of one of the country's leading conglomerates, the JSW Group. Designed by Stantec (formerly known as Burt Hill Design Pvt Ltd), the Platinum-LEED certified project incorporates innovative and high-performance technologies to use considerably less energy, reduce the consumption of potable water and provide a healthy and productive indoor environment that prioritises on natural light and fresh air.

With a footprint of 2.2 acres, the elegantly enveloped glass and steel structure derives its iconic elliptical form from the geometry of its site. The tower with its sky garden terraces redefines the BKC skyline with its tangible structure of steel and glass. Delineated through clear construction, the fluidly wrapped curves enclosed in a dual-glazed skin supported by a steel structure provide transparency and openness up to the core. The façade is a glass canvas with an arched roof canopy encased within a stainless steel rim, conceived to bring in light into the atrium. Fostering an efficient sustainable performance, the use of

structural steel and glass reinforces the ability to enhance the effectiveness of the structure in a number of ways. It not only helps in providing a sleek, contemporary look to the fluid ten-storeyed building but also elevates the architectural design and structural integrity by using the full potential of long span steel that helped create a modern and flexible work environment of unobstructed office spaces & fast track construction. The ensemble of high-performance double-glazed Belgium glass reduces heat loads to a sustainable level, whereas simultaneously facilitating day-lighting to its maximum. Epitomising the company's progressive values and ambitious aspirations, it is one of the pioneering constructs in India to use structural steel. At the centre of a global conglomerate, the headquarters addresses the commitment for creating energy efficient and comfortable indoor environment for its inhabitants, derived from a well-established foundation of program-driven design.

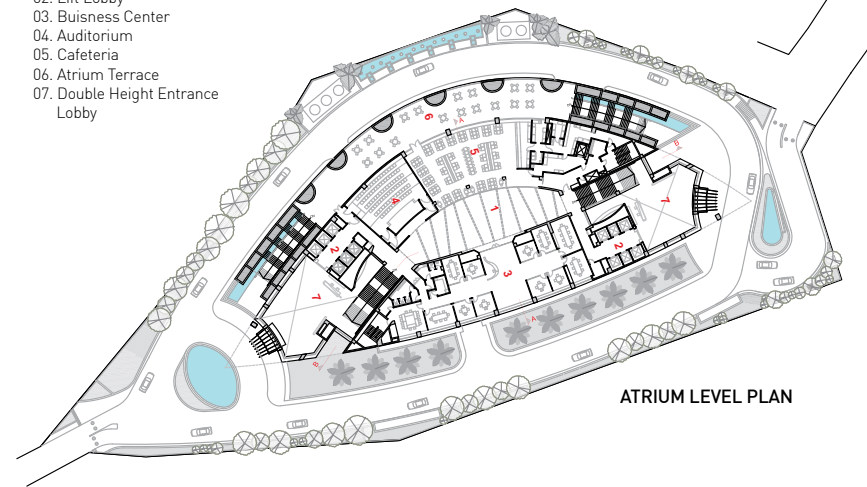
The austere beauty of the entrance lobby with its minimalistic grace greets the occupants and the visitors of the building. The 30ft open, sky-lit atrium, works as a visual connection and a point of convergence for all the employees working in different areas of the building.

“Fostering sustainable performance, the use of structural steel and glass reinforces the ability to enhance the effectiveness of the structure in a number of ways.”



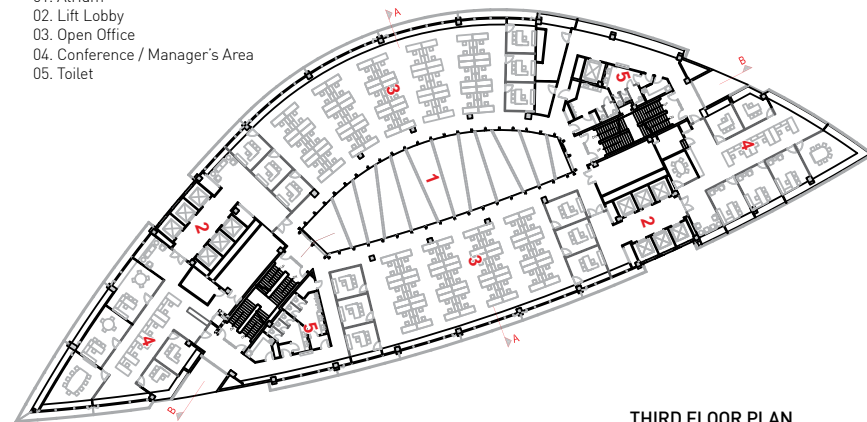
SITE PLAN

- 01. Atrium
- 02. Lift Lobby
- 03. Business Center
- 04. Auditorium
- 05. Cafeteria
- 06. Atrium Terrace
- 07. Double Height Entrance Lobby



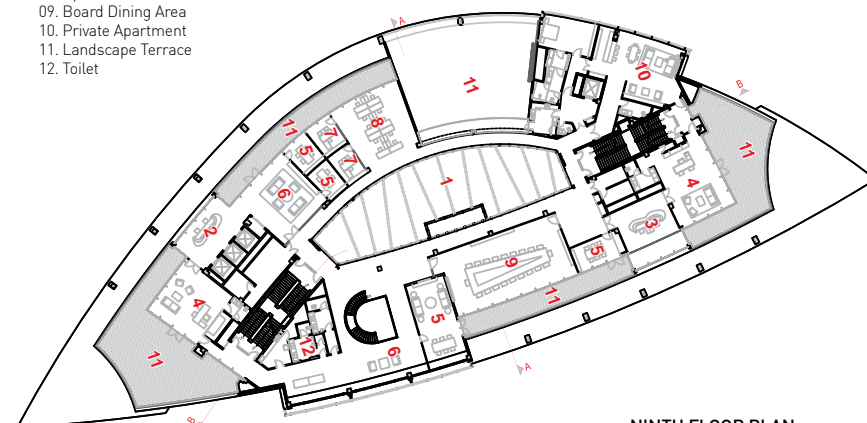
ATRIUM LEVEL PLAN

- 01. Atrium
- 02. Lift Lobby
- 03. Open Office
- 04. Conference / Manager's Area
- 05. Toilet



THIRD FLOOR PLAN

- 01. Atrium
- 02. Lift Lobby
- 03. Reception
- 04. Directors Cabin
- 05. Meeting Room
- 06. Lounge
- 07. Manager's Cabin
- 08. Open Office
- 09. Board Dining Area
- 10. Private Apartment
- 11. Landscape Terrace
- 12. Toilet



NINTH FLOOR PLAN









The corporate headquarters of the company accommodates approximately 1600 employees contained within 660 workstations and 123 cabins that are stacked through the middle floors of the building. It also houses a 102-seater auditorium, a 200-seater cafeteria, a state-of-the-art business centre with 12 meeting rooms and a conference room, and a parking space for around 275 cars in the lower levels; whereas the high-end executive floors occupy the top levels with beautifully landscaped and sunlit terraces. The traffic of the building is managed by the 12 high-speed elevators and a service lift, steering the movement of the employees in an organised manner.

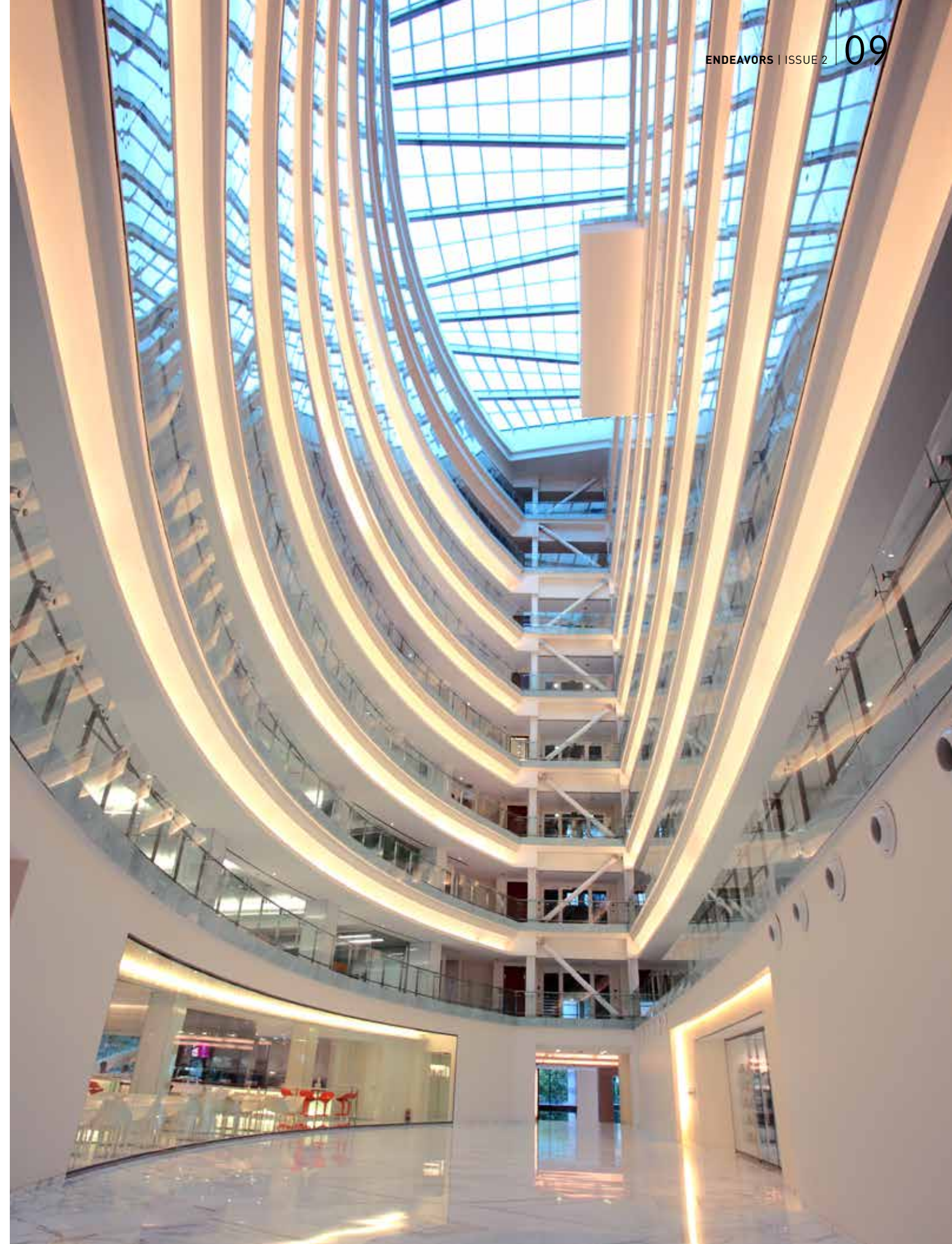


**TOP**  
The 102-seater auditorium.

**CENTER**  
The state-of-art business centre with 12 meeting rooms and a conference room.

**BOTTOM**  
The 200-seater cafeteria at the atrium level.

**RIGHT**  
The 30ft open, sky-lit atrium, works as a visual connection and a point of convergence for all the employees working in different areas of the building.







Simple and modern, minimal gestures define the boundaries between public and work spaces demarcating volumes within.



**TOP**

The entrance lobby with its minimalistic grace adorns the art work 'Hex-Hex' by Anish Kapoor.

**CENTRE**

Shakti Maira's artwork, 'The Sangha: A Creative Journey', a group of 12 sculptural bronze figures, is displayed at the north entrance of the building.

**BOTTOM**

'Someone Else' – a library of 100 books made of steel displayed at the business centre by artist Shilpa Gupta.

**RIGHT PAGE TOP**

The culture of the Group reflects the immortal words of O P Jindal, Founder, JSW Group, hoisted at one of the entrance lobby.

“

Epitomising the company's progressive values and ambitious aspirations, the construct is one of the pioneers in India to use structural steel.

”

With a thoroughly equipped security system that is integrated with the Building Management System, the planning ensures security awareness and protection to all the employees throughout the building. Augmenting its green proficiency, the terraces have been designed to capture and harvest rainwater, which is then stored for landscaping, HVAC, and flushing purposes. Stantec interprets the design of the building as an embodiment of excellence derived from the client's imaginative and progressive vision.

Simple and modern, minimal gestures define the boundaries between public and work spaces demarcating volumes within. Designed for those who truly appreciate craftship and subtle distinctions, the workplace exquisitely interweaves art and creativity in its realm. The building houses various installations by renowned artists, such as the 'Hex-Hex', a multifaceted luminous steel helix by Anish Kapoor and 'Someone Else', a library of 100 books made of steel written anonymously or under pseudonyms by Shilpa Gupta, alongwith works of many other established contemporary artists such as S H Raza, Krishen Khanna, Nilima Sheikh etc. The creative design of the JSW Centre has embodied a unique identity for the company that enhances the effectiveness of the workplace and also composes itself as a strong marketing and recruiting tool. Consistently resonating with the values of sustainable spaces through use of technological advancement and building management systems, the Centre delineates an energy efficient, responsive, safe and secure approach. ■



## FACT FILE

<b>Project:</b>	JSW Centre
<b>Location:</b>	Bandra-Kurla Complex, Mumbai
<b>Client:</b>	JSW Group
<b>Delevoper:</b>	Orbit Corporation Ltd
<b>Architectural Designer:</b>	Stantec (Formerly known as Burt Hill Designs Pvt Ltd)
<b>Landscape:</b>	Stantec Consulting Pvt Ltd
<b>Façade Consultant:</b>	Façade India Testing Inc.
<b>MEPF &amp; IBMS Consultant:</b>	PDA – Pankaj Dharkar & Associates
<b>Architectural Lighting Consultant:</b>	Studio I , USA
<b>Structural Consultant:</b>	LERA - Leslie E. Robertson Associates, USA Dr Kelkar Designs Pvt Ltd
<b>Steel Fabricator:</b>	Structurati Fabrication Pvt Ltd
<b>Project Area:</b>	Site - 2.2 acres
<b>Built up Area:</b>	550,000 square feet
<b>LEED:</b>	Platinum Rating (Pre Certification)
<b>Total Steel Tonnage:</b>	3300MT
<b>Design Team</b>	Jayesh Hariyani: PIC - MD, Practice Leader South Asia Anton Germishuizen: Senior Project Designer Joe Beerens: Senior Project Manager Gopinath Akalkotkar: Senior Project Manager Nikul Shah: Project Designer Bhaumik Patel: Project Architect