

Avenida

Rajarhat, Kolkata

CLIENT : Tata Housing Development Company
SCOPE : Master Planning + Architecture
PROGRAM : Residential Apts, Townhouses, Club House,
Convenience Retail & Community Hall
BUILT-UP AREA : 1,100,000 Sq.Ft.
PLOT AREA : 13 Acres
STATUS : Completed (2019)

AWARDS : Project of the Year at ESTRATE Real Estate &
Conclave Award, Singapore (2017) &
Residential Design of the Year at NDTV Grohe
Design & Architecture Awards 2013 (2014)

SUSTAINABILITY : IGBC Pre-Certified GOLD (2016)

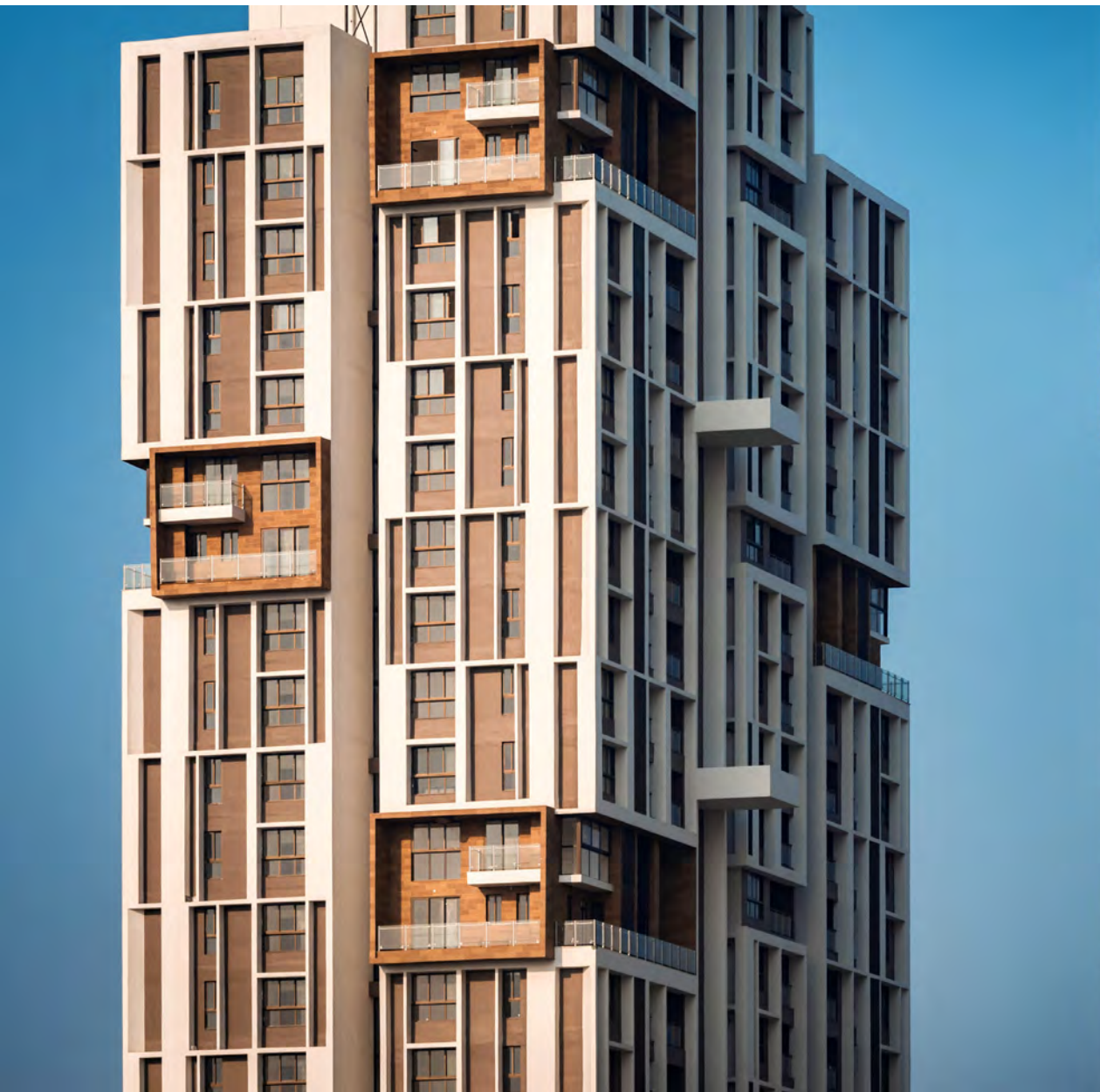
The main idea was to reestablish Nodes: Streets, Squares and Plazas in the gated precinct to establish a sense of community rather than a private and individualized segregation.

Tata housing's AVENIDA a new residential development for Rajarhat, spread over 13 acres, and sets the stage for a contemporary lifestyle for its residents, within a precinct that draws its inspiration from the deep rooted colonial urban history and ethos of Kolkata. The project was an opportunity or rather metaphorically a clean canvas to create a painting of variegated lifestyles celebrating life across generations.

EDIFICE







The architectural vocabulary of this development can be categorically described as a fusion of colonial and contemporary style. It drew inspiration from the colonial past and re-interpreted to perfectly suit the contemporary lifestyle of the current generation. Two distinctively profound colonial elements, twin columns and horizontal louvers are extensively used to create the streetscape facades of the amenity spine, club house and the bottom two floors of the towers.

Thus we achieve a consistent and homogenous streetscape reminiscent to the colonial past and functionally respond to a public realm, on top of which the towers emerges with contemporary facade treatment responding to the inhabitants' lifestyle. The tower facade is a combination of both horizontal and vertical louvers, patterned to exhibit climate responsive performance by proving thermal comfort for the living units.

