



INDIAN ARCHITECT & BUILDER

EXPLORE

A&B

TOTAL NUMBER OF PAGES INCLUDING COVER 80

MUMBAI

₹ 200

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ARCHITECTURE
Jateen Ead
SHROFFLEON

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M E D I A



↑ View from main entrance.

Rustic Impressions

The Photo Company

The Photo Company, Designed by Lovekar Design Associates, grows organically from the skeleton of the existing factory site into a rustic, albeit contemporary image of its past.

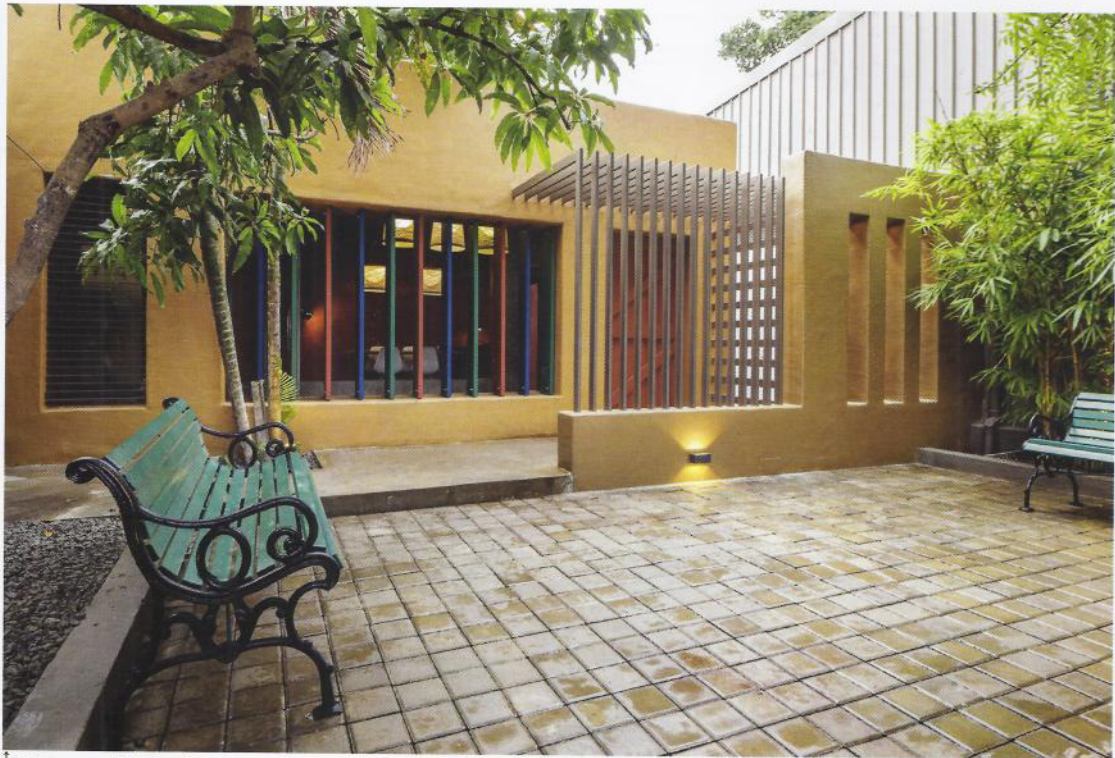
Images & Drawings: courtesy Lovekar Design Associates
Text by: Dhvani Shanghvi

The Photo Company is a photography studio complex for a young photographer, specializing in automobile, product, and fashion photography. Unused for many years, the site is located in Pune, India, in a no-development zone, and was earlier a factory complex, in an abandoned and dilapidated state. The existing structure comprised of a large factory shed, servants' quarters and a watchman's cabin with abundant open spaces in the front.

Due to the constraints imposed on the no-development zone, an expansion beyond the existing covered structure was proscribed. The footprint of the existing structure thus became the point of departure on which to design.

The new structure has two points of access, one for the photo studio, and the other for visitors, into an office space. The primary entrance

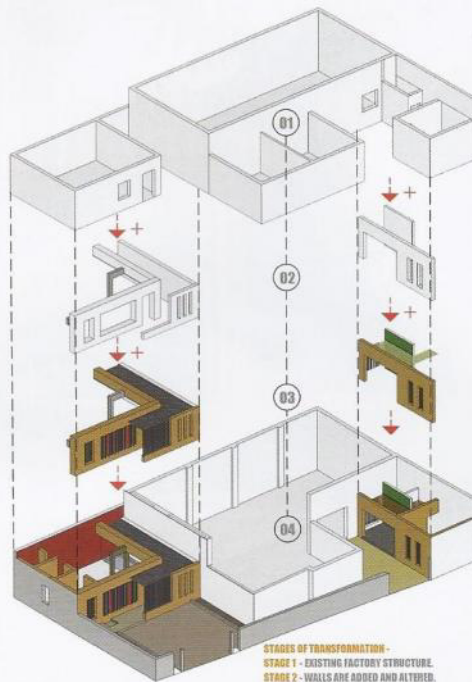
leads to the office space, fabricated from the servants' quarters of the original building. A parking area interposes the junction between the entrance and the interior and is flanked between landscaped spaces on either side. Owing to the disavowal of creating addition enclosures, an unused open space is pragmatically transformed into an intermediary courtyard between the office and the studio. The L-shaped courtyard is hardscaped, and provided with an M.S pergola, which, along the short arm of the L, continues down to the parapet wall. This continuity creates a visually unanimous with the wall in front of and behind it, which are designed with cut-outs, and wooden planked windows, respectively. At the back entrance, the watchman's cabin towards the north is converted into an image processing unit and an outdoor seating with a bamboo pergola, paving the way to the photography studio. Behind this semi-enclosure is a redesigned toilet, kept out of sight with the addition of a framed wall. The enclosure created within



↑ Parking area with informal seating.

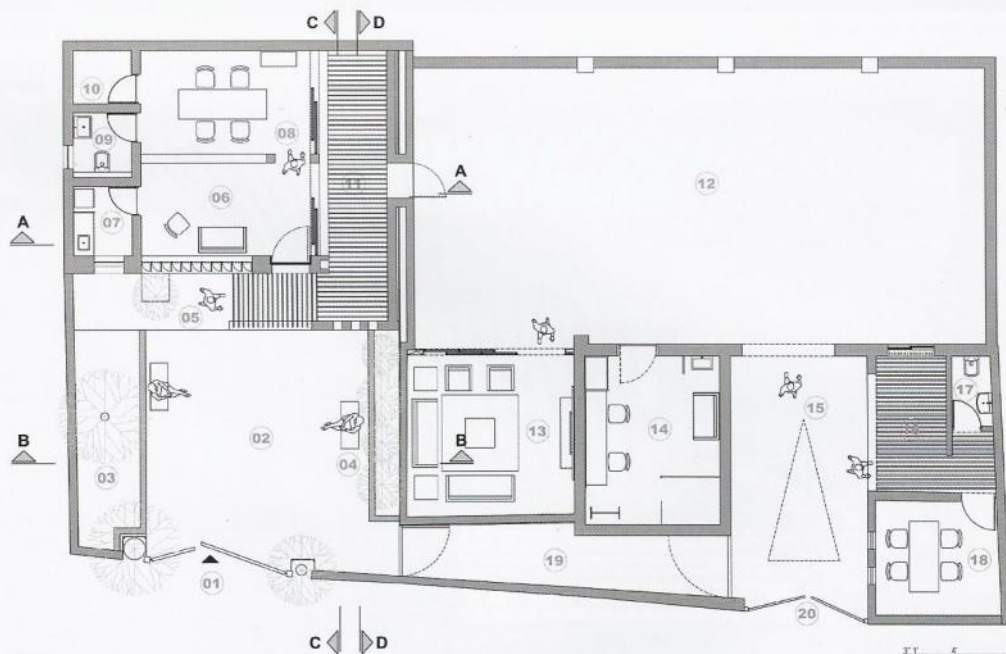


↑ Bamboo pergola with informal seating.



STAGES OF TRANSFORMATION -
STAGE 1 - EXISTING FACTORY STRUCTURE.
STAGE 2 - WALLS ARE ADDED AND ALTERED.
STAGE 3 - PERGOLAS, DOORS & WINDOWS ARE ADDED.
STAGE 4 - FINAL STRUCTURE WITH PAINTS & LANDSCAPE

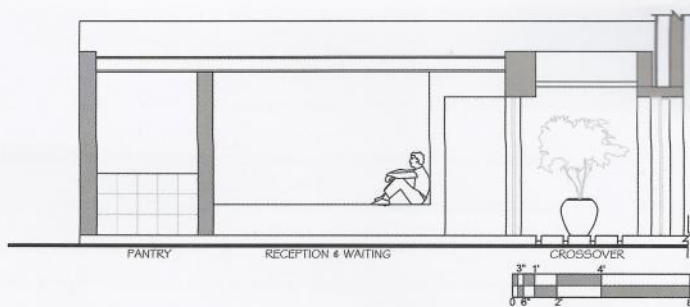
↑ Generation of new spaces.



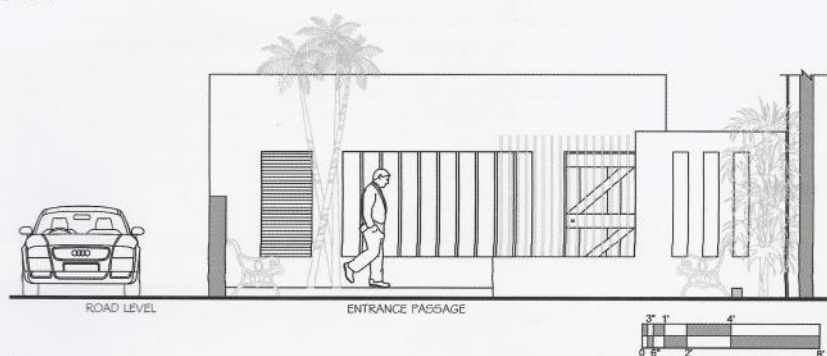
Legend

- | | | | |
|--------------------------|---------------------------|----------------------------|----------------------|
| 01 : Main Entrance | 07 : Pantry | 13 : Lounge | 19 : Service Passage |
| 02 : Parking | 08 : Office | 14 : Dressing Room | 20 : Back Entry Gate |
| 03 : Landscape | 09 : Toilet | 15 : Back Entry To Studio | |
| 04 : Bamboo Plantation | 10 : Store | 16 : Bamboo Pergola | |
| 05 : Entrance Passage | 11 : Crossover/ Courtyard | 17 : Common Toilet | |
| 06 : Reception & Waiting | 12 : Studio | 18 : Image Processing Unit | |

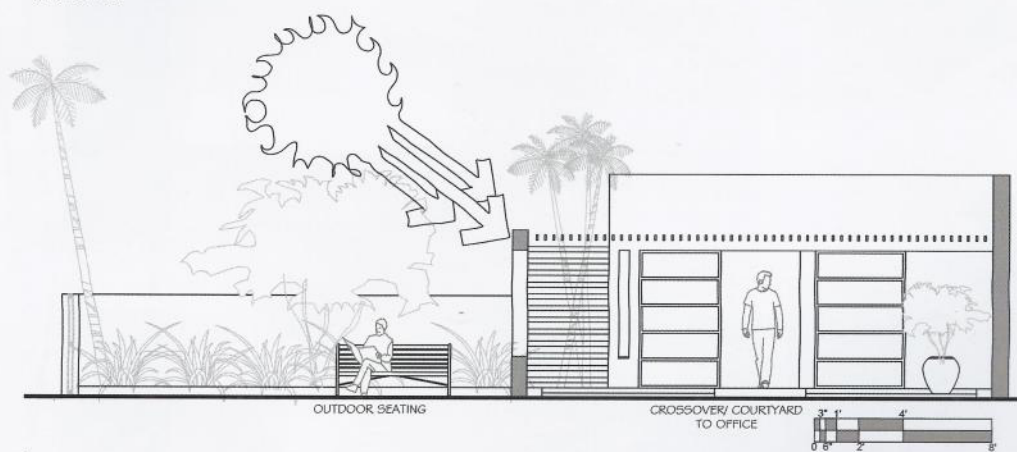
↑ PLAN



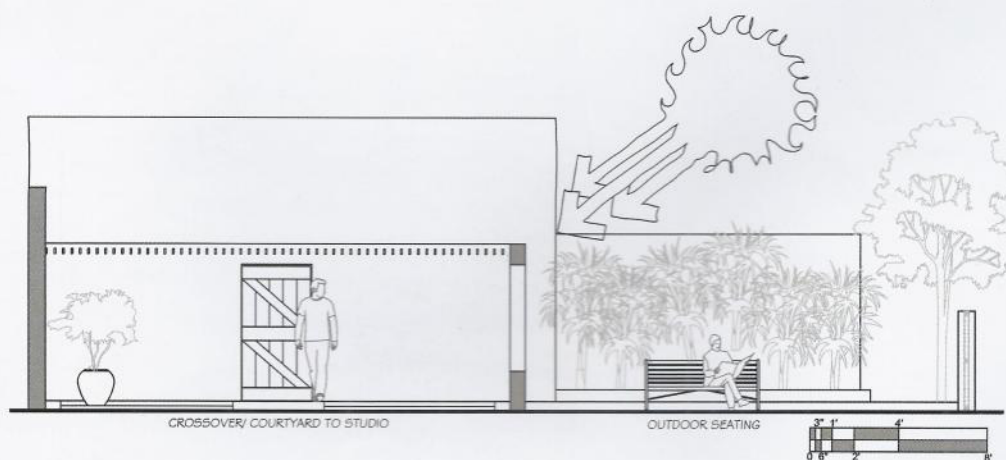
↑ SECTION AA



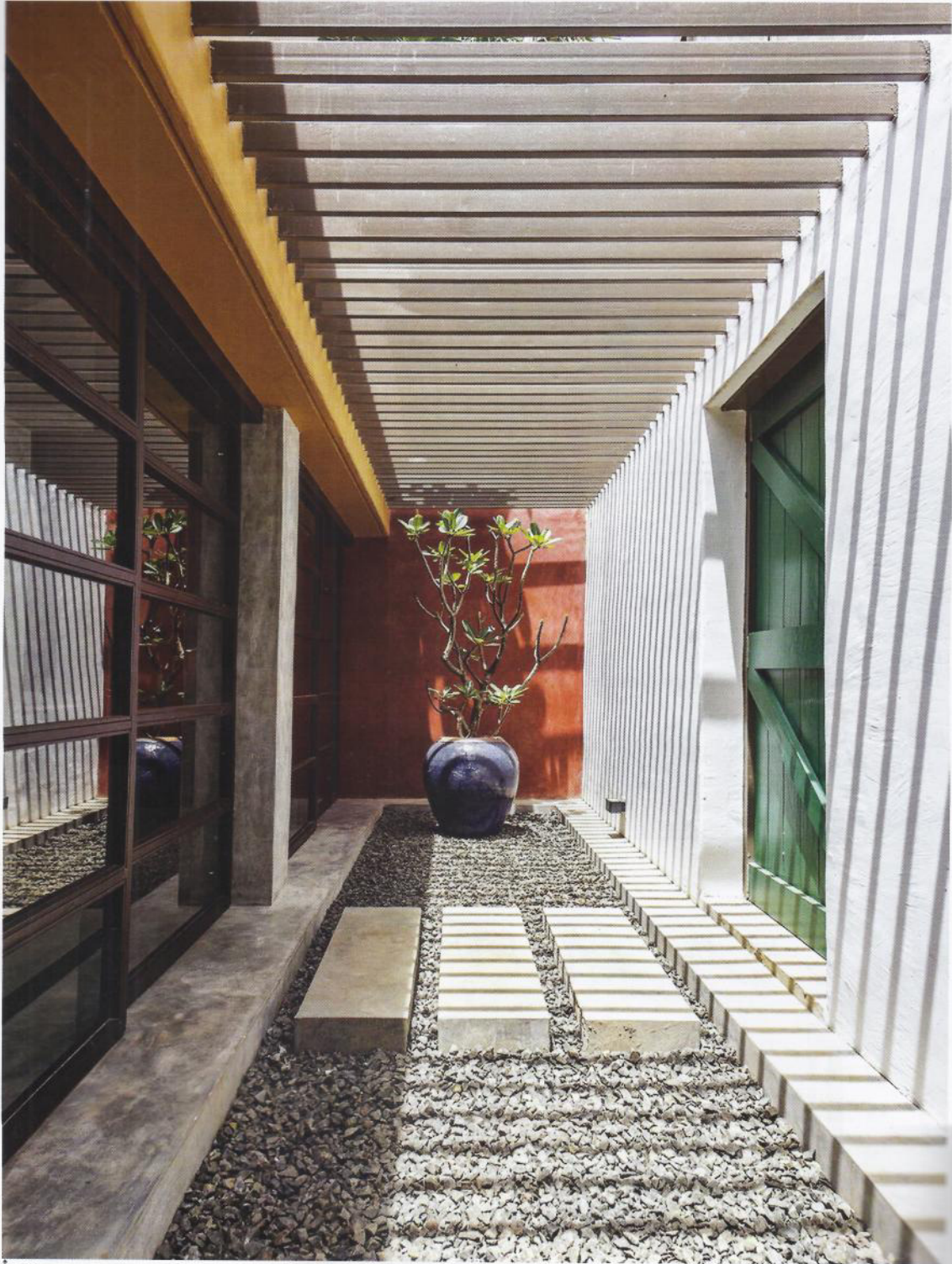
↑ SECTION BB



↑ SECTION CC



↑ SECTION DD



† Buffer space under the M.S Pergola.



† Waiting area and office.



† Office space adjoining the intermediary courtyard.



¹ The Photo Company- night view.

the framed wall and bamboo pergola is accentuated with a frangipani tree and an informal park bench that enriches the outdoor experience. Towards the south, lie the service corridor and the dressing room, the latter of which shares a wall with the lounge, accessed from the studio. The volume of the studio served as the factory shed in the erstwhile complex and forms an expansive, double height space.

The Photo Company is designed with a minimal approach, which is evident not only through the unembellished surfaces and simple details, but also through a marginal invasion on the original impression of the structure. The project relies on local materials and endures the tropical climate with small, sensitively placed openings and courtyards, thus enabling the entry of diffused light, and ventilation. Earthen colours and a flooring of Indian Patent stone render the building a raw, unfinished look. Furthermore, the use of primary colours like red, yellow and greens further anchors the design to the Indian context and gives it an overall rustic appearance.

The Photo Company is thus an homage, of sorts, not only to the immediate context but also to the original factory, whose soul is retained within the skeleton of the building. ■

FACT FILE:

Project Name	: The Photo Company
Location	: Talawade, Pune, India
Architect	: Ashwin Lovekar, Anjali Lovekar
Client	: Mr.Varun Sathe, The Photo Company
Area	: 4800 sq.ft.
Civil contractors	: Ajey Deodhar, Shivkumar Ranbhor
Carpentry contractors	: Swarooparam Mistry
Electrical contractors	: Singh Electricals
Project Estimate	: 40 Lacs
Initiation of Project	: November 2015
Completion of project	: May 2016