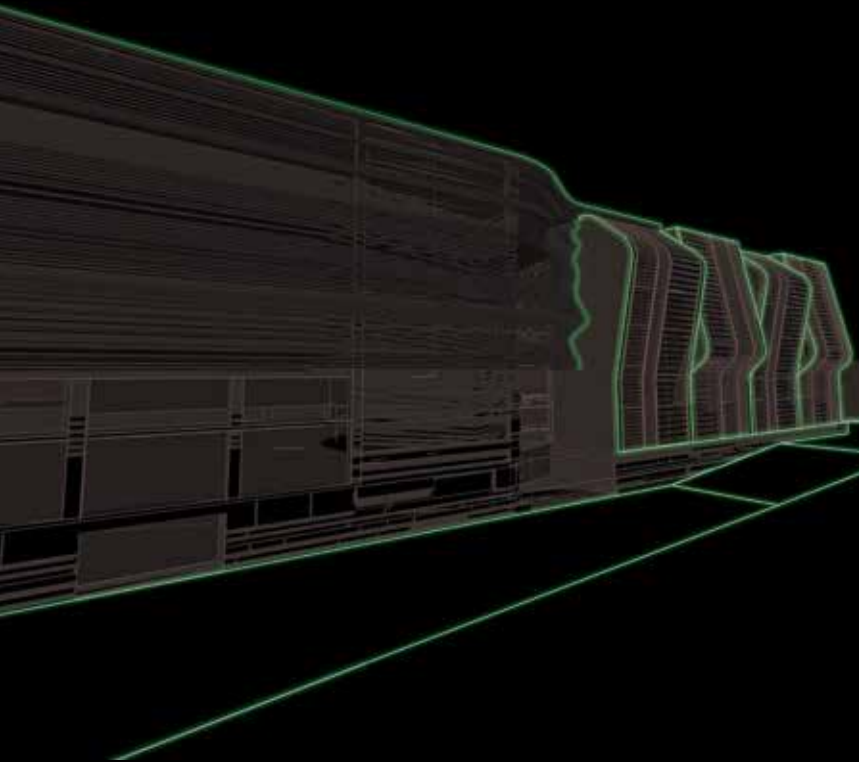


AARTI C SHARMA

URBAN DESIGNER + ARCHITECT

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DESIGN

PORTFOLIO



BRIEF SAMPLES FROM:

PROFESSIONAL WORK EXPERIENCE: 4+ YEARS

URBAN DESIGN

URBAN DESIGNER + ARCHITECT | Amsterdam, The Netherlands
ALTOON PARTNERS
RETAIL BASED MIXED-USE & INSTITUTIONS
January 2012 – July 2012

PROJECT DESIGNER | Baltimore, Maryland, USA
DEVELOPMENT DESIGN GROUP [DDG]
MIX-USE PLANNING, ARCHITECTURE & DESIGN
August 2007 – February 2009

PLANNING

ASSISTANT URBAN DESIGNER | Rotterdam, The Netherlands.
STUDIO FRANZ_ZIEGLER
SPATIAL DESIGN, MASTERPLANNING & ARCHITECTURE
August 2011 – January 2012

URBAN DESIGN + PLANNING + ARCHITECTURE CONSULTANT | Self, USA
INDEPENDANT CONSULTANCY [RTC]
URBAN DESIGN, ARCHITECTURE, PLANNING AND DEVELOPMENT
August 2012 – Present

ARCHITECTURE

ARCHITECT | Mumbai, India
ARRIS ARCHITECTS
ARCHITECTURAL DESIGN FOR ENTERTAINMENT & LEISURE
June 2006 – June 2007

ARCHITECTURAL INTERN | Mumbai, India
DESIGN INSIGHT
ARCHITECTURAL RESEARCH AND DESIGN
Dec 2005 – June 2006

DESIGN, WRITING AND ACADEMIC WORK:

M.Sc. URBANISM | EUROPEAN POSTGRADUATE MASTERS IN URBANISM
[E.M.U] – T.U.Delft, The Netherlands: September 2009 – July 2011
* ReCentering Mumbai * Bridging Saida [Lebanon]
* Rotterdam H20dAM * Barcelona – La Ciudad Idea

BACHELOR OF ARCHITECTURE
Sir J. J. College of Architecture, University of Mumbai - 2006

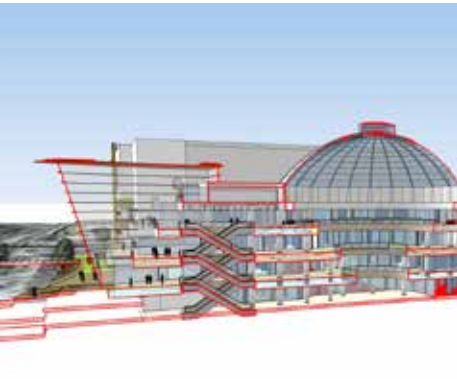
GRAPHICS, BOOKS & PRODUCT DESIGN

ClipArt - Illumine Knowledge Resources
Product Design Competitions - DesignBoom; Elle Decor
Book | 'POT, POTTER, PROPHET' - with Prof. Y.D. Pitkar (Unpublished)

WORK EXPERIENCE: THE NETHERLANDS

ALTOON PARTNERS ARCHITECTS [A+P]
Position: URBAN DESIGNER + ARCHITECT
Amsterdam, The Netherlands.

Altoon Partners has designed retail based mixed-use and institutional developments for clients across the globe with headquarters in Los Angeles and offices in Amsterdam and Shanghai. My role was in the Amsterdam office, and primarily it was to work on two retail projects in Bucharest.		First role as a qualified Urban Designer. At AP Amsterdam, under the guidance of Bill Sebring, gave insight into how an urban project could have a role on the entire community, and not just limited to profit. We investigated each project impact on a much larger scale for possibilities.	
●	CONTEXT		REASON ▶
■	EXPERIENCE		SPIRIT ⚙
The mix of American and Dutch urban knowledge contextualising to Romanian cultural identity for the projects was really interesting. Global principles of retail planning was tailored into the new layouts and every team member contributed to the cross-cultural exchange.		Although the experience was short, the fast pace of the projects brought in great team-work between all colleagues. Idea-sharing and brainstorming was a regular feature in the close-knit team. My previous work and study experience could contribute to the spirit of AP Amsterdam.	



THE TWO ENTRANCES BALANCED BY THE DOME FORM THE NEW COMMUNITY THOROUGHFARE FLOW + CONNECTIVITY TO ADJACENT NEIGHBORHOODS; OPTIMISING OUTREACH FOR ALL RETAIL AREAS



INTRODUCING NEW GEOMETRIC ORDERING LOGIC DEFINING CONNECTIVE/ CONTINUITIVE FLOW

PLAZA ROMANIA
DESIGN TEAM - Altoon Partners LLP, Amsterdam
RETAIL + LEISURE
LOCATION Bucharest, Romania

47000 m² Urban retail project in Bucharest of an existing mall losing market share. Originally the building is a Communist "hunger-circus" / foodcourt. The client needs a repositioning of the malls quality for improving customer base. Structure of the historic building is to be maintained.

CONTEXT

EXPERIENCE

We derived a new architectural order with the dome as focal center and working on it's 'centripetal radial idiosyncrasies'. This system became a strong part of the identity we were building. Working closely with branding and lighting consultants, this theme tied us all as a team.

The central idea is to provide an extended 'garden' for the close community, as family comfort and customer loyalty. The closed box mall was then reconfigured to open itself as a new 'garden thoroughfare' which also pays identity homage to Romania's famous urban parks and gardens.

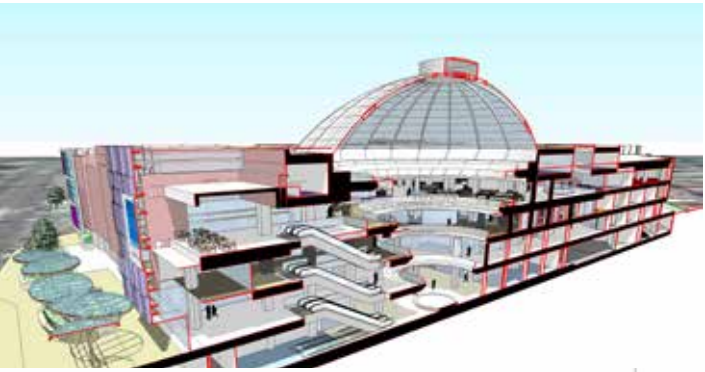
REASON

SPIRIT

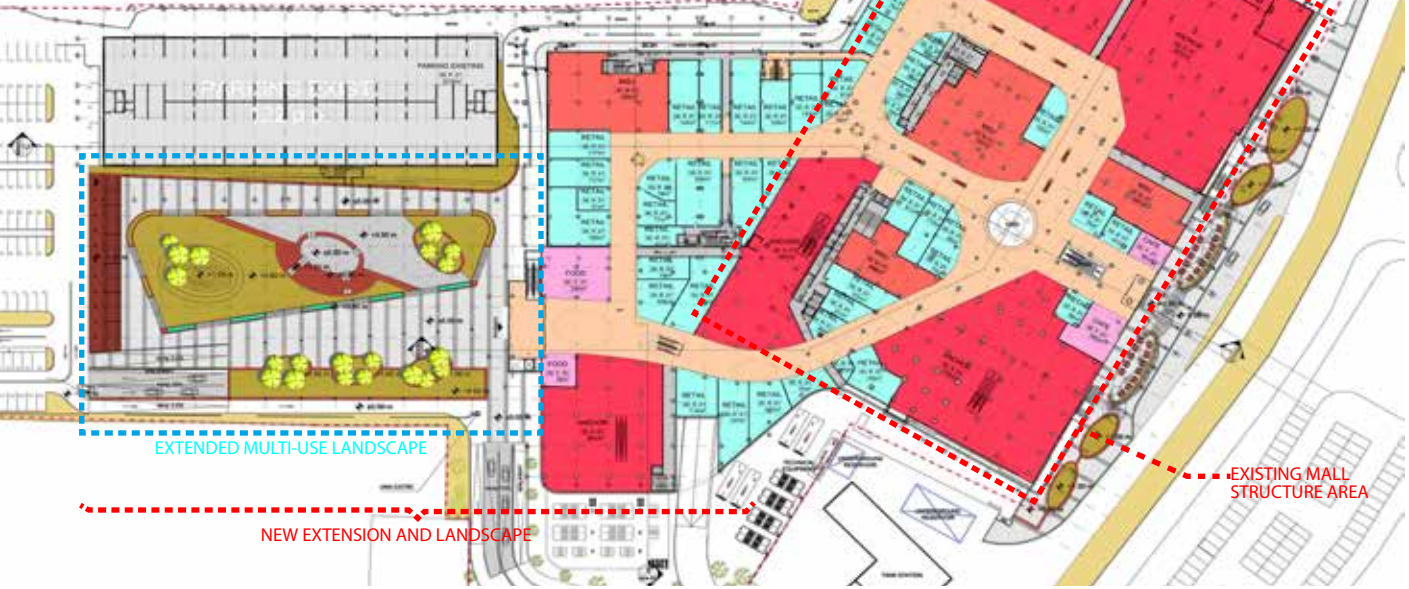
Although the heavy historic structural system was a difficult constraint, the new layout and proposals for it's materiality was like an intake of fresh air and the clients were happy to see that this mall could become a community icon, which could last in their lifestyle for a long time.



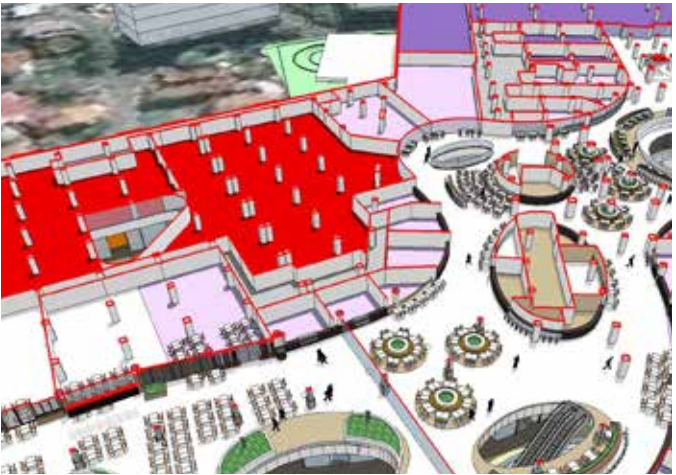
IN+OUTDOOR GARDEN FOODCOURT & PERFORMANCE AREA



SECTIONAL PERSPECTIVE



GROUND FLOOR PLAN OF NEW PROPOSED EXTENSION OF BUCURESTI MALL; AN ADAPTIVE RE-STRUCTURING OF A COMMUNIST ERA 'FOOD-CIRCUS' - FOR INCREASING MARKET SUCCESS



CONFIGURING NEW FLOWS IN A 1930s STRUCTURAL SYSTEM



DESIGNING FOR A NEW IDENTITY WHILE AMPLIFYING THE EXISTING HISTORICAL IDENTITY

BUCURESTI MALL
DESIGN TEAM - Altoon Partners LLP
RETAIL + LEISURE
LOCATION Bucharest, Romania

To compete with upcoming retail areas in the heart of the city, Bucuresti - one of the most renowned malls in Bucharest, retrofitted inside a historic Communist foodcircus needs an overhaul. Core structure is to be maintained consisting of a large glass dome and a plethora of columns.

CONTEXT

EXPERIENCE

We proposed a complete reversal of it's dark dated spatial configuration into a light-filled openness by clearing out the dome area. The key new feature is the large new multi-use landscape and garden/ street foodcourt which offers a new leisure experience for the city.

The site allows for future extensions that need to be part of a long term strategy. The building has already seen three extensions and the project suffers a lack of planning. We directed it toward an integration of 'naturaland urban environment' with a streetscape materiality.

REASON

SPIRIT

The concept for Bucuresti Mall pursues a dialog between the interior worlds of the project and the exterior world of the City of Bucharest. The indoor/outdoor experience of the northern terraces; to the exterior world of the new garden plazas that extend out toward the community.

PLANNING EXPERIENCE: THE NETHERLANDS

STUDIO FRANZ_ZIEGLER

Position: ASSISTANT URBAN PLANNER/ DESIGNER
Rotterdam, The Netherlands

Studio Franz Ziegler is a firm consisting of a small core team in Rotterdam, specialising in Urban Design and Masterplanning. They extend their teams with collaborations specific to each project. I was brought into the team as an Assistant for an urban renewal project for the city of Assen.

CONTEXT

EXPERIENCE

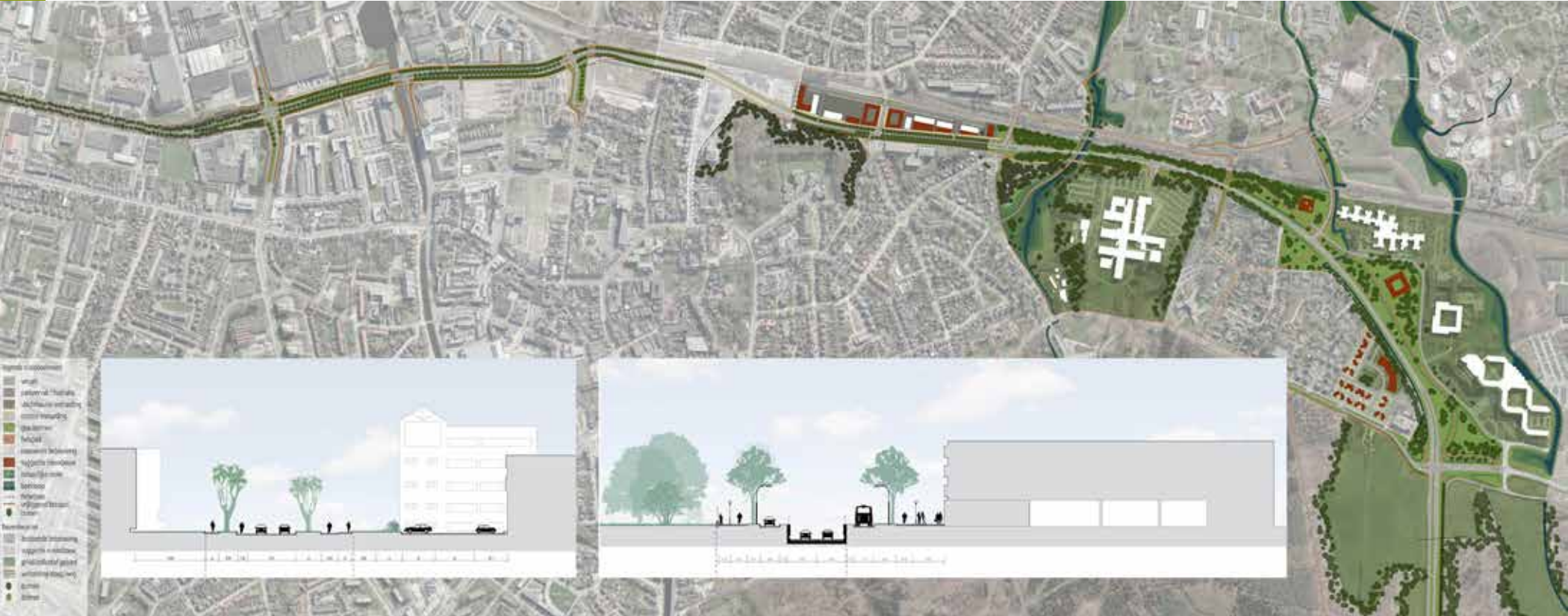
The project was part of a participatory process. The project needed to be presented to the people of Assen, and in order to achieve the most productive discussion, we decided to make a detailed model of the entire boulevard spanning the city which was over 11 M.

Having just graduated from a 2 year Masters in Urbanism, this position gave me the perfect opportunity to begin to learn the unique Urban planning system in the Netherlands. I learnt their consciousness toward every detail of planning from each street section and landscape.

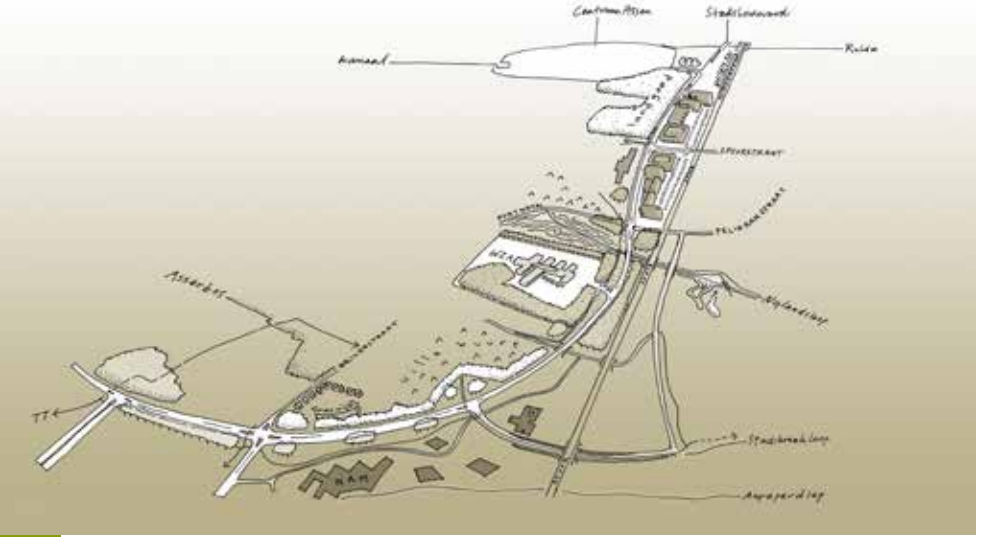
REASON

SPIRIT

The learning I got from this short Assistant position is unparalleled. I witnessed a truly participatory planning process with citizens debating over every facet of the design options. The proposal combined water, landscape and traffic management, in true Dutch planning fashion.



PROPOSED PLAN AND SAMPLE STREET SECTIONS FOR THE THE NEW "STADSBOULEVARD" THROUGH ASSEN, SHOWING KEY AREAS POTENTIAL FOR RENEWAL



THE SCHEMATIC PROPOSAL BECAME A PLATFORM FOR CITIZENS TO DEBATE UPON IN THE FORM OF A FULL SCALE 11 m MODEL PRESENTED TO THE CITY



STADSBOULEVARD [CITY BOULEVARD] FLORIJNAS
PROFESSIONAL: STUDIO FRANZ ZIEGLER
URBAN RENEWAL WITH LANDSCAPE PLANNING
LOCATION: ASSEN, THE NETHERLANDS

CONTEXT

EXPERIENCE

The city of Assen in the Netherlands is going to have an upgraded highway and Transit proposal right in the heart of the city, to bring in more densification. The citizens demanded an improvement of their urban quality in parallel, thus hiring Studio Franz Ziegler for proposals. FZ proposed a central Boulevard profile, enriching the entire central axis, and connecting new areas of urban renewal. This included dedicted pedestrian, bike, public transport and traffic lanes and connecting them to key landscape inserts for improved water management. This was presented for citizens to debate over as a scaled model presented at a public assembly.

REASON

SPIRIT

WORK EXPERIENCE: U.S.A.

DEVELOPMENT DESIGN GROUP INC.

Position: PROJECT DESIGNER

Baltimore, USA.

Development Design Group Inc. [DDG] is located in Baltimore, USA and has expertise in commercial and entertainment projects all over the world. I was employed as a trainee for a period of 18 months, and had the opportunity to be involved in multiple teams and projects.

The progress from a single person firm, to a small six-person firm, then on to a much larger 100 person firm is a learning curve. The projects in DDG were larger, more complex, required multiple teams, and are located in diverse locations all over the world.

CONTEXT

REASON

EXPERIENCE

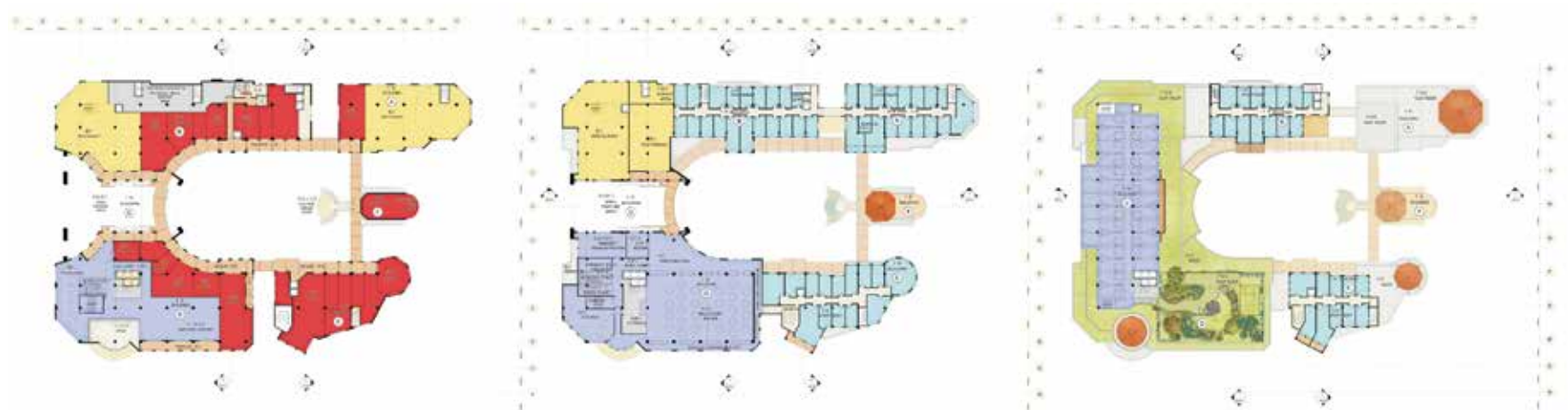
SPIRIT

Worked on teams that did construction documents for buildings in the USA other and teams that did development design packages for projects in China, Indonesia, India and Turkey. The exposure to large projects and working with experienced professionals from many fields was a lesson.

Team spirit and collective contribution with colleagues from all over the world. Cultural diversity, professional diversity as well as project diversity made every interaction and exchange a learning experience at both a personal and professional level.



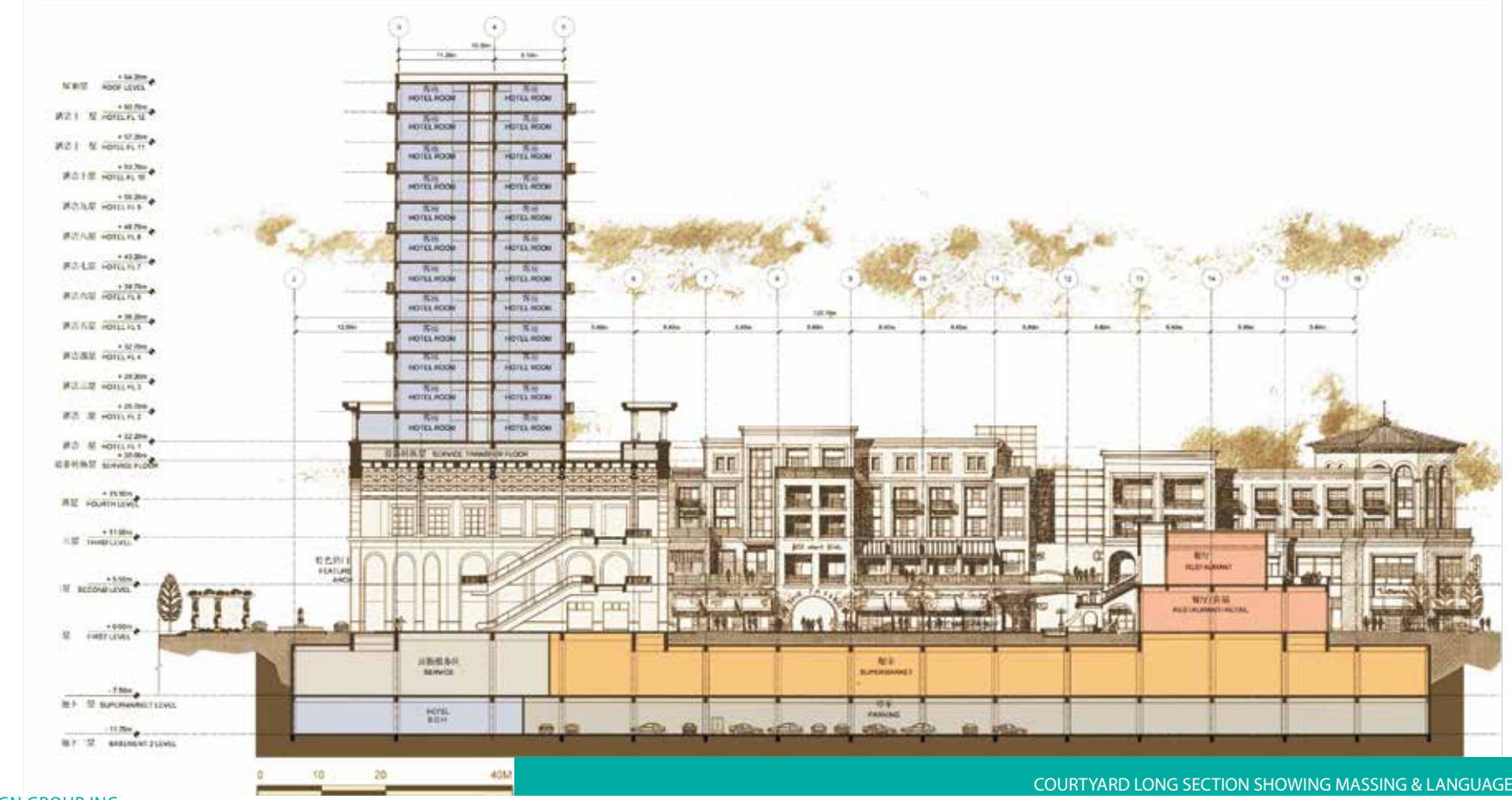
JINQIAO TOWN, DEVELOPMENT DESIGN GROUP INC



SECOND LEVEL PLAN
SHOWING RETAIL AND RESTAURANTS

THIRD LEVEL PLAN
SHOWING APARTMENTS AND BANQUET HALL

FIFTH LEVEL PLAN
SHOWING HOTEL BLOCK, TERRACE GARDEN

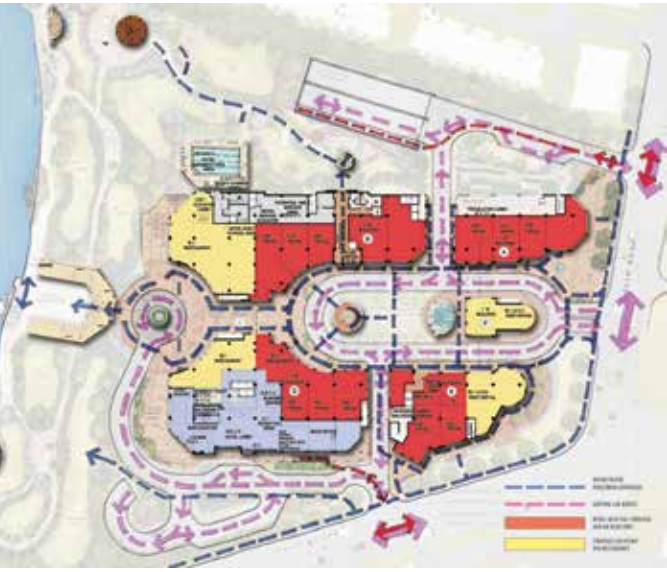


COURTYARD LONG SECTION SHOWING MASSING & LANGUAGE



MODEL + GROUND FLOOR PLAN SHOWING APPROACHES, FRONTAGES;
CONICAL CIRCULAR COURT AND RETAIL DISTRIBUTION

AARTI C SHARMA



JINQIAO TOWN
PROFESSIONAL - Development Design Group
RETAIL/ RESIDENCE/ HOSPITALITY/ COMMUNITY MIX USE
LOCATION Shanghai, China

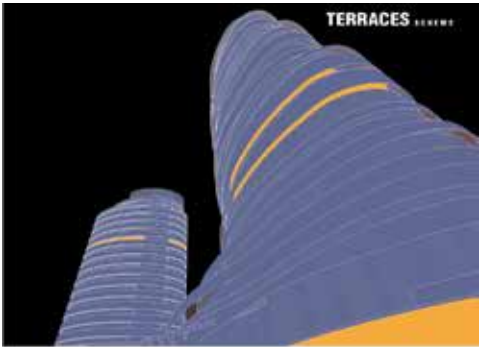
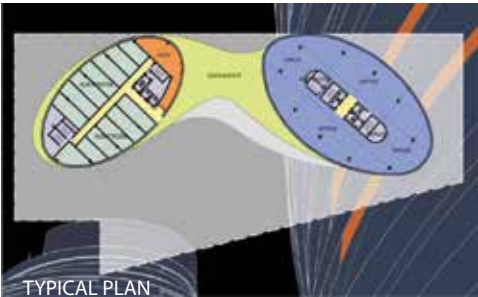
Jinqiao Town is a proposed community town center in Shanghai, China, set amongst surrounding existing residential towers. It is flanked by an urban park connecting to a neighboring waterfront. Program has retail, hotel tower and residential apartments.

Continuous shopping frontage without dead-end in a loop. Central green courtyard park leading through the focal point arch of hotel tower to the amphitheater, riverside promenade, parks and contemplation spaces.

CONTEXT	REASON
EXPERIENCE	SPIRIT
Small cozy spaces with bridges, openness and spillout possibilities for increased personal experientiality. Medium height structures surrounding the courtyard which house the overlooking apartments create the lively yet intimate human scale.	Bearing the language of a warm old town, enclosing the included community and leading them to the river, the orchestrated flow should make anyone want to return, stay, and feel safe and comfortable, ensuring the success of Jinqiao town.



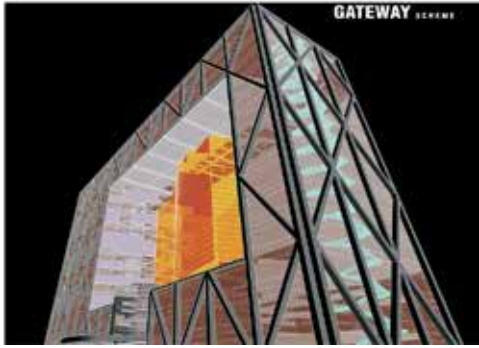
TERRACES SCHEME: Ellipsoidal plans stacked and offset creating terraces on each level.



SKY-GARDEN SCHEME: High rise single tower housing both programs.



LEGEND HEIGHTS, DEVELOPMENT DESIGN GROUP INC



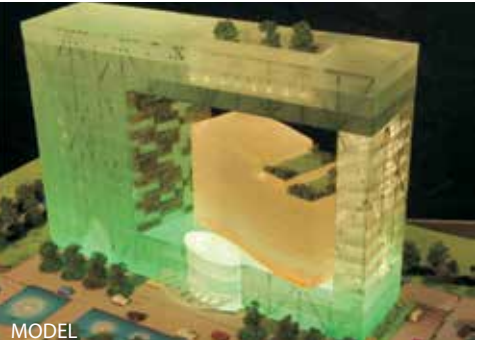
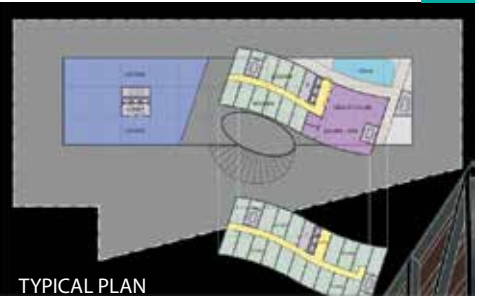
SKY-BRIDGE SCHEME: Office tower & hotel are glowing boxes connected by sky bridge.



GATEWAY SCHEME: Office tower wraps around hotel block like an open picture frame.



AARTI C SHARMA



LEGEND HEIGHTS
PROFESSIONAL - Development Design Group Inc.
OFFICES + HOTEL
LOCATION New Delhi, India

Legend Heights has a program of offices, hotel and base retail in a suburb of New Delhi, India in an industrial area, with currently no surrounding structures. The central idea was to understand the different possibilities within the tight framework of stringent laws and tight site.

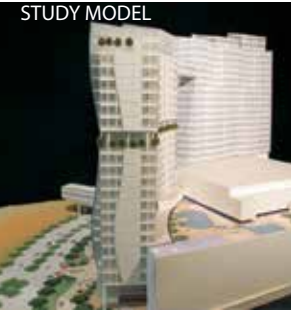
The developer wanted to attract customers and buyers to this non-developed region through a mix-use development program. This made the aesthetic appeal of the building to be the primary objective, so the owner can maximize the site's economic potential.

CONTEXT	REASON
<p>EXPERIENCE</p> <p>Various exercises were conducted to make the building's form its own experience. Differently combined feasibilities and flexibilities were studied to create the icon that would become the first landmark for this region.</p>	<p>REASON</p> <p>The developer wanted to attract customers and buyers to this non-developed region through a mix-use development program. This made the aesthetic appeal of the building to be the primary objective, so the owner can maximize the site's economic potential.</p>
EXPERIENCE	REASON
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LEGEND HEIGHTS, DEVELOPMENT DESIGN GROUP INC



VIEW OF
FEATURE WALL



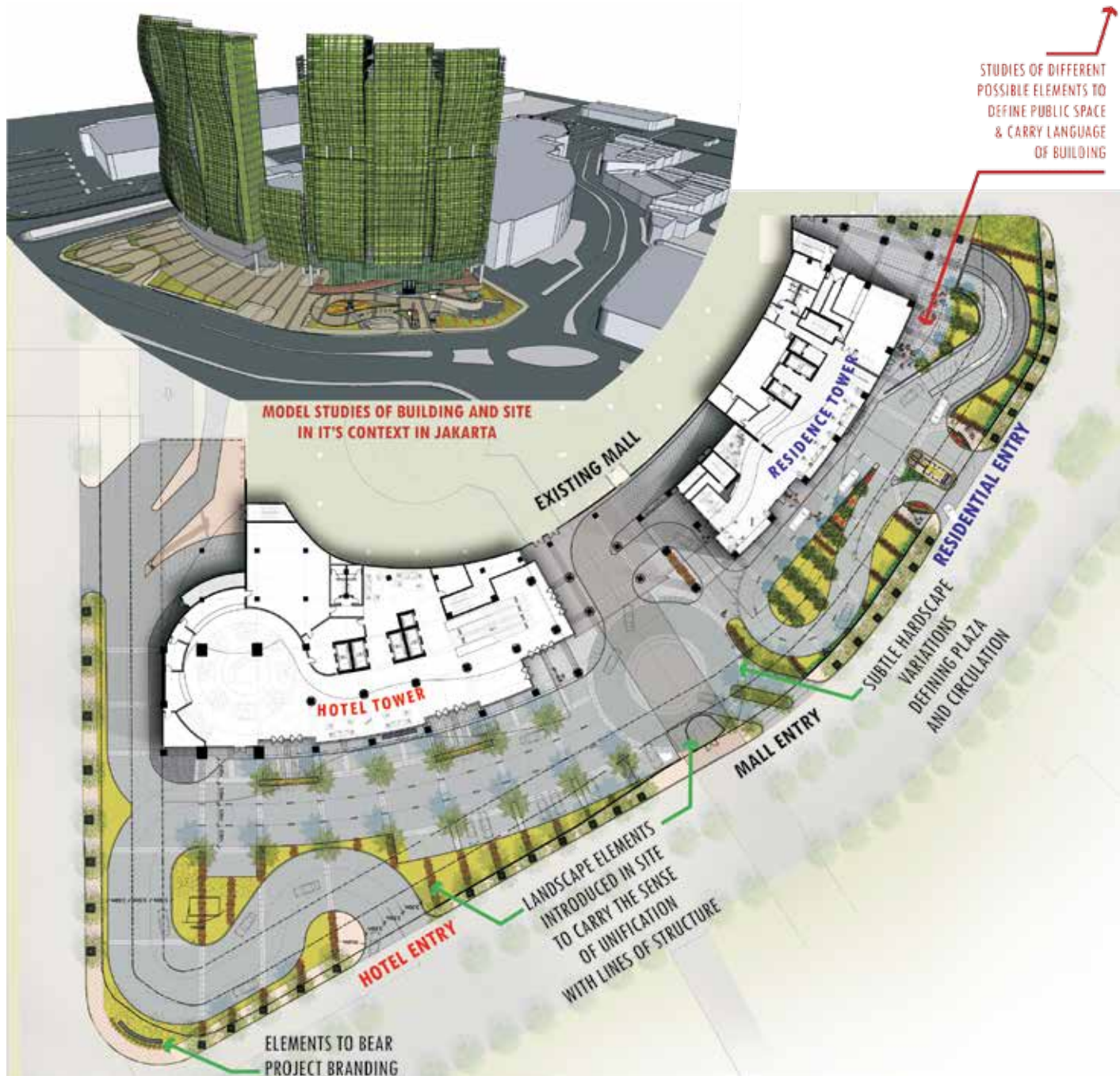
STUDY MODEL



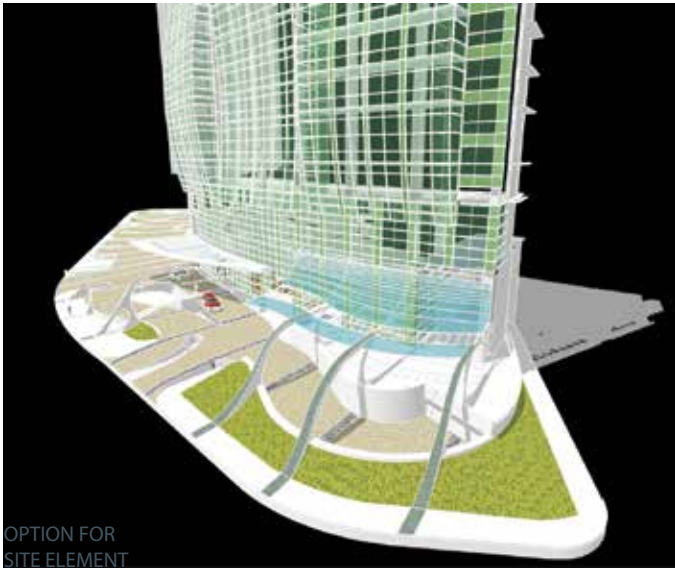
STUDY MODEL



RENDER FOR
MATERIAL STUDY



GROUND FLOOR PLAN SHOWING DESIGN OF SITE CIRCULATION, APPROACH IMAGERY;
AND CONNECTION TO EXISTING MALL, WITH UNIFIED SITE ENVIRONMENT



OPTION FOR
SITE ELEMENT

PONDOK INDAH RESIDENCE AND HOTEL
PROFESSIONAL - Development Design Group Inc.
RESIDENTIAL + HOTEL TOWERS
LOCATION Jakarta, Indonesia

Pondok Indah is a luxurious hotel and residential tower addition to the existing mall complex; situated right in the heart of Jakarta, Indonesia. Responsibility in the design team primarily included site circulation, approach concept, and landscape design.

The strong lines in the elevation, which are a result of the structural grid, were carried radially into the site, so visual perspective would make it seem like the building grew out of the site ground.

CONTEXT

REASON

EXPERIENCE

SPIRIT

Primarily understanding the way dense traffic could be directed clearly into site and using the very tight site to its maximum potential to make public space, plaza and sense of place. The radiating lines enforces its visual strength and appeal, in a subtle optical perspective.

Pondok Indah would be an iconic structure. It necessitated design development to include detailing of site elements and features of building to carry forward the strong wave lines of the building, and create a sense of branding through the approach.



FOODCOURT LONG SECTION SHOWING MATERIALS, SIGNAGE, LEVELS AND ROOF FEATURES



PLAN OF FOODCOURT SHOWING MATERIALS, PATTERN, WATERBODY, LANDSCAPE AND SEATING LAYOUT



MODEL VIEW:
TRIPLE VOLUME FOODCOURT



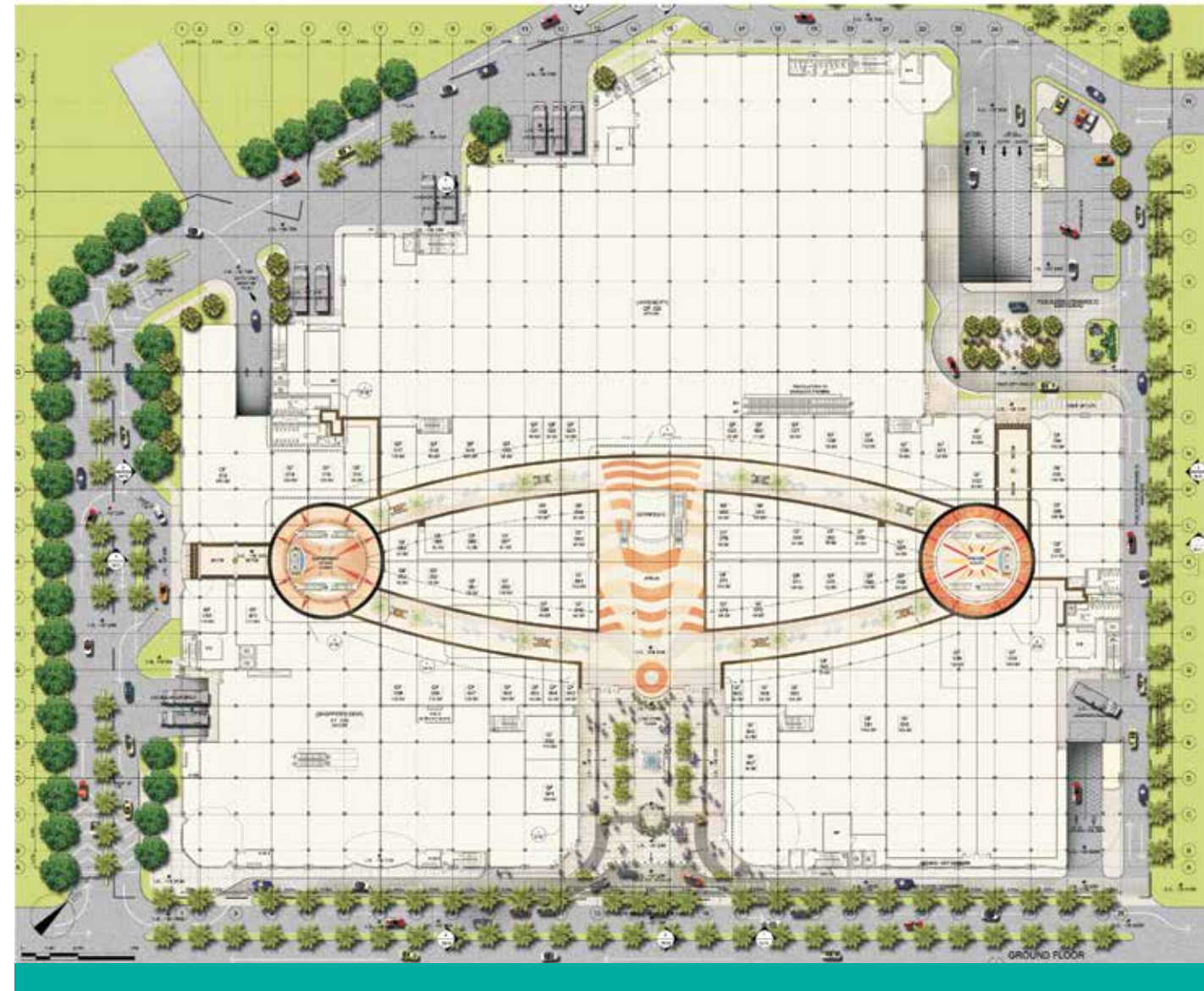
MODEL VIEW:
SIGNAGE, ELEVATION AND CANOPY DETAILS



FASHION COURT SECTION:
MATERIALS, SIGNAGE, ROOF FEATURE



SOUTH EAST ELEVATION



GROUND FLOOR PLAN SHOWING ENTRY, COURTS AND MALL ATRIA,
PROPOSED FLOORING PATTERNS, MATERIALS AND SCHEMES



MODEL VIEW:
ENTRY APPROACH COURT

VIVACITY
PROFESSIONAL - Development Design Group Inc.
RETAIL ARCHITECTURE - INTERIOR DESIGN DEVELOPMENT
LOCATION Thane, India

Vivacity is a proposed shopping center, along an important corridor in Thane, India. Its schematic design has won awards for its retail architecture. The shell and design development has been completed, and the project has reached the Interior Development Design.

CONTEXT

REASON

EXPERIENCE

SPIRIT

The palette respected local materials which would be easily available. The patterns for the landscaping, flooring, and courts are based on the festive theme followed by the shell of the building. Some of the geometry used in the patterns are derived from the logo and branding.

The Interior design of the mall is a compilation of every detail of the user's first tangible interface. The flooring, lighting, landscape, furniture, railing, foodcourt, and signage were all part of the detailing features to be designed and documented for completion by the team.

Thane is facing a rapid change with innumerable shopping malls taking up all the built space. While this building is also essentially the same environment, its language is simple and subdued, much like Thane, and just simply blends an open fresh well-lit community experience.



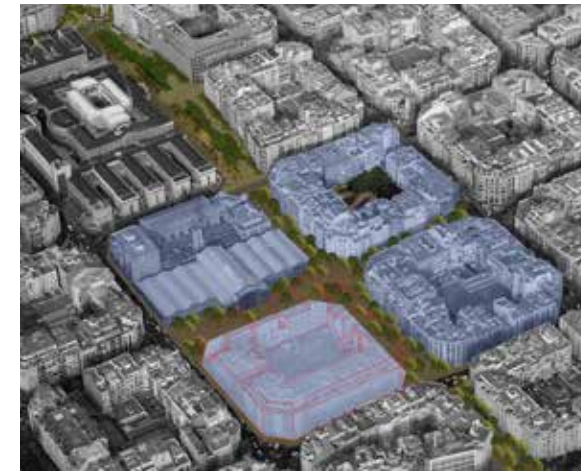
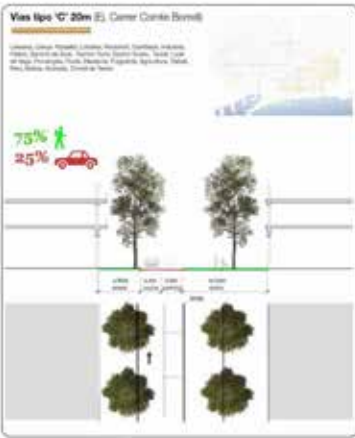
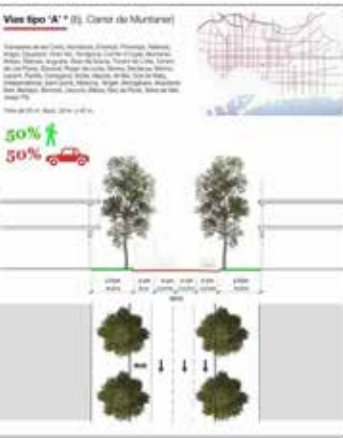
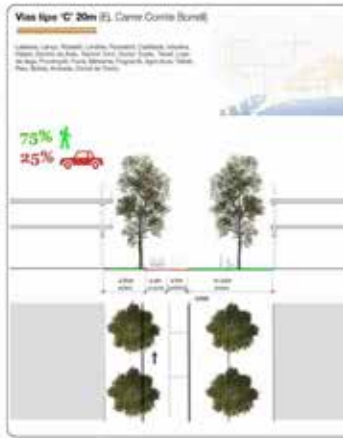
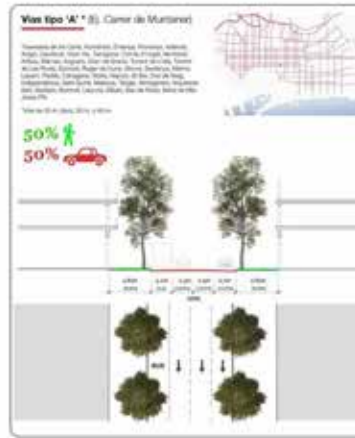
POSTGRADUATE MASTERS: M.Sc. URBANISM (2011)

[E.M.U.] STUDIO PROJECTS
EUROPEAN POSTGRADUATE MASTERS IN
URBANISM : TU DELFT + UPC BARCELONA +
KU LEUVEN + IUAV VENICE

The E.M.U is a Two year Inter-University Postgraduate M.Sc. in Strategies and Design for Cities and Territories. The structure allowed me to pursue a semester each in UPC Barcelona, KU Leuven, UPC Barcelona and a workshop in IUAV Venice, which is an all encompassing exposure.

Joint European Postgraduate Master in Urbanism is focused on issues which reflect contemporary challenges within cities and territories like Climate Change, Post-industrial sites, Cultural landscapes, Territories of Dispersion, Mobility and Network Cities and more.

● CONTEXT	REASON ▶
■ EXPERIENCE	SPIRIT ⚙
I would not know how to summarize the experience of getting to live in Belgium, Italy, Netherlands and Spain to study Urban planning from well-renowned specialists in beautiful European contexts. That travelling, living and interactions gave me a special perspective of urban life.	EMU program brings together the strengths and richness of different design approaches and methods, and the long traditions and experiences in urban planning and design of each of the participating universities. Each track of learning+teaching+teamwork process was unique.



EACH SUPERBLOCK HAS A PUBLIC PEDESTRIAN GREEN COMMUNITY SPACE CONNECTING THE HILL TO THE SEA



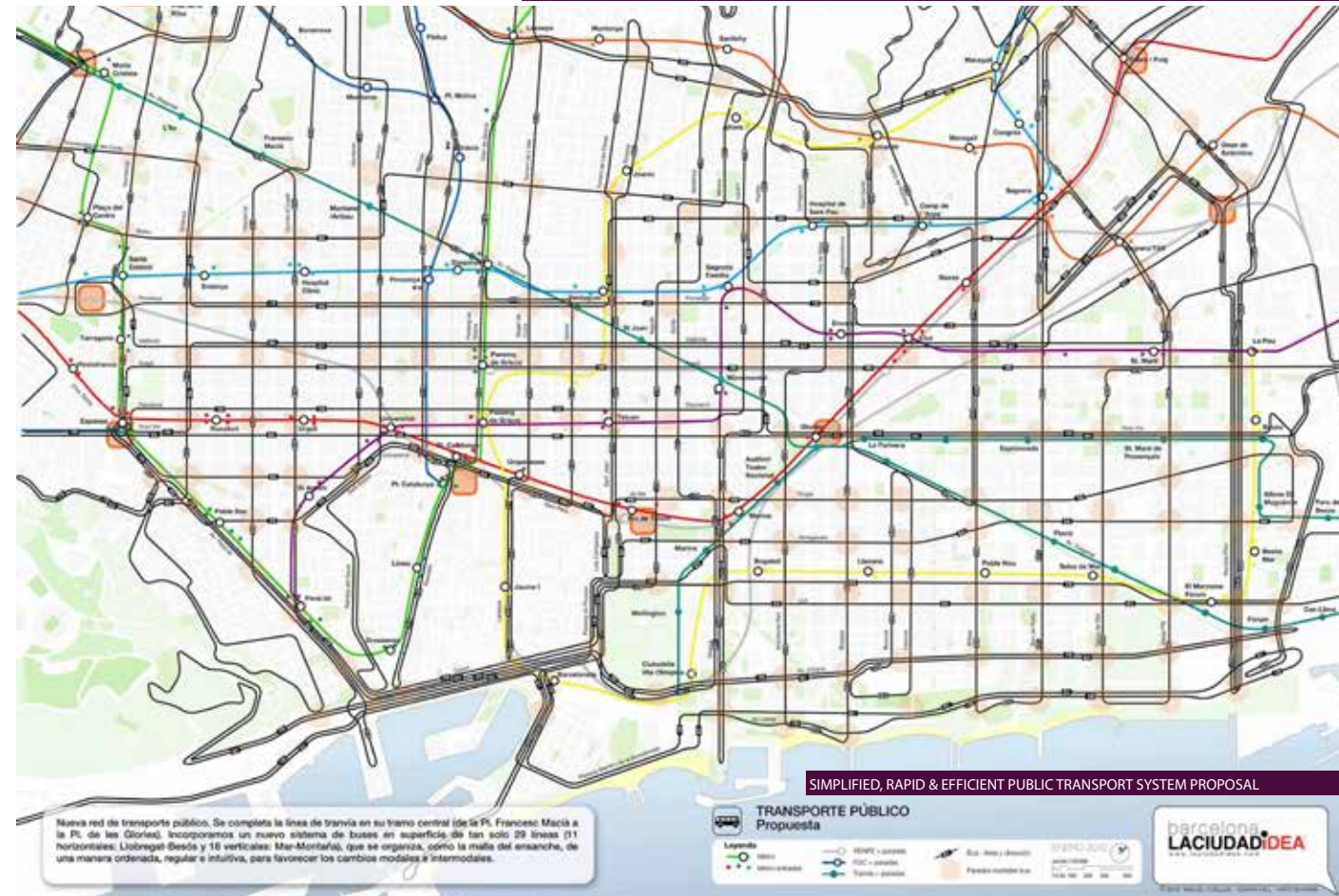
PHOTO-MONTAJES OF SUPER-BLOCK INTERSECTIONS WHICH BECOME PUBLIC PARK BOULEVARDS AND PARKS FOR THE RESIDENTS



REDISTRIBUTION OF DAILY TRAFFIC THROUGH MULTIPLE STREETS FOR HIGHER EFFICIENCY AND DEDICATING STREET/PEDESTRIAN TYPOLOGIES FOR QUALITIES.



NEW PROPOSED "GREEN AXES" PLAN WHICH ARE PEDESTRIAN/ BIKE STREETS CONNECTING HILLS TO THE COAST - MAKING A COMPLETELY NEW HEALTHY BARCELONA



SIMPLIFIED, RAPID & EFFICIENT PUBLIC TRANSPORT SYSTEM PROPOSAL

BARCELONA: LA CUIDAD IDEA
ACADEMIC: U.P.C BARCELONA
MOBILITY PLANNING AND RE-STRUCTURING
LOCATION: EIXAMPLE, BARCELONA, SPAIN

The studio focuses on Avinguda Diagonal, an important urban avenue of Barcelona, which has ongoing proposals for tram extension. We proposed a dynamic solution re-adjusting surface transport on all of Eixample in order to release 27 free public space axes for all blocks.

CONTEXT

EXPERIENCE

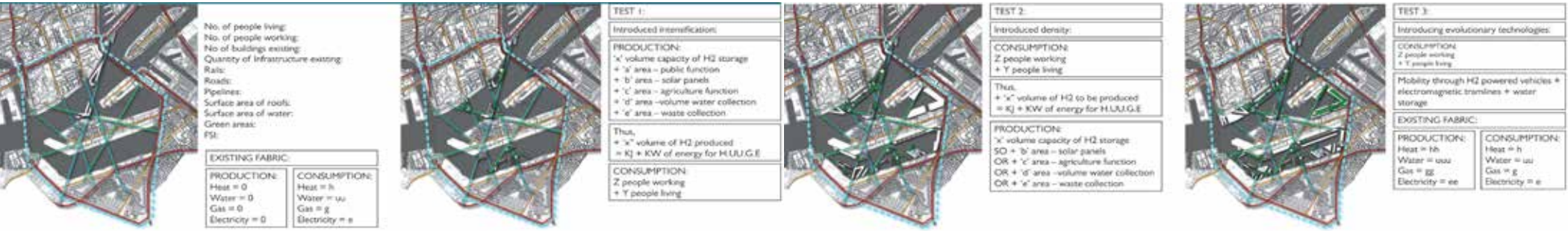
Our team scheme allowed for an integrated efficient public transport system with simplified bus lines and trams, and optimised private transport routes. Thus this scheme was recognised publicly and received some political and public attention with the movies and website.

Upon deep study of Cerdà's proposals for the extension of modern Barcelona, we find possible flexible explorations - like the unit of a super-block and adjusting public and private transport in a regulated grid, thus allowing all central axes to become public pedestrian free space.

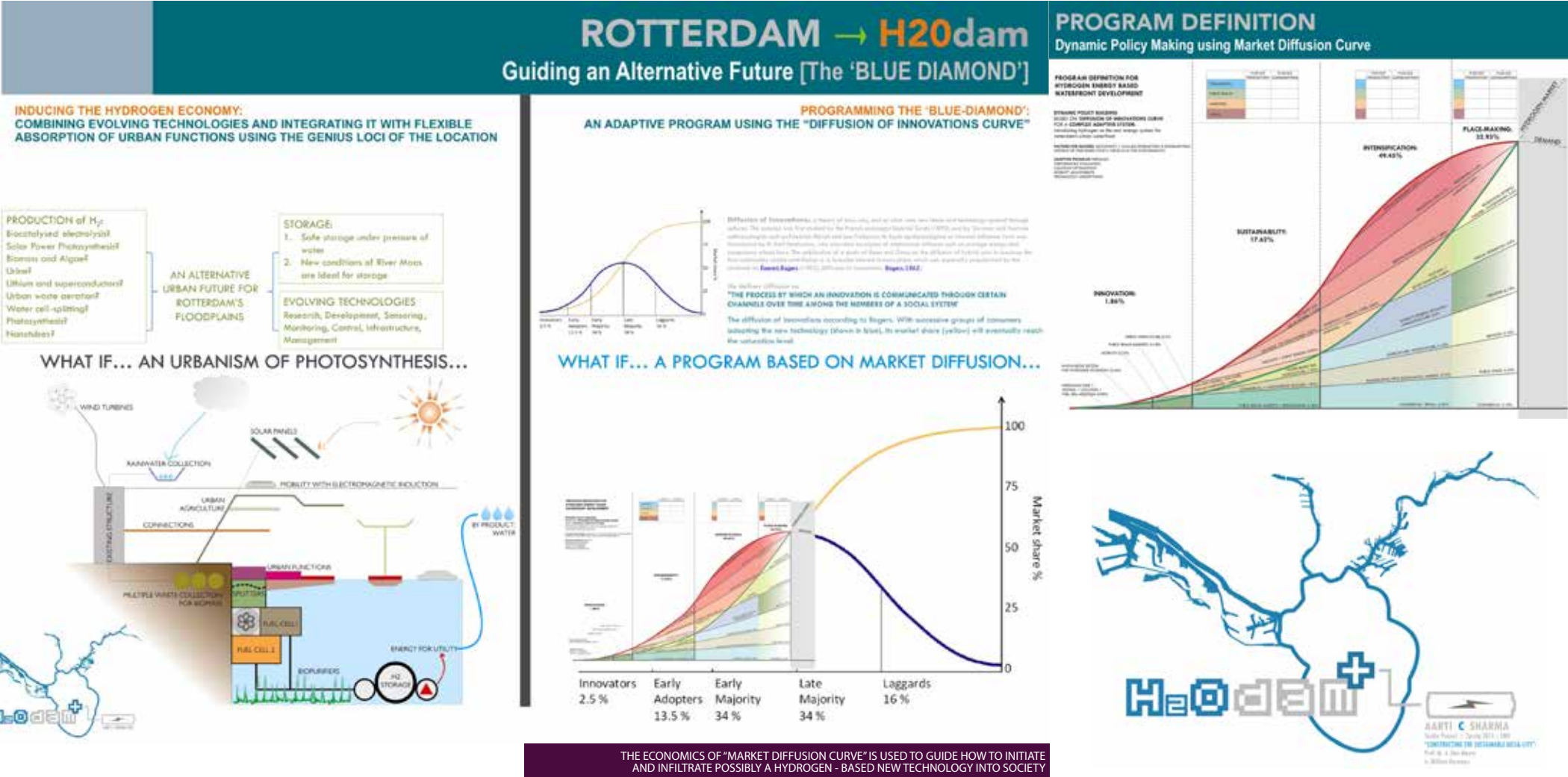
REASON

SPIRIT

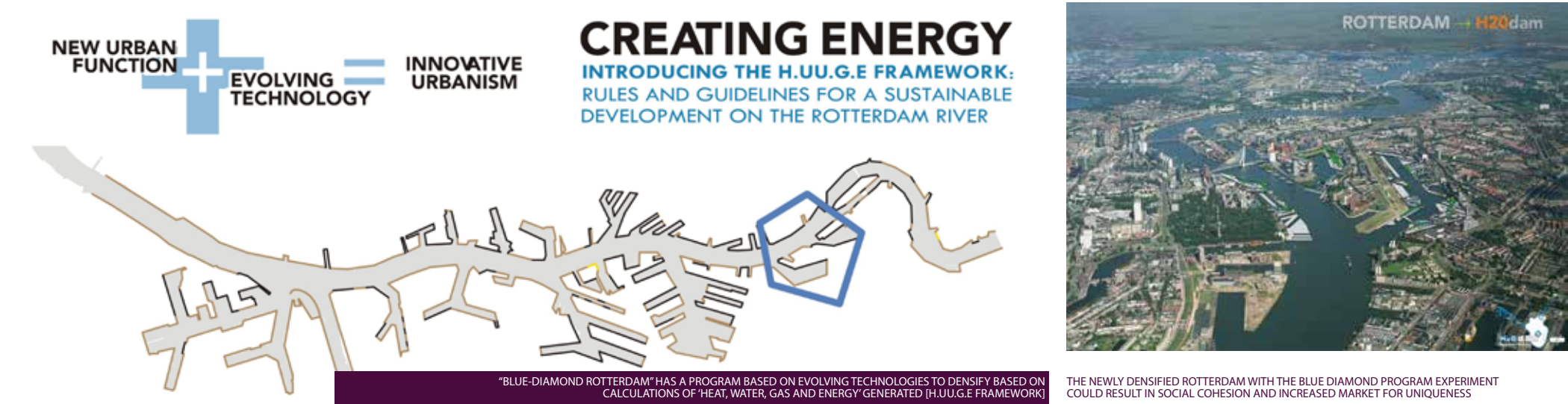
Actively engaging with the city mobility network of Barcelona - with an amazing team. Working out every detail that we were opposed with while making the movie website was a thrilling experience. First realisation that many cities which seem perfect, can still be improved for public quality.



METHODICALLY PHASING DENSIFICATION BASED ON ENERGY PRODUCTION CALCULATIONS ON NODES OF AN AMBIBIOUS MOBILITY NETWORK CONNECTING ACROSS THE RIVER



M.Sc URBANISM: AARTI C SHARMA



THE NEWLY DENSIFIED ROTTERDAM WITH THE BLUE DIAMOND PROGRAM EXPERIMENT COULD RESULT IN SOCIAL COHESION AND INCREASED MARKET FOR UNIQUENESS



AARTI C SHARMA

The River Maas in Rotterdam has multiple issues - the waterfront has my post-industrial sites, the river has the tendency to flood the floodplain areas, and the river acts as a sharp barrier between the North and South of Rotterdam, bringing several questions to the Studio table.

The two macro-strategies adopted by the studio included "locking" the River Maas through engineering or creating flood-resilient program. Being assigned to the Locking scenario, the team built an elaborate scheme built around energy creation and sustainable program.

CONTEXT	REASON
EXPERIENCE	SPIRIT
Allowing control of the River meant that the river can be 'appropriated' with program, in order to energise the waterfront. My contribution was planning a "Blue Biamond" of Rotterdam center - a densification and mobility project trying to feed off of energy it creates.	Evolving technology allowed exploring "photosynthetic urbanism", hydrogen based economies, osmotic-energy-plant-dikes, and ambibious transport starting a prgram generating its own "Heat, Water, Gas and Energy", a framework of growth based on market diffusion principles.

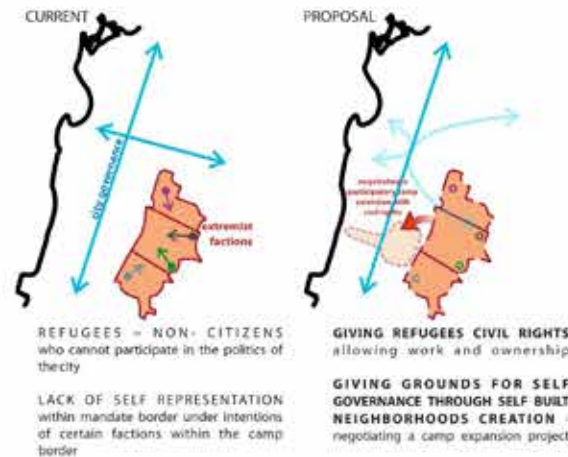
5 - BRIDGING BORDERS

Bridging Saida and Ein-el-Hilweh: *Counselling a complicated relationship through Dekerman*

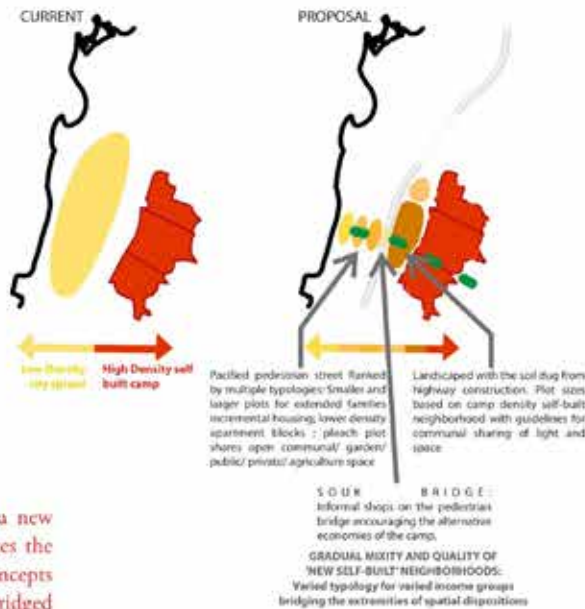
City and tissue scale explorations of the project offered opportunity to examine the physical and mental 'borders' that define Ein-el-Hilweh as a second urban core in the overall morphology of Saida. The political dimension of this Palestinian refugee camp is defined by a system of networks that span international, regional and city scales and which manifest themselves spatially in the structuring elements of the camp and its resultant tissue. Although the urban project can not directly address or offer solutions to the political / invisible dimensions which exist, it can offer grounds for the people of the camp to make participatory decisions toward their own future.



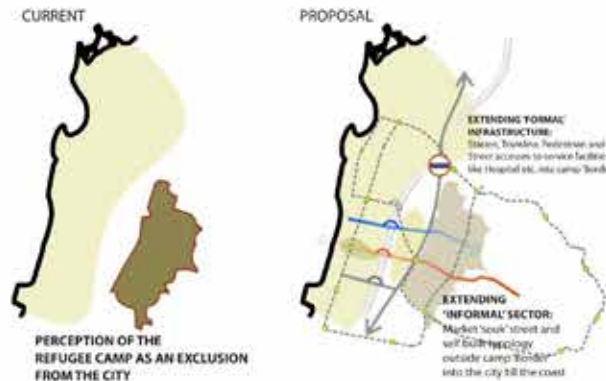
BORDERS OF GOVERNANCE



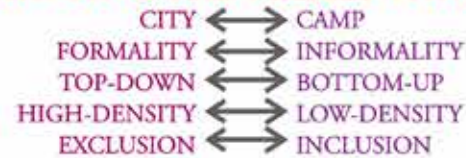
BORDERS OF SPATIAL DISPOSITION



BORDERS OF PERCEPTION



BRIDGING THE PERCEPTIONS OF



RESEARCH AND THEORETICAL ARGUMENT WAS AN IMPORTANT PART OF THIS SOCIAL EXERCISE WITH DIFFERENT CASES AND EXAMPLES OF SEMANTIC UNDERSTANDING

bridging saida
aarti c sharma

bridging saida and ein-el-hilweh

FIGURATIVE AND LITERALLY "BRIDGING" SAIDA IN SEVERAL ASPECTS



NEW MOBILITY ALLOWS 27 PUBLIC PEDESTRIAN AXES OR BOULEVARDS

RE-STRUCTURED MOBILITY PLAN WITH "SUPER-MANZANA" OR SUPER-BLOCK INTERSECTIONS WHICH BECOME PUBLIC PARK BOULEVARDS AND PARKS FOR THE RESIDENTS

BRIDGING SAIDA: NEGOTIATING A PALESTINIAN REFUGEE CAMP
ACADEMIC: K.U. LEUVEN, BELGIUM
PLANNING IN SPATIAL+SOCIAL+POLITICAL CONFLICT
LOCATION: SAIDA, LEBANON

This studio focused on planning within spaces of spatial, social and political conflict. "Ein-El-Hilweh: Right to Return" focused on a Palestinian refugee camp in the city of Saida, Lebanon. This dense camp of over 80000 people forms a second city core, and we explored it.

CONTEXT

EXPERIENCE

While we can only hypothesise what possible negotiation could be "planned" for in complicated political spaces, I learnt to question the ideas of governance, formality, inclusion and more from a planners point of view - taking it as an objective opportunity. to negotiate rights of humans.

My team studied the overall city scale plans. The future master plan for the city actually plans a highway right through the camp! It also plans to urbanise the current agricultural area of Dekerman, thus eliminating all open space remaining in the city. Our proposal opposed this.

REASON

SPIRIT

My proposal was, literally and figuratively, Bridging Saida. A crossover where the refugees have civil rights to make home in Saida - partly planned, partly unplanned - largely by community participation. Multiple configurations of densities, new public transport network & shared governance.

bridging saida and ein-el-hilweh

AARTI C SHARMA

bridging saida
aarti c sharma



recentering mumbai

APPROPRIATION OF THANE CREEK

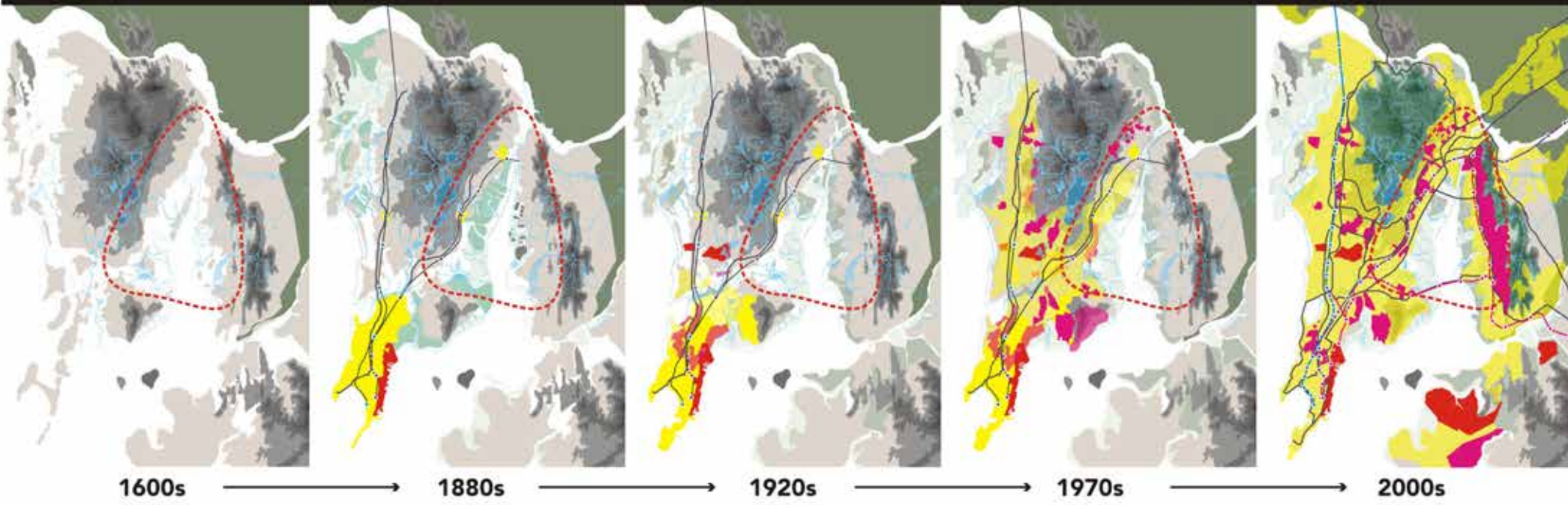
The thesis explores proposing a 'Wetland Economic Zone' in Mumbai's salt-pan lands/ wetland/ creek area. The strategy questions the city's blanket zoning attitude, and integrates primary sector economies like food production in sustainable practices but using the genius of the place, serving socio-economic classes which are excluded from the city's sector development models. The project focuses on on flood resilience; East-West connectivity; small-scale economies with communities along the estuarine wetlands & concept corridors creating a new network layer within the city.

Location of Thane Creek in Mumbai

View showing the wetland waterfront



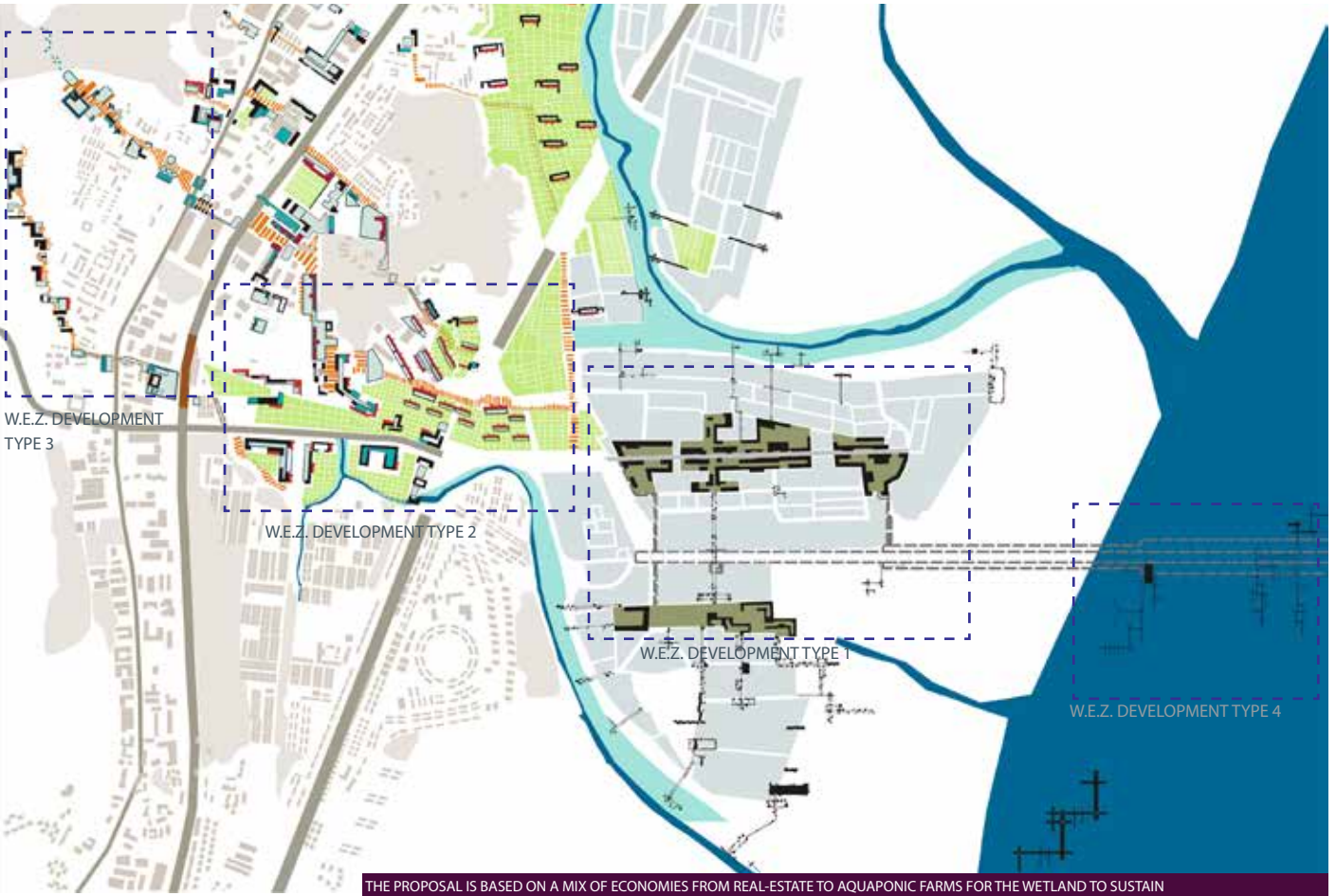
A DIACHRONIC STUDY OF MUMBAI METROPOLIS'S DEVELOPMENT HISTORY REVEALS WHY IT HAS SEVERAL ECOLOGICAL PROBLEMS LIKE FLOODING YET LACK OF WATER



MORPHOGENETIC EVOLUTION OF THE CONURBATION:
Studying the evolution of Mumbai city - it's growth as an important financial center and it's physical sprawl from being an island of importance during the British colonization - till now as it functions with Thane and the twin city of Navi Mumbai gives an insight into the cause of the morphological choking of Thane Creek and the attitude of developers.



CHALLENGING MUMBAI'S DEVELOPMENT STRATEGY TO MAKE LARGE-CHUNK RECLAMATIONS AND BREAKING THEM DOWN INTO SOFT-SCALE



THE PROPOSAL IS BASED ON A MIX OF ECONOMIES FROM REAL-ESTATE TO AQUAPONIC FARMS FOR THE WETLAND TO SUSTAIN



A BRIDGE FOR MOBILITY, A WATERFRONT DEVELOPMENT FOR ECONOMIC SUPPORT AND "WETLAND ECONOMIC CORRIDORS" MAKE A "SPONGE" LIKE DEVELOPMENT

RE-CENTERING MUMBAI: APPROPRIATING THANE CREEK
ACADEMIC: T.U. DELFT, THE NETHERLANDS
'Wetland Economic Zone' in the Mumbai Conurbation
LOCATION: MUMBAI, INDIA

East coast wetlands in Northern Mumbai and the fringes of the creek between Mumbai and Navi Mumbai are under grave threat of destruction from the developer-political nexus that owns them via unrestrained profit-based high-priced developments. Dissertation is an alternate proposal.

Within the city's economic desires, politics, social exclusions, environmental backlashes & chaotic urbanization - there is potential for participation, innovation and possibly alternative futures in places lesser known in the discussions about Mumbai in urbanism.

CONTEXT	REASON
EXPERIENCE	SPIRIT
Approach of study of the region is diachronic, and the proposal for "Wetland Economic Zone" is multi-scaled and multi-disciplinary. Thesis addresses the sponge-like nature of the geography and socio-economic classes excluded from the economic sector development models.	Thesis shows the nature in which the fringes of Thane Creek have been usurped over time, understanding why and how it could be reclaimed and consumed further, it proposes a premeditated strategy of guiding an alternative, more 'resilient' form of appropriation.

WORK EXPERIENCE: INDIA

ARRIS ARCHITECTS
Position: ARCHITECT
Mumbai, India

Arris Architects is a young firm primarily focused on the entertainment and leisure industry. It is composed of six architects who deliver design and build concepts, packages, and documentation. Their expertise is in retail architecture & interior design commerical ventures.

Opportunity to be directly involved in site analysis, feasibility studies, and concept design simulation proposals for mid-size retail complexes in India. This taught me the 'working proportions' of retail developments and mall economics that allow feasible and successful developments.

CONTEXT

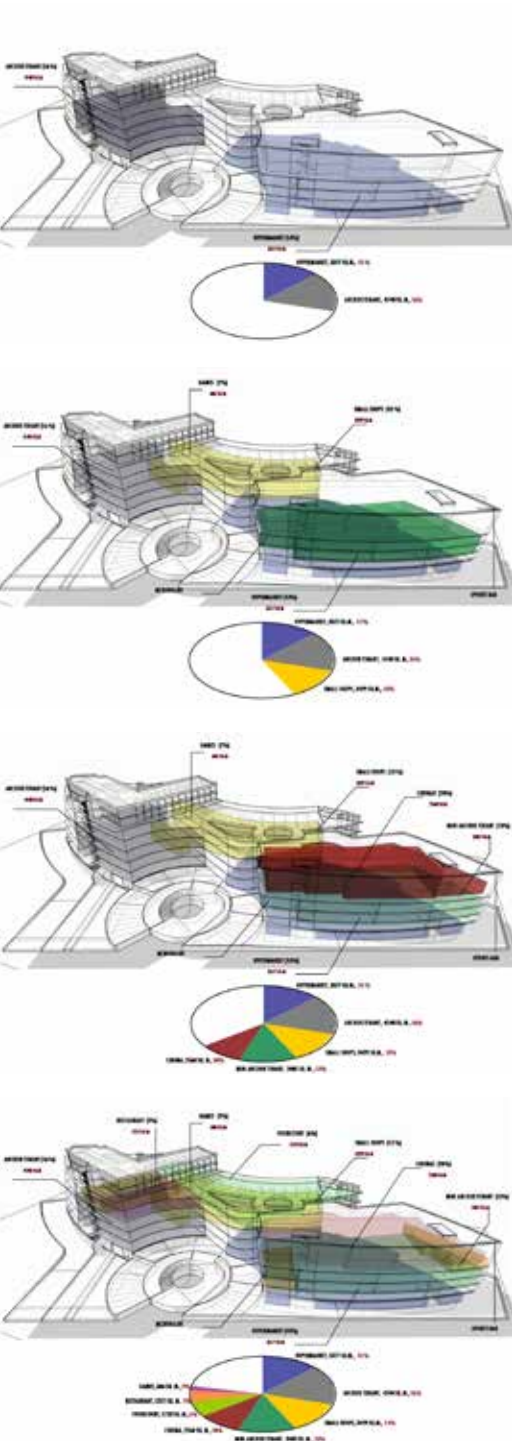
REASON

EXPERIENCE

SPIRIT

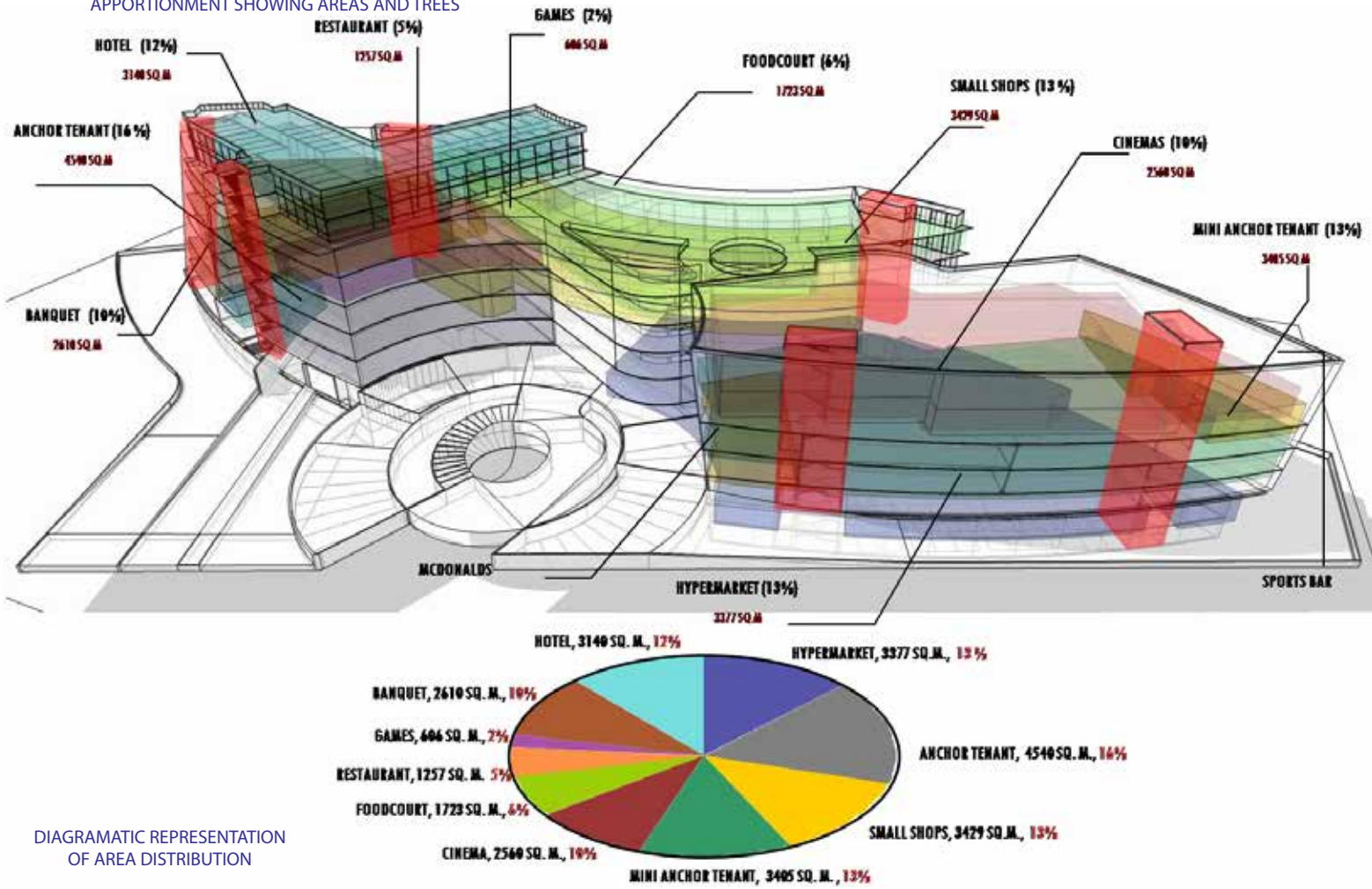
I was entrusted with the design and presentation of over eight mall projects and the feasibility and documentation for over fifteen multiplex layouts. I also designed and built the mock unit for a jewelry mall and a sports bar. The bar went on to be showcased in a Bollywood movie - Kismal Konnection!

Arris is a young, small yet vibrant architectural firm that fostered a learning atmosphere. I was actively allowed to perform and learn from each aspect of the design and communication required for the new booming world of commercial retail architecture in India.



SCHEMATIC ALTERNATIVE			
	12351.21 SQ. M.	6015.84 SQ. M.	15 / 27
	3.05 acre	(48.7%)	
	12309.65 SQ. M.	5467.82 SQ. M.	17 / 27
	3.04 acre	(44%)	
	16425.13 SQ. M.	7612.13 SQ. M.	10 / 34
	4.05 acre	(46%)	

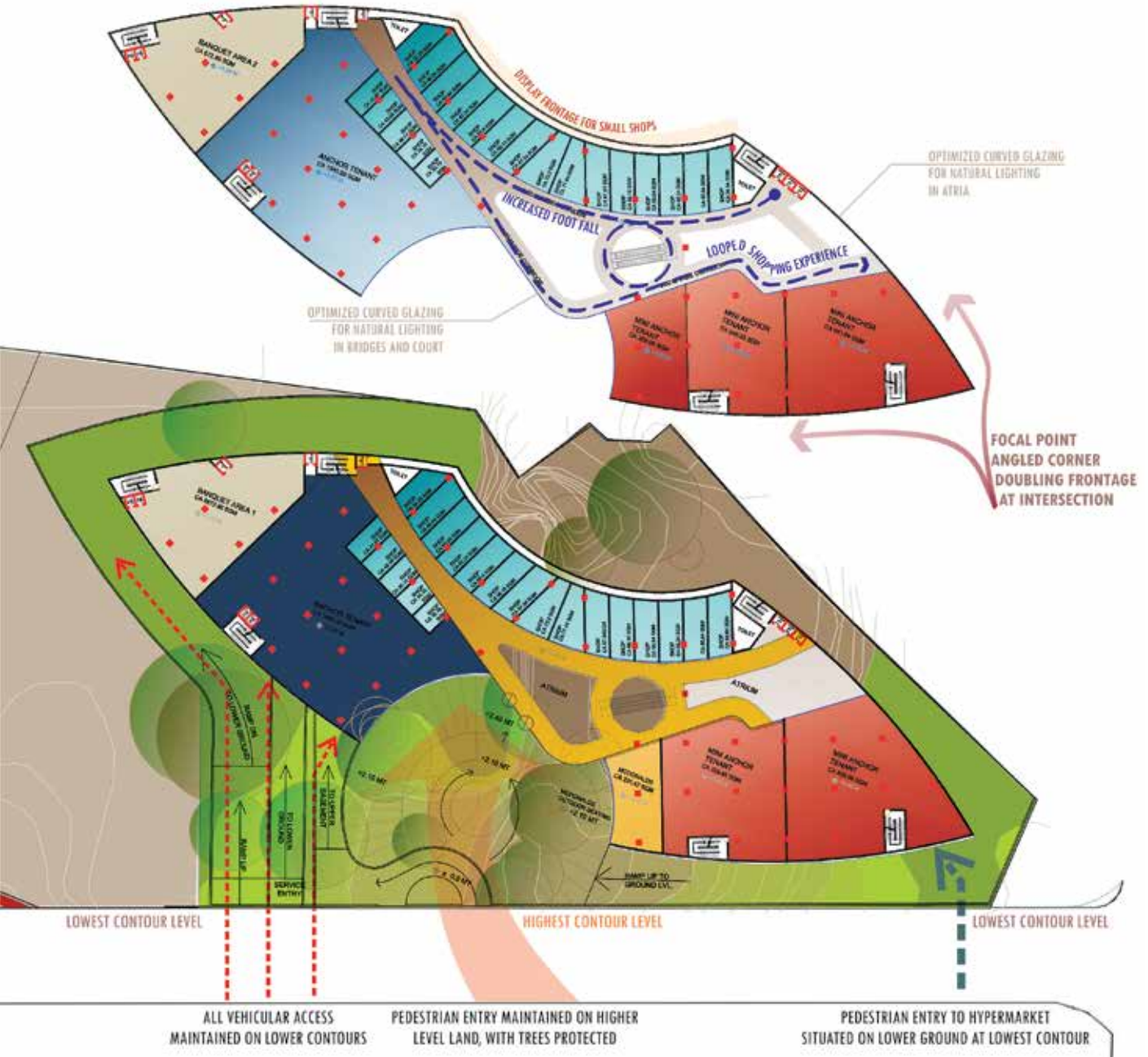
SCHEMES WITH DIFFERENT SITE APPORTIONMENT SHOWING AREAS AND TREES



DIAGRAMATIC REPRESENTATION OF AREA DISTRIBUTION



VIEW SHOWING SITE APPROACH, SAVED TREES AND BUILDING FORM



AARTI C SHARMA



ACME MALL
PROFESSIONAL - Arris Architects
MALL + MULTIPLEX + HOTEL
LOCATION Thane, India

Acme Mall is a proposed design for a mall situated in Thane, India. The developers owned a piece of land which was to contain both residences and a mall complex. The site is contoured with many trees, presenting a challenge to protect as many trees as possible.

CONTEXT

EXPERIENCE

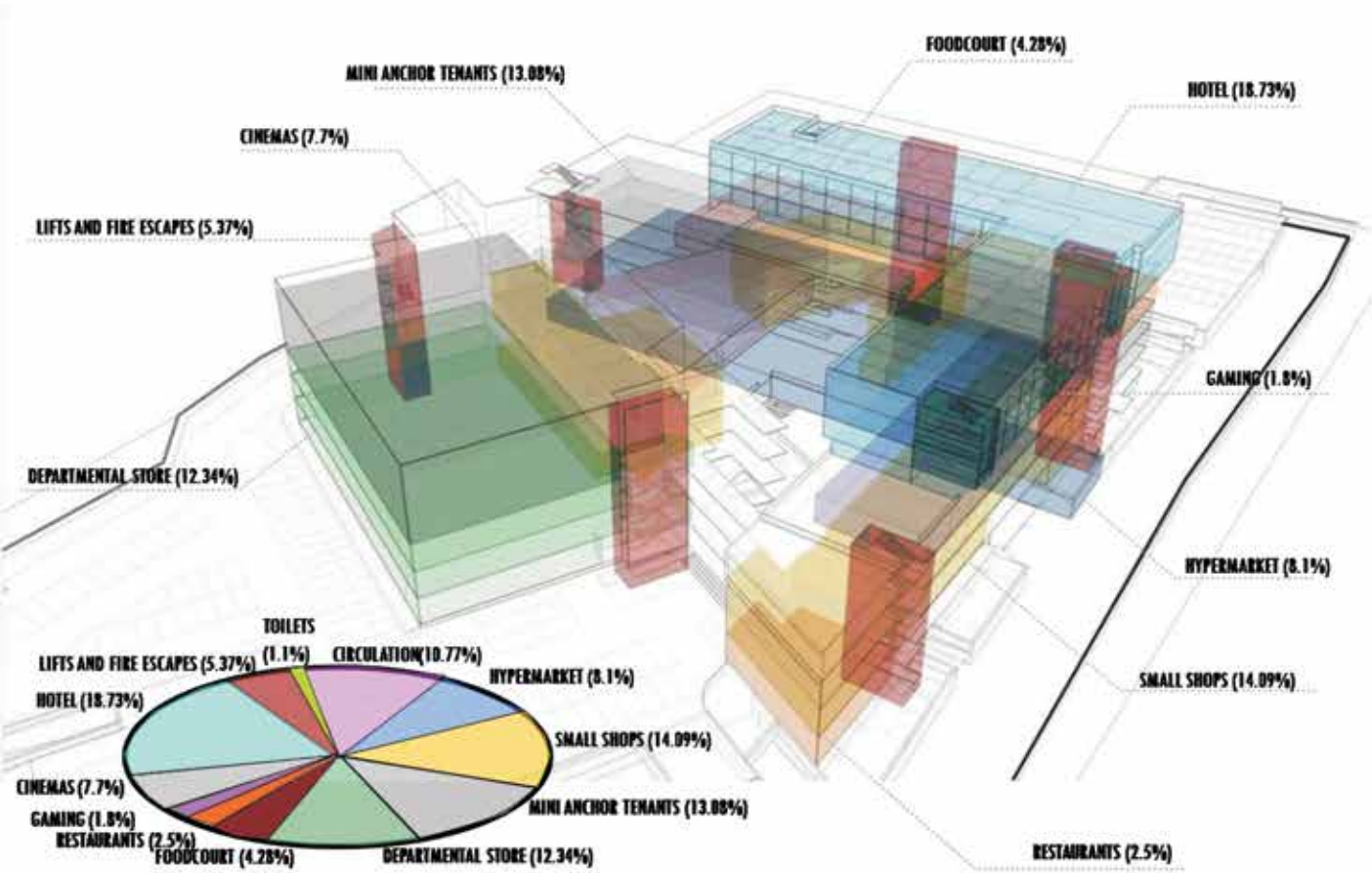
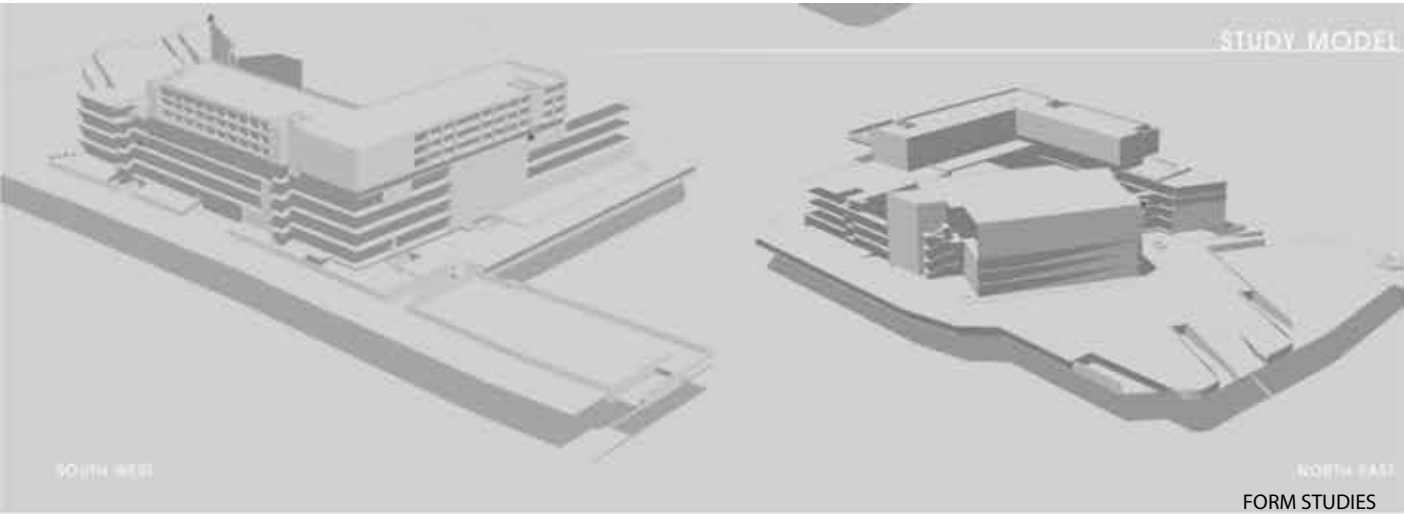
Once the basic form was arrived at, the whole shopping experience was incorporated with the proportions of the feasibility studies conforming to the client's profitability and the unique twisted building block was to be a landmark of this area of the suburb.

It became an interesting exercise of apportioning the land in a way to maximise built-up area and minimise felling of trees. The site also had a corner which would be the prime frontage. The form was thus derived from the driving parameters of law, trees, contours and frontage.

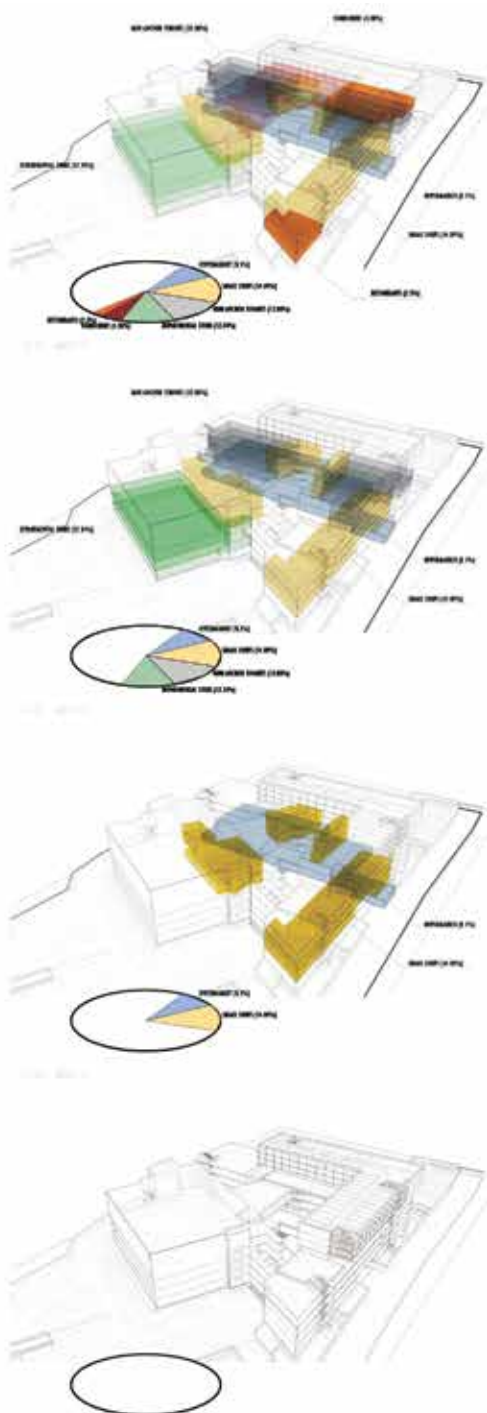
REASON

SPIRIT

The proposed building design respects the site's unique conditions and responds to the many constraints. Although a smaller sized mall, it would be a unique icon and a community space with its beautiful old trees, flowing contours and befitting crowning built form.



F.E.C., S P REALTY, ARRIS ARCHITECTS



DIAGRAMATIC REPRESENTATION OF AREA DISTRIBUTION

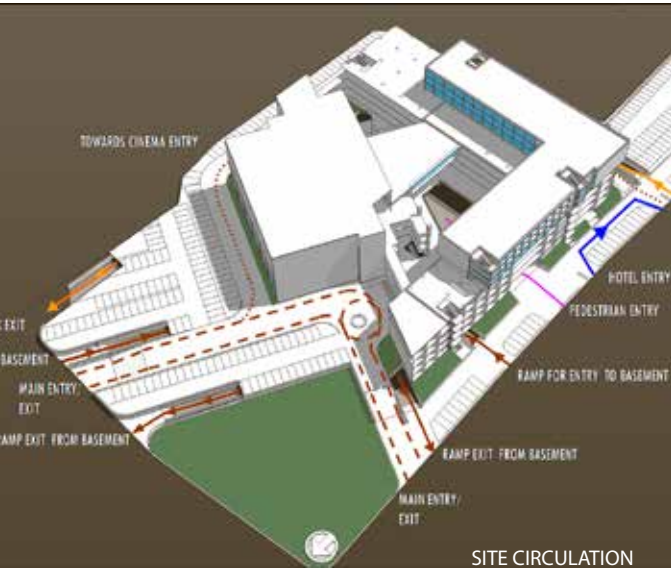


LOOPED SINGLE LOADED CORRIDORS
FOODCOURT AND CONCESSIONS FLOOR OVERLOOKING ATRIA
TYPICAL HOTEL FLOOR



GROUND FLOOR PLAN SHOWING SITE APPROACHES, ATRIA, COURTS, CORRIDORS

AARTI C SHARMA



FAMILY ENTERTAINMENT CENTER, S P REALTY
PROFESSIONAL - Arris Architects
MALL + MULTIPLEX + HOTEL
LOCATION Vadodara, India

F.E.C, SP Realty is a proposal for a site at Vadodara, India for a family entertainment center. There are many legal constraints regarding ground coverage, built area, parking requirements and height. All surrounding structures around the flat site are low height medium density housing.

CONTEXT

EXPERIENCE

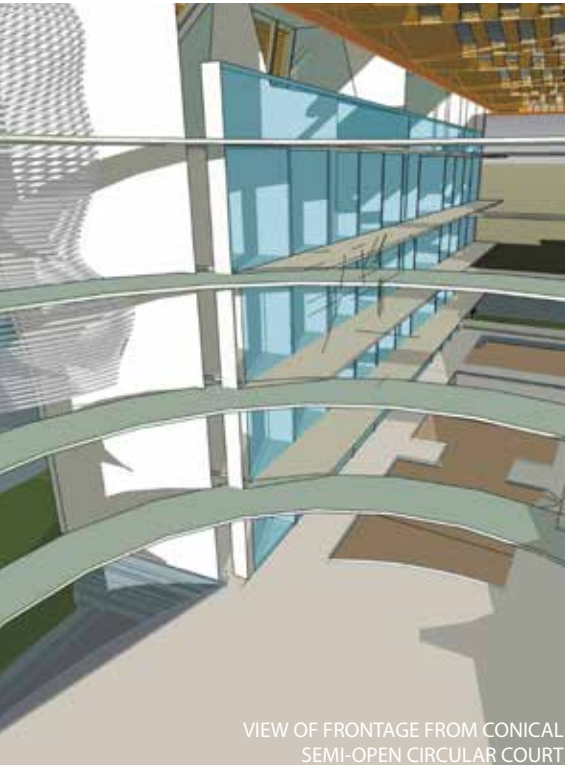
The design shows feasible profitable area, maximised frontage, continuously looped shopping experience, and large atria for exhibitions and community functions. The new scheme also showed a clear circulation for service vehicles, private vehicles, public transport and pedestrians.

The project was to counter an existing proposal, and the new scheme needed to meet the client's stringent economic constraints. The detailed mall feasibility study shows a well divided proportion for small shops, large shops, anchor tenant, department tenant, cinema and hotel.

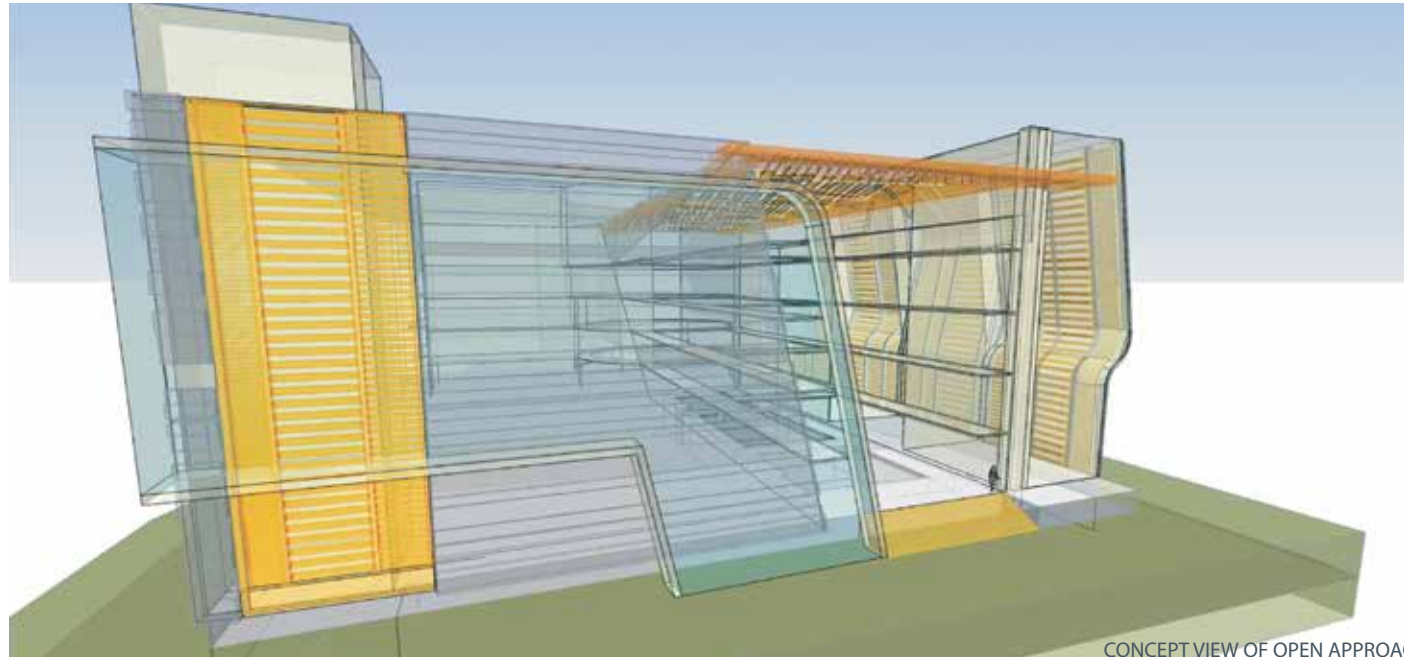
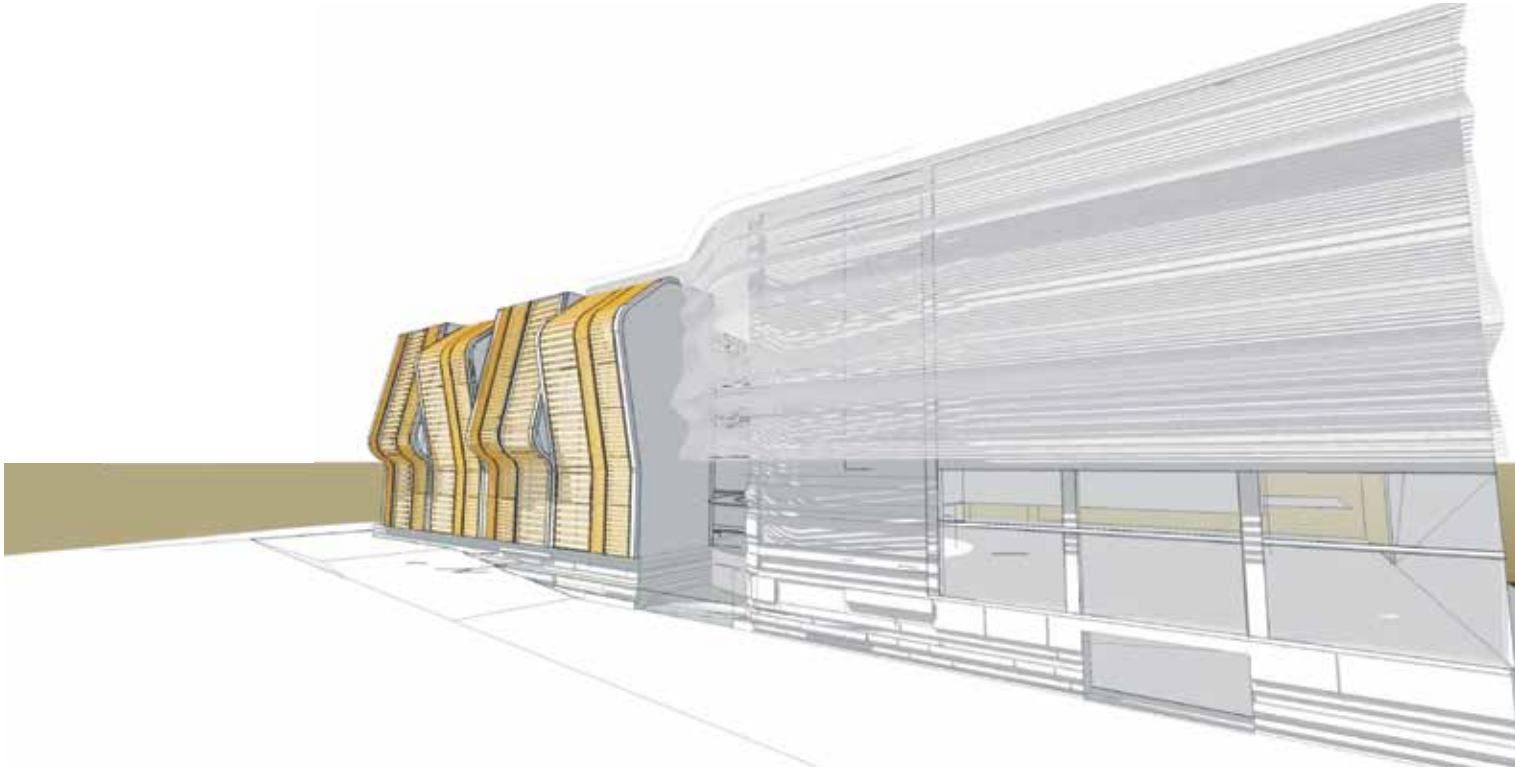
REASON

SPIRIT

The boom of malls necessitated understanding trade of mall economics and study of how community space and shopping experience could be integrated. It became the firm's strongest asset - to study and present the best feasible social and commercial solution for towns in India.



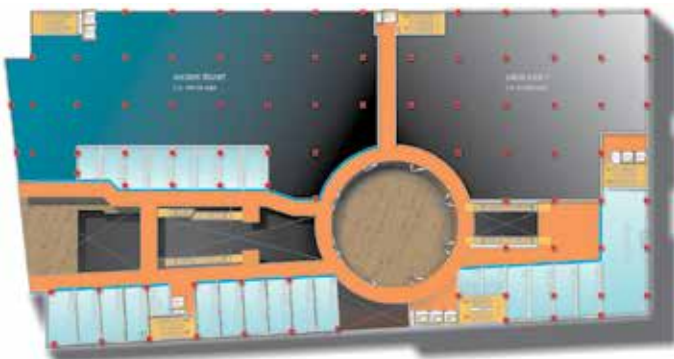
VIEW OF FRONTAGE FROM CONICAL SEMI-OPEN CIRCULAR COURT



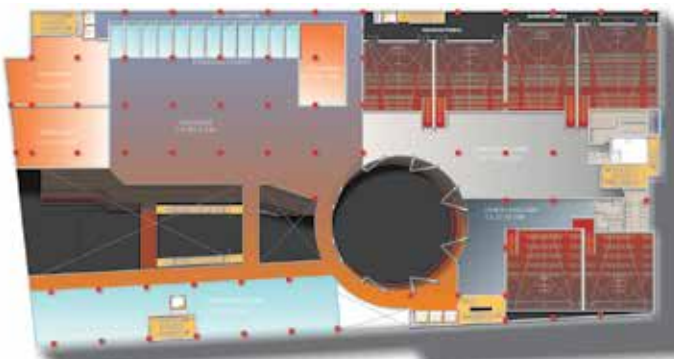
CONCEPT VIEW OF OPEN APPROACH



VIEW FROM STREET INTERSECTION



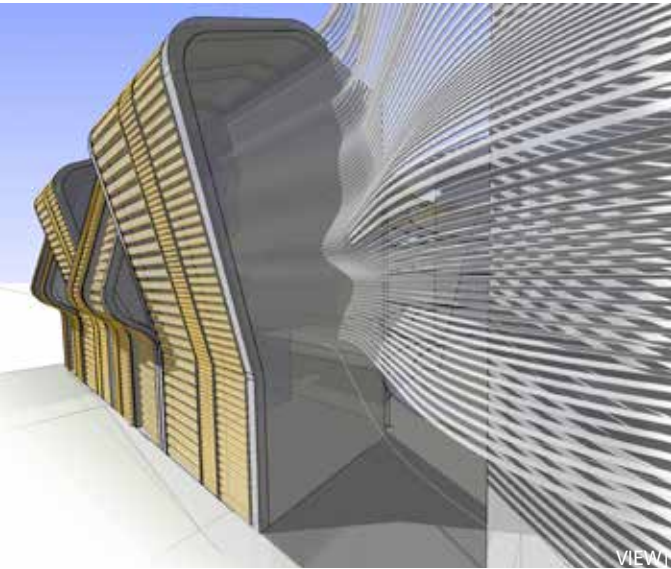
TYPICAL FLOOR PLAN WITH CORRIDORS AND RETAIL DISTRIBUTION



FOURTH FLOOR SHOWING MULTIPLEX, CONCESSIONS, FOODCOURT OVERLOOKING INTO ATRIA AND COURT BELOW



GROUND FLOOR PLAN SHOWING APPROACHES, FRONTAGES, CONICAL CIRCULAR COURT AND RETAIL DISTRIBUTION



VIEW 1

FUN REPUBLIC
PROFESSIONAL - Arris Architects
MALL + MULTIPLEX
LOCATION Coimbatore, India

Fun Republic is a proposed family entertainment center in Coimbatore, India. It is a Class II city, with rich heritage, and especially well known for its silk textile industry. Tropical city still maintaining its cultural heritage with many historic sites, Fun Republic needed to be accepted into this fabric.

CONTEXT

REASON

EXPERIENCE

SPIRIT

The aesthetic is inspired by forms which are reminiscent of the local motifs, such as the delicate textiles and the tall palm trees. It endeavors to be a landmark that captures the essence of the city, yet reciprocates an international élan, which the client wanted to stand for.

Pioneering this celebrated establishment demanded the responsibility of creating a locally and globally agreeable icon. In the spirit of this ambition, the aesthetic of the building seeks to symbolize growth and prosperity, which is rooted firmly on the ground, yet alights to a new zenith.



VIEW OF MOCK-UP



CONCEPT RENDER



CONCEPT RENDER

JEWEL OF INDIA
PROFESSIONAL - Arris Architects
COMMERCIAL INTERIOR DESIGN - SHOPPING CENTER
LOCATION Mumbai, India

Jewel of India is a shopping center meant exclusively for jewelry stores. It is located in the restoration of a historic building in Zaveri Bazaar, an area of Mumbai housing some of the richest gold jewelry stores, and some of the poorest slums. The interiors needed a different reality.

CONTEXT

The shopping experience identity of this mall needed to ensure returning patrons. It needed to exude a level of class, that would suit the level of richness inside. The palette thus chosen was of a seamless homogenous white solid surface and rich grains of wood veneer.

REASON

EXPERIENCE

The design was essentially a single module, marrying the two materials, in a C-shaped sinuous curve. They offset each other in plan, creating a unique curving profile for the corridor, giving each shop its own bound frontage, separated by a thin strip of light.

SPIRIT

The sales office and mock shop fronts are already built, and some features have been shown to make this space feel luxurious in a unique way. This has received a very positive response from people with very varying preferences of luxury, thus, encompassing the spirit of Jewel of India.



PLAN VIEW AND
EXPLODED INTERIOR CONCEPT VIEW



CONCEPT VIEW

ALL SPORTS BAR
PROFESSIONAL - Arris Architects
COMMERCIAL INTERIOR DESIGN - SPORTS BAR
LOCATION Mumbai, India

All Sports Bar, Mumbai was an exercise in space branding and rapid execution. It took 25 days from conception to its opening for the Cricket World Cup season in March 2006. The idea was to create a unified space brand to be carried forward in all the chains to follow.

CONTEXT

The plan was derived by locating the big screen diagonally, in a way as to attract people even from the street side. The space itself thus got automatically divided into different seating areas, formal, independent and group to maximise view.

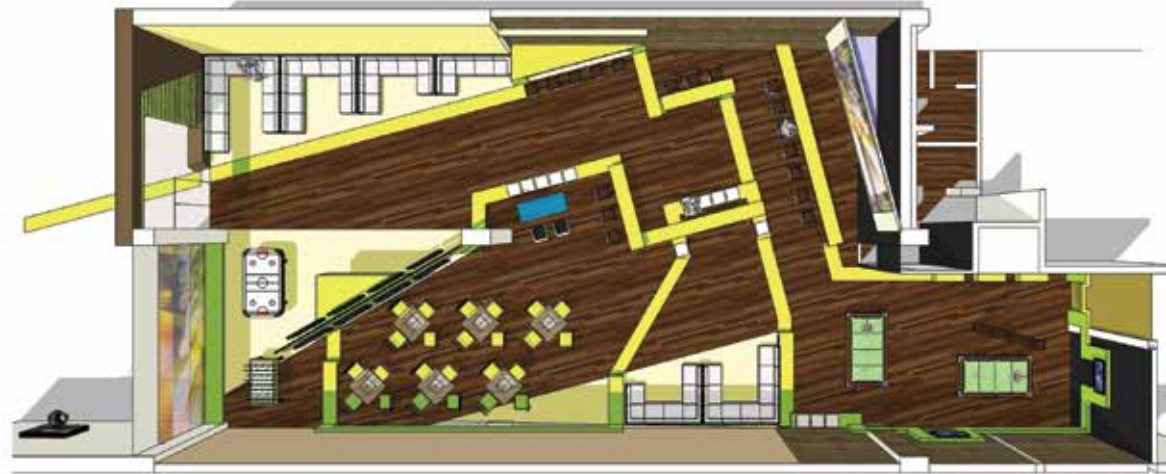
REASON

EXPERIENCE

A continuous green band was introduced which flowed all around the bar serving as seats, tables, space dividers, bar counters, feature lighting and wall panels carrying TVs. Dark wood interiors and the contrasting green band became a memorable visual associated with the bar.

SPIRIT

The built space followed the proposal quite exactly. The bar did take off during the Cricket World Cup, and was featured in the Bollywood movie - Kismat Konnection. The visual of the space being tied together with the band has become the branding feature.



AARTI C SHARMA

PHOTOGRAPH OF SITE



PHOTOGRAPH OF SITE



PHOTOGRAPH OF SITE

JEWEL WORLD, ARRIS ARCHITECTS

WORK EXPERIENCE: INDIA

DESIGN INSIGHT

Position: INTERN ARCHITECT

Mumbai, India

Design Insight is a firm run by Prof. Vidya Raghu, who guided me for various design subjects from the first year of architecture school through my internship. Being her only employee, I was privileged to be under her constant personal guidance.

During my internship, I worked on three unique projects that were residential, workspace research and institutional viz. Porous House - a detached house in Lonavla; Enabling Workspaces Initiative - a research product mapping organizational culture; and an orphanage in Navi Mumbai.

CONTEXT

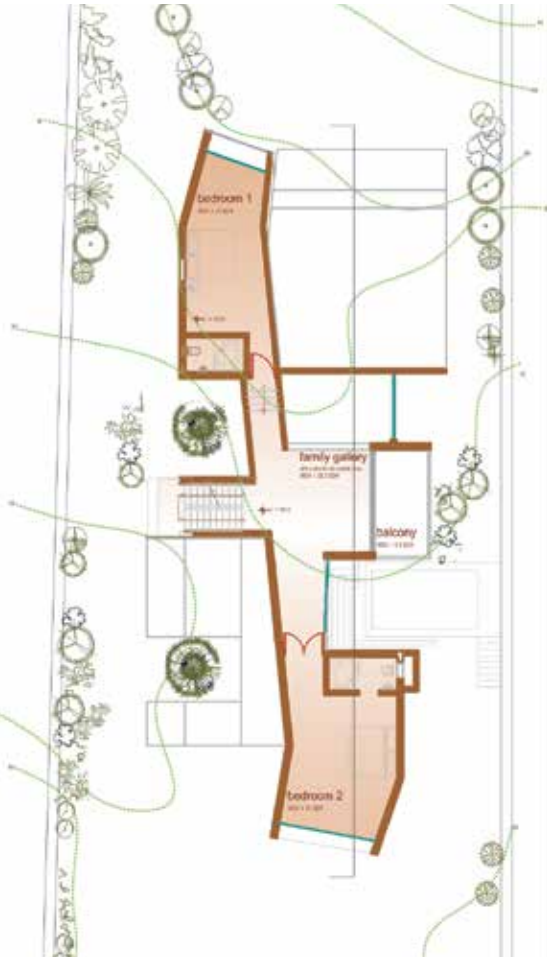
REASON

EXPERIENCE

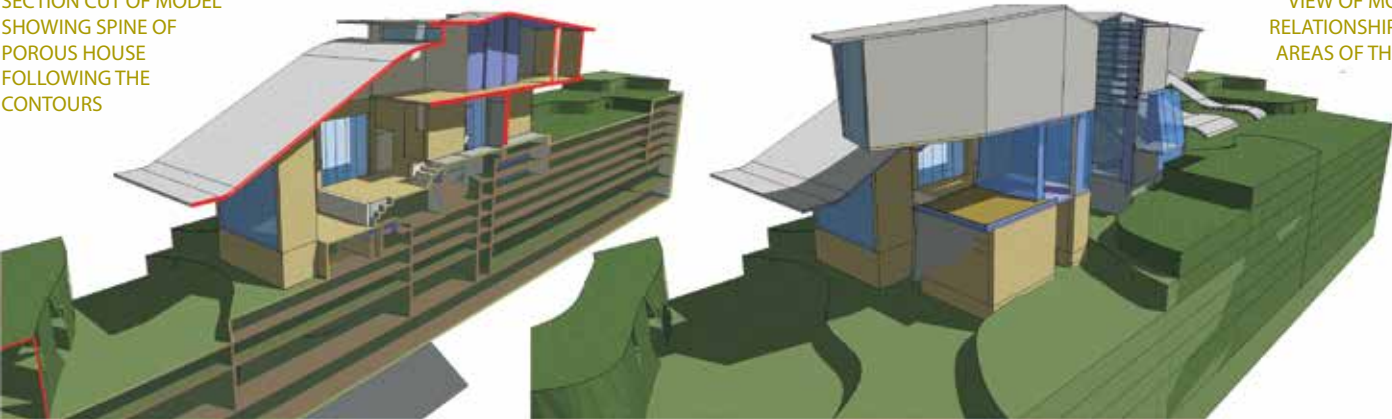
SPIRIT

I was the only one working on the projects continuously, given my professor's busy teaching schedule. Thus, I had ample opportunity to engage with each subject, learn every aspect at my own pace, and be responsible for the progress while grasping new concepts.

Prof. Vidya Raghu was a mentor and a friend. The research and concepts were engrained in my workflow. The responsibility of communication, presentation and administration that she entrusted me with, taught me to work with greater comprehension and efficiency.



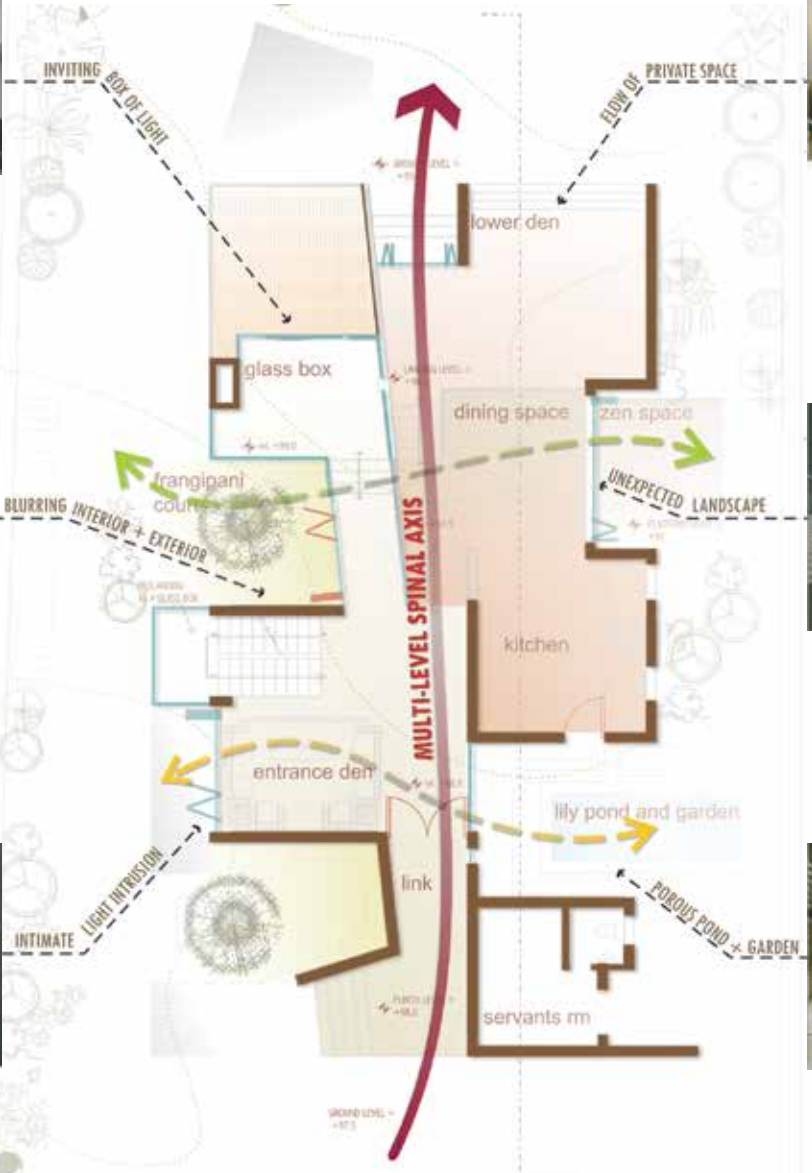
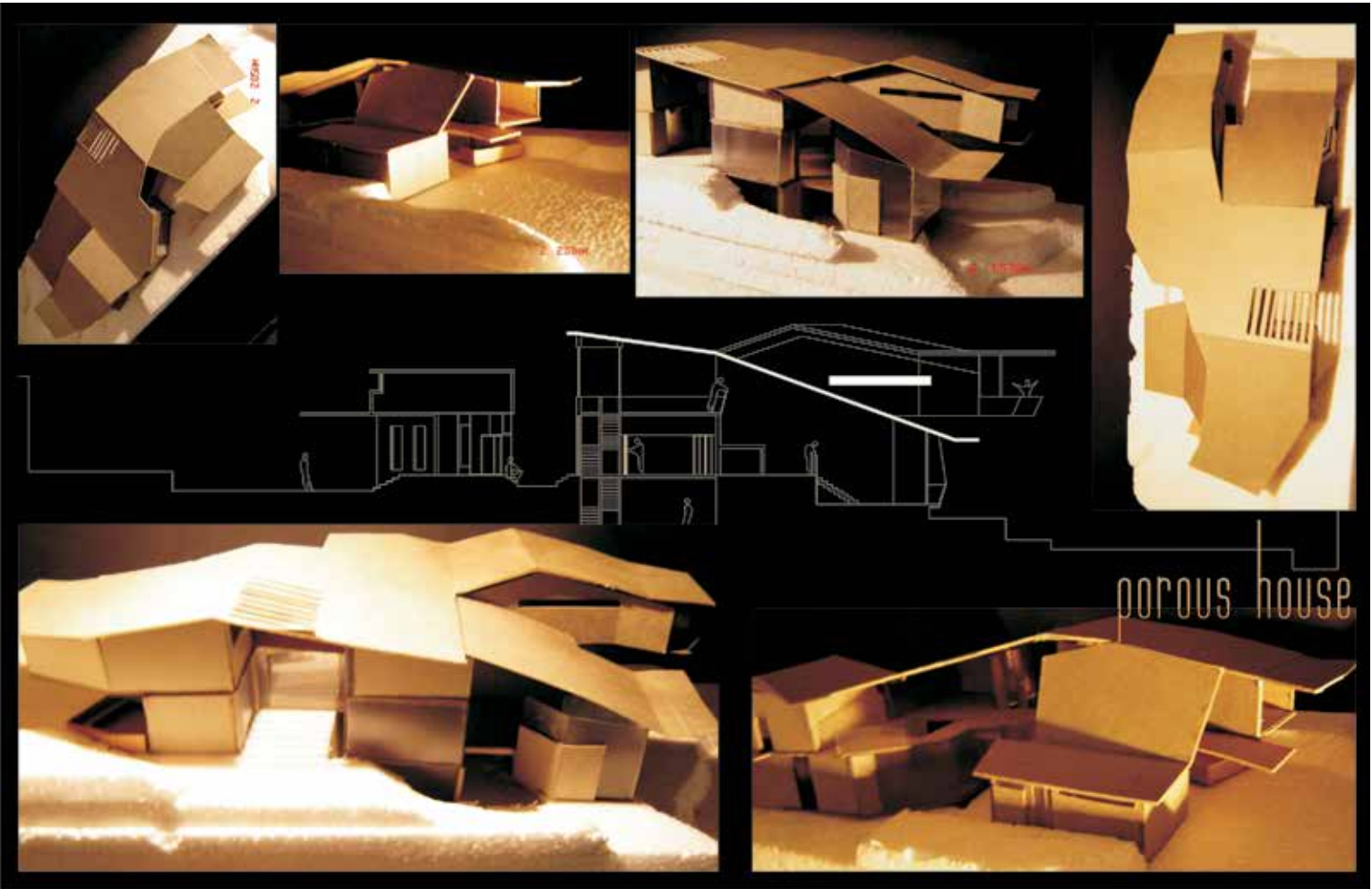
SECTION CUT OF MODEL SHOWING SPINE OF POROUS HOUSE FOLLOWING THE CONTOURS



VIEW OF MODEL SHOWING RELATIONSHIP OF DIFFERENT AREAS OF THE HOUSE & SITE



POROUS HOUSE, DESIGN INSIGHT



BUILDING ON SITE [ENTRY AREA]

POROUS HOUSE PROFESSIONAL - Design Insight DETACHED RESIDENTIAL BUNGALOW LOCATION Lonavla, India

Porous House is a detached house for a young family in a linear, contoured, valley site in Lonavla, India. The approach to the site is 5 meters above the back end, stepping down into the valley forest, allowing spectacular views and abundant landscaping opportunity.

CONTEXT

EXPERIENCE

Incorporate principal notions of 'surprising' transition through the various areas of the house, by collective intrusion of light and air, orchestrated visual access, flexibility to combine and separate the spaces with partitions, and unifying built and landscape architecture.

Negotiating the existing contours of the site and allowing the family to have a unique home with a blurred distinction of interior and exterior space, private and semi-private, built and un-built; thus befitting the landscaped nature of the site itself.

REASON

SPIRIT

The porosity is used to enable a sense of attachment unique to the various experiences within the home through tools like the spinal axis leading to the forest, and breaking pockets of landscape and contemplation spaces interim.

GROUND FLOOR PLAN SHOWING THE EXPERIENTIAL COMPONENTS PROPOSED FOR 'POROUS HOUSE'

ACADEMIC: BACHELOR OF ARCHITECTURE: MUMBAI

SIR J. J. COLLEGE OF ARCHITECTURE
Academia + Co-curriculum [INTERNAL]
Competitions + Extra-curriculum [EXTERNAL]

Sir J. J. College of Architecture is a premier institute of architecture in India. I was allowed to explore and learn about the field of architecture through many platforms both inter and intra institutional, in addition to having access to extra curricular development.

Making the most of the given opportunities, and participating in various platforms like 'TerraJJ Forum', 'Elle Decor', 'My House', 'Shelter in a Cart' and more. I was also elected Secretary of College and zone of National Association of Students of Architecture [NASA].

● CONTEXT

REASON ▶

■ EXPERIENCE

SPIRIT ⚙

These platforms allowed me to delve into many levels of design - furniture, modular, product, industrial, graphic, literary, community and more. Allowing freedom of problem-solving and experimenting at every level, thus enriching me with invaluable experiences and interactions.

The academic environment was about exploring and sensing existing processes and allowing thinking about new processes that could perhaps enhance the built environments that we studied about. Thus I wish to return to academia.



MODEL VIEW SHOWING
OVERALL STRUCTURE

OVERVIEW OF DESIGN SCHEME:

The design proposal consists of an arbitrary master plan of the proposed C.E.L.L.S. program, distributing their basic proposed functions.

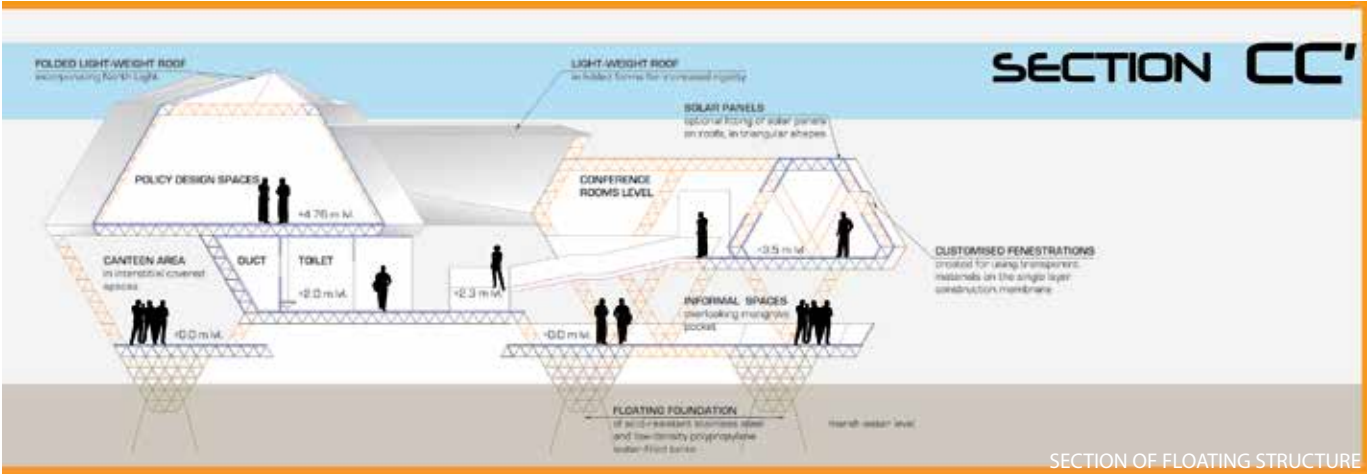
The result is a low-height, floating, flexible sprawl with an interconnected base platform, and various levels sprouting above as needed.

One possible configuration for an “Awareness Programme Department” was fully developed to study the structure, walls, roof, levels and space in detail.

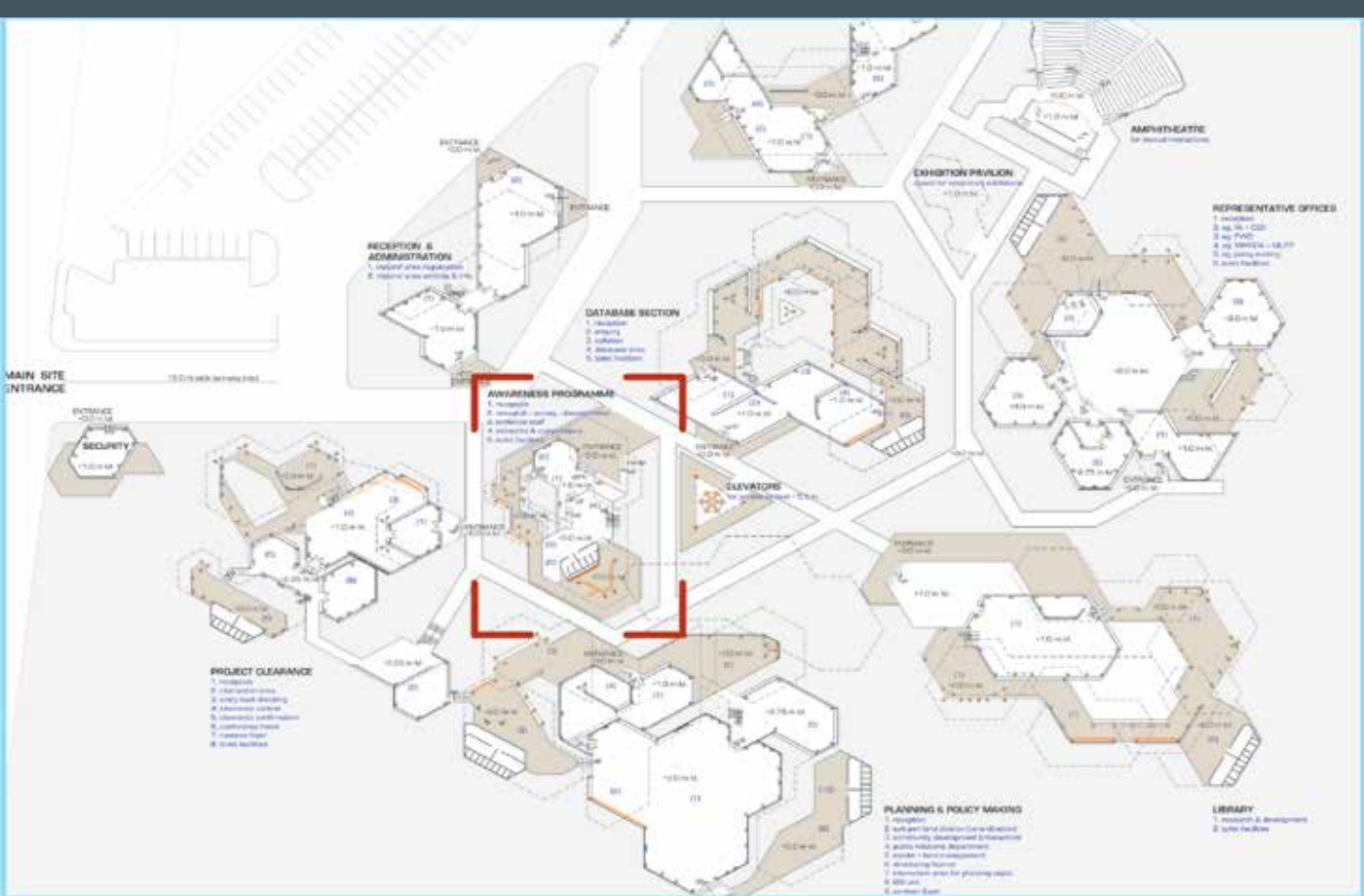
Note: Dissertation was initially critiqued and rejected; but was subsequently ranked highest in score.



MODEL VIEW SHOWING
SPATIAL QUALITY



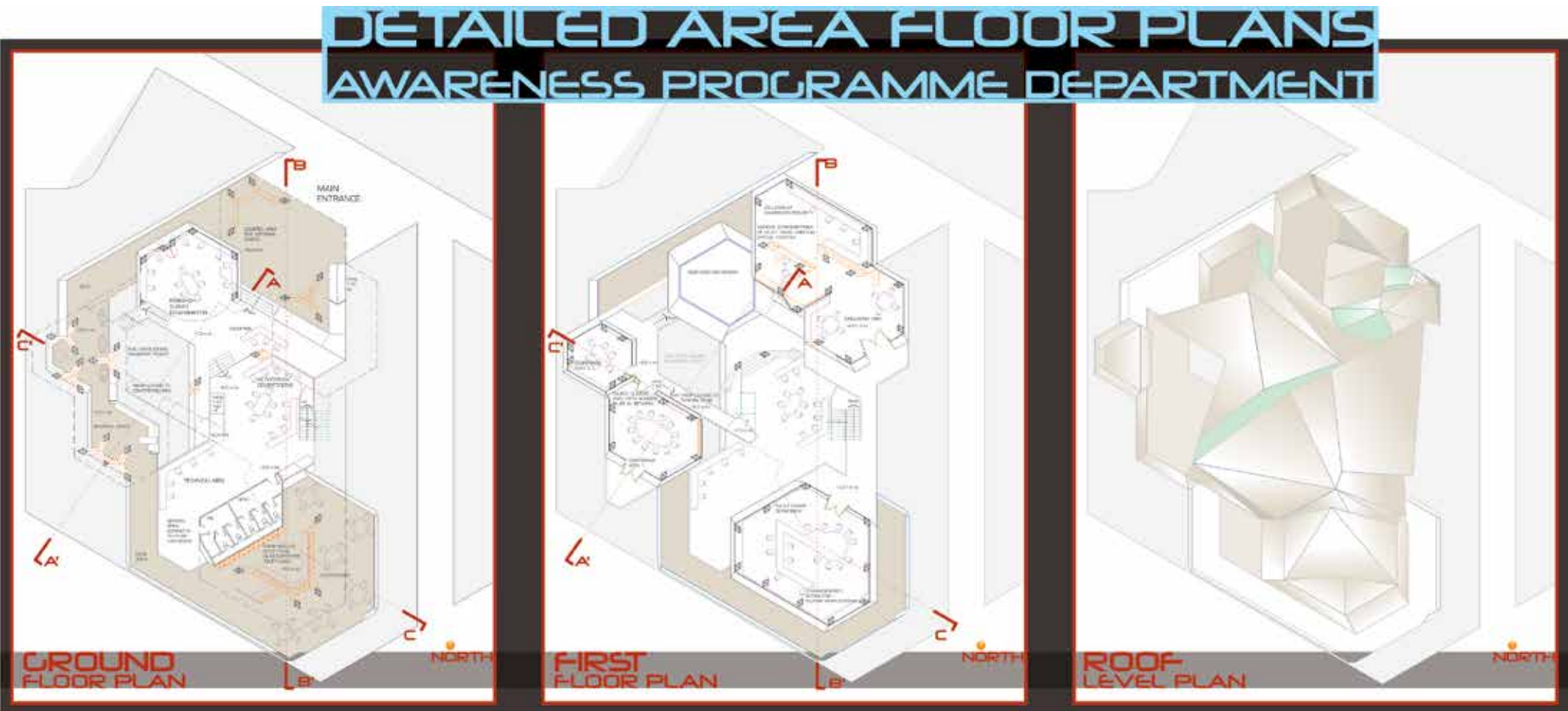
SECTION OF FLOATING STRUCTURE



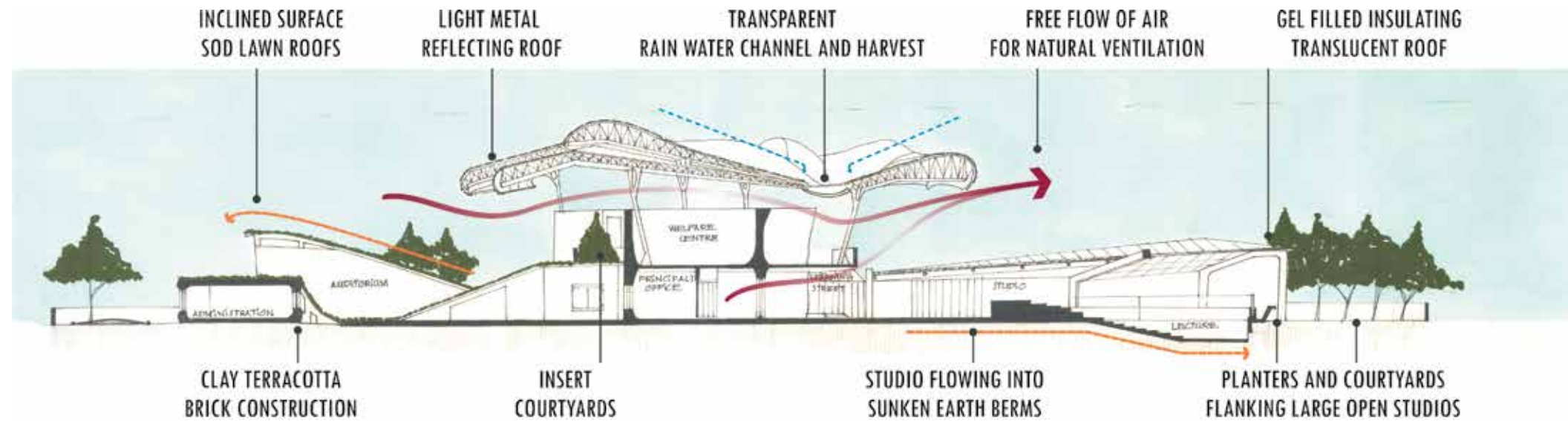
AARTI C SHARMA



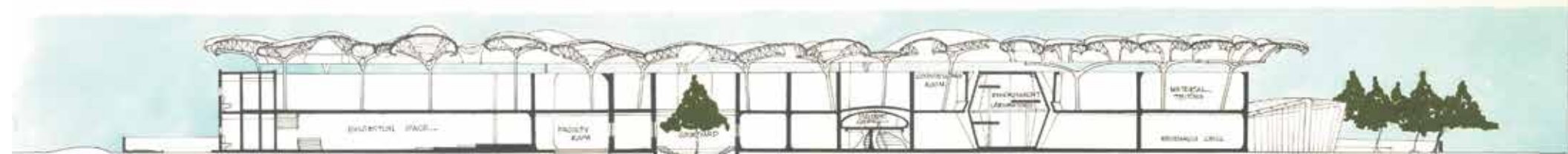
MODEL VIEW SHOWING
MASTERPLAN MASSING



C.E.L.L.S: AARTI C SHARMA



SECTION SHOWING ELEMENTS USED TO CREATE EARTHY, NATURALLY VENTILATED AND COOLED SPACES FOR MUMBAI'S TROPICAL CLIMATE



LONGITUDINAL SECTION THROUGH LEARNING STREET



IMAGE OF A SUCCESSFUL LEARNING STREET

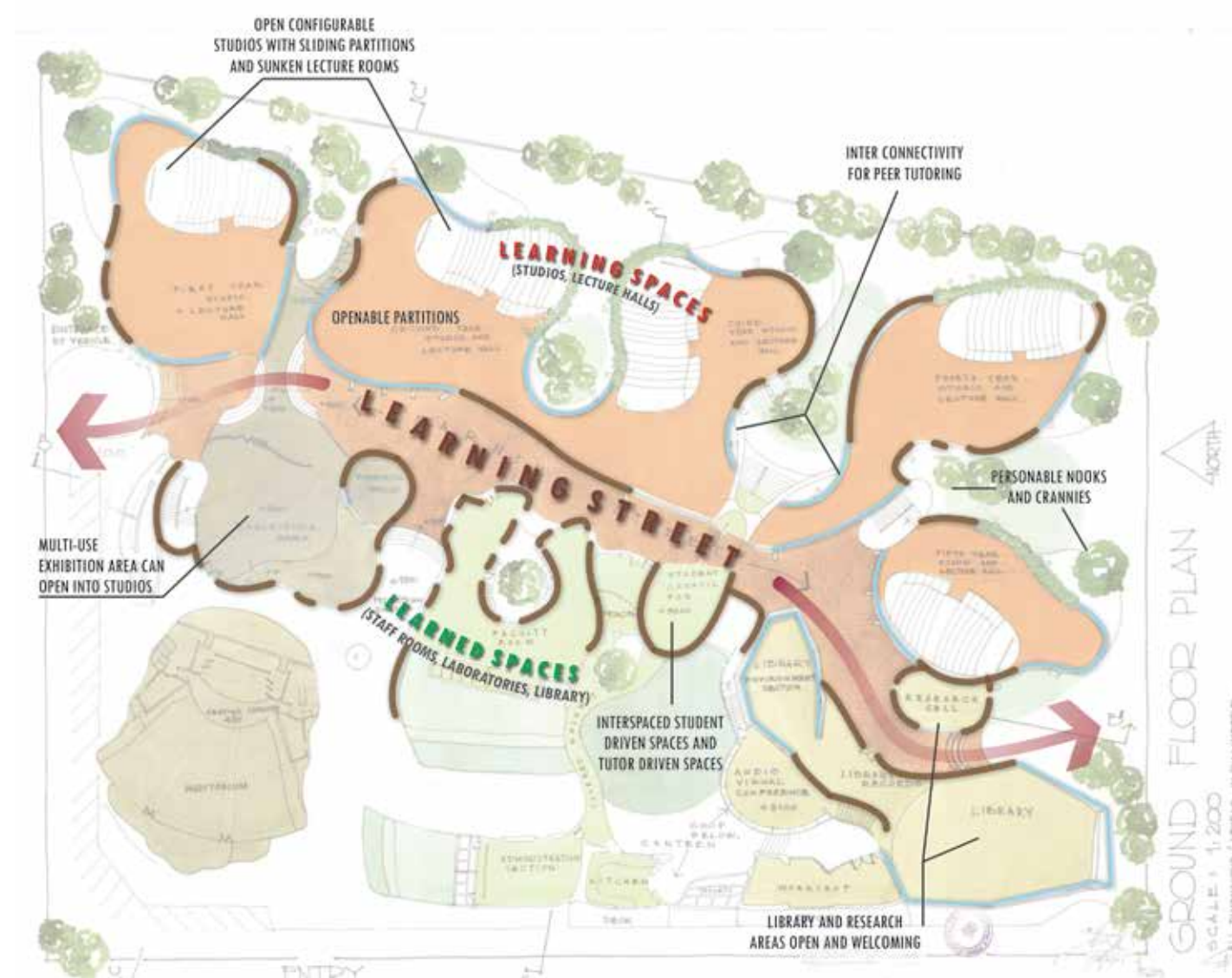
EDUCATIONAL ARCHITECTURE FOR ARCHITECTURAL EDUCATION; AARTI C SHARMA



IMAGE OF SUGGESTED MUD CONSTRUCTION FOR STUDIO WALLS



IMAGE OF A SUCCESSFUL LEARNING STREET



GROUND FLOOR PLAN SHOWING DESIGN OF LEARNING STREET BETWEEN THE 'LEARNED' AND 'LEARNING' SPACES, AND OTHER EXPERIENTIAL COMPONENT INTRODUCED FOR FLEXIBLE SPACES IN THE BUILT PEDAGOGY

AARTI C SHARMA



VIEW OF MODEL SHOWING THE SOD ROOF STRUCTURES AND LIGHT METAL ROOF PROFILE

EDUCATIONAL ARCHITECTURE FOR
ARCHITECTURAL EDUCATION - Mumbai, India
ACADEMIC - 4th Year, Sir J. J. College of Architecture
INSTITUTIONAL ARCHITECTURE

Educational Architecture was a studio project of research and design to study the built environment interface of educational space. What type of built pedagogy enables equitable environments for students in an age where classrooms may not even be required to study architecture.

CONTEXT

EXPERIENCE

Incorporating a learning street - the essential idea is to provide a comfortable spine of communication and access strip, in a way that it assimilates in that small journey, a great number of encounters and opportunities to stop for, look at and learn more experiences.

Integrate intangible fluidity, versatility, convertibility, modifiability, scalability into tangible built components. Material virtual hybrid school spaces for the flow of information of symbols, bodies and senses. Proportioning static and reconfigurable mobile components for users.

REASON

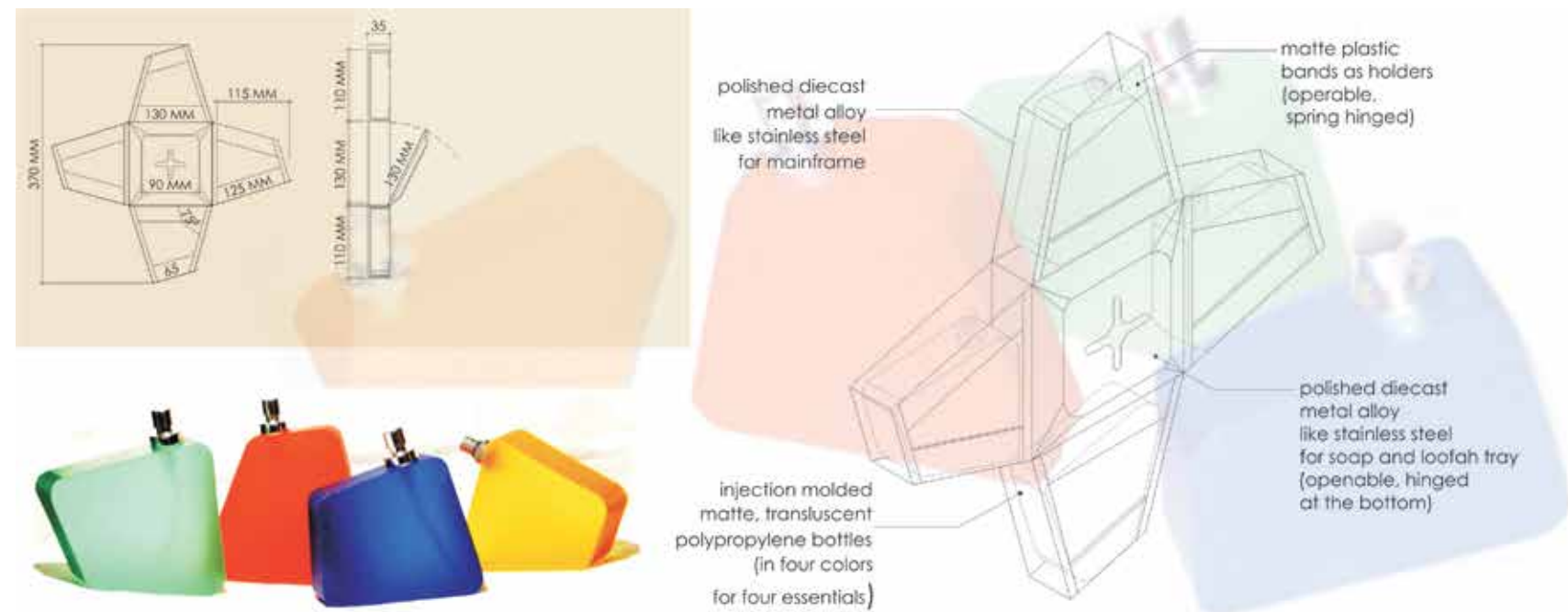
SPIRIT

Built flexibility could mold students into holonomous individuals who can live and work successfully in a dynamic unpredictable future with their consciousness, efficacy, flexibility, craftsmanship and interdependence, as they actively reconfigure their own space-practice configurations.



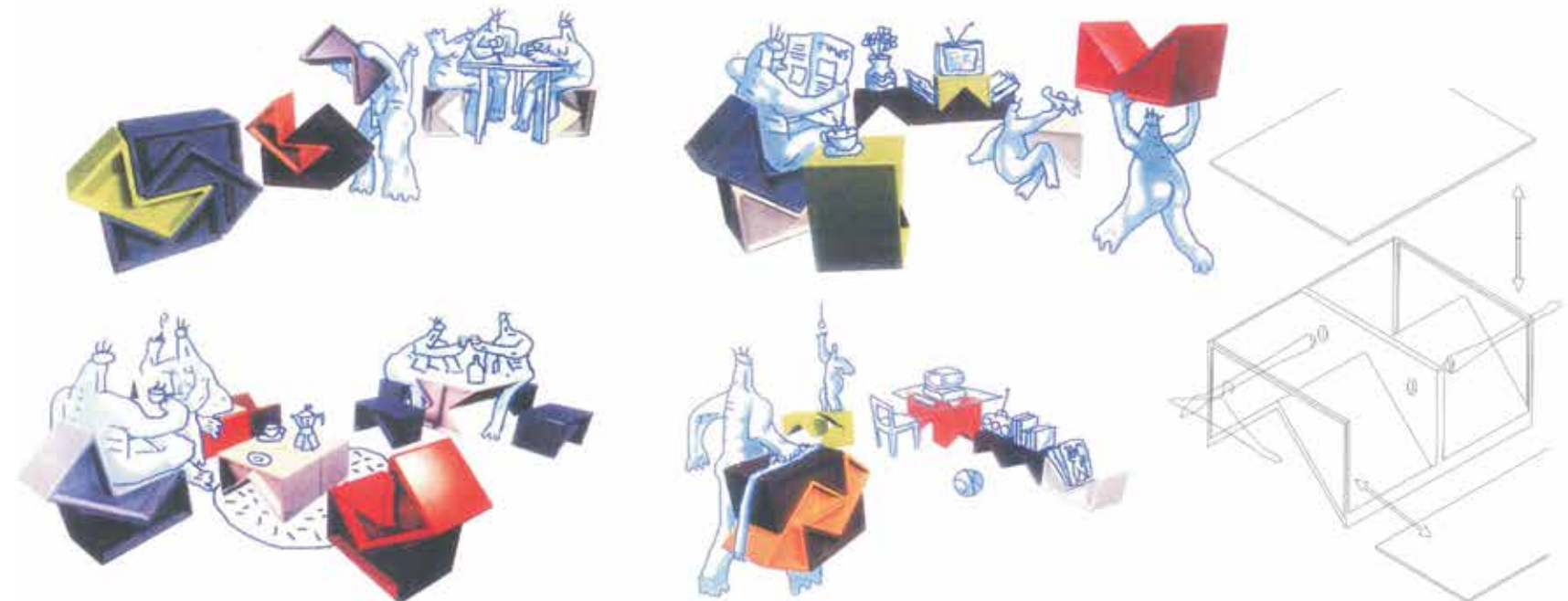
BENDY attempts to offer a high level of multiplicity and flexibility for customizable configurations; as the adaptive capability of a homeless person is much higher than the bounds of a shopping cart. The production cost is extremely low because the manufacturing consists of single mould extruded panels. This configuration offers an optimum tension in the joint for it to be used for various every-day functions of the homeless – it is scaled to become seats, tables, carts, crèches, shelves, street furniture, walls, sleep-shelter. Bendi fosters the formation of a communal togetherness by providing customizable configurations.

BE-NDY New York, USA
PRODUCT DESIGN Competition
DESIGNBOOM INTERNATIONAL



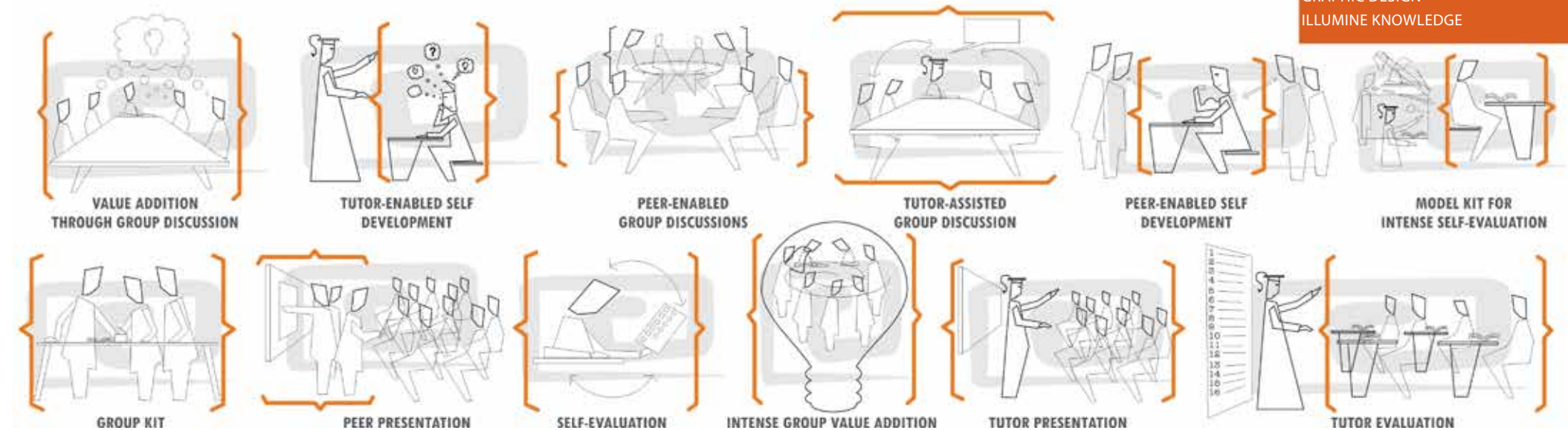
BATHCROSS was a submitted entry for the Elle Decor Annual Product Design Competition for home and lifestyle products (including model). Bathcross was a wall hung kit for four bathroom 'essentials' - shampoo, conditioner, bath gel and moisturiser in a single unit, a die-cast polished metal alloy cross. The four colored bottles could become a product brand, making this a long-run marketable product. The bottles would be injection molded matte, translucent polypropylene. Their form is a geometrical derivation of cutting a different corner of a trapezium to arrive at four unique shapes. The design and model received commendation.

BATHCROSS Mumbai
PRODUCT DESIGN Competition
ELLE DECOR NATIONAL



DIVERSITY THRU UNITY Mumbai
STREETSCAPE DESIGN
TERRA JJ FORUM

Diversity Thru Unity is the development of a multi-purpose module which can be used as stools, side tables, shelves. This was an esquisse to study 'Fashion Street' in Mumbai - a very chaotic organic street shopping experience, which is unorganised, and the sellers live on the street itself, and we studied them and made proposals as suggestions to improve the chaos. My solution was a modular approach. They can be used by adults or children and can create living environments or stacked like a sculpture. They are proportioned to become beds and tables by nights and partition, storage, stalls and street furniture by day.



DEVELOPMENT OF GRAPHIC CLIPART FOR 'INDIVIDUAL VALUE DEVELOPMENT' PROGRAM - IDENTIFIABLE CLIPART FOR A SELF-DEVELOPMENT PROGRAM KIT AND WORKSHOP

AARTI C SHARMA

