



Design School

Like many renowned institutes, TDV The Design Village campus in Noida, NCR, is thoughtfully designed around the idea of 'interaction'. The spaces are conceived to encourage the interdisciplinary encounters that the institute firmly believes are essential for holistic Design Education.

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VILLAGE FOUNDATION



The entire workspace of the institute is conceived as a vibrant and active space, interspersed with distinctive mediations and unique, out-of-the-box ideas to inspire creativity amongst the students. According to its architect, Saurabh Gupta, the design of the campus is driven by the pedagogical vision of TDV – ‘Life through Design’ that is based on the learning journey undertaken by the student that encourages personal development while creating/making/having an impact – on the individual, society and the environment at large.

Conceived as a global hub that educates, promotes and supports development through design, the interdisciplinary institute with a focus on design and practice is designed as a village in all aspects, ‘by bringing in the flavour of a mix of institutes, associations, studios, industries and centres. As one enters, one is greeted by a sunken amphitheatre that serves as an interesting



Exposed concrete ceilings and columns lend an interesting work-in-progress aesthetic to these creation spaces.

gathering space for students during their break times as well as for outdoor seminars, plays etc. Surrounded by lush green cover, this stoned terraced space beautifully merges with the landscape of the exterior. The zone is surrounded by diverse trees and shrubs, natural materials and punc-

uated with inviting benches and steps. The step-well stone masonry structure embraces a set of guest rooms at its base. These guest rooms are furnished with kitchenettes and other necessities and are cleverly tucked into the basement of a concrete triangular volume above.



PROJECT INFORMATION SHEET

TPOLOGY Institutional Project

PROJECT The Design Village

LOCATION Noida, Uttar Pradesh

CLIENT The Design Village Foundation

PRINCIPAL ARCHITECT Sourabh Gupta

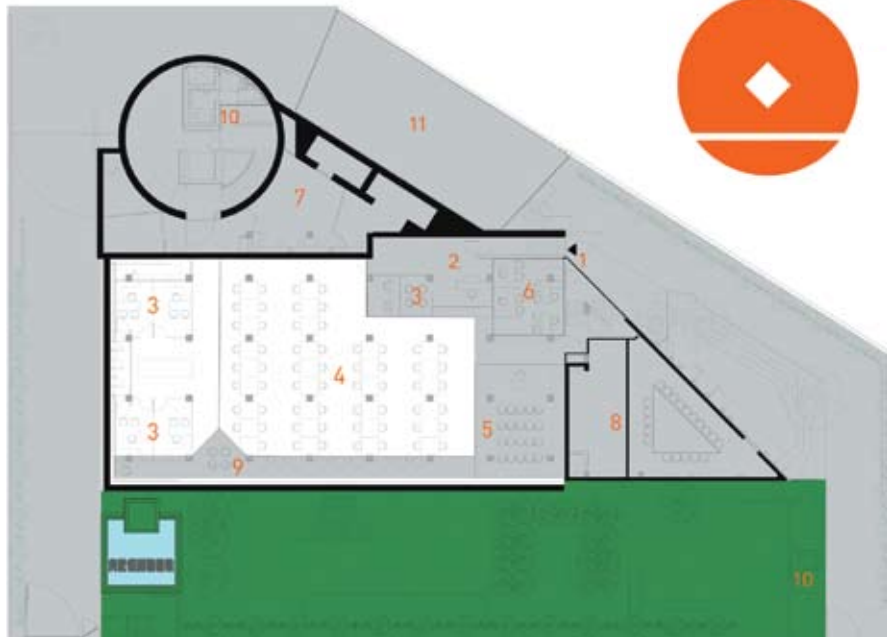
COMPLETION DATE 2014

CONSULTANTS

STRUCTURAL Roark Engineers Consulting

ELECTRICAL Archohm Consults

PLUMBING Techno Engineering Consultants



1 Main entry 2 Reception 3 Classrooms 4 Work station 5 Lecture room
6 Staff room 7 Workshop 8 Board room 9 Library 10 Toilet 11 Auditorium

As a conversation starter, a sedan is mounted vertically on the wall atop the stage of the amphitheatre. The car headlights serve as an interesting light source for the space. The car once belonged to one of the founders and the design dean of TDV – Sourabh Gupta, who refused to part with it. It was relieved of

its engine and put high up on the concrete wall. Its number plate reads 12052014, and stands for the day the design village was born. This is an example of an everyday object being elevated to the status of art.

A temporary bamboo food basket perched in a corner serves as a peace-

ful, contemplative space, that almost reminds one of a confessional, in essence – a place for revelation.

Going down a narrow flight of stairs with thick, stone wall cladding the entry walk, one is led into an open reception area with half-glass walls that add transparency to the space and enable a quick



The glass door of the waiting space urges the visitor to enter into an expanse of studio spaces, divided by glass walls that double up as writing surfaces as well.

visual connect with the studio spaces. A small meeting room abuts the reception desk. A linear waiting area is planned across the reception for visitors, and overlooks a life-size tag board that contains important notices and schedules.

The glass door of the waiting space urges the visitor to

enter into an expanse of studio spaces, divided by glass walls that double up as writing surfaces as well. In order to maintain privacy as well as the fluidity in space, glass stickers are used. The pattern of these stickers is inspired by TDV's DNA circular structure of actual DNA (deoxyribonucleic acid)



symbolizing the philosophy of Life Through Design

On entering the learning spaces, a 15-ft-long blackboard wall welcomes the visitor, with some brainstorming charts/doodles, etc. A column grid is seen partitioning the spaces. Each column is either a blackboard or a tag board.

The glass walls divide the entire space into workshop areas, studio spaces, workstations, faculty rooms, lecture rooms and an unusual bay library

This main learning studio takes the north face, and is housed in an economical RCC-framed structure wrapped in glass. The

glazed façade with cutouts of the letters 'TDV' bring in diffused light near the workstations, and help in creating optimum working conditions.

Exposed concrete ceilings and columns lend an interesting work-in-progress aesthetic to these creation spaces. Felt has been used

campus



in tagboards, in workstations as well as in the library to make soft wall storages, creating an envelope to hold various magazines and books in place.

Justifying its name, a village flavour has been considered.

Indian cane *mudhas* (a stool made of woven reed and ropes) have been used for seating with permanent, striking orange cushions that display the branding colours. Rope *khats* (traditional Indian bed consisting of interwoven ropes within a wooden frame) are hung by ropes to create low-level partitions.

The library is housed in the horizontal front

Indian cane *mudhas* have been used for seating with permanent, striking orange cushions that display the branding colours.



face. This unusually shaped library takes its shape due to the lovely garden view that it entails. Beanbags and pouffes are kept in the library that overlooks the green landscape. Multifunctional, self-designed bookshelves-cum-lamps house the collection of books. Each shelf is ceiling-mounted with an LED at its base.

The grounded materiality of the spaces, accented by bright coloured surfaces and space saving solutions facilitates freedom of expression and enable one to lead a life through design – the ethos of the design school. 