

ARCHITECTURE+DESIGN

A N I N D I A N J O U R N A L O F A R C H I T E C T U R E

THE LEGACY CONTINUES

SUBASH DUGGAL & ASHWANI DUGGAL

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SCALE DOWN, THINK BIG

- AKSHAT BHATT • AKSHAY SINGAVI • ANUJA MARUDGAN • RITIKA RAKHIANI
- SHRIDHAR RAO & SHIKHA DOOGAR • SURBHI SINGHAL & DEEPANSHU ARNEJA
- TANVI JAIN & HARSHIT SINGH KOTHARI

WHERE NATURE MEETS NUANCE

PROJECT: Gaur NYC Experience Centre, Ghaziabad; **ARCHITECTS:** Confluence; **PHOTOGRAPHS:** Avesh Gaur

Designed by Confluence, the Gaur NYC Experience Centre exhibits an interesting medley of organic aesthetics and urban sophistication



Stepping inside, a double-height atrium welcomes visitors with majestic yet soft, curved walls that adhere to the organic, tidal pattern established by the exterior.

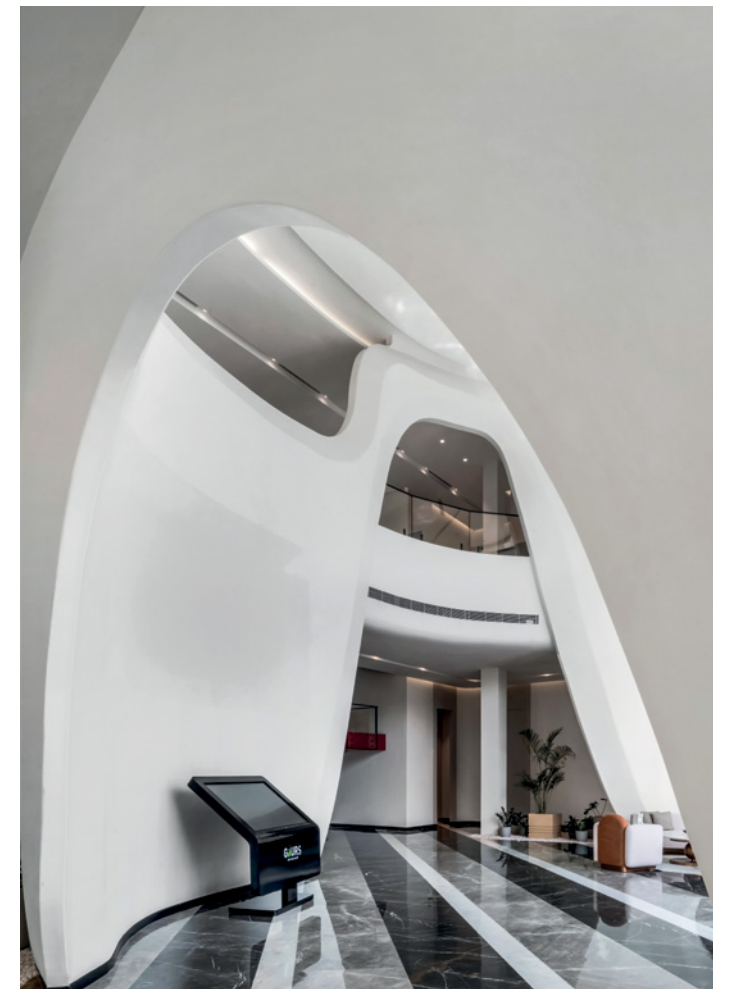


Situated along NH 24 in Delhi NCR, the NYC Experience Centre draws its design inspiration from nature's fluidity, imbuing curves that mirror the gentle flow of water over rocks and the delicate filtering of light through tree foliage, creating an organic aesthetic that seamlessly blends with urban sophistication. As visitors approach, they are greeted by a striking façade that showcases an interplay of architectural elements in various layers. A framed portal with pin lighting reflects the night sky, creating a celestial illusion at night. This framework ingeniously incorporates straight, see-through glass panels angled to form a wave-like pattern, their transparency offering a glimpse of the interiors. Vertical metal louvres crest over them in a rhythmic arrangement, with varying heights and widths that create a continuous wave, merging structure with organic flow.

Stepping inside, a double-height atrium welcomes visitors with majestic yet soft, curved walls that adhere to the organic, tidal pattern established by the exterior. These sinuous white walls are constructed

with a primary mild steel framework, supported by secondary reinforcements, and skilfully topped with plaster to achieve the desired amorphous shapes and voids that feature intentional irregular offsets. This organic essence extends into the circulation pattern, where the atrium serves as a central hub. This dynamic interaction between spaces is enhanced by strategically placed plants on a bed of riverside stones that define the open area, bringing a piece of nature into the heart of this grand white structure, while cave-like openings lead to various areas of the experience centre, including lounges, a café, the broker's room, AV room, and model room.

The soft, curved walls of the atrium are complemented by an interior palette that blends earthy, natural tones with rounded furniture. The circular ceiling design, punctuated by a customized sculptural glass chandelier swirling around, adds an artistic flourish. Juxtaposed with the simplicity of the vertical surfaces, the flooring intends to make a bold statement with polished stone laid diagonally, creating a harmonious balance between fluidity and structure.





VINEETA SINGHANIA

Founder Partner & Principal Architect, Confluence

Founder Partner & Principal Architect at Confluence, Vineeta leads the firm's multidisciplinary vision for over 26 years. Known for her modernist sensibility and contextual approach, her portfolio spans landmark towers, cultural institutions, and bespoke residences. Her work blends experiential design with functionality, shaping meaningful, future-forward spaces across scales earning prestigious accolades. Recognised for her design excellence and innovation, Vineeta continues to influence the evolving landscape of contemporary Indian architecture.



The NYC Experience Centre elegantly embodies its connection to nature through thoughtful design choices, crafting an inviting atmosphere that seamlessly blends artistic elegance with functional design.

This earthy palette continues in the café, which features rust-coloured chairs and an organic ceiling detail with an intricate wavy metal-and-glass chandelier that adds glamour to the otherwise sophisticated space. The cafeteria features a Manhattan skyline as its backdrop, reinforcing the aspirational lifestyle that is a key unique selling point of the project. The café's connection to the lounges is emphasized by an 11-foot-high fluted glass door, which offers privacy while maintaining visual flow. These lounges, with their floor-to-ceiling glass windows, allow sunlight to flood the interiors, reinforcing the centre's connection to the outdoors.

The AV room, designed with a rectangular ceiling with rounded edges and softened by luxe grey acoustic fabric panelling, sets the stage for a monotone, sophisticated ambiance heightened by dramatic lighting. The adjacent model room, connected by a sliding door, continues this monotone aesthetic with layered cove detail.

The upper-level houses private areas such as the director's cabin, conference room and sales offices. The director's cabin, overlooking the reception, enables visual connection between levels. This cabin features an imposing chandelier and a curved back in metal.

Exclusive access to a private terrace, accessible only from the cabin, is illuminated by pin lights on the roof that enhance the exterior view.

The NYC Experience Centre elegantly embodies its connection to nature through thoughtful design choices, crafting an inviting atmosphere that seamlessly blends artistic elegance with functional design. Its striking façade and meticulously curated interiors establish a profound relationship between the natural environment and the dynamic urban landscape. From the organic forms present at various levels to the sculptural intricacies, every design element is meticulously crafted to convey a sense of luxury through its organic connection to nature..

FACTFILE

Typology: Commercial Architecture and Interiors

Client: Gaur

Principal Architect: Vineeta Singhania

Design Team: Ashulika Arora, Sudipto Swarnakar, Mohit Babbar, Saket Grover

Site Area: 33,067 Sq ft **Built-Up Area:** 17461 Sq ft

Start Date: September 2023 **Completion Date:** September 2024

