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interiors and decor

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Signature

SPACES

ADDING NEW DIMENSIONS TO CREATIVITY



Special
Feature

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WINDOWS

ARCHITECTURAL
HARDWARE
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COVER STORY

ACTION

Centric Design

USING CUTTING EDGE TECHNOLOGY

How challenging was it to create a Brand Identity Through your project?

After Harley Davidson's foray into the Indian market, the need for a sourcing office and workshop compelled the creation of the new office in Gurugram, which complements the brand's work culture within an Indian milieu. Keeping in mind the action-centric nature of the motorcycles and Harley fans, we designed the office in a contemporary format with a progressive, cutting-edge design methodology.

Although we do not conform to particular styles in our work, the project was a vital part of our journey, encapsulating our approach to designing context-relevant and appropriate design solutions that fit the brief while creating a recognisable identity.



SHUBHRA DAHIYA,
Partner, team3





In keeping with the theme of the office, a complete engine is undone and opened up to reveal the assembly of parts at the entrance. Even the lighting fixtures are customised using 1200-wheel spokes. Display panels also speak of the story of the legendary brand. The interior materials have been carefully selected to recall the industrial associations of the product and the modern needs of a comfortable work environment.

Has your project been recognised by any platform in the industry?

Harley Davidson RSO, Gurgaon, has won the Institute of Indian Interior Designers (IIID) awards.

How environment friendly is your project?

The scheme uses locally sourced materials such as Indian Phyrrite and Kharad stones. The material palette is also limited to a few key materials used in multiple ways. The design also showcases a repurposed bike engine that is opened up with each of its parts on display.

Please share the challenges you faced while executing this project?

The main challenge we faced was to overcome the compact size of the office to create a workspace that felt spacious, clean and open.

We were able to accomplish this with a largely open planned layout and light material and furniture. We also incorporated a breakout space that was well received by the employees.

Another challenge was to amalgamate the international brand within the regional context. To achieve this, the office accommodates a breakout space finished in the same wood as the first Harley Davidson factory that was set up in Milwaukee in 1903. This is coupled with locally sourced material to create the envisioned balance.

What was the best feedback you ever received for this project?

The best form of validation we received was when the Managing Director of Harley Davidson approved our design after the very first presentation. He believed in our intent, and we were able to execute the project exactly how we had envisioned it. We have also received positive feedback from the employees who use the space on a daily basis ■

