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- Dharendra Sankhla,  
Director - Mother India  
Forming, Bengaluru

## Incubation Centre at Jaipuria Institute of Management, Noida.

A Sustainable Workspace for Emerging Enterprise Shaped by Salvaged Materials



At the Jaipuria Institute of Management, Noida, the Incubation Centre is conceived as a professional workplace embedded within a management campus—supporting early-stage ventures, startup thinking, and applied business learning. The interior design establishes a working ecosystem that enables focus, mentoring, collaboration, and experimentation, translating academic ambition into spatial form through clarity of planning, purposeful material choices, and a strong emphasis on sustainability through material reuse.

### A Spatial Language Shaped by Work and Exchange

Located on the ground floor of the Student Accommodation block, the Incubation Centre functions as a working bridge between education and industry. The interior layout supports a fluid shift between concentrated individual tasks and collaborative group discussions, reflecting contemporary demands for multifunctional workspaces. Linear planning supports clarity of movement across the workspace, while designated zones for meetings and discussions establish a professional framework. The spatial organisation encourages interaction, visibility, and ease of access, creating an environment where ideas surface through everyday engagement.

### Material Strategy as Spatial Identity

Materiality plays a defining role in shaping the identity of the Incubation Centre, with sustainability guiding both selection and application. Brick becomes the defining interior language of the Incubation Centre, reinterpreted beyond its conventional structural role to shape surfaces and spatial character. Traditionally associated with Indian educational institutions for its sense of permanence and familiarity, brick is reimagined here as a contemporary interior

Vijay Dahiya is a Partner at team3, an award-winning, multi-disciplinary architectural practice that aspires to create human-centric and contextual architectural expressions. The work of the practice draws on contemporary influences while responding to local climatic, historical, and social settings. Founded in 2012 in New Delhi by the three partners Sanjay Bhardwaj, Shubhra Dahiya, and Vijay Dahiya, team3 specialises in creating holistic projects across diverse scales.

Dahiya brings over 20 years of prior experience to team3, having worked on projects of varying scales, from large mixed-use developments to architectural and interior projects. His extensive portfolio includes the revamp of the iconic Souttee Hotel and Lobby in Kathmandu, the renovation of the SMR Jaipuria School in Lucknow, and multiple residential projects, including the Mehra Residence and B10 in New Delhi. He believes that

beyond styles and trends, design needs to be built for longevity. His projects range from large-scale commercial developments to hospitality, residential, and interior design projects.

Having completed his education at DY Patil College of Engineering and Technology, Kolhapur, Dahiya has been responsible for the design and execution of numerous projects as Director at Morphogenesis, New Delhi, before founding team3. He is also a certified GRIHA trainer.

His work has received widespread recognition, including commendations from the Indian Institute of Interior Designers, the International Architecture Awards, CNBC Real Estate Awards, and AIT Germany, among others. He was also a panellist for Meta Colab Cloud, IIE and his work have been published in leading magazines and journals, including Architectural Digest, Architecture + Design, Financial Express, India, Architects and Interiors India, Commercial Design, India Today, Perspective Global, Architect and Interiors India, Hotelier India, and Blueprint Asia, among others. Vijay is actively engaged as a speaker at many conferences and juries and is often found at design panels across the country.



material—bridging the academic setting with the evolving needs of an entrepreneurial workspace.

Fly ash bricks are used across interior applications to introduce warmth and tactile continuity, while salvaged bricks from the construction of the Student accommodation block are repurposed as feature elements, embedding a sense of memory and material authenticity into the workspace.

This material approach extends into a broader strategy of resource-conscious design. Surplus steel from the site is adapted into interior partitions and furniture, while corrugated cement sheets introduce texture and visual rhythm within the work environment. Smaller leftover elements, including wooden planks and metal fittings, are integrated into built components and detailing. Together, these choices establish interiors that are grounded in reuse, expressive in texture, and aligned with a culture of efficiency and responsibility.

### Adaptive Furnishing and Spatial Flexibility

The interior environment is supported by flexible furniture systems that allow the workspace to adjust to evolving modes of work. High tables, standard desks, and comfortable seating are arranged to accommodate a range of working postures and interaction styles. This mix enables smooth transitions between focused individual tasks, collaborative discussions, and mentoring interactions, ensuring that the space performs as both a training ground and a live work environment.

### A Working Environment for Emerging Enterprise

Rather than operating as a conventional workplace, the Incubation Centre is envisioned as an interior landscape for an emerging entrepreneurial culture. Spatial clarity, material restraint, and sustainability through material reuse come together to create an environment that supports experimentation while remaining grounded in professional discipline.

Rather than operating as a conventional office, the Incubation Centre functions as an interior landscape for early entrepreneurial culture. The balance of formal and informal work settings, the material language of brick, and the reuse-driven detailing come together to form a workplace that supports ideation, mentorship, and professional growth. The interiors prepare students for real-world business environments, offering a setting that is both grounded in discipline and open to experimentation. □

**Project Name** : Incubation Centre at Jaipuria Institute of Management.  
**Completion** : April 2025  
**Location** : Noida

### Project Information Sheet

**Typology** : Institutional - Interiors  
**Name Of Project** : Incubation Centre-Jaipuria Institute of Management  
**Location** : Sector 62, Noida, Uttar Pradesh  
**Name Of Client** : Shrivats Jaipuria  
**Client's Firm** : Jaipuria Institute of Management  
**Contact Person** : NA  
**Address** : A-32A, Sector 62, Noida, Uttar Pradesh, 201309  
**Tel No.** : NA  
**Email** : NA Url: NA  
**Principal Architect** : Vijay Dahiya  
**Design Team** : Priyanshi Agarwal, Riya Choudhury, Sonali Narula  
**Built-Up Area** : 4705.977 sq. ft. & 437.2 sq.mt.  
**Start Date** : 2023  
**Photographer** : Avesh Gaur