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Sanjay Bhardwaj



Shubhra Dahiya



Vijay Dahiya

team3

Project : Placement Cell-Jaipuria Institute of Management

Location : Noida UP **Area :** 4705.977 Sq.ft **Photographer :** Avesh Gaur



At Jaipuria Institute of Management, Noida, the Placement Cell is conceived as a sustainable, professionally oriented workspace embedded within the campus, supporting early-stage ventures, startup thinking, and applied business learning. The design translates academic ambition into spatial form through clarity of planning, purposeful material choices and a strong emphasis on reuse and environmental responsibility.

Located on the ground floor of the Student Accommodation block, the space functions as a bridge between education and industry, where learning moves effortlessly into practice. Its layout supports a continuous shift between focused individual work and collaborative exchange, reflecting the evolving nature of contemporary work environments. A clear linear planning structure ensures ease of movement, while defined yet open zones for

meetings and discussions create a professional framework that encourages interaction & accessibility.

This spatial clarity is reinforced through a material palette rooted in reuse and memory. Brick becomes the primary interior language, reinterpreted beyond its structural role to define surfaces and atmosphere. Fly ash bricks introduce warmth and continuity, while salvaged bricks from the Student Accommodation block are reintroduced as feature elements, embedding continuity and material memory within the workspace. This approach extends further through the adaptive reuse of surplus steel for furniture and partitions, along with corrugated cement sheets, reclaimed wood, and metal components that add texture and reinforce a resource-conscious design logic.

Flexible furniture systems, including

high tables, work desks, and varied seating typologies, support multiple modes of engagement. Together, spatial clarity, adaptable use, and a reuse-driven material approach shape a workspace that balances discipline with experimentation, fostering an entrepreneurial environment within a structured academic setting.