

# PRINT SCRIPT

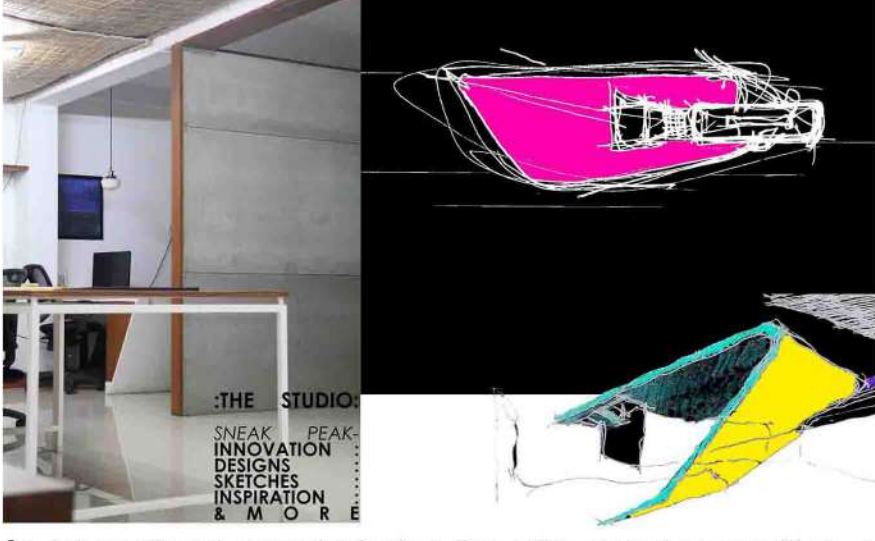
## BROCHURE DESIGN



### Architecture is an attitude.

ME DESIGN STUDIO is a design conscious practice, believes in design that reflects sensibility and sensitivity. Designs that makes a difference and transforms spaces. The Studio believes that good design is an integral part of everyone's lives and strives hard to attain this.

Its the process of Making E utopia, although empirical, and yet attainable.

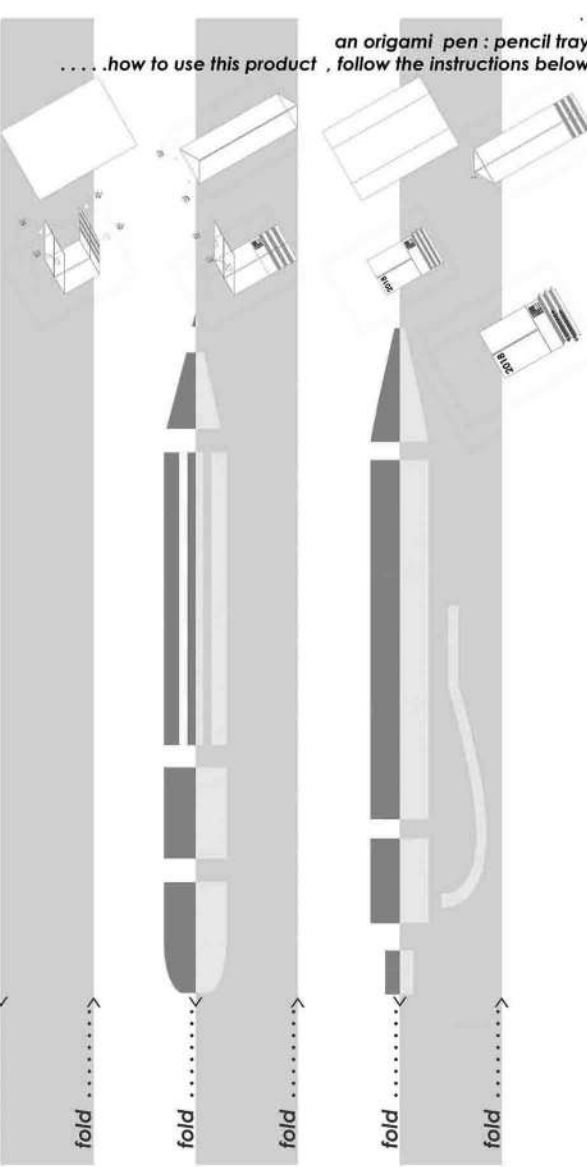


An international award winning firm with global recognition. A design conscious practice that is singularly tailored to function as a studio for design.



**ME DESIGN STUDIO**  
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### ARCHITECTURE AND LANDSCAPE

FUNDAMENTALS ASSOCIATIONS INTERPRETATIONS

The relationship of Architecture and Landscape has always been one of the most basic associations, being of the built and the unbuilt spaces.

The approach here is to bring continuum between the residential wing and the academic wing and open / semi open spaces to make the ideal landscape both in function and in essence.

Open landscape spaces such as this define the spillout and engages the pupil to interact, learn, grow and develop a multi faceted learning experience.

### ARCHITECTURE AND ENVIRONMENT

CONTEXT : CONCEPT : ADAPTATION

The attitude of design and architecture here is driven by the potential of the location and the existential elements ; namely the topography, trees and the sky. This evolves in to an organic gesture to adhere to the obvious context for the expression of the function and outlook of design as a whole. Response to the topography of the site, the 2 tall overbearing trees and of course the sky leads us to the use of adaptation of : Screen on the front that welcome the existing landscape on the west and south.

Vertical gardens with folding shutters that open up and close the double height shallow deck on the south, which flanks the living, entry and common areas.

Terrace garden on the south west that opens up to a

### ARCHITECTURE AND INTERIOR SPACES

SPACIAL CONCEPTS : ADAPTATION

Architecture and its interior spaces is the most sought out aspect of design. With its vast palette of terms of concepts, starting from idea to its detailing; this discipline demands a strong incite and understanding of texture, adaptation, workability economics, culture with an apt blend of hope, synergy and new ideas.

Often interior spaces have a large user contribution to them, requires the design to be adaptive and responsive to the needs and yet keep the elements of design in check.

This luxury and hospitality space resonates just that, it not only caters to the needs of the user but also the design elements. It encourages the user in such spaces to have an interactive dialogue with design and its gestures in adaptation.

### ARCHITECTURE AND SITE CONTEXT

CONTEXT : CONCEPT : ADAPTATION

Architecture and the obvious. A strong site semantics when recognised, can enhance the concept and when carved out well, can also contribute to make it the driving element of architectural expressions.

It is but very simple and yet aptly minimal.

A facade that welcomes the east with jali - fenestrated facade, accommodating the existing chikoo tree, the stone, for this home to make it an associated element, adds value and brings out the unique in a tangible and relatable site context.

### ARCHITECTURE AND INNOVATION

INNOVATION : ADAPTATION

Architecture and Innovation is an approach of looking at design process in different ways as concepts, materials, and other integral entities; to be used in the development of the design and ethos that resonate towards it. To be responsive, to adapt to the new concepts; not just because it's a new way, but more so that its innovation is deep rooted towards the definition of better association of elements of design and expression.

Here, using Industrial materials towards the definition of a high end store that speaks about the expression of the very basics, that is all is required to create new designs.

Design is seldom bound by a specific material, nor its forced economical component.

Design is an idea, its freshness in its expression and adaptation ; hence innovations are paramount and surface organically.

New ways of looking, is a long standing dialogue that any creative discipline engages in, and in doing so creates newness.

### NIGHT ARCHITECTURE

CONCEPT : ADAPTATION

Night Architecture is a very phenomenal and a belonging aspect. Night Architecture is the pulse of that aspect of design, that is often ignored in the easy darkness.

Having a building designed to respond to day and night is an attitude of holistic architecture.

Night architecture is more responsive to its environment than day architecture.

Facade, the form, the lighting; with its association to the placement of the building. In which region of the world and the way elemental treatment to the building, indicates aspects of: nature of building, societal norms, environment and many such entities, displays the design gestures and the significance in each of this contexts.

In this scenario, the form specific site-office blends with the landscape in the day and becomes one with this glow box approach in the night, this speaks about minimalism not only in its function but also in its share in the night, its presence and its imprint as an impact.

**MAKING EUTOPIA DESIGN STUDIO**

As an idea, this enormous brick structure long the central part of the interpretation of the site, brings a dialogue of its unique spaces and various details.

PROJECT : FLAUNT 2700 SFT FOOTPRINT, BANGALORE 2016

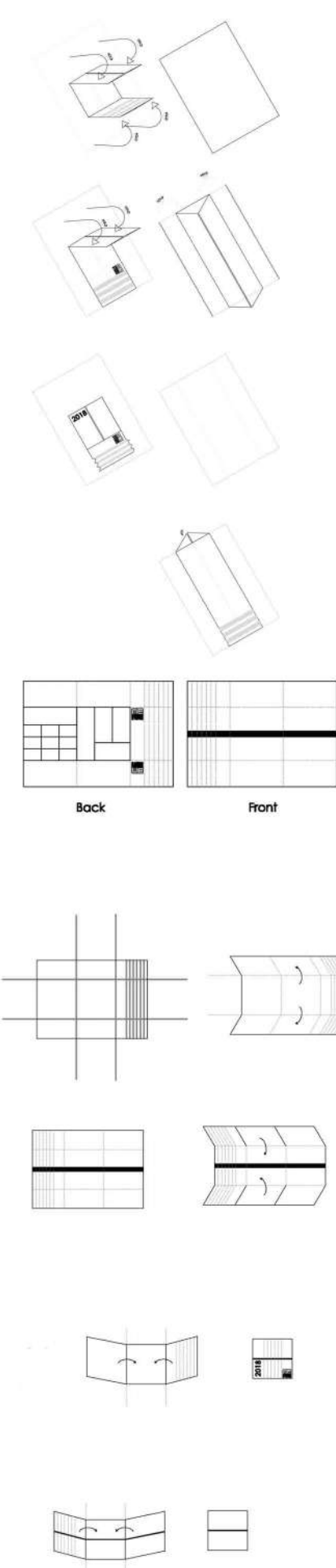
PROJECT : HOUSE C 4800 SFT FOOTPRINT, BANGALORE 2018

PROJECT : PRISM LIGHTS : LIGHT BOX 1500 SFT FOOTPRINT, BANGALORE 2012, unbuilt

PROJECT : 52 HOMES / YC SITE OFFICE 2700 SFT FOOTPRINT, SARJAPURA, 2015, unbuilt



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