

Adobe campus, Sector 25A, Noida

Back in 2001, when Adobe established its first office setup in India at Sector 25A in Noida, it became a landmark in the vicinity. As the company grew it was time to give this famed structure a makeover and Design Plus Associates Services, led by its principal architect Sonali Bhagwati, were entrusted with this enormous task. Now the revamped campus boasts of best in class, intelligent and modern office features, besides exhibiting the trademark contemporary and colourful vibe that is quintessential Adobe – a characteristic that is common in all their office spaces across the globe.

With over 200,000 sq-ft of workspace and seating capacity

“To incorporate a sense of identity, each floor is treated with different colour schemes, which manifests across the complete interior fabric of the office.”

– Sonali Bhagwati

for over 1,800 employees, the refreshed facility is designed to deliver a great workplace experience for the company’s client-facing functions including customer experience and other enabling functions.

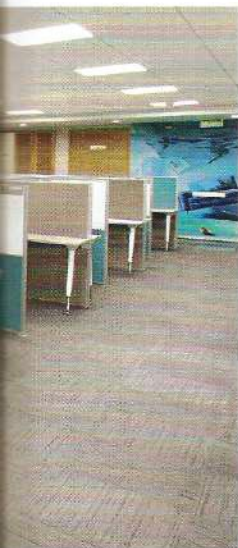
It all started with a succinct design brief – the office interiors had to be refurbished, the façade needed a makeover and the site landscape would undergo complete remodeling to enhance the overall ambience. The design team also had to be mindful of their material selection, which had to enable the targeted USGBC Gold rating for



PROJECT INFORMATION

- **Project:** Renovation of Adobe campus, Sector 25A, Noida
- **Architect:** Design Plus Associates Services Pvt Ltd.
- **Design Team:** Sonali Bhagwati, Ashish Gupta, Aniruddha Sengupta
- **Project Area:** 200,000 sq-ft
- **Civil contractors:** Cherry Hill Interiors
- **Carpentry contractor:** Cherry Hill Interiors
- **Initiation of project:** September 2015
- **Completion of project:** August 2016





the building. Besides sustainability, the design was driven to facilitate collaboration and wellness among the users of the space. This culminated into a vibrant new look for the Adobe campus that is now equipped with infrastructure and facility that enables 24x7 productivity, and also fosters Adobe's core values of creativity and innovation.

There was a departure from traditional hierarchical corner office setup with fewer private offices, promoting greater transparency and collaboration within the workforce. Abundant video conferencing rooms, video booths and breakout areas are

provided so as to encourage teamwork and collaboration. The campus optimises its energy consumption by employing sophisticated building management system that controls and monitors ventilation, lighting, power systems, fire systems and security.

When it comes to the campus' wellness factor, the design accommodated various indoor as well as outdoor sports and health facilities along with an outdoor café which offers ample amount of rejuvenation space and can also double up as an informal workspace for creative brainstorming.

IN CONVERSATION WITH THE ARCHITECT

Sonali Bhagwati, president, Design Plus Associates Services Pvt. Ltd



What was the design brief given by Adobe?

The project required us to refurbish Adobe's first campus in India that was executed by us 15 years ago. With an aim to accommodate the growing business needs and the

changing employee demography, the company wanted a new identity to the building. Given this, the seating capacity of the building was to be doubled and the engineering operations also had to be totally revamped to deliver zero downtime.

The original façade of the building – sweeping curvilinear walls rendered in primary colours juxtaposed against a charcoal monochromatic and rigidly rectangular building block – had a strong design language, which also defined NCR's urban landscape. The façade had to be changed while maintaining the ethos of the structure. In addition to this, the interiors, too, were in for a complete makeover.

What were the fundamental elements implemented in the design of the building?

The design is based on the concepts of collaboration, employee wellness and sustainability. Some of the key highlights are:

- To give each floor its individual identify, different colours schemes were deployed, which manifests across the complete interior landscape of the office – in carpets, wall accents, fabrics, soft furnishing, etc.
- The new design discouraged closed work spaces, thereby, incorporating open work spaces closer to the façade, to bring in more natural light.
- Collaborative zones – such as spacious meeting areas, informal huddle spaces and breakout zones – were introduced to encourage ideation and team building activities.
- To encourage employee health and wellness, recreational zones for bocce ball, croquet, rock climbing, volley ball, tennis, basketball, etc., was made an integral part of the campus.

What were the challenges?

One of the biggest challenge was to accommodate the escalating workforce by over 100 per cent. The engineering operations also had to be reworked, to align with this increased head count. We worked with the Adobe team and the project managers to overcome this by judiciously choosing the right technologies and configurations, which would fit into the limited space.

Another major challenge was the façade renovation – as the original building facade had a strong design language, it needed a fresh approach without destroying the ethos. After much iteration, the design team decided to use the colour pixel as the design element.