



‘Smart office spaces is the new design approach concurrently with the user’s needs’

The industry has moved from Civil & Interior jobs to turn-key business models (General Contracting and Design-Build Business Models) which offers single point accountability and supports value engineering. Clients are willing to experiment with design creativity and technology solutions, states **Narinder Bahl**, Director, Cherry Hill Interiors Limited, a Corporate Interior and Smart Office Solution specialist in an email interaction with **Architecture Update**

Brief us about the inception of Cherry Hill Interiors in the space of corporate interiors and smart office solutions. Founded in 1987, Cherry Hill is India’s leading occupancy Services Company catering to corporates, hotels and hospitals. Cherry Hill’s journey has been growing from a start-up firm to a technology and systems-led limited company with a nationwide presence, multiple ISO certifications and Credit Rating. Cherry Hill has over 3 decades of experience in the field of Corporate Interiors and Smart Office Solutions.

Cherry Hill has worked with one in every five among the Fortune 100 companies. Cherry Hill has expanded from corporate offices to hospitals, hotels and interior solutions, to offer comprehensive fit-out solutions to general contracting, including all services and IT packages, besides importing leading brands of furniture and furnishings from across the world.

The company offers comprehensive interiors fit out solutions that cover Heating, ventilation, and air conditioning (HVAC), Networking, Access Control, CCTV, Uninterruptable Power Supply (UPS), Precision Air Conditioning (PAC), Building Management System (BMS), Lighting Control, Audio-video systems, Fire Alarm–Public Address (FA-PA), Security systems, Flooring, Precision Air-conditioning, Electricals, Plumbing and Fire-fighting.

The company is specialist in LEED-certified green building projects.

How has the industry evolved over the years and what potential do you see in the coming future?
The industry is becoming more and more organised.

The current office space demands firming-up with Grade A Office space in 8 leading cities in year 2017. This is due to strengthening business confidence, stabilizing global concerns and an optimistic economic outlook which are likely to infuse confidence into occupiers, steering net office absorption across the top eight cities. Bengaluru will continue to be the premier market in 2017 followed by Hyderabad and Delhi-NCR. The traction in demand in South India will be led by the IT-BPM sector.

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Co-working space is getting traction in the Industry and the potential market size for the co-working segment across India currently stands in the range of 12-16 million. This includes start-up employees, professional freelancers, staff at emerging businesses (SME’s) as well as large corporate office employees.

Have you created any specific Smart Office Solution which addresses the needs of your Indian client?

Our company provides Smart Office Solutions including turn-key office solutions comprised of office design and space planning; a full range of contemporary ergonomic office furniture; partition and document storage solutions; and floor, wall, window, and ceiling treatments, and acoustic solutions.

The Interior Design division incorporates classic principles of scale, proportion, color, and quality in every design and always begins with a good floor plan. We prefer a collaborative approach to design that encourages our clients to develop and enhance their own style and taste. We provide value to our clients by discouraging short-lived trends, instead opting for quality and timelessness. The final design ensures a beautiful, comfortable and always functional office rooms. We recognise that the most important element in our design is the people who use them.





Excellent design that exudes great taste is not limited to any particular design style. Our projects run the gamut from classic to modern. Each project is exciting, and each project is uniquely tailored to the individual needs and expectations of our clients. Certain clients prefer closed offices, some with open areas and other a mix including collaborative spaces.

We have extensive experience and easy access to European Furniture, reproductions and custom made furniture. The company maintains close relationships with top-quality suppliers, fine designers and the best subcontractors.

How do you look forward on strengthening your presence across India?

We have PAN-India presence in Ahmedabad, Bengaluru, Chennai, Delhi-NCR, Hyderabad, Kolkata, Pune and in Sri Lanka. All offices are independent profit centres with staff across functions viz Projects, EHS, BD, Client Servicing, Procurement, Back-office. The Company is looking at more centres based on viability assessment and will look at having 10 Offices in India by 2020.

Throw some light on flexibility in design. How do you make sure that changes and improvements are done, without disturbing the current structure?

We offer Smart Office Solutions which are flexible and cater to the needs of the client, inter-alia including: -

- a. Demountable partition systems which are portable and flexible in size
- b. Workstations which are modular and can be configured into different shapes and usage
- c. Flexible design plan to suit the needs of the customer
- d. Customised design features which alter the interior without disturbing the existing structure
- e. Special lighting arrangements

Cherry Hill Interiors just started its operations in Sri Lanka in February. Any major projects you are currently working on?

Cherry Hill has just started operations in Sri Lanka and is currently working on few leads.

How do you look at sustainable offices to be a part of long term solution?

At Cherry Hill Interiors, sustainability is delivered in the projects using a full spectrum approach that involves our core engineering, procurement & supply chain processes, approach functions and strategic services. This approach leverages unique knowledge and capabilities to conceptualise, design, and build the best projects for our customers and society. We actively engage on the

initiative, with our business partner companies dedicated to improving better solution on sustainable standards. We also have extensive experience in LEED certified projects.

What are the changing faces of lighting in the offices?

Controlled lighting and lighting solutions tailored to the needs of workers have considerable potential for enhancing employee's work satisfaction and enhancing retention.

- a. Smart Lighting Control Solutions & lighting schemes which will save 50-60% of electrical consumption. This includes features like day-light harvesting, occupancy sensing etc.
- b. Power of Ethernet (POE) based lighting- These are driver less fixtures connected via CAT based cables and forming part of the IT network. This will eliminate use of electrical wires making the project intelligent, efficient and internet enabled. This improves serviceability, ensure scalability & system can easily integrate with other systems like HVAC, employee mobile devices, etc. in future.
- c. Tunability - Human centric lighting which has various features sensitised towards increasing work force energy, productivity and comfort in the office environment. ▲