


COMMERCIAL DESIGN

Innovations and trends in facade design; Latest in doors and windows segment; A look into the evolution of cleaning equipment

The definitive guide to successful commercial spaces and facilities management

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BUILDING ON A SOLID FOUNDATION
ANSHUMAN MAGAZINE, CHAIRMAN, CBRE INDIA, ON KEY DIFFERENTIATORS THAT HAVE PROPELLED THE FIRM AHEAD IN THE RACE FOR MARKET LEADERSHIP

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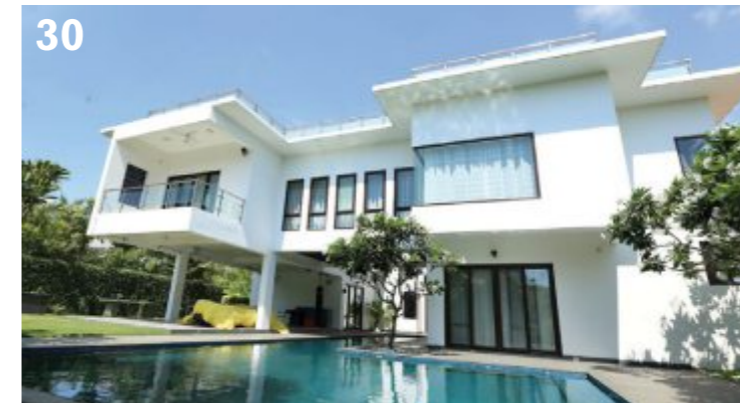
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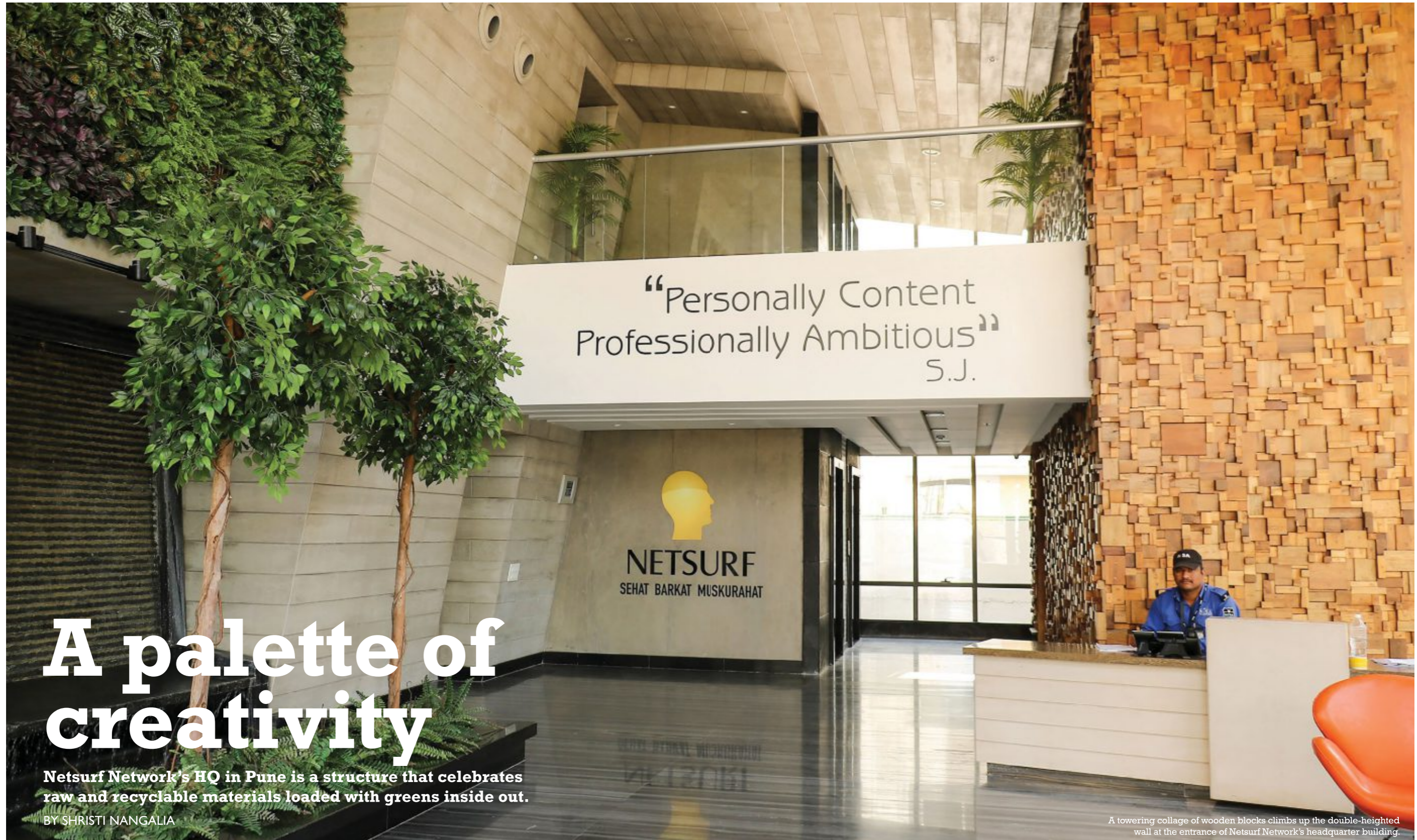
Netsurf Network's HQ in Pune is a structure that celebrates with a collage of raw and recyclable materials.

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A palette of creativity

Netsurf Network's HQ in Pune is a structure that celebrates raw and recyclable materials loaded with greens inside out.

BY SHRISTI NANGALIA

A towering collage of wooden blocks climbs up the double-height wall at the entrance of Netsurf Network's headquarter building.

Case study

Located in the heart of Pune's commercial sector, the headquarters of Netsurf Network is a striking structure that reflects the company's strong yet personalised aura. Netsurf, a leading direct selling company in India offers a range of products in health care, personal care, home care and agriculture to over two million.

For their workspace, the team at Metaphors Design conceptualised a nine-storeyed structure as a composition of stone with metal mesh, held against a solid wall that compounds the exposed concrete mass. The external void on the fourth floor is marked by the triple-height open café space complimented with suspended designer lighting and vertical gardens. The amalgamation of hard and soft surfaces derived out of concrete, metal, glass and plantation makes for an eye-catching facade.

A lush green canopy welcomes visitors at the entrance and from there, to the lofty lobby area. The double-height space endures a water feature integrated with the indoor vertical garden, juxtaposing the rough grey walls around.

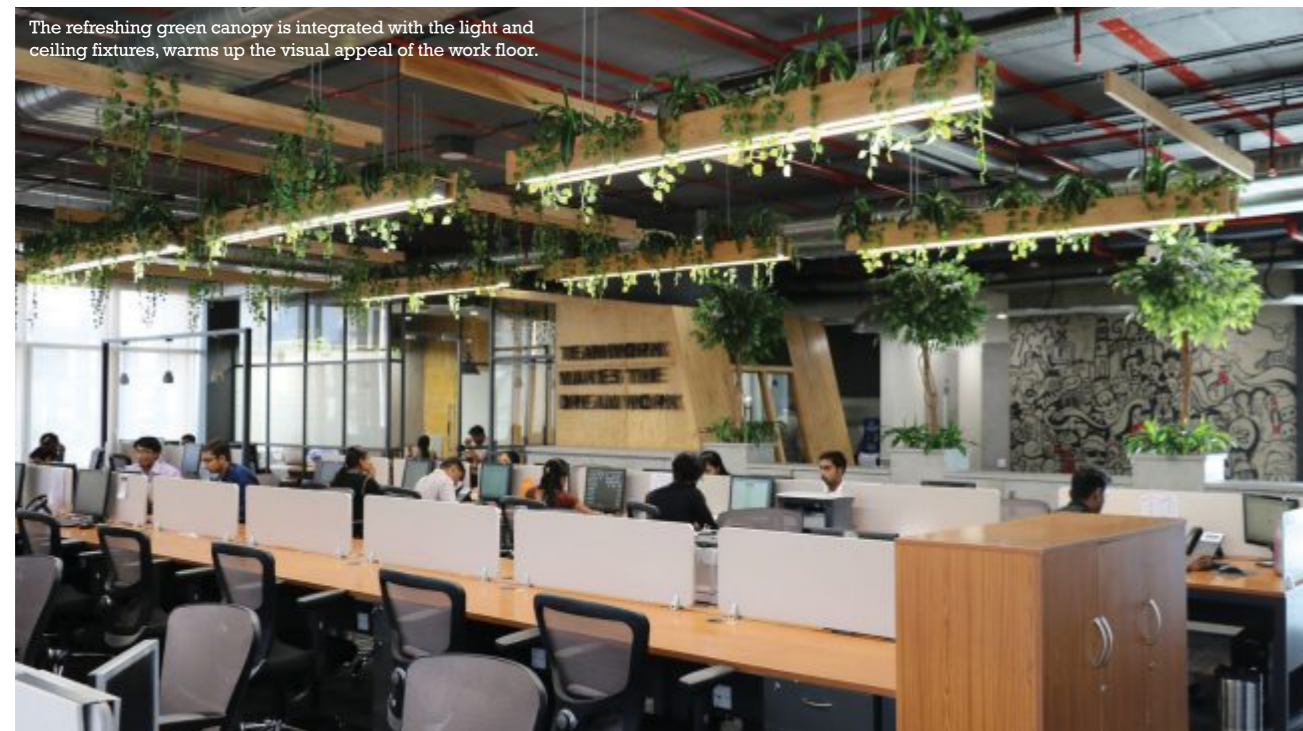
Marble flooring is combined with a cutting-edge 3D wall made of wood blocks that envelops the long walls on one side. Minimal decor reflects the organisation's contextual brilliance and sophistication.

The first three floors, which feature intelligent lines crafted with raw materials, are specifically marked with the nature of business. The floors render departmental names such as Science, BPO and Engineering in quirky wall claddings and metal ceiling drops in rustic interior style. The refreshing



The conference room adorns a dynamic green cover on the ceiling enriched with a veneer-clad surfaces.

The refreshing green canopy is integrated with the light and ceiling fixtures, warms up the visual appeal of the work floor.



green is integrated with the light and ceiling fixtures, warming up the visual appeal. An open-plan workspace ensures flexibility in design and a communicative office experience throughout the day. While sunlight floods the interiors, sufficient task and ambient lighting fortifies a healthy output during evening hours.

On the fourth floor is an open triple-height cafeteria with a pantry that unwinds later on. This space also serves as a recreational zone for off-duty conclaves. The high ceiling with



The headquarters building is nine-storeyed structure composed of stone and metal mesh held against the exposed concrete mass.



Recreational area.

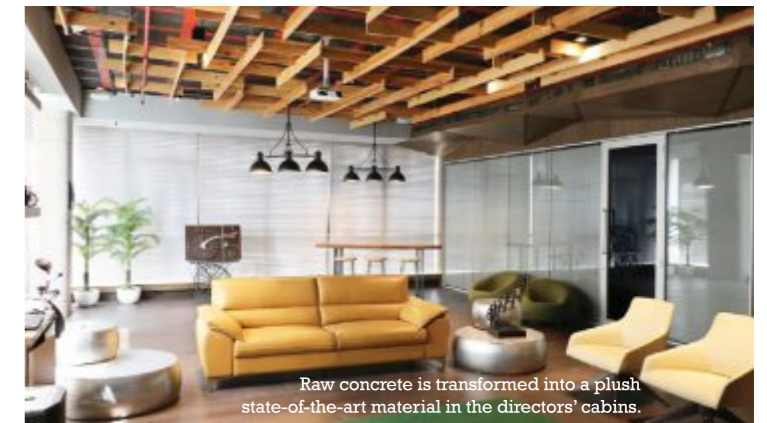
suspended rectangular lights, the green planters seaming the in-out border, and enthralling views generate the sense of having lunch in a themed restaurant within the commercial setup.

Two floors above the cafeteria encompass the workout and play zone. Working amidst enthusiastically caricatured walls and encouraging quotes in the gym gives a smart space for employees to breakout after work hours. The party stretch, the table games and play station makes this office a highly productive and enthusiastic space for the workforce.

The top two floors are

reserved for the corporate floors with cabins for the director, conference room and a lounged terrace. Raw concrete is transformed into a plush state-of-the-art material in the directors' cabins with partly personalised specifications. Here, the choice of artefacts and wall art expresses their inclination for modern art. The conference room makes meetings delightful with a dynamic green cover on the ceiling enriched with a veneer-clad table. Cutting-edge technology sits beneath the sprawling wooden wall cladding and industrial style ceiling.

A chic lounge adjoins the



Raw concrete is transformed into a plush state-of-the-art material in the directors' cabins.



The open triple-heighted cafeteria.

PROJECT INFORMATION

Project: Headquarters of Netsurf Network

Location: Baner Road, Pune

Architects: Metaphors Design, Pune

Flooring: Simpolo and Vermoda

Seating solutions: Exclusiff Seating Systems

Lighting: Phillips and Hybec

Automation systems: Solutions India Systems

Washroom fixtures and fittings: Kohler

Plywood, laminate & veneer: Marino Laminate, GM Veneer and Ply

HVAC: Toshiba

director's cabin to add to the flamboyance. A billiards table and digital interface golfing integrated within rustic studio-like furniture and mood lighting – together stress the youthful personalities at work. The whimsy of ceiling designs balances the wood and marble floors, while the hard concrete is softened by the omnipresent green of indoor plantation. This not only stabilises the decor statements but also

creates high points in the mood and creativity of the employees.

Netsurf's intriguing HQ embodies a unique identity for the company that enhances the effectiveness of the workplace and also builds itself as a sturdy icon in the industry. The structure, with fine exposed concrete and louvered wooden glazing adorned with loads of greens, is a landmark designed by Metaphors Design. 