

ELEMENTS POST

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Project: RACKSPACE
 Location: Gurugram, Haryana
 Area: 30,000 Sq. Ft.
 Scope: D & B

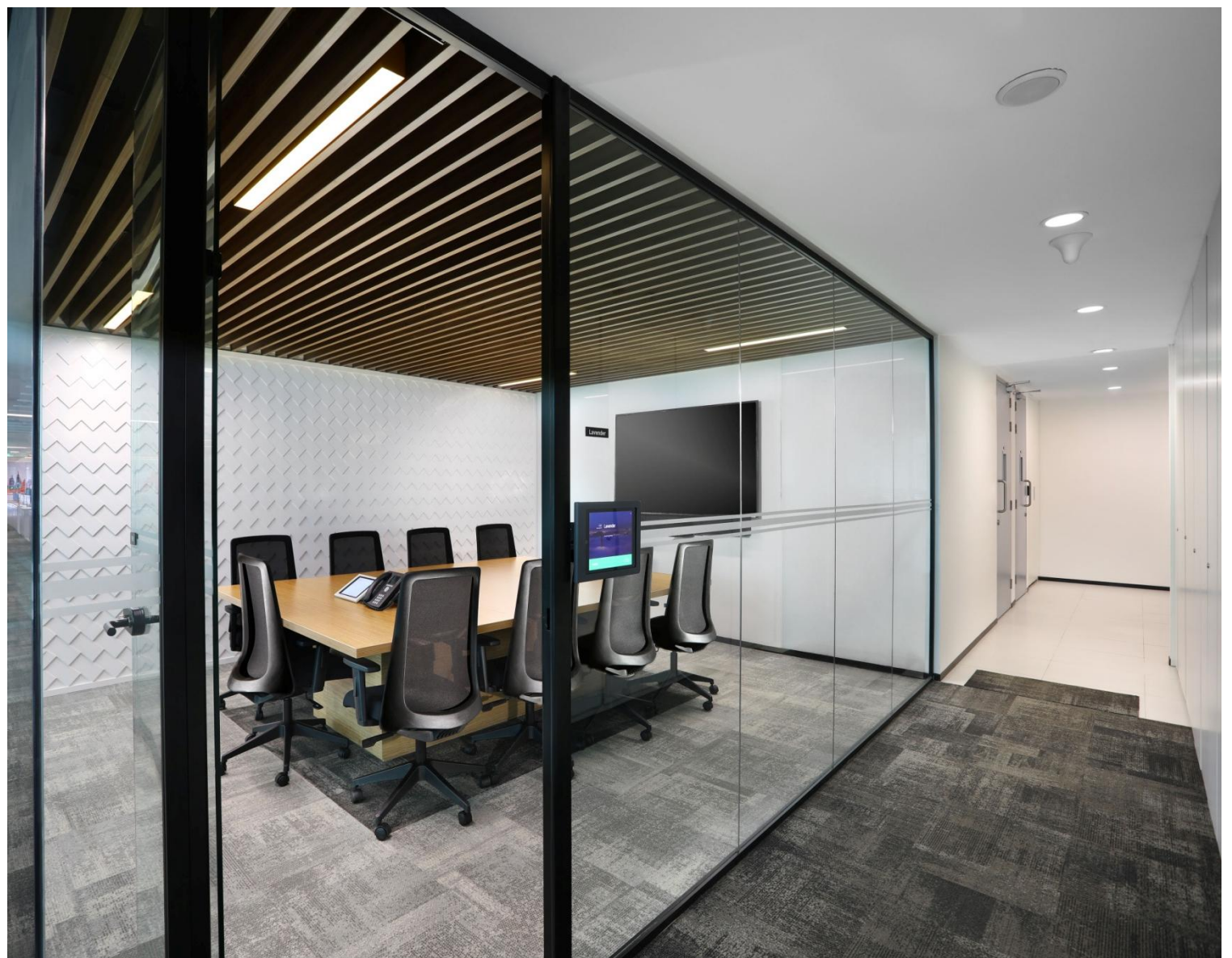


PROJECT SHOWCASE | RACKSPACE (GURUGRAM) – DESIGN & BUILT, EXECUTED BY CHERRY HILL INTERIORS

RackSpace Inc. is an American managed cloud computing company based in Windcrest, Texas, a suburb of San Antonio. The company also has offices in Australia, the United Kingdom, Switzerland, the Netherlands, Germany, Singapore, Mexico, and Hong Kong.



RackSpace became public in 2008, and in 2016 was purchased and taken private by Apollo Global Management LLC.



Continuing our long association, the new facility located in Gurgaon was Designed & executed by Cherry Hill Interiors Pvt. Ltd. The look & feel of the office is depicting casual-yet-corporate culture, in-line with what Rackspace, as an organization stands for.



Maximum use of vibrant colours have been used to make people feel better, happier and something that will enhance their personality and the space gets more enhanced with the exposed concrete raw look which is nowadays very prominent and new to the market.

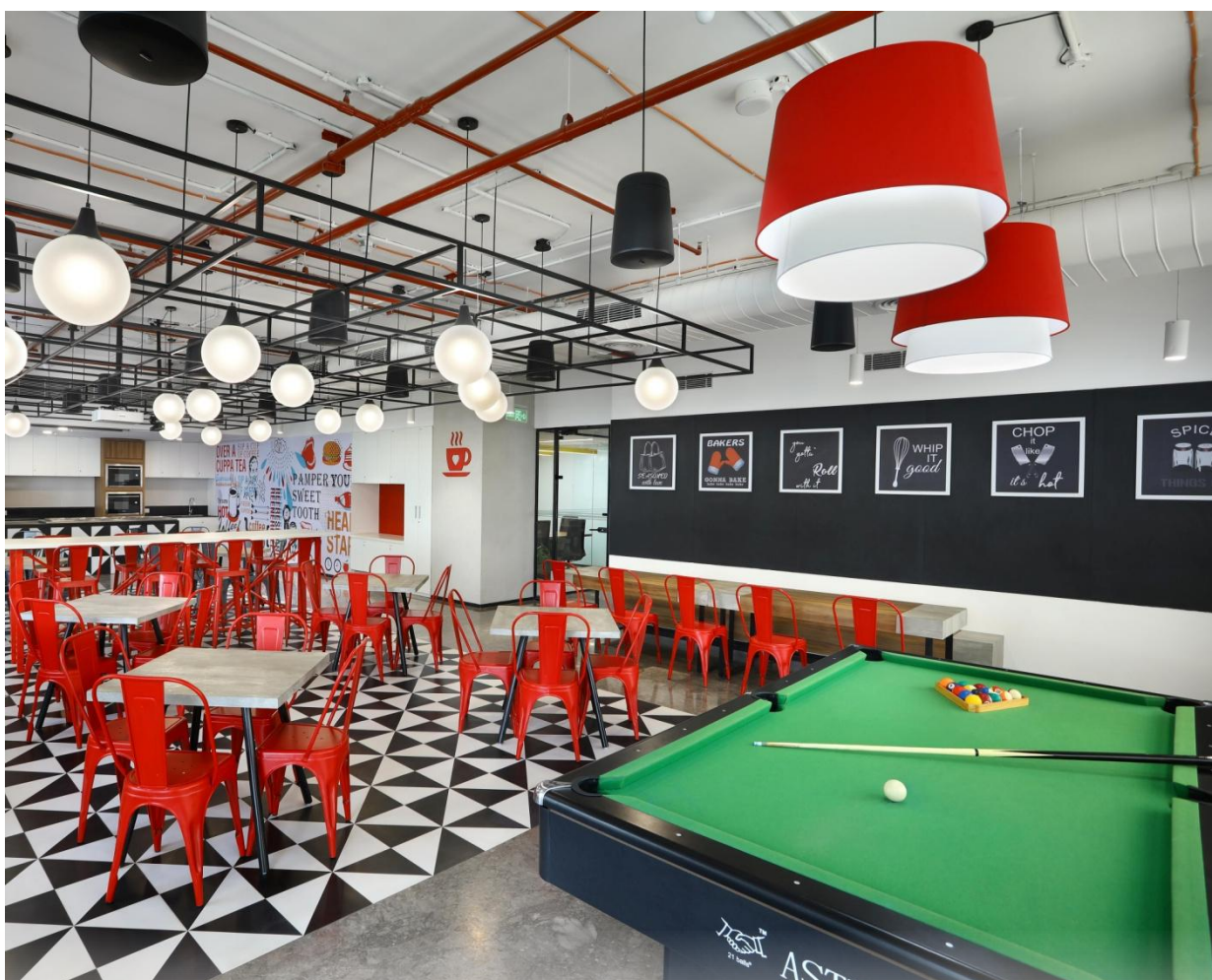
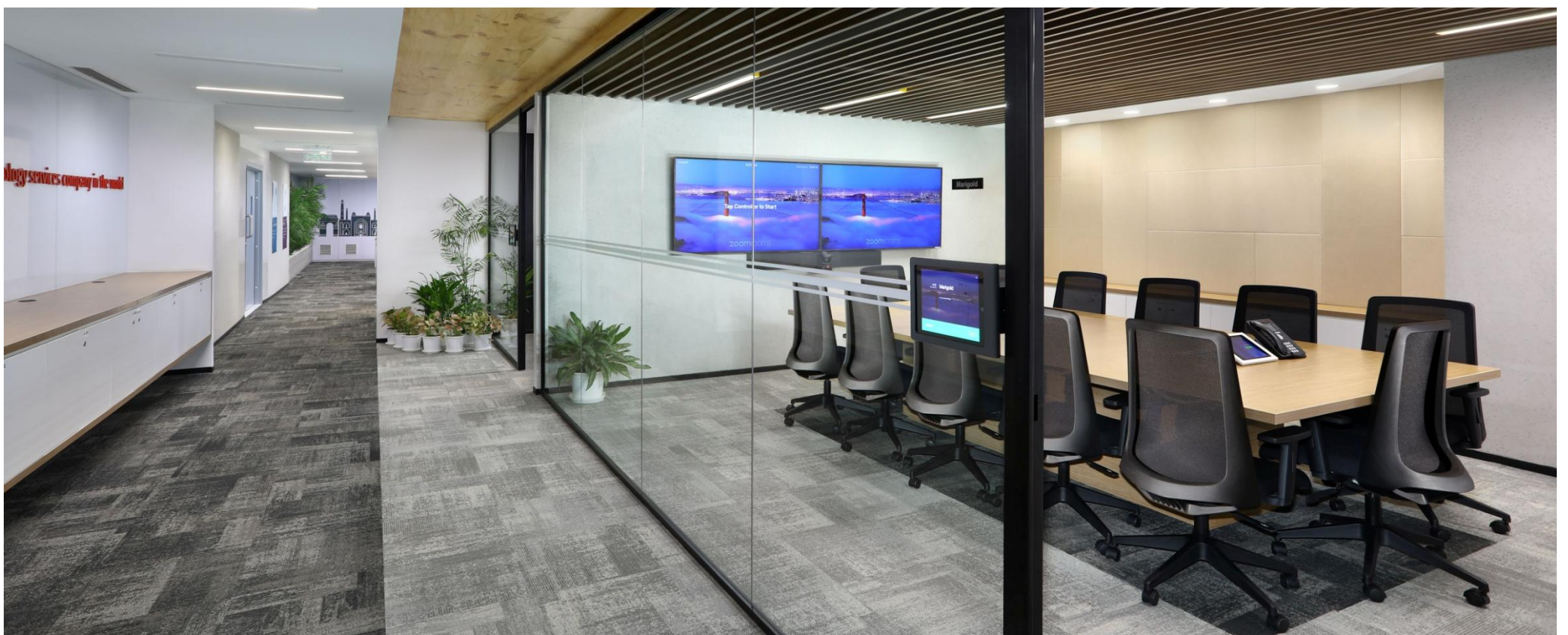


The use of polished veneer at the reception area enhances the beauty of the facility manifold, giving a neat and polished look to the entire facility right from the moment you step in.



The workstation area is a big, open space giving a wholesome, clear view of the space for the employees to interact with rather than working in isolation.

For Rackspace, their team's mental health is of prime importance as well, thus providing them with an opportunity to detox them at the vibrant cafeteria and get revitalized at the play zone.



KEY FEATURES

- ✓ Collaborative spaces are provided to drive production and promote creativity.
- ✓ Vibrant breakout areas to work, yet feel at home.
- ✓ Dynamic meeting areas.
- ✓ Interactive spaces into work environments that foster innovation.
- ✓ Easy circulation around the office area.
- ✓ Abundance of natural light.
- ✓ Flexible space planning.
- ✓ Modern design accents are used throughout the office area.
- ✓ Demountable Partition is used.
- ✓ Triple height reception entrance.
- ✓ Pantry area is having armor coat texture wall finished with wooden baffle.
- ✓ Loose furniture is used to make the area highly rich
- ✓ Writeable glass in vibrant color is used.
- ✓ Micro Concrete flooring is used.
- ✓ Open Ceiling with partially acoustic ceiling.

PRODUCT SHOWCASE | PREMIUM OFFICE FURNITURE BY CHERRY HILL INTERIORS


Couple convenience with elegance with the Season Mini seating arrangement. Hidden casters and handles make it easy to move while the upholstery projects a sense of class and luxury.



Tasty by name and tasteful by nature: a sleek round form with a space in the middle for lighting, to be covered with one of the specially designed 3D prints available in all the colours of the BuzziSpace spectrum. The BuzziDonut is a fine piece that does not just light up the room but improves the acoustic qualities of the space as well.



A perfect fit to jazz up Lounge chair for waiting or drawing-room, with the following options: - 4-stars chromed or aluminium and Round stainless steel base.



The NAP chair comes with or without armrests in a selection of colors and in several variants: with four steel or wooden legs, with a sled base, or as a counter stool or barstool. The wooden base is made of molded, sliced oak veneer.



SPECIAL FEATURE | CHERRY HILL'S RECKITT BENCKISER PROJECT FEATURED IN A+D JAN 2020 ISSUE

A+D, is in its 26th year of publication and is the only national monthly of architecture for architects, designers, students of architecture, construction industry, building promoters and planners. Based on a very contemporary format, it portrays the modern trends in building technology, research and development in the process of design, project profiles,

conservation and environmental issues, product and material information, etc. Focused at an entirely new segment of readers, A+D makes good business sense for those who are looking at promoting their products to an industry, which could add to their institutional sales substantially.

Office Interiors

A relaxed, collaborated working environment

Project: Reckitt Benckiser, Hyderabad
Architects: Cleo Designs, Delhi

The sleek office space of Reckitt Benckiser in Hyderabad highlights the salient features of current design trends. Starting at the entrance, the reception and its signature wall are inspired by the brand identity of Reckitt Benckiser's corporate logo, amalgamating them with a huge moss wall, in order to bring freshness to the design. The workstations selected are height-adjustable, focussing on ergonomics and employee comfort, while simultaneously showcasing healthy design.

Moreover, hot desks were set up in specific zones with a variation of carpets, to differentiate them from regular work zones. This enabled the creation of a break in the design, while earmarking a specific area for relaxed and

FLOOR PLAN

1. CENTRAL	11. SECURITY ROOM	21. LEFT LOBBY
2. RECEPTION	12. STAFF ROOM	22. HALL
3. LOBBY AREA	13. STAFF ROOM	23. RECEPTION
4. OFFICE	14. OFFICE	24. OFFICE
5. OFFICE	15. OFFICE	25. OFFICE
6. OFFICE	16. OFFICE	26. OFFICE
7. OFFICE	17. OFFICE	27. OFFICE
8. OFFICE	18. OFFICE	28. OFFICE
9. OFFICE	19. OFFICE	29. OFFICE
10. OFFICE	20. OFFICE	30. OFFICE

Health in your hands

collaborative working. These collaborative zones are placed at regular distances from the work zones, and includes rock seating for private as well as one-on-one interactions.

A cluster of theme-based meeting rooms were provided, with a central breakout lounge as focus. Each of them reflects its respective features with graphics and customised designs. The themes were carefully selected based on interactions with the employees at the office, to bring out the co-relation between the people and the workspace. By following such a methodology, the following theme-based meeting rooms were created:

- Cricket Room • Dining Room
- Junkyard • Train Room

Furniture, private booths with acoustical properties were placed throughout the office, for employees to engage in private calls without disturbing others around. Special reading pods were also placed to enhance stakeholder convenience, providing a casual seating for the

employees to relax or read. The lounge area was designed with a certain twist, too. Here, planners were suspended from the ceiling, along with uniquely designed floor ramps incorporated with wooden flooring—the key features of the space. The space also had step seating for employees to sit in a casual atmosphere, interact and unwind. The theme-based colab area has a step seating incorporated, as well.

Any construction on the periphery was avoided to allow maximum natural light to flow inside. Instead, soft casual seating is provided along the glazing for personal work and interactions amongst the stakeholders, while basking in natural sunlight.

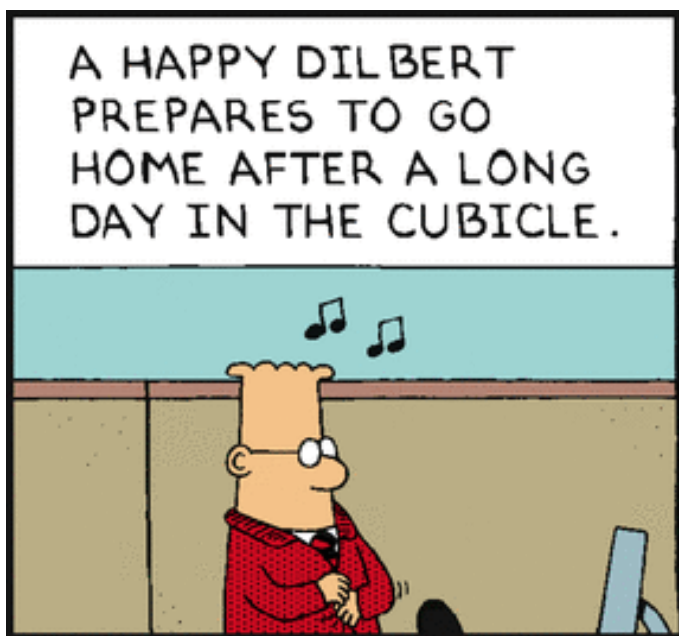
Factfile: Cherry Hill Services Pvt Ltd (Developer) and Cleo Design (Architect)
Built-up area: 30,000 sq ft
Cost of project: ₹41.5 cr
Year of completion: 2019

To view the coverage: www.cherryhill.in/cherryhill-newsletter/architecture+design2020.pdf

HEALTH-CHECK | SIX HEALTH TIPS TO PREVENT DIABETES



Cherry Hill says: Eat Clean, Drink Water, Stay Active, Be Healthy!



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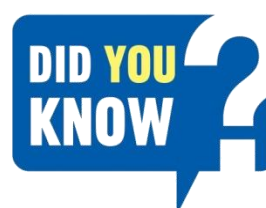


If opportunity doesn't knock, build a

DOOR



~ Milton Berle



Germans used money as wallpaper

After WW I, hyperinflation wreaked havoc on the German currency, causing it to lose almost all of its value. As a result, people would give money to kids to play with, and many people used it as wallpaper!



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