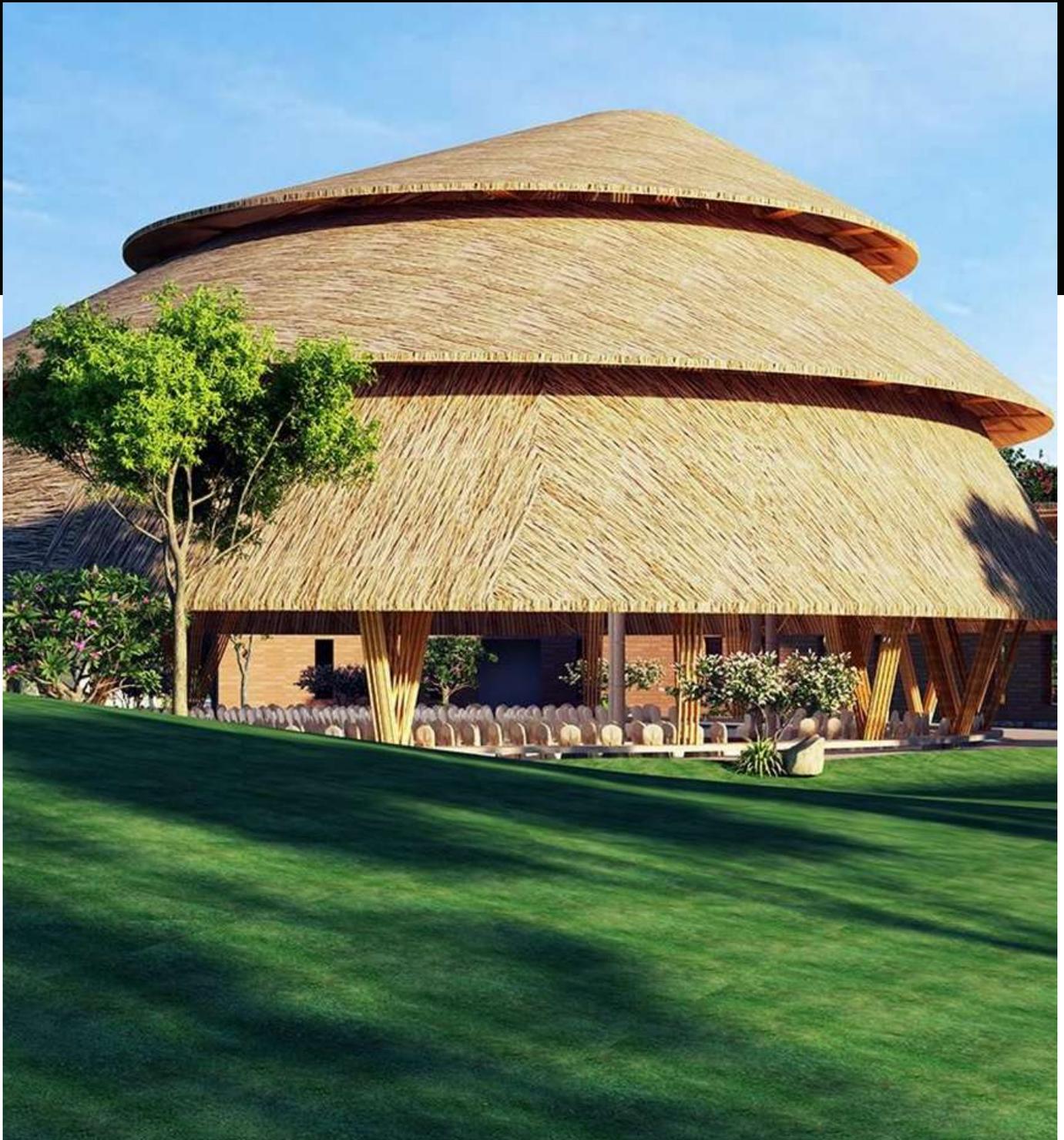


# THINK. DESIGN.

FHD

NEWSLETTER

Jan-Feb 2020



**HOSPITALITY  
INDUSTRY 2020**

**RESPONSIBLE  
COMMERCIAL**

**DIALOGUE  
FOR A SHIFT**

# WHO WE ARE

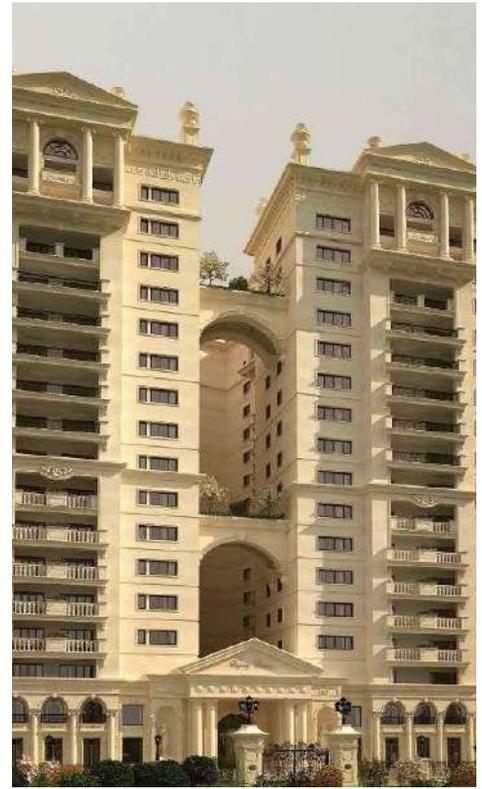
We are **FHD Group**, the region's largest multi-disciplinary design firm, with expertise in architecture, interior design and landscape design and an honest approach in providing meaningful sustainable solutions to end-user and client needs. Our expertise is well balanced between Family Residence (Multi-Family and Single Family) Community design and Hospitality - Leisure, Resort and Responsible Luxury.

FHD has designed various aspects of Hospitality - Resorts, Hotels, Convention Centers across India, Middle East and now in Nepal. Prominent of which are Mayfair Hotels (Bhubaneswar, Kolkata, etc), Sheraton grand Beach Resort (Chennai).

We have over **25+ years** of regional experience and have completed more than **200 projects**. We have a strong team of **120 people** working

from our offices in Hyderabad, Bangalore, and Mumbai. The second component of who we are is a think tank called FHD Studio. FHD Studio is a highly innovative team, comprising of experts within our firm as well as specialist collaborators across multiple fields, which provides cross-disciplinary solutions to forward-thinking clients.

We help owners and developers build their projects, business, and reputation. Our professional strength and commitment to well-designed high-quality projects have resulted in repeat work requests from many of our clients. We also actively engage and work with new clients, who have a strong vision, keen business acumen and the drive to deliver quality built environment.



## About Us

More than **25** years of Design Practise

**3** Branches

**120+** Strong Creative Team

**800+** Projects

**100+** Ongoing Projects

**25M** Sq Ft. Affordable Housing

**50M** Sq Ft. Commercial

**10M** Sq Ft. Hospitality & Healthcare



# Hospitality Industry 2020 - Expectations

The year 2020 is putting forward an array of opportunities to be innovative and sustainable in terms of design approach and thinking provided the changing trend. Let's hear from our Directors their predictions about the Hospitality industry



**Mathan Ramaiah**

Director Design

The future of the hospitality industry in an emerging country like India has extraordinary potential and equal measure of challenges. In the Hi-Aim convention, FHD group had a chance to present our views on this subject and to bring the discussion on some alternative ideas that could steer towards new typologies for creating inclusive hospitality destinations.

To unravel the need for a new typology, we have to mindfully look at the largest user group in the hospitality and their changing lifestyle patterns. The Millennials... who are :

- Well-travelled and fairly adventurous
- Digitally well connected through social networks
- Very communicative and willing to voice their opinions and share them publicly
- Having a strong urge to contribute to social causes
- Sympathetic to environmental issues
- Highly conscious of health and body
- Higher work stress levels
- Looking to inculcate traditional values in their children and keep them rooted
- Believe more in gender equality
- Tend to take multiple shorter breaks during a year to refresh

Looking at the hospitality models available, Majority of the hotels primarily focus either on an urban setup that are introverted islands with amenities like pools, play areas, manicured green space etc. or in remote pristine places with a more natural outdoor environment and possibly larger amenity areas. A trip to either of these typologies is typically a highly preplanned and costly affair. The

stress of planning a vacation itself seems daunting most of the time. The question we set out to answer was to look for an alternative where a destination like this is not an escape plan but can be more of a consistent lifestyle. Something that Millennials will like to invest their TIME on more than money. Can there be a hospitality destination that is easy to access for urbanites, sensible in terms of cost, and can it be a socially inclusive model engaging people in its vicinity to create a micro-economy to make it more sustainable? First, to be successful as a viable destination, the project should be within a short driving distance from the city (30-45mins). It reduces logistics and encourages people to repeat such trips.

Secondly, the environment/setting should be something that is easily available or creatable and utilitarian...yet exotic.

Agricultural lands at the city fringes perfectly fit the bill. In India presently agricultural land is reducing at an alarming rate around urban areas and there is the constant shift of farmer families to other professions in the city as farming itself has been pushed to be unsustainable. If there are other modes of income possible for them, would farms and farmers being pushed out of urban economics? Can developers USE these as farms rather than converting their land use for real estate needs? Can the farmer who has this fantastic view to a green environment actually find a way to enjoy it, share it and create an income stream for himself? As architects can we create prototypical 'Rurban' models?

Today there are not more than 100 farm stays available in India. Most of them are either family-run entities with a very small footprint or small resorts with some farming activity as an aside for entertainment. In both cases, the amenities and rooms are treated very rustic and generally low on design value and cost.



To make this model more mainstream, FHD group and Organo have developed a fully sustainable, off-grid development that is designed to be as much a community as a hospitality destination. It is within Hyderabad's metropolitan limit and is built on a 50-acre property.

Organic Farming forms the heart of the development. The units surrounding it can be owned independently and operated centrally.

Involving local farmers for the farming needs ensures a larger network of farms that work together to make the farming produce more wholesome. The community becomes a regular training space for farmers to meet and cross-pollinate their experiences and learnings.

Using eco-sensitive and rustic materials in a contemporary design language is critical to making such a destination refreshing and relevant to today's spirit. Bamboo in that sense has come a long way to becoming a wonderfully sustainable material that is both beautiful and versatile to create large structures.

What if we could look at this as a hospitality trend for a larger local community? To create a circuit instead of an isolated project. We are designing easy buildable cluster rooms that can be done by farmers with bamboo and offer alternate stay options. This makes the hospitality model inclusive and more robust to attract revisits.



**Sankar Prasad**

Director of Hospitality

People expect properties offering unique experiences, local culture, transformative wellness programs, eco sensitive paradigms will dedicate the whole scenario. More glampcamps and adaptive reuse of heritage and existing edifices will happen.

Be it public areas or guest rooms, out of the box, unconventional designs will evolve, designs that lend themselves to greater conviviality. India has an extraordinarily diverse terrains, boom times for leisure ventures.

# PROJECT LENS

## MAYFAIR - LAKE RESORT, RAIPUR



### MAYFAIR , RAIPUR

Segment : Hospitality  
Client : Mayfair Hotels  
& Resort  
Location : Raipur  
Site Area : 13.5 acres

## DESIGN APPROACH & CHALLENGES

The breathtaking view from the Lake Resort during the mornings is nothing short of a dive into nature's lap in its most serene way. This illustrious project is now in its operational stage. The essence of this property design is that it complements the natural conditions of the land effortlessly.

The resort is located in an eco-sensitive area where structural developments are to be done carefully. With the government's initiatives, this man-made lake area got expanded to almost 250 acres making it more ecologically beneficial.

Within all these protected zones, the land allocated for building the resort was around 13.5 acres.

The principle idea of designing this island resort was to explore the beauty of the lake to its fullest. The specialty of the land is that beyond the lake, the green zone surrounded would also provide a breathtaking view. Considering these factors, our designers came up

with the thought of making it a banquet resort for the entire Raipur. Given this idea, the banquet and other service areas like the spa and recreational facilities are placed away from the residential section to maintain the privacy and peacefulness for the resident guests. Once the master plan was developed, our experts conducted shadow analysis keeping in mind the hot climate of Raipur.

As per our studies, Raipur receives around 48 to 49°C temperature during summer which had to be addressed considering the open courtyards and other external areas. Therefore the concept of an Urban Oasis came into existence where we planted almost 15000 trees amidst the open areas. Having said that, the foliage has been planted so carefully that it never hinders the lake view from any of the residential areas.

Other than the open area, trees and plants were also planted on the external surface of the resort to reduce heat gain even inside the rooms.



# CONCEPT TO RENDER



# RENDER TO REALITY





The resort is ecologically sustainable in each of its design phases by reducing energy consumption as low as possible through creating non-HVAC zones (a heating and cooling system that creates customized temperature zones throughout for increased comfort) and utilizing natural light and ventilation. Air Conditioning has been provided only inside the rooms while maintaining single-loaded corridors which helped in reducing almost 20% energy consumption. Along with these, the common support service areas are given natural light and ventilation and gathering places are kept open to the external areas where there is more ventilation. The lake resort stands out among its contemporaries with its **energy-efficient and eco-friendly design characteristics.**

## SUCCESS STORY - SHERATON GRAND CHENNAI RESORT & SPA



## TESTIMONIAL

*“Dhamu, You have helped me fulfil my dream project. Everyone is appreciating the architecture and asking who the architect is. You have been a pillar of support, putting up with my extreme demand.”*

In the words of Mr. Amarnath Reddy on the successful completion of Sheraton Beach Resort & Spa by FHD Consultants headed by Dhamotharan S.

**AMARNATH REDDY, MD, AR FOUNDATIONS**



## RESPONSIBLE COMMERCIAL - ECO-CONSCIOUSNESS



Responsible and sustainable construction begins with intelligent design. The focus shift from Ambitious Commercial buildings to Responsible Commercial buildings requires new design thinking. Ensuring the buildings are more sustainable is not as big of an earthwork as it may initially sound. Based on the types of materials used in construction, the energy consumption of the building itself and inclusive design, any structure can reshape the environment in a positive way. With new technologies and a better understanding of the world around us, there can be a paradigm shift in the way commercial buildings are designed.



By responsible commercial, we emphasize approaches that do not significantly alter the initial cost of structure but that provide substantial long term savings and a more comfortable Retail and Corporate building spaces.

Biophilic designed buildings incorporate things like natural lighting and ventilation, natural landscape features and other elements for creating a more productive and healthy built environment.

By carefully applying design principles that capture natural breezes and the sun's energy and

light by using solar water heating systems, energy use in buildings can be reduced dramatically.

These renewable energy practices save money, result in more attractive buildings and they improve the environment and strengthen the economy by reducing the need of fossil fuels.

Building occupants have benefited from sustainable building strategies such as more effective air ventilation controls, low VOC materials.

As sustainable practices were occurring, whether based on good

business sense or a concern for employees or for the environment, some organizations were also embedding social responsibility into their organizational operations.

Constructing greener buildings doesn't have to be more costly. In addition, clients and consumers will view your company in a positive light once they realize the pro-environment stance you're taking.

Because companies being environmentally conscious is the new trend.

The aspects of sustainability - design strategies and results :

- Passive design to minimise solar gains and maximising usable daylight
- Well insulated envelope with high performance glazing
- Optimising system sizing to avoid overdesign
- Water management, Zero stormwater and wastewater discharge campus
- 60% reduction in freshwater use
- 100% Organic Waste is composted



## Environmentally Responsible Commercial Buildings

Although we're more concerned about the environment now than ever before, this hasn't kept us from continuing to put up new buildings. At least we're concerned about how these buildings impact Earth. For a long time, green construction was mostly limited to houses, and it could get expensive - often considered too expensive or impractical for commercial use.

It's all about what kind of return you'll get on your investment, and "helping save the planet" only does something for your karmic balance sheet. These days, however, not only will building green save companies money over time, it'll also score them tax breaks, rebates, grants and other incentives.

Sustainable strategies used for commercial buildings range from energy-saving to the holistic approach addressing wider environmental issues such as water use, selecting sustainable materials and carefully managing waste.

- **Renewable energy:** -

Renewable energy helps reduce green house gas emissions by absorbing carbon dioxide. Examples of renewable energy include solar

photovoltaics (PV) and small wind-power technologies.

- **Green roofs:** -

Roof-top planting lowers greenhouse gas emissions by absorbing carbon dioxide, helps reduce and treat stormwater run-off, and provides an attractive environment for the occupiers.

- **Rainwater collection:** -

Collected rainwater can be used to flush toilets or water landscaped areas. Using rainwater minimises mains water use, reduces flood risks, and saves on energy costs required to pump water up into the building.

- **Passive heating & cooling:**-

Insulate using materials with good thermal mass properties to reduce energy used for heating and cooling.

- **Lighting:** -

Ensure maximum daylight use and install energy-efficient light bulbs and sensors

regulating the brightness as required.

- **Electronic technology:** -

Controls for heating and cooling bring significant savings. User interfaces, such as screens showing occupants how much energy the building is using, can raise awareness and influence positive behaviour.

- **Fine tuning:** -

Make sure that building systems work efficiently so that water and energy is not wasted.

- **Construction waste:-**

Use an environmental management system to reduce, reuse and recycle waste, and to control stormwater and sediment run-off.

For large-scale developments, sustainability should be addressed from the beginning of the design process.



# PROJECT SHOWCASE

## MAYFAIR, KOLKATA



Mayfair Banquets, Rajarhat, Kolkata is an ideal destination for hosting weddings and reception ceremonies. The gorgeous décor of the Mayfair Banquets, Kolkata gives a special touch to your big day. It has a spacious banquet hall that can fit a large gathering for your function. Mayfair Banquet Kolkata has a sprawling lawn that is ideal for outdoor functions. The huge lawn makes Mayfair Kolkata look extravagant and lends it a royal touch. Mayfair Banquets Kolkata West Bengal has an inviting ambiance which makes everyone feel welcomed. It is a classy banqueting space that has a decorative ceiling and gleaming floor that makes the perfect backdrop for your snaps. Head at Mayfair Banquets, Rajarhat, Kolkata for your next event and make it an evening to remember!



Project Name	: <b>Mayfair Kolkata</b>
Location	: <b>Kolkata</b>
Segment	: <b>Hospitality</b>
Client	: <b>Mayfair Hotels &amp; Resort</b>
Site Area	: <b>4.7 ACRES</b>
BUA	: <b>633000.25 sqft</b>



# YASH TECHNOLOGIES



Project Name : **Concept Proposed  
for Yash Technologies**

Segment : **Commercial**

Site Area : **14.13Acres**

BUA : **237488.35 sqft**

## SUSTAINABILITY AS A CAMPAIGN

# DIALOGUE FOR A SHIFT

### A PARADIGM SHIFT

Dialogue for a Shift - an ignition drive by the Design Thinkers at FHD consultants is aiming at connecting every Real Estate company - Residential or commercial - while attempting to understand the challenges in integrating sustainability in realty, and possibly arrive at some insights over a dialogue.



**FHD**  
CONSULTANTS

## FHD PARTNERS IN DIALOGUE



DIALOGUE

FOR

A

SHIFT



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MATHAN RAMAIAH

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**FHD**  
CONSULTANTS



## PEOPLE BEHIND FHD



**Dhamotharan S**  
Director Operations

**D**hamotharan S, heads the operations and the architectural division at FHD. He has been proficient in getting the right critical design solutions, without having compromised on the logistic efficiencies. With an experience of over 17 years in the field of

architecture, he has several Master plan and large-scale architecture projects to his credit. Dhamu firmly believes that “Design is a constant evolution process with respect to time.” As an architect, he has designed various challenging master plans and implemented them successfully without compromising its intent. Having said that, Dhamu has the panoramic experience of various large-scale project right from the inception to the delivery.



**Dhurgai Kumaran**  
Director Studio

**D**hurgai, is the Director Studio at the FHD group. He completed his Bachelor of Architecture from SAP, Anna University, Chennai and has a Masters in Advanced Architectural Design from SAC, Städelschule, Germany under prof. Ben Van Berkel. Having 15 years of experience in India and Germany, he has worked as a design Architect with Bangalore based firms like ‘Inform archi-

tects’ and ‘Ocher Architects Enthusiastic in contemporary design methods and methodologies, he has implemented the parametric design method for the project “Skyline Plaza” for Jourdan Muller PAS, Frankfurt, Germany. He has also run the architectural studio for the MArch program in Anna University.



**Mathan Ramaiah**  
Director Design

**M**athan is a graduate of Columbia University, New York. He has a working experience of over 19 years in Indian firms as well as in the International market. He is the Design Director at the FHD Group and is passionately involved in the master plan and public space design of Organo. Mathan has designed over 100 Million sq.ft of projects, ranging from 400-hectare Award-Winning Sustainable Convention Center to a 50-storey Twin Towers in the Middle East, in addition to the projects in India. Some of his convictions :

- 1 Best designs grow from a collaborative environment.
- 2 Design is a powerful concept and is an integral part of any human experience.
- 3 Co-designers are not as competitors, but partners for ideation.
- 4 Sustainable solutions are not “selling points”, but a necessity for every project.
- 5 Last but not least, end-users are not occupants of space, but the key reason for that space to exist.

# AWARDS

## RECOGNIZED FOR EXCELLENCE



**NAANDI BY ORGANO  
HONOURED TWICE IN  
WORLDGBC ASIA PACIF-  
IC LEADERSHIP IN GREEN  
BUILDING AWARDS**



**1ST PRIZE WINNER OF  
BUILDING FOR A BILLION  
CONTEST**



**NOVA DESIGN AWARDS  
Top - 25**



**WINNERS OF 2018  
ARCHITECTURE MASTER  
PRIZE  
(GREEN ARCHITECTURE  
ORGANO NAANDI)**



**IGBC PLATINUM  
CERTIFICATION  
(ORGANO NAANDI)**



**GREEN PROJECT  
OF THE YEAR 2018-19  
TELANGANA  
(2GETHERMENTS)**



**NDTV DESIGN &  
ARCHITECTURE AWARD-  
WINNER OF 2015**



**RE-THINKING THE  
FUTURE - SUSTAINABILITY**



**FHD**

**Check FHD's upcoming Newsletter  
for more updates**

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