

Awarded Project



Debmalya Guha
Pace Consultants,
Kolkata

GLITZ Design Honour for Creative Excellence-2020 Architecture - Residential (Multi Dwelling)

Winner : **Debmalya Guha,**
Pace Consultants, Kolkata

Project : **Snehodiya - Senior Living,**
Rajarhat New Town, Kolkata





Senior Shared Living is becoming increasingly more essential in India where a majority of the elderly are being left alone as younger generations are relocating across the globe. Though a necessity it is still a taboo, as it is seen as parents being deserted. HIDCO's decision to take up Snehodiya was bold and essential.

The site was selected next to a Club for senior residents, located in the city centre with proximity to hospitals, entertainment and shopping centres. HIDCO called a design competition with an eminent jury that selected a design among 40 entries, which was based on the theme of traditional living in a contemporary context.

Looking back to old two-storied courtyard houses, Snehodiya re-interprets the nostalgia of the residents in a modern highrise design, while retaining its fundamental Bengali essence of rooms built around a courtyard. The rooms overlook a series of multilevel, alternatively placed, staggered courtyards running all the way to the tenth floor, which facilitates a close proximity for communication across levels. Terrace gardens on each floor, built up alternatively through the levels facilitating a natural flow of ventilation and illumination, furnished with benches to embrace nature.





FACT FILE:

Project	: Snehodiya Senior Living
Site	: 1.2 acre Land at Rajarhat Newtown, Next to Swapnobhor, Senior Citizen Park
Built-up Area	: 1,14,450 sq.ft.
Project Cost	: 38 Crore
Project Tenure	: 2015 – 2018
No. of Floors	: G+10
No. of Apartment	: 147 Residential Units (90 Single units + 57 Double Units)
Utilities	: ATM, Medicine Shop, Convenient store, Salon, Doctors Chamber, Guest house.
Special Feature	: Geriatric Gym with Hydrotherapy



Reception with motifs inspired from Alpana and stills from Satyajit Ray movies creating an aura of the past.

The grand ambience of each floor is taken a notch higher in the 9-10 floors. The colonnade, an intrinsic part of traditional architecture, has been reimagined and elevated from the ground floor with a lawn- making it the perfect spot to sit in the shade with a cup of tea, soaking in the panoramic views.



Birthday party of senior residents in the Sky Garden at 9th Floor

Debmalya Guha graduated from Jadavpur University in 2001 with a Bachelor Degree in Architecture, he began his career by winning the historic Star Theatre revival project, in Kolkata. He obtained the Master in City Planning from MIT and Landscape Urbanism from Harvard University in 2009. He received the prestigious Spaulding Fellowship from MIT for outstanding performance.

Debmalya returned to India after working with Cannon Design in Boston for 2 years and led his team to win several competitions, such as Senior living habitat of HIDCO and Cinema Centenary Building of PWD.

He was awarded State Architect of the year in JK Awards 2018 for his project The Neotia University. The prestigious Tagore's Nobel gallery at Shantiniketan won the Indian Institute of Interior Designer Design excellence regional awards in Institutional and Public spaces category and Glitz Design honour 2019 for creative excellence awards in Interior- arts and culture category. The Sana Beach resort at Mandarmoni earned the Winner in Hospitality Category at Smart Green Summit and Awards- 2016 and winner for Leisure and Recreation category from Konstrukt 2.0.






'Snehodiya' is our attempt to tackle a crucial social issue that our generation is faced with, the care that we are unable to mete out to our ageing parents. Thus the primary focus of this project was to provide a spiritual and holistic life to the senior residents. The very form of the structure, its strong vertical lines holding the terraces aloft, seems to be rising from the earth and reaching out to the skies above- inviting within a confluence of the five elements of the Panchamahabhuta.



The age-old, effective technique of using double layered brick walls have been integrated on all external surfaces to insulate the rooms and keep them cool, further reducing the energy consumption of the highly efficient VRF systems.



Hydrotherapy pool, where one can immerse oneself in the water and use its natural healing effects.

HIDCO proved their commitment to the project as they accepted the proposal of a hydrotherapy along with geriatrics by the architect, and a separate budget was created. Halfway through the construction of the project due to public demand, HIDCO changed some shared rooms to individual rooms, which was a big challenge for the architect. Undoubtedly one of the most sensitive moves by HIDCO was the acquiring of a vacant plot in front of the site which would have spoiled the view of the building in the future. 

Courtesy: Pace Consultants