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Planning Insuffices
Exploring Design
Green is Red

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A BARCODE

Institutional Design

Linear Evolution

Project: Laguna Clothing Factory, Kanakpura, Bangalore
Architect: Gaurav Roy Choudhury Architects, Bangalore

A French Mauritian shirt making company and an Italian fabric company formed Laguna Clothing to make shirts using each other's expertise. After functioning for three years in Bangalore with some success, Laguna planned to invest and build its own factory in Kanakpura, 65kms from Bangalore city. A long linear plot was chosen for the factory, which required linear work flow for its efficiency.

The project had to be low cost. Along with being low-cost, it however had to engage and represent its world class lineage. The brief of a factory is generally derived from its work flow. A lot of time was spent in stream-lining its work flow and processes. Lastly, the factory planned to employ

1500+ workers, and special importance was given to them and their working conditions. All of which helped in the efficiency of the factory.

The irony came from the collaboration of a French and Italian company and chose to form a factory in rural Karnataka. The 'Red Box' which holds the board room and the executive guest house, comes as a representation of these foreign agencies, detached and yet integrated to the main form of the building. The 'Red Box' comprises less than five percent of the volume of the building, but yet is integral to the image of it.

The factory also looks to change the relationship of the

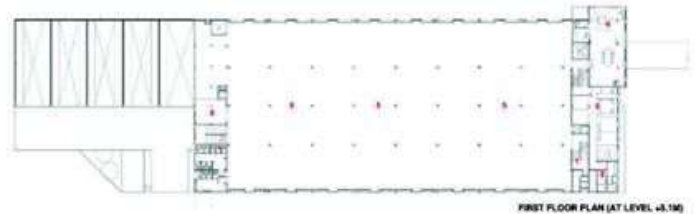


SECTIONAL VIEW

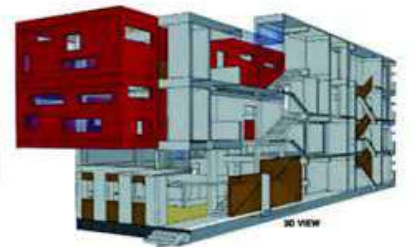


3D VIEW

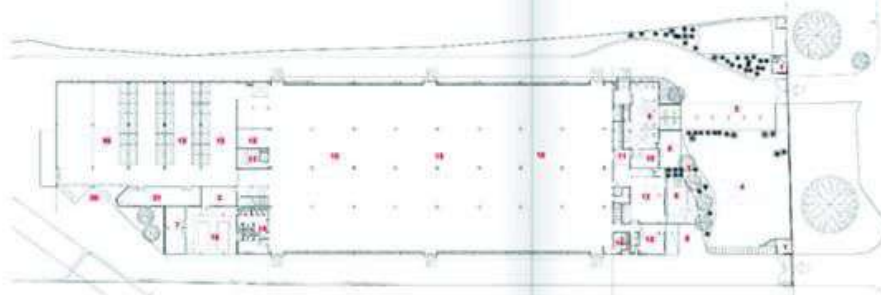




- 1 WORKING THEATRE BLOCK
- 2 OFFICE
- 3 OFFICE
- 4 OFFICE
- 5 OFFICE
- 6 OFFICE



- 1 SECURITY CABIN
- 2 PAUSE ROOM
- 3 CAR PARKING
- 4 FRONT LAMP
- 5 COURTYARD
- 6 CHILDREN'S PLAY AREA
- 7 NOISE ROOM
- 8 AMBULANCE AREA
- 9 LOBBY CORNER
- 10 CAR ROOM
- 11 STORAGE ROOM
- 12 OFFICE
- 13 MEDICAL ROOM
- 14 WORKING THEATRE BLOCK
- 15 PRODUCTION ROOM
- 16 DRY YARD
- 17 TRASH ROOM
- 18 SECURITY CHECK
- 19 WAREHOUSE
- 20 STORAGE ENGINEERING AREA
- 21 MAINTENANCE ROOM





staff and the workers. The building at the entrance is set low to create a less intimidating entry for the workers. The front garden areas are dedicated to the workers, including a canteen, medical centre and a children's play area, allowing them to become the face of the factory.

The edges of the administrative block and the factory have no walls. In fact, the entire edge is open to allow for transparency. The administration block becomes an animated stage for the factory workers as they see the activity along the staircase and circulation spaces. Special attention was given to the comfort of the workers, like natural light and ventilation, bright and airy spaces, etc. The factory uses colour to represent movement on walls, and faces almost as a method of signage.

The factory also at an ecological stand point, does not pollute, it recycles all of its water and uses minimal amount of energy for all its processes.

FactFile

Client: Laguna Clothing Pvt Ltd.
Design Team: Greer Jay Choudhary
Consultants: P.K.Choudhary (Electrical & P&E), Nank Choudhary (Structural)
Construction: CRV India Pvt. Ltd, OR Infrastructure Pvt Ltd (Electrical & P&E), Narsara Electrical (Electrical)
Build-up area: 125000sq ft
Cost of project: \$3000000 USD
Year of Completion: 2010

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