

Multidimensional consultants

With sustainability as criteria, Metadesign imbibes the green concept in all its projects.

METADESIGN founded in 2005 is a multidisciplinary architectural organization offering Green Buildings i.e. LEED, TERI certifications, Landscape, and Project Management Consultancy, under the Real Estate and Infrastructure sector.

Metadesign believes that all solutions for sustainability lie in roots of our heritage itself. Thus "Returning to roots" has always

been their key focus for all their consulting and system integration services.

The company is committed to create a value proposition with sustainable and innovative solutions for all. Metadesign believes in leveraging its core competencies across disciplines and enabling efficient time bound deliverables. The company treats all its stakeholders as partners in growth while

being a catalyst for a positive change by adopting good governance, best practices and working towards a green and peaceful social environment.

With over a decade of industry experience, focused specialised consultancy services and macro and micro holistic approach the company has successfully completed projects all over India and recently Bangladesh.

THE COMPANY'S VERTICALS:

Landscape:

The landscape vertical is a major contributor to the company's business and provides them opportunities for reduction in greenhouse gases, reduction in consumption of water, landscape waste management and promoting bio diversity. Metadesign strongly believes that rain water harvesting must be employed to help sustain landscape without an outside source of water. Thus the company incorporates this green and sustainable method in all its landscapes. Metadesign has designed almost 500 acres of green spaces, across the length and breadth of the country.

Greeninitiatives:

Metadesign adds value to projects by providing consultancy for

Indian Green building Council (IGBC): New Buildings, Existing Buildings, Homes, Schools, Factory Buildings, Townships,

SEZ's, Landscapes and Mass Rapid Transit Systems.

United States Green Building Council (USGBC): Building Design & Construction, Interior Design & Construction, Building Operations and Maintenance, Neighbourhood Development and Homes

GRIHA Rating System: SVA Griha, GRIHA, Large Development and Prakriti **Energy Audits, BIFMA Certification, Sustainability Reports, Post Occupancy Evaluation (POE), Rooftop Solar PV – Consultancy and EPC**

The company's commitment to the industry as a whole is evident with LEED, IGBC, GRIHA experts in its project team. Metadesign provides end to end solutions for project certification from leading rating agencies like LEED, TERI, IGBC and provides a consolidated service for facilitation, simulation and commissioning services to save time and costs.

As a torch bearer for Green concepts,

Metadesign conducts Training programs, under its continual education programs to advocate and create awareness amongst professionals and individuals at large. Major takeaways from the program being information on the latest developments in climate change and clean environment sector and how one could benefit.

The training program has received excellent response from Architects, Builders, Developers and Environmental Enthusiasts as not only is knowledge shared, the program provides an excellent interaction among stakeholders.

PMC:

Project management consultancy is what Metadesign does specifically for projects, and for all its projects across verticals. Projects in India are invariably overshot on budgets, and delayed for Time, and Metadesign with its expertise is bridging this gap by ensuring timely project delivery within budgets. ◆

We aim to merge creativity, time and cost efficiency in all our projects.



An aggressive advocator of the 'green' concepts, METADESIGN endeavors to sell the concept of environmental conservation as an individual responsibility.

NILESH GANDHI, (DIRECTOR & ARCHITECT) METADESIGN ARCHITECTS PVT LTD spoke to **PANJAMI VIVEK** about the company's ideology, innovation and future plans.

Could you tell us about the current construction methods in India and its effect on the energy efficiency of structures?

Methods of construction in India are largely conventional. The inertia to shift from a methodology followed for so many years is tough and innovation is at a researcher level. People innovate into a new product but those who execute it are not trained. The construction industry is largely unorganised. The popular conventional methods are easy to employ and people are not aware of innovations, only 5-to 10 percent of innovation has been imbibed.

Kindly provide us with details of the services and solutions your company provides?

Metadesign specializes in three verticals namely - Green Building Consultancy, Landscape Design and Project Management. We give comprehensive, design and build solutions to our clients who opt for it and we integrate the other disciplines so that the end product is the way it is designed to be.

The synchronisation of all the disciplines become very difficult in the conventional mode of handling projects, where, we have a designer, MEP consultants, a construction engineer, contractors etc. Hence the concept of build and design comes in, but it requires a shift of mind-set from end users. Our core competence is making existing as well new buildings environmentally friendly by using the Green Ratings as tools. As TERI Trainer and Evaluator I have "Estidama" which is a UAE based rating system certification. We certify projects on these platforms along with contributing projects to gain energy efficiency and adopt a sustainable development. We have designed around 500 acres of landscape till date, which involves softscapes, horticulture design, with native species, irrigation design, efficient growing media, etc. We design hardscapes, which include all landscape civil works, electricals, irrigation, aquascapes, and landscape design for large housing societies, large green belt designs. We extend our project management expertise for our own projects on behalf of

societies, doing peer review and audit of drawings, construction documentations, scheduling bar charts, cost and time estimations, contracts, framing contact documents, so these activities happen in the project management verticals. Project management includes hand holding projects to handing over and commissioning. So the expertise required is to handle a client from start to end, which is so critical for a good project delivery.

What are the value additions you bring to projects?

Creativity and efficiency are the two buzz words we live by. I would rate design and creativity much more over cost and time, as over a time the cost and delays are forgotten but the design stays put. No memory would recall a project being delayed by a year or two or if it cost more than planned but they would remember and acknowledge aesthetics. So design does takes precedence over time and cost. Though today's projects are under tremendous pressures of time and



cost among many others. So we endeavour to provide efficiency by leveraging our expertise across projects and trying to add value to every discipline we can.

What is the latest green technology implemented and promoted by Metadesign?

The green building consultancy we do has provided us with immense opportunities for innovations. We adopt solar energy as an integral part of our design by advocating solar roof tops on any roof. Rainwater harvesting is an important part in every project we do including landscapes and we try to incorporate RWH somewhere in each project so we do not have to rely on external water source. Maintenance is 'the' key for a landscape and it requires effort far greater than designing or building it. We also vigorously campaign bio composting of wet waste and target what is available in a way that waste doesn't leave the premises.

Could you give us an understanding on the importance of selecting the right technology?

The right technology defines the sustainability of the project. The choice of technology, materials, method, orientations is the key.

The choice of conventional/nonconventional technology or green technology is the main thing.

The 'going green' concept bluntly focuses on the aspect of sustainability. How would you apprise your contemporaries to address the challenging times ahead?

I can only share my experience by the work we have done and how it has helped

us and how it could help anyone. The primary thing would be to stay updated with technology in the market. It gives us an insight on what trends are governing the industry and guides us towards the future. It is a continuous learning process. A lot of products and projects are aggressively being marketed as "green" but one must decipher a "good green" from a "bad green" through research and homework. Products need to be audited by a third party for verification. That is where the role of a green consultant comes in.

What is the level of awareness and concern among Indian corporates and real estate developers when it comes to sustainability and incorporation of green element structure? Please name a few organisations who are proactive with employing these methods in their projects.

Must admit awareness is very poor. Environmental worries seem to be a concern of tomorrow, though they have started showing great signs of impacts today. That is where policy makers need to see the importance of tomorrow today. Concerns that do not deserve merit have become thwarting. Getting a simple licence renewed is like playing on the rugby match field despite the government advocating ease of doing business. So worries concerning the environment go to the backburner. Every individual must be aware that we are stake holders in the environment and responsible for it. So there is a lot of concept selling we need to do to promote green so that the larger picture is integrated into the worries of today. There are many corporates who have done good work. The Tata Group, Godrej Properties, Dhedia Group,

HitenSethiArchitects, Edifice Consultants, are all companies we have worked with and they work with a commitment to the environment and have mandatory internal policies to ensure that all their projects are environment friendly.

Name some of the prestigious projects your company has accomplished with details regarding work done.

We have done couple of dozen odd green sustainability projects. By far the largest being National Institute of Securities Market (NISM), which is under execution, and has got 4star rating from GRIHA and scheduled to be inaugurated by the PM soon. Couple of IT buildings for Navi Mumbai SEZ, have achieved IGBC LEED Gold certification. They are buildings made for tenants but they encompass the green concept well. All the residential buildings by Dhedia group are green certified buildings. We have designed a large 250 Acres residential township in Jamnagar for the ESSAR Group. We work with several architects like Ar.Hafeez, M/s.Burt Hill, Ar.Deepak Thakkar, Ar.MaheshKhanolkar, and others who are leading the industry today, by adding value to their projects.

Could you tell us of your future plans?

We endeavour to increase our efficiency and specialisation in our area of focus so we can delve deeper and deeper and deliver better. We hope to sell our concepts fast and make design affordable to the masses. We need to meet the project cost at all costs and execute in time at all times. Our recent global breakthrough came via a factory certification in Bangladesh, which is shaping to our global footprint. ◆