

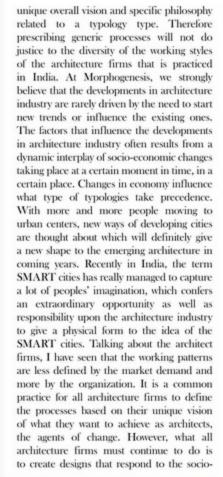
ARCHITECTURE IN INDIA, COMBINING MODERN TECHNOLOGY

By Sonali Rastogi, Founder Partner, Morphogenesis

he Indian architecture sector is on a growth trajectory. The growth in this sector is driven by multiple factors. Firstly an unprecedented growth in the economy has allowed people to imagine a lifestyle that is globally competitive. This demand along with rapid globalization and cultural connectivity has given birth to new aspirations to Indians to be projected as global citizens. At Morphogenesis, however responding to the changing demands of the people and place are not the only factors that drive architect firms to continue to do what we do. An extremely important part of it is also the architects' constant pursuit in defining the shape of quintessential Indian architecture at the global front; to give it an identity while also addressing the issues of sustainability, livability and affordability pertinent to the Indian reality at the moment.

The Current Trends Defining the Architecture Industry

The changing trends on the whole, have unlocked abundance of possibilities for the architecture field. The burgeoning construction activity in the country has changed the speed and processes of architectural firms. Each firm operates differently based on the firm's







economic changes taking place in the context that they work in, without compromising the overall vision of the organization.

Technology: Rendering a Helping Hand to the Architects

We at Morphogenesis, use technology as a thinking tool along with a "doing" tool. New technological innovations such as parametric design, coding, Building Information Modeling (BIM), building performance simulation and environmental simulation, allow us to design with concrete knowledge which in turn helps them provide concrete evidence. Sustainability plays a central role in all designs and technological advancements have really helped us to augment the idea of sustainability with solid numerical analysis.

As I mentioned earlier, each firm operates differently based on the firm's unique overall vision and specific philosophy related to a typology type. Therefore prescribing generic processes will not do justice to the diversity of the working styles of the architecture firms that we have in India. At minimum, all the firms should adhere to the contextual and codal requirements. In our case, what continues to shape most of design processes at Morphogenesis is our utmost commitment to address the issues of Sustainability, Affordability, Identity and Livability across all the typologies.