

HIVE MIND

Co-working space
By Amul Chocolate



FUNCTIONAL TYPOLOGY OF CO-WORKING SPACE

Being one of the biggest Make in India project, Amul wants to encourage Indian youth to stay in India. They want to give the young thinkers, creators, innovators their first chance by giving them **space to work, innovate, connect and network.**

The ambience would be in keep with the brand. Amul chocolate has 40 plus varieties of chocolates represented with unique colors and as the brand the co-working space would also have **varied seating arrangements with pop colors** to cater to to every individual.



BRAND UNDERSTANDING

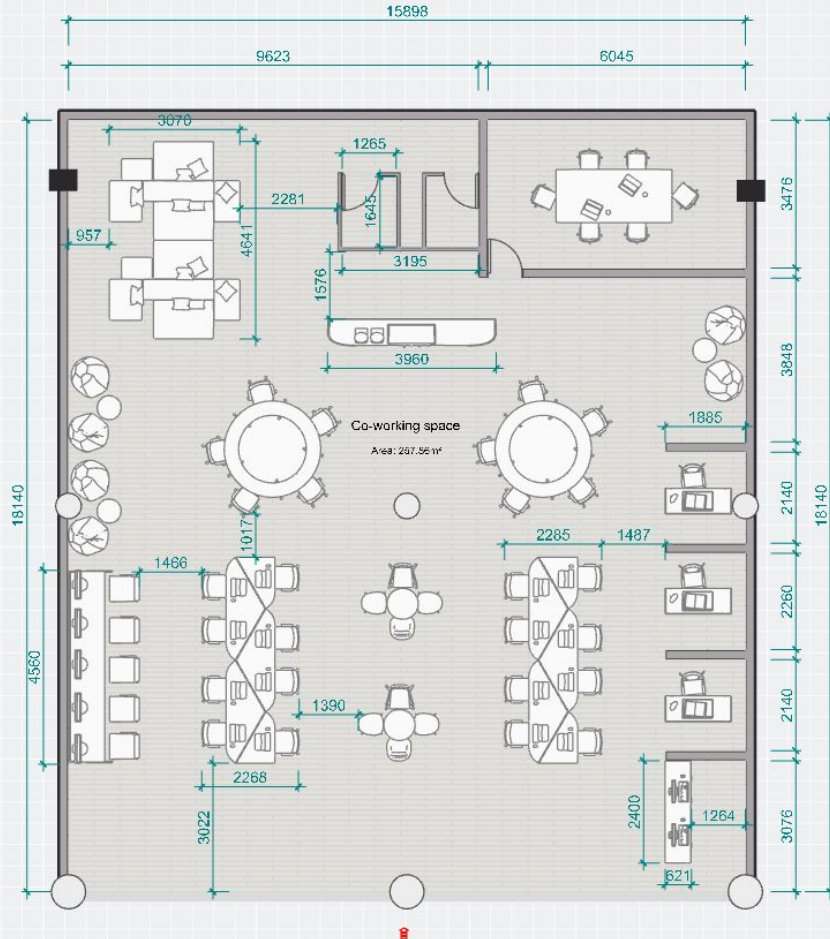
"The Amul brand was considered conservative and old. We were being looked upon as a traditional milk, butter and cheese company. Chocolates have given brand Amul a new image." says R.S. Sodhi, Managing Director, Amul.



Golden foil packaging has been replaced with modern contemporary bold sealed packs

Value	Purity, Variety, Homegrown (Make in India)
Personality	Bold, Modern, Tempting, Diverse
Voice	Authenticity, Simple, Boldness
Positioning	Focus on high quality raw ingredients, Authentic, Mass market player, Within reach.

LAYOUT 1



SWOT ANALYSIS

Strength

1. Various seating arrangements (communal seating, standing desks, casual seating, lounge area, conference room, pods,
2. Separate relaxation area where people can take break or have tea or coffee
3. Pods gives people some privacy if they require

Weakness

1. The space looks a bit chaotic.
2. Layouting is defined by the centre placed column

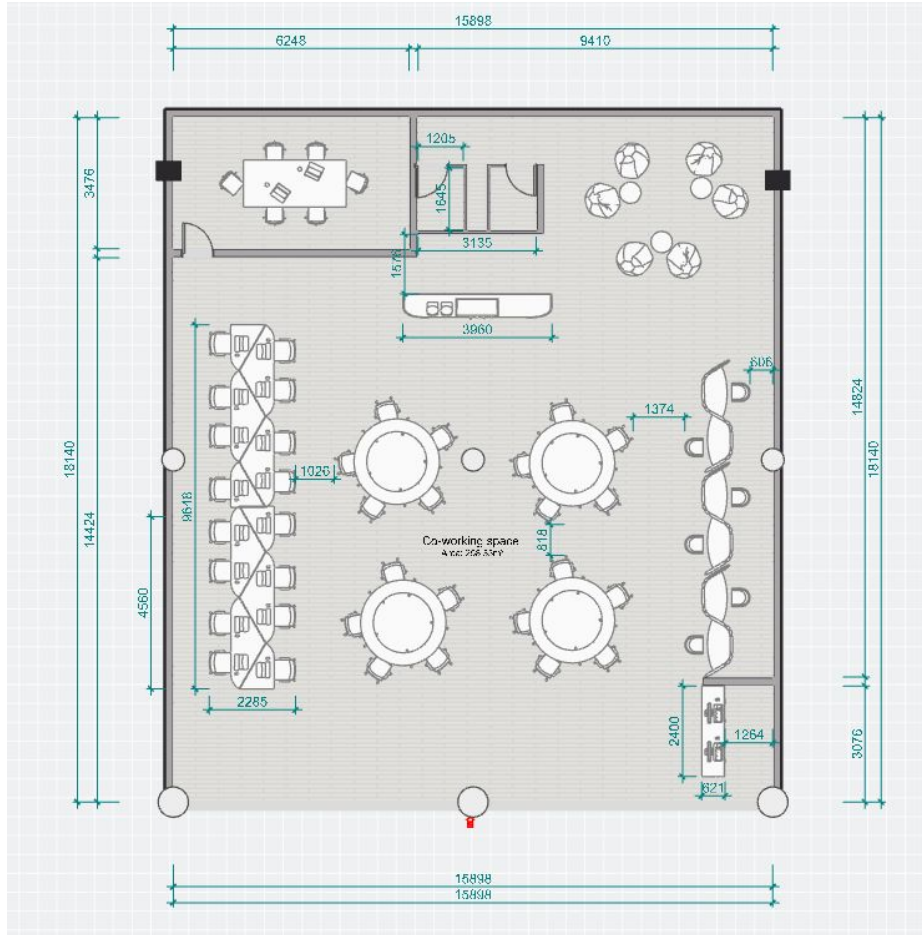
Opportunity

1. A separate lounge area for relaxing, eating or tea/coffee break
2. Introduce Kiosk which sells Amul product and some snacks.

Threats

1. Providing so many seating arrangements can look unorganised.

LAYOUT 2



SWOT ANALYSIS

Strength

1. Zones created based on different seatings offered
2. Separate relaxation area where people can take break or have tea or coffee
3. Enough space for movement

Weakness

1. Accessibility of the seats near the wall can be tricky.
2. Some partitions can be introduced

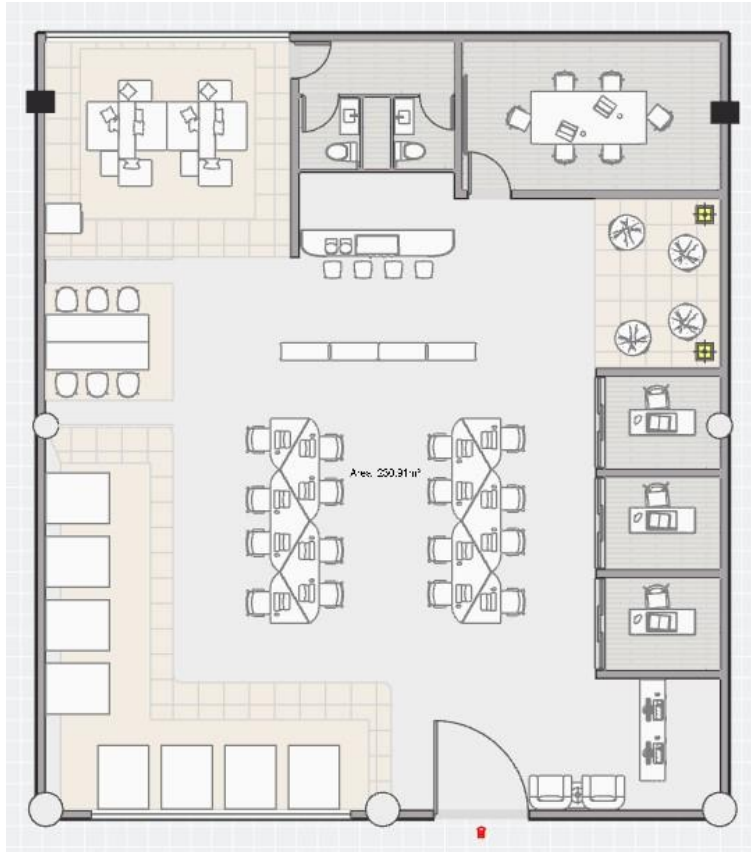
Opportunity

1. Carrels are given for the people wanting some privacy and more quiet
2. This kind of layout also helps in networking with like minded people.

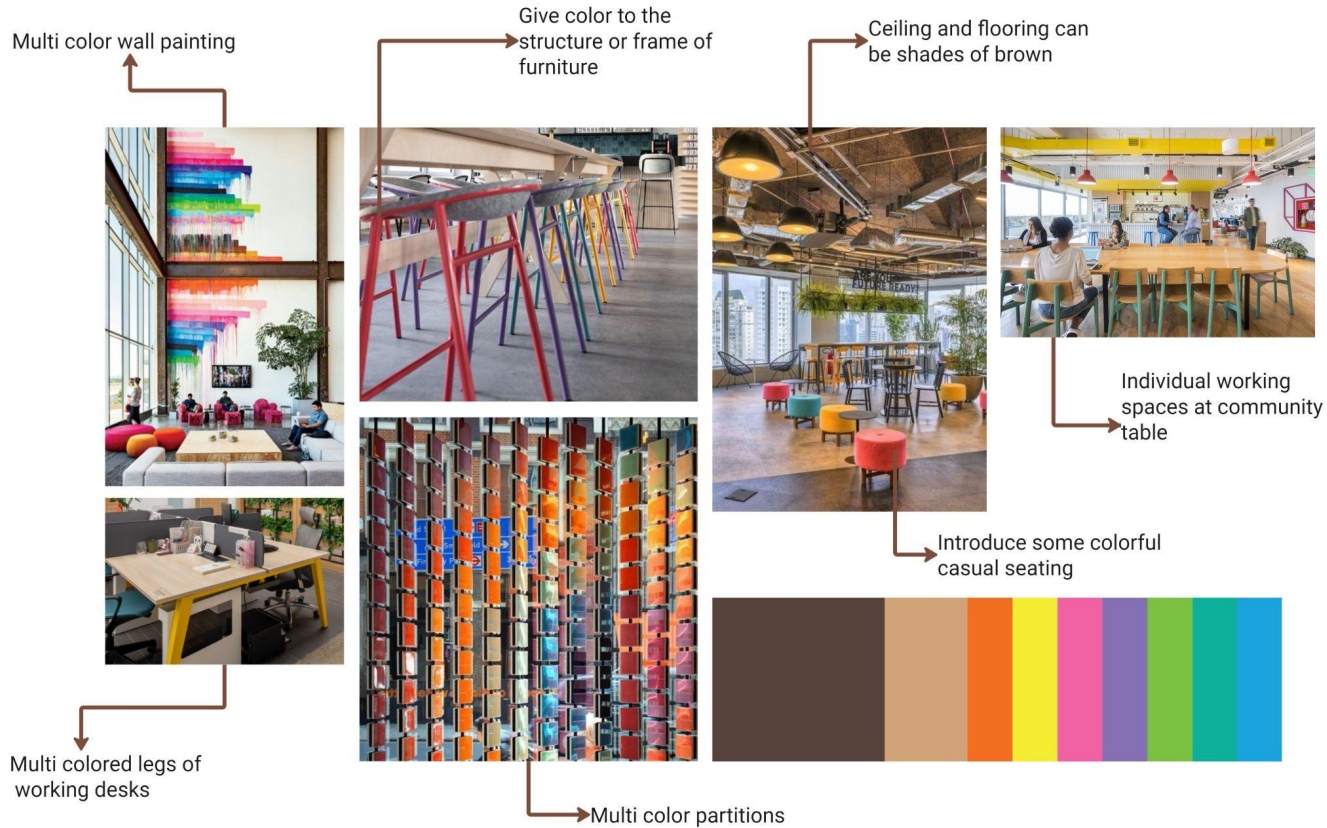
Threats

1. By not providing private cabins, small start ups might not be comfortable in using this space
2. Middle column restricts the flow in middle passage

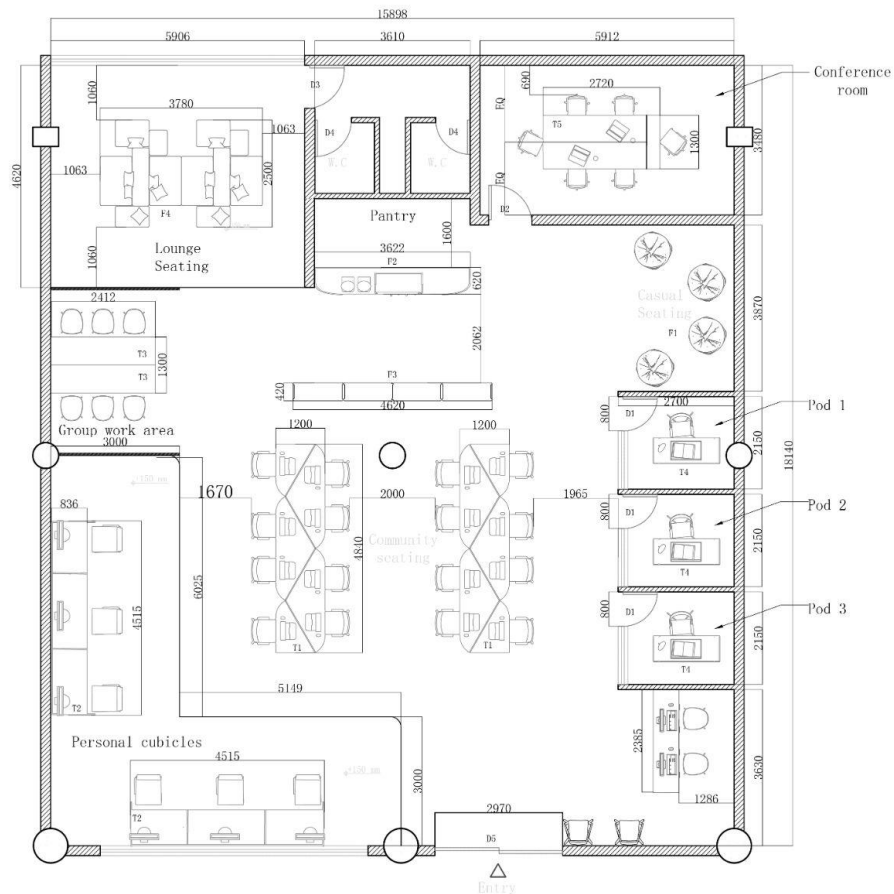
APPROVED LAYOUT



APPROVED MOOD BOARD



APPROVED FURNITURE PLAN



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SCHEDULE

DOOR SCHEDULE				
Name	Material	Size LxWxH	Qty.	
D1	8mm transparent roughened glass	3000x 800x45	3	
D2	8mm fluted roughened glass	3000x 2000x45	1	
D3	8mm fluted roughened glass	3000x 800x45	3	
D4	8mm transparent roughened glass	3000x 2700x45	1	

TABLE SCHEDULE				
Name	Material	Size LxWxH	Qty.	
T1	Plywood with laminated top and MS Legs	4840x 1200x 750	2	
T2	Plywood with laminated & MS Frame	1200x 630x 1380	2	
T3	Glue lam Spruce wood with natural finish	2410x 650x 750	2	
T4	Plywood with laminated top and MS Legs	1500x 600x 750	3	
T5	Glue lam Spruce wood with natural finish top & MS Legs	2720x 1300x 750	1	

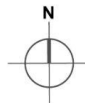
Drawn by: Jaladhi Shah




Notes:

- 1.) All dimensions are in mm
- 2.) This drawing is the property of the said consultant and shall not be copied or used in any way without their written permission.

Drawing No: 01

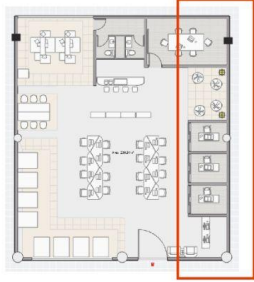
Drawing Name: Furniture Plan

[illegible]

SYMBOL	NAME	QUANTITY
	Pendant Light	P1- 04 P2- 08 P3- 02 P4- 03 P5- 03 P6- 01
	Downlight	45
	Fire sprinkler	15
	HVAC Duct	28

Drawing Name: Ceiling Plan

APPROVED
ELEVATION

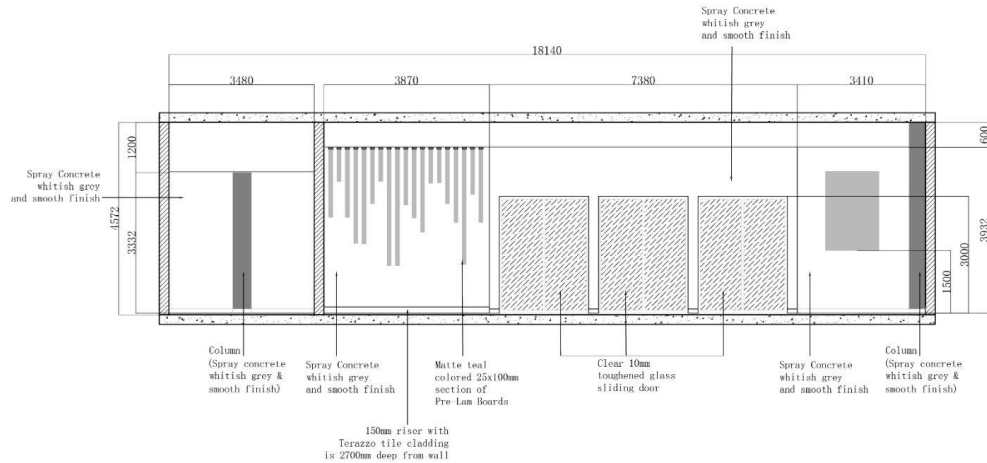


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SCHEDULE



Drawn by: Jaladhi Shah

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Drawing No: 04

Drawing Name: Elevation B

APPROVED ELEVATION

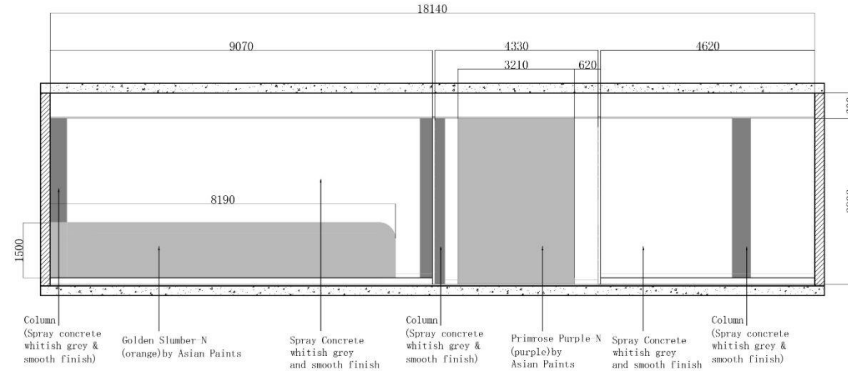


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SCHEDULE



Drawn by: Jaladhi Shah

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Drawing No: 04

Drawing Name: Elevation B

RENDERS



RENDERS



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RENDERS









ANNEXURE

CALLOUT SHEETS

A.	Flooring and cladding				
S.No.	Description	Estimated Qty.	Size	Company	reference image
1.	Terazzo Tiles	2478 sq.ft	300x600	Bharat Floorings	
2.	Epoxy Floor Paint			Asian Paints	
3.	Golden Slumber-N (orange)			Asian Paints	
4.	Primrose Purple-N (Purple)			Asian Paints	
5.	Laizy-Daizy-N (Yellow)			Asian Paints	
6.	Pink Flower			Asian Paints	
7.	Scarlet Sun-N			Asian Paints	
8.	Pinyon Pine-N			Asian Paints	
8.	Spray Concrete -White grey concrete texture with smooth and matte finsh			Concube	

CALLOUT SHEETS

New table

A. Furniture Works					
TABLES					
S.No.	Description	Estimated Qty.	Size (in mm)	Company	reference image
1.	Table to have 25mm Pre-Lam Board as top with 2mm edge bending of matching laminate. Also Powder coated MS Pipe for legs and MS L-Section for Frame	02	4840x1200x750 (LxWxH)	Custom Made	
2.	Table to have 25mm Pre-Lam Board as top with 2mm edge bending of matching laminate. Also Powder coated MS Plate for legs and structure.	03	1500x600x750 (LxWxH)	Custom Made	
3.	Table to have 45mm Glue Lam Spruce top with walnut finish and 5mm thick Powder coated MS Plate for legs and structure	01	2700x1500x750 (LxWxH)	Custom Made	
PERSONAL CUBICLE					
4.	All Carrels to have 25mm ply top finish with 1mm thvk laminate. The sides, modesty of the table to have 19mm BWR ply + 1mm thck laminate, finished with 2mm edge bending tape of matching laminate. The worksatation will have in-built wire management system of power and data cables.	08	1200x650x750 (LxWxH)	Custom Made	
SEATING					
5.	Ergonomic office chair- Carbon black finish with upholstery (fabric) with adjustable seat height from 43.6cm to 53.6cm	30	760x760x970-1150 (LxWxH)	Godrej Interio	
7.	Bean Bags- Original Leatherette BeanBag Cover, XXL (Buy beans separately) (Grey With Red Piping)	04	1060x584 (LxW)	Wakefit	
8.	High stools-Talon Leather Bar Stool In Brown Finish	03	508x480x1016 (LxWxH)	Asian Paints	