VENUS®

Lifespace Creators

COFFE TABLE BOOK

STRATUM@VENUS GROUNDS

# STRATUM
@VENUSGROUNDS

'Stratum' comes from the word 'Strata' and this project is more than aptly named. While alluding to the 'levels' as constructed architecture, Stratum directly conveys 'levels' achieved personally or professionally, or as an aim, ambition or aspiration.

STRATUM is built on a keen business sense, on 'design enhances lives' philosophy, while relying on internationally placed and acclaimed team of consultants. A formidable first for any developer project in Gujarat. STRATUM starts its levels deep within the ground by going 5 levels below ground level to provide adequate parking. With **5 basements** and **3 levels of retail spaces**, STRATUM rises up subsequently to provide **new-age office spaces** as it builds itself upwards around an 'activatrium ' -a boon for future work culture. Stratum is IGBC pre-certified for Platinum Rating making it future ready with environment and energy concerns at its core. As another first, a **65 meter tall glass facade** not only defines the facade but also creates an identifiable new-age glazing system.

REPRESENTATION OF ARCHITECT'S IMPRESSION

# THE LOCATION

## NEHRUNAGAR, AHMEDABAD

Ahmedabad, Gujarat's largest city and active business hub with an inherent entrepreneurial spirit, today has a population of close to 7 million people. Being one of the fastest growing cities with an average per capita income twice than that of the rest of India, Ahmedabad thrives on 'new' and 'progress'.
Nehrunagar area is right at the center equally close to the original high street CG road and the new buzzing SG Road. It has been a location of desire for both business and residences.

**LARGE** AND **STRATEGICALLY** LOCATED

## VENUS® GROUNDS

Venus Grounds is the larger entity which also is the bigger vision as a 'master plan'. Stratum is the first phase development with complete focus on a 'new-age' commercial building. The second phase is envisaged to house complementary multi-functions making Venus Grounds a true MIXED-USE location.

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# EXCLUSIVE

**SHOWROOMS** AND **RETAIL** SPACES

Shopping is a more holistic experience today as online shopping deprives one of the touch-and-feel. Well worked out structural grid at Stratum allows for planning modern retail experience with **shop floor to floor height at 14.5 feet.**

A design with an international facade system allows for a combined retail experience with covered **air-conditioned passages** on all 3 levels.

And as it is said for retail, the location really matters. Both through captive audiences as well as by the virtue of easy access, STRATUM shall be the come-to destination for shoppers while complimenting office spaces above.

While good national and international brands bring an added value to a building these 3 levels of retail shall only enhance the 'landmark' status for STRATUM. Additionally **5 basement parking** is designed to address the large inflow of customers while having pre-assigned slots for showroom owners as well as office occupants.

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# NEW-AGE

**WORKSPACES** AND **SUITES**

New-age workspaces within organizations are constantly evolving with the key being 'flexibility' whether it's standing desks, break-out zones, informal meeting areas or well spread cafeterias, Work-culture is evolving even within conventional trading, manufacturing or professional organizations.

STRATUM is designed keeping this future in mind, with a grid structure which allows spatial flexibility **of space acquisition for various needs and better common services for all to use with floor to floor height at approximately 11 feet 9 inches. Complete floors can be acquired en-suite with special needs addressed on a one-to-one discussion prior finalization. The real winner of course is the central atrium that allows for 'vibrant' & 'flexible' break-out-cum-work zones spread over 16000 sq/ft.**

With 12 high speed elevators & 2 service elevators, a dedicated service floor for MEP and a robust Building Management System are just a few of the future ready design ideas implemented here at STRATUM.

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REPRESENTATION OF ARCHITECT'S IMPRESSION

# ACTIVATRIUM

This atrium is fully air-conditioned and is envisaged to be active and comfortable. As an extension of the modern workspace, this ACTIVATRIUM is designed to maximize natural light for both human interaction and large natural plant-life to thrive.

An individual extended working zone, a group break-out zone, or casual professional meeting and exchange of ideas or just a warm welcome to visitors, STRATUM'S ACTIVATRIUM promises to be that extension to your work personality. It goes beyond it being a path-breaking architectural insertion as another first for any developer-based commercial space.

The ACTIVATRIUM , we believe shall be an 'identifiable' feature for STRATUM and therefore a point of connection and pride for all owners and users. The future workspace is here and the 'buzzing' activity shall transform it into an 'energetic-belly' of Ahmedabad's new Landmark.

**The facade is designed by FCD, Malaysia, special facade consultants on board.**

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# PRE-CERTIFIED PLATINUM RATING (IGBC)

Stratum is expertly designed to meet the relevant requisites for Platinum Rating as per IGBC guidelines.

The process, the design and the execution shall finally be re-evaluated to confirm the parameters.

Certified Sustainable Buildings provide market recognition that tried-and-tested environmental practices have been incorporated at STRATUM. A green building also promotes a positive association as a corporate brand, which helps attract and retain high quality staff and enhance a corporate image to the wider community.

At STRATUM, 'green-building' practice has been at the core. The certification and rating is an additional endorsement to encourage and laud our efforts. And this begins as a belief and desire to adhere to effective methods for a better future.

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REPRESENTATION OF ARCHITECT'S IMPRESSION

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# FIVE LEVELS OF BASEMENT PARKING

With a growing population and affluence and affordability, the owned vehicle numbers are growing too. And the best way to address this is by providing 5 basements for parking.

As we all know the cost of going deeper into the ground is high, it needs to be a conceptually well-thought out decision. As understood by the promoters and recommended by the International and Local architects on board, entire floor-plate basements are provided. Adequate and appropriate signage by a special consultant shall not only help navigation but also help create the right ambiance through contemporary artwork and graphics.

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# INTERNATIONALLY ACCLAIMED ASSOCIATES

The vision was always large. And post-careful research and due diligence, a formidable team of Internation-al Consultants has been put together to make the vision of giving Ahmedabad a recognisable landmark, a reality. The local and national consultants are equally acclaimed and complement the skills & talent to enable STRATUM to reach that desired level of design, execution and management.

# INTERNATIONALLY ACCLAIMED ASSOCIATES

**INTERNATIONAL ARCHITECT**

Aedas

SINGAPORE

**INTERNATIONAL FACADE CONSULTANT**

FCD
CONSULTING DESIGN ENGINEERING

MALAYSIA

**PROJECT MANAGEMENT CONSULTANT**

MASTERS Since 2004

MUMBAI

**PRINCIPAL CONTRACTOR**

Shapoorji Pallonji

MUMBAI

**INDIAN ARCHITECT**

99 STUDIO

AHMEDABAD

**LEGAL CONSULTANT**

Since 1943
M/s. NANAVATI & NANAVATI ADVOCATES

AHMEDABAD

**STRUCTURAL CONSULTANT**

DUCON
CONSULTANTS PRIVATE LIMITED

AHMEDABAD

**MEP CONSULTANT**

PDA Pankaj Dharkar & Associates
MEP & Green Building Consultants

AHMEDABAD

**LANDSCAPE CONSULTANT**

LaSpazio®

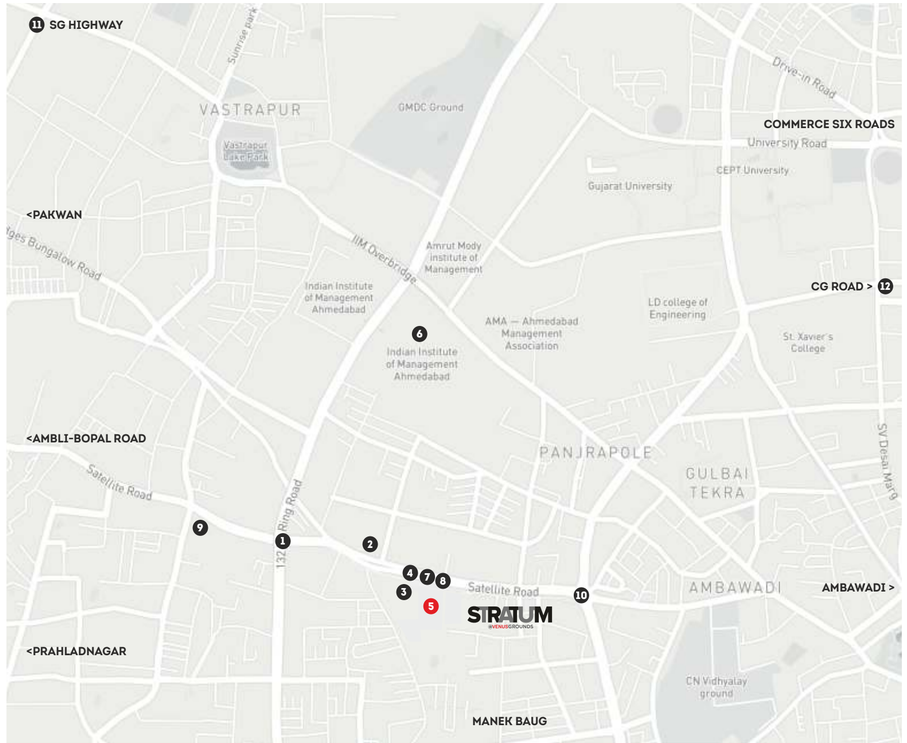
AHMEDABAD

**BRAND CONSULTANT**

ido·graph

AHMEDABAD

# LOCATION




## LEGEND

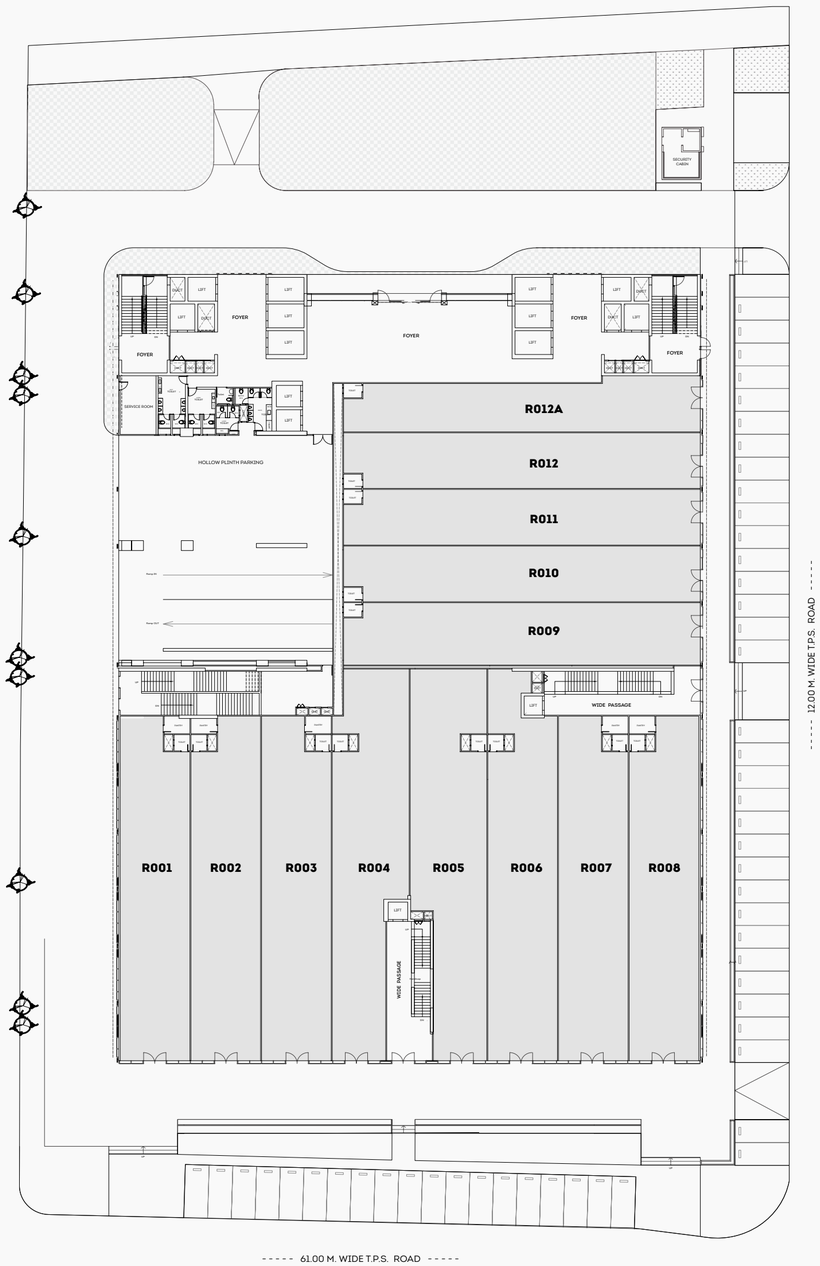
1. Shivaranjani Crossroads (Junction)
2. Vodafone Store (Retail)
3. Anandnagar Police Station (Public Amenity)
4. Statue of Jhansi ki Rani (Landmark)
5. **Venus Grounds**
11. SG Road (Road)
6. IIM Ahmedabad (Institution)
7. BRTS Bus Stop (Transportation)
8. GSRTC Bus Stop (Transporation)
9. Venus Group HQ
10. Nehrunagar Circle (Junction)
12. CG Road (Road)

*Scan the QR Code for Google Maps navigation.*

**DISCLAIMER**

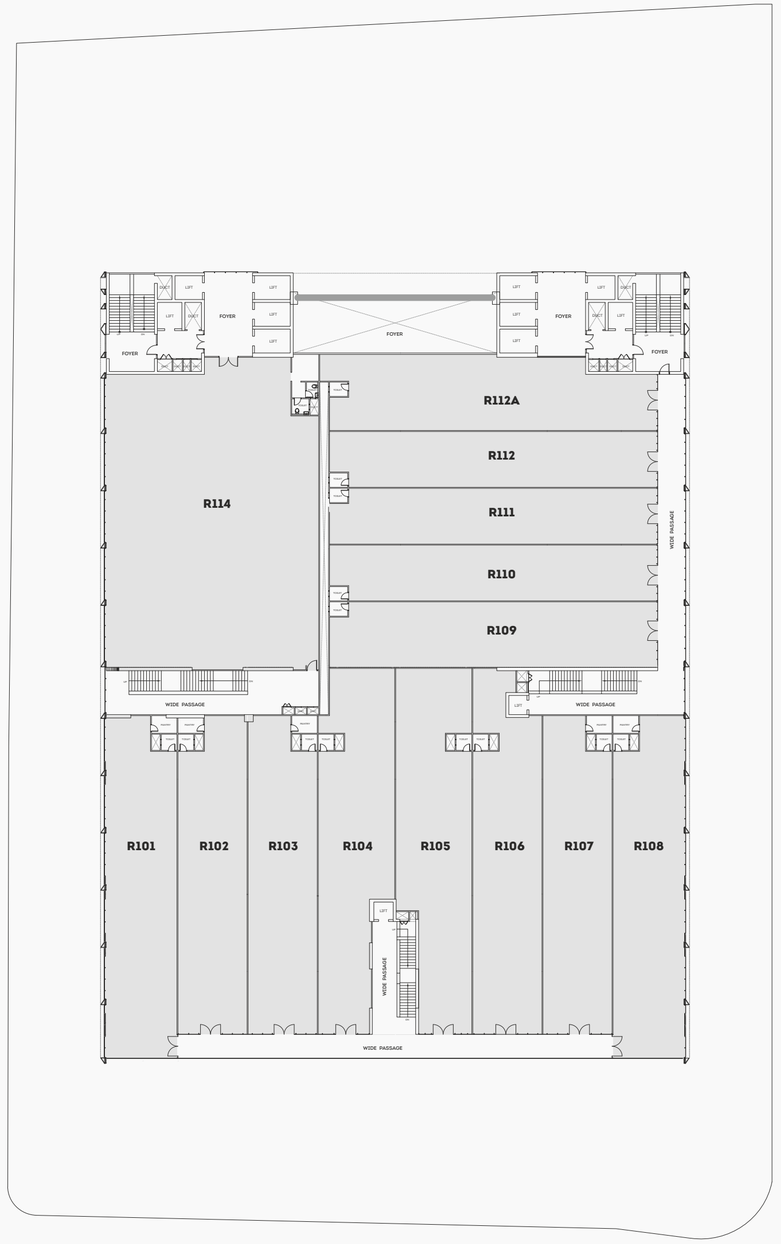
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**RERA NO. PR/GJ/AHMEDABAD/AHMEDABAD CITY/AUDA/CAA02224/020418**



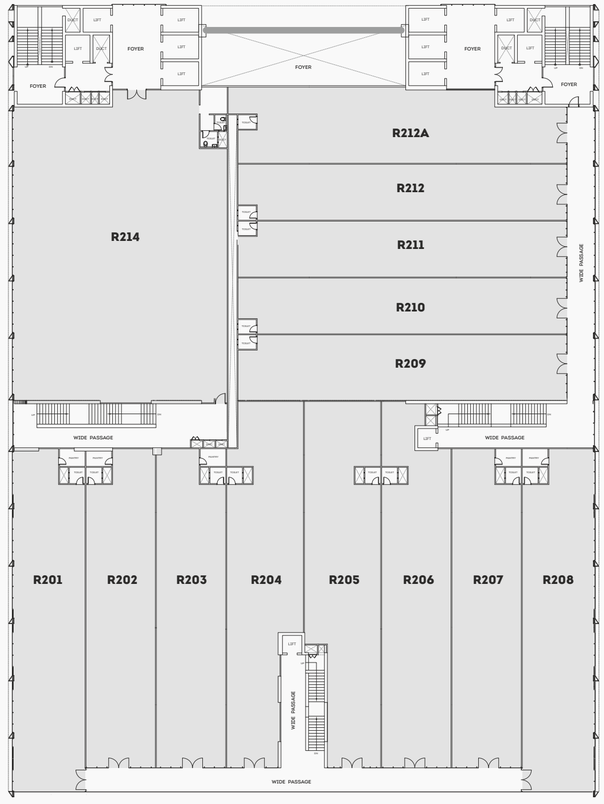

GROUND FLOOR

NORTH



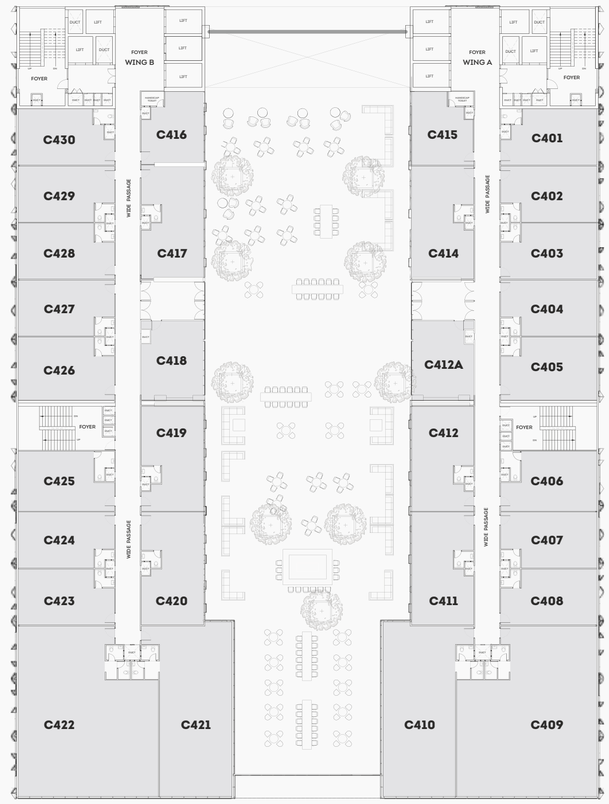

FIRST FLOOR

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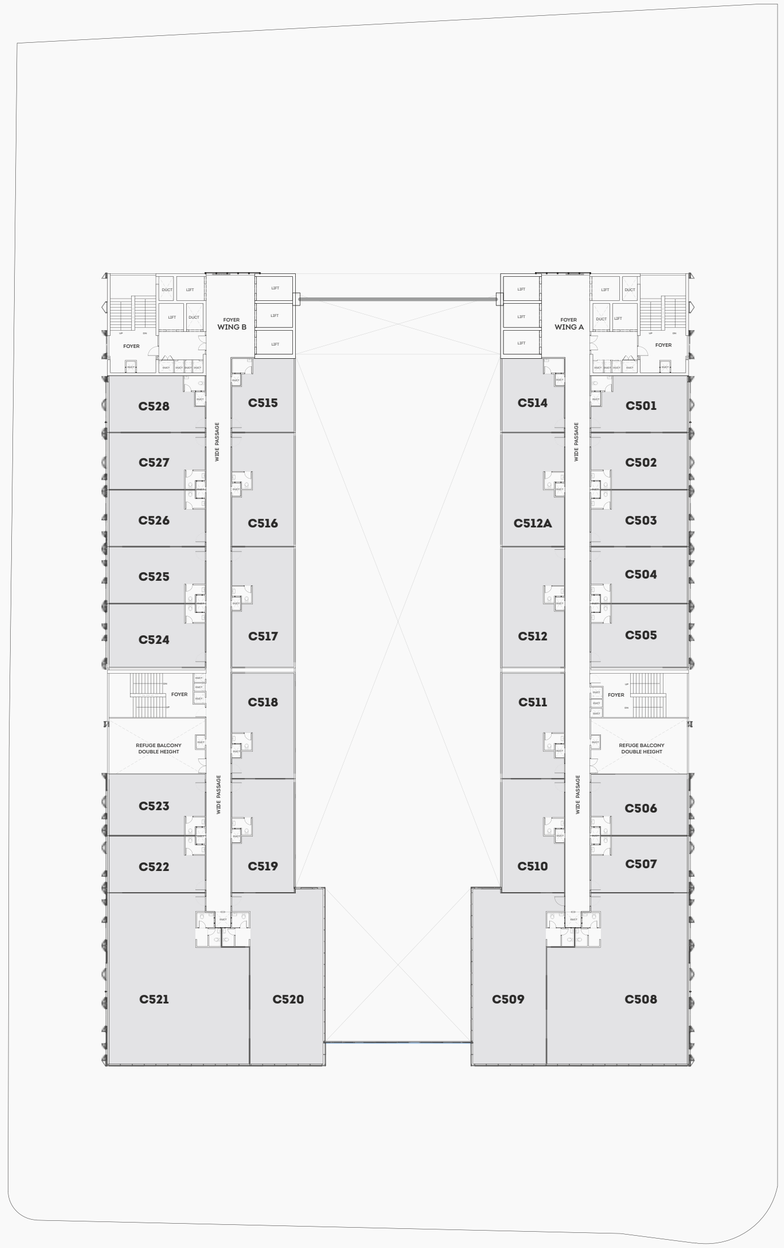

**SECOND FLOOR**

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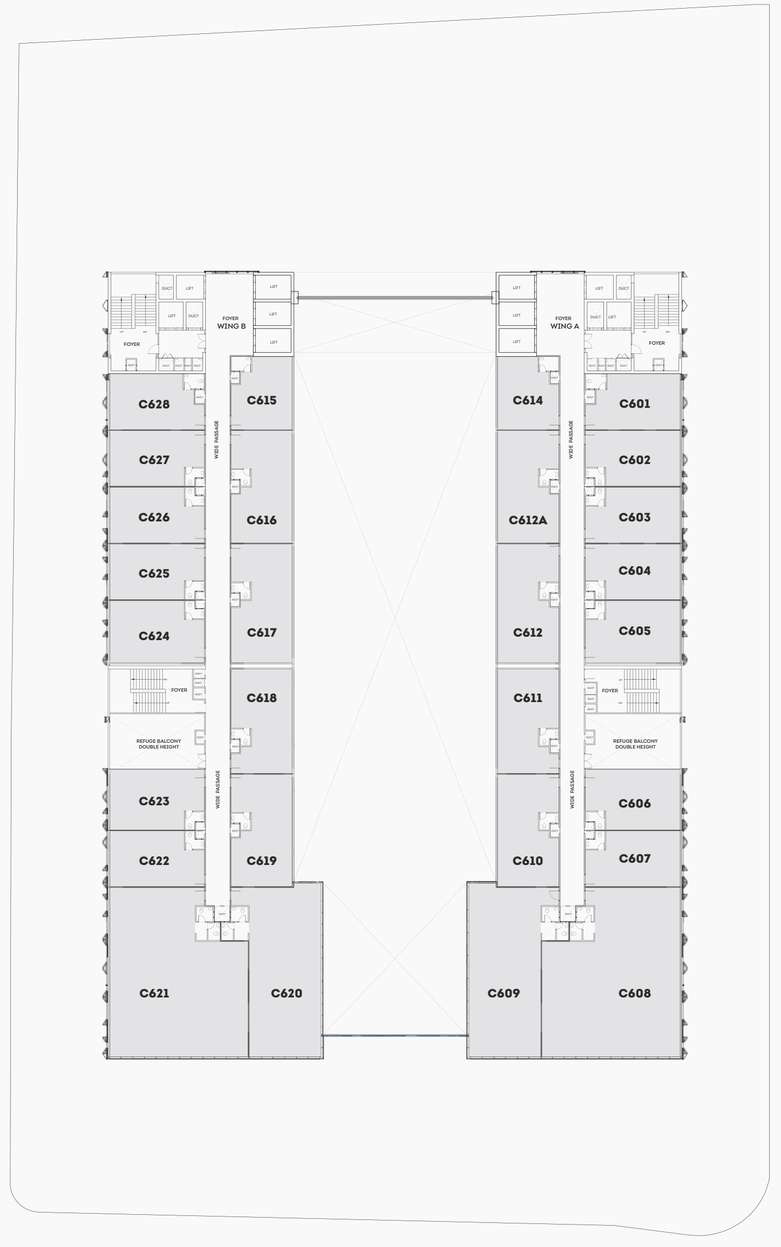

**FOURTH FLOOR**

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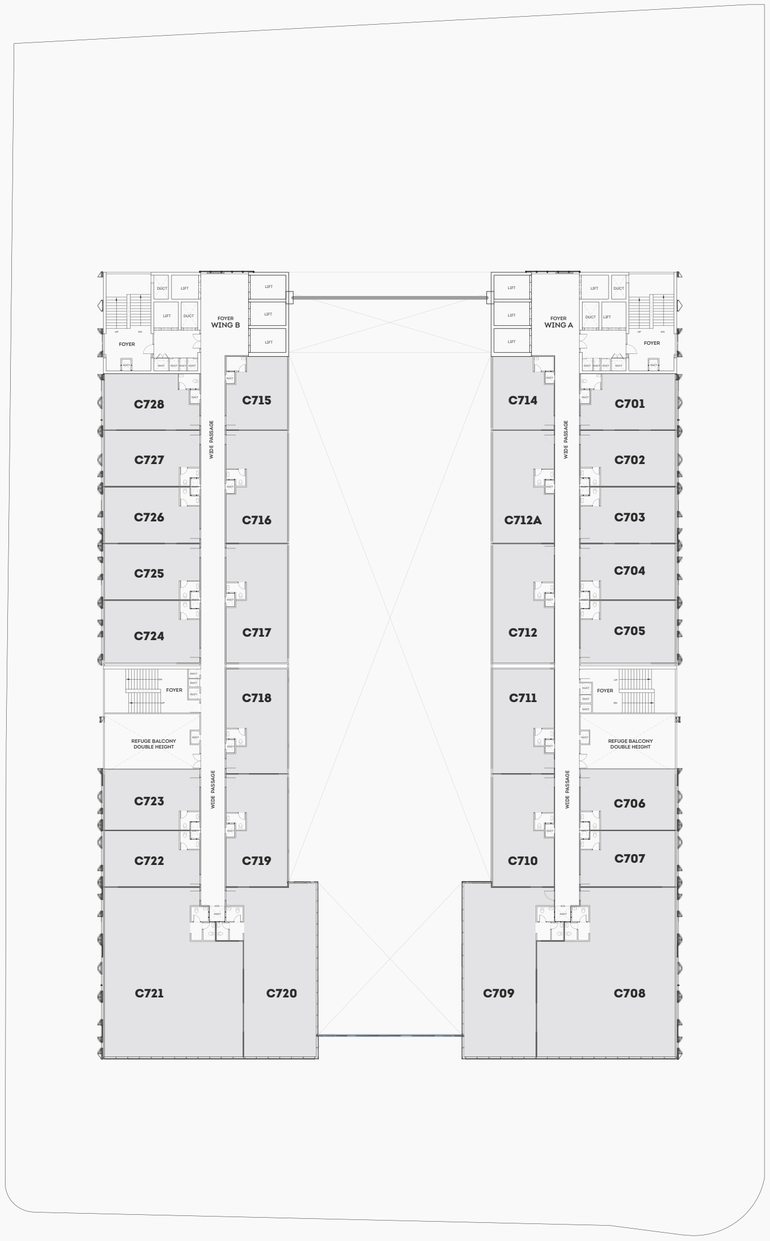

FIFTH FLOOR

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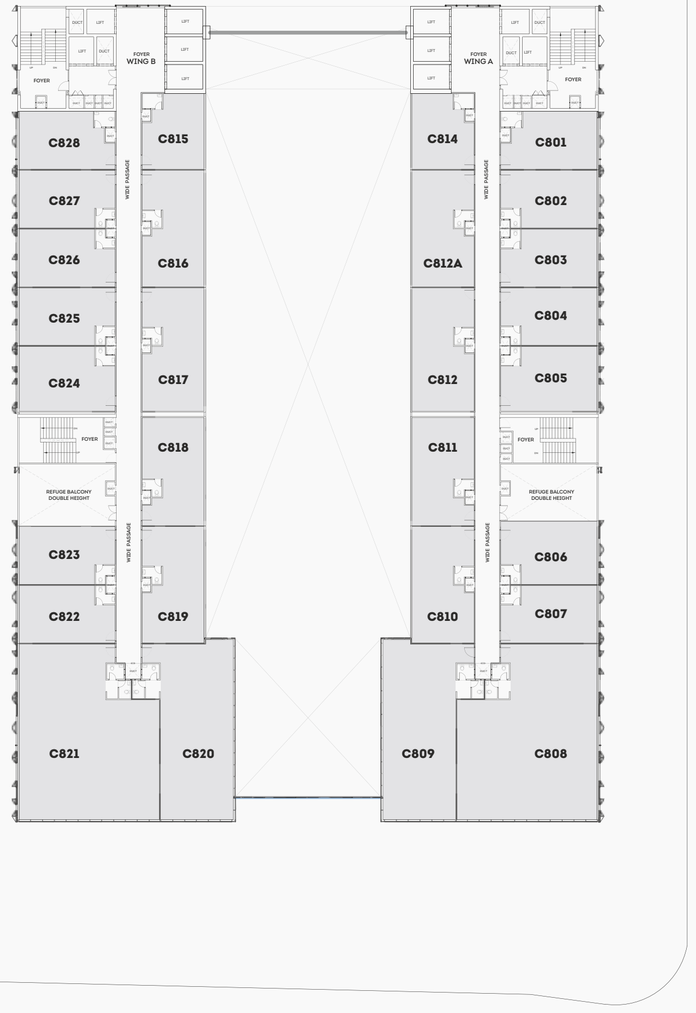

SIXTH FLOOR

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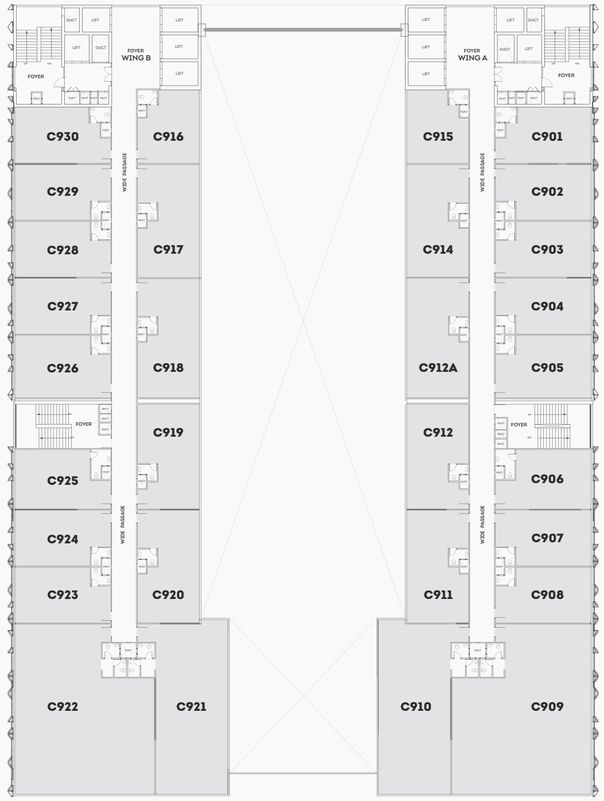

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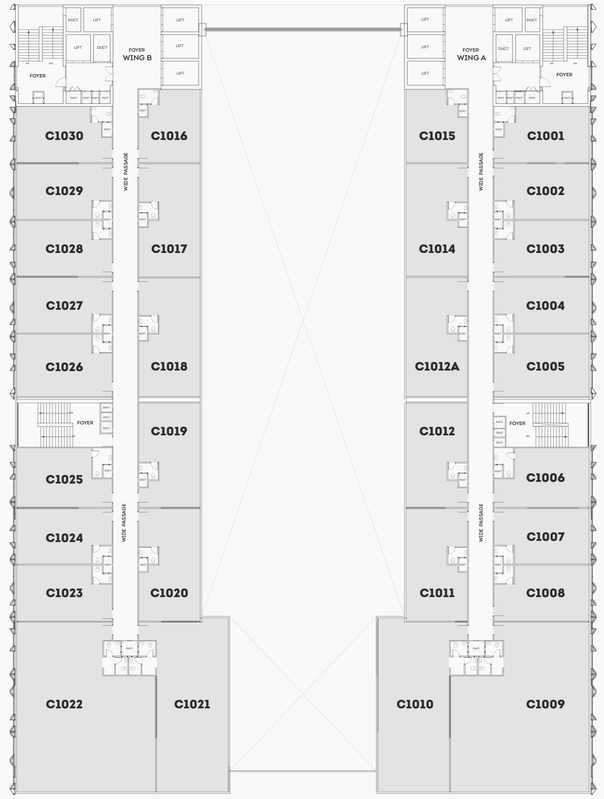

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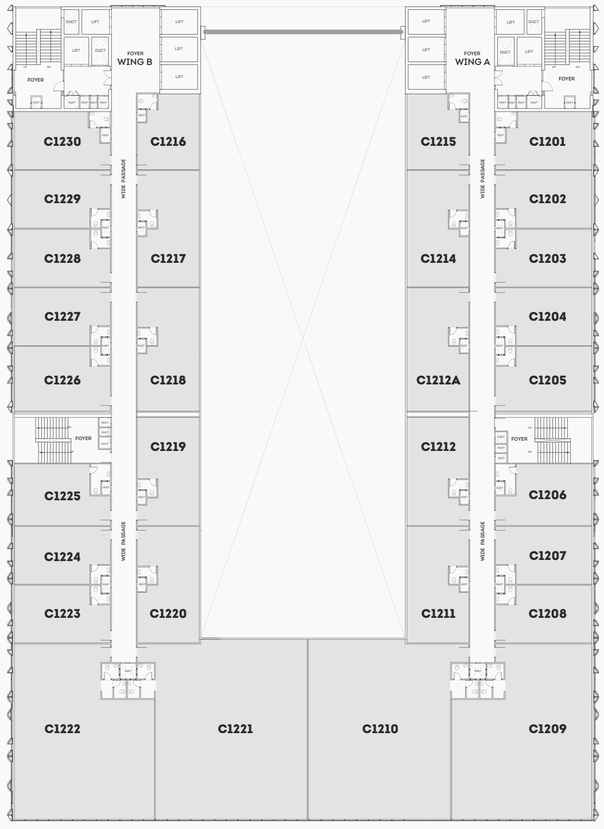

NINETH FLOOR

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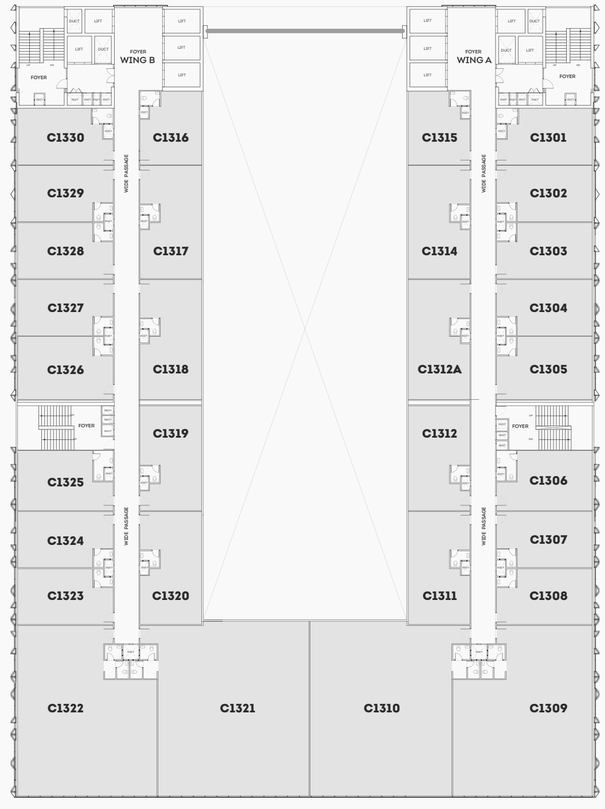

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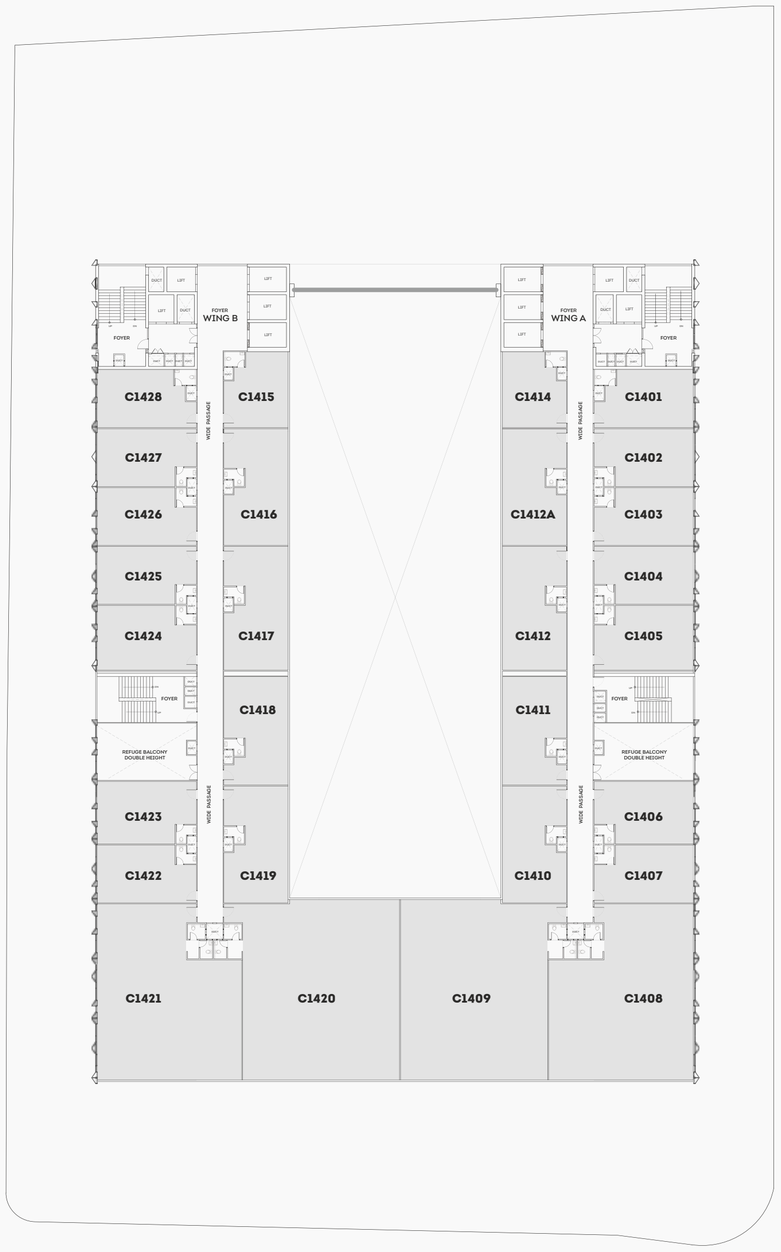

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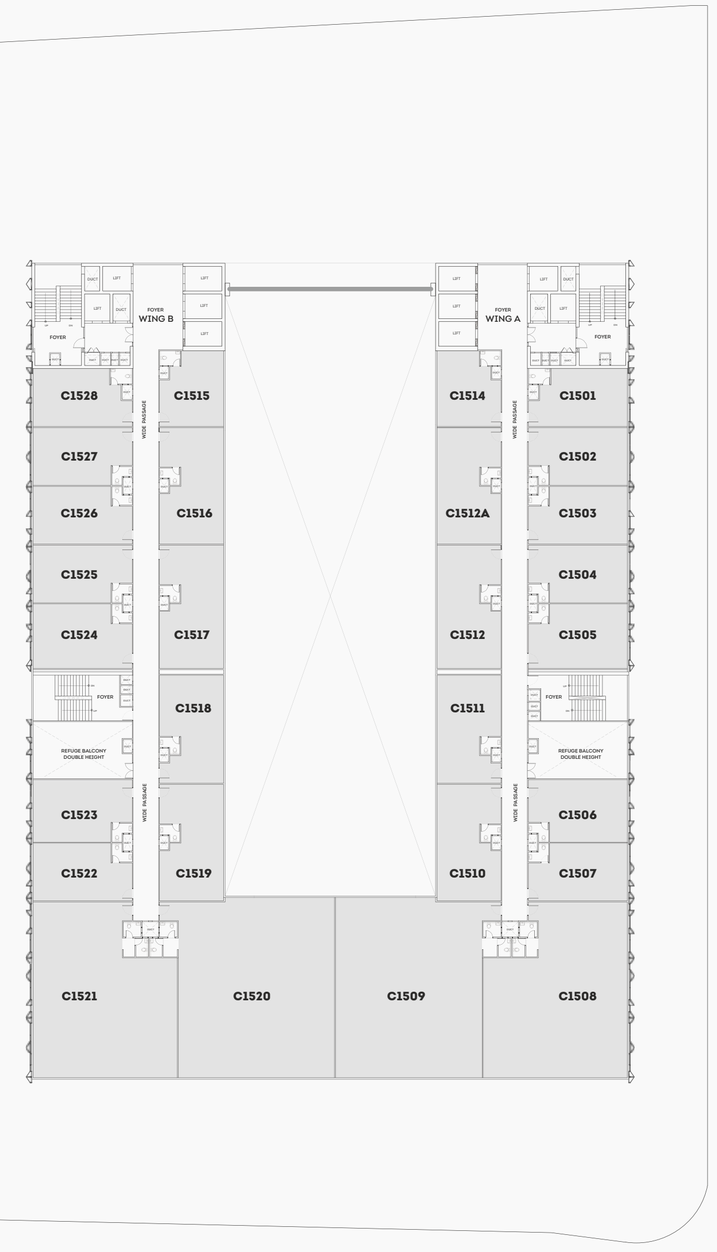

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**THIRTEENTH FLOOR**



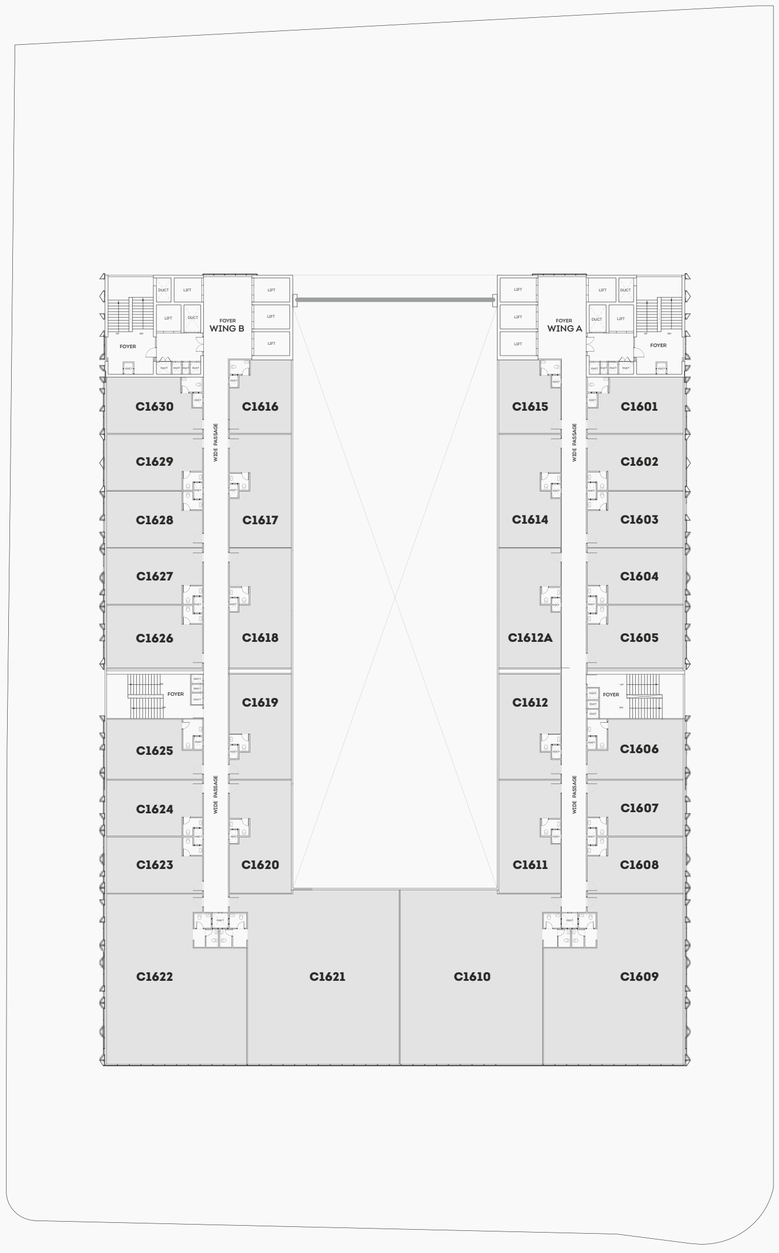

**FOURTEENTH FLOOR**

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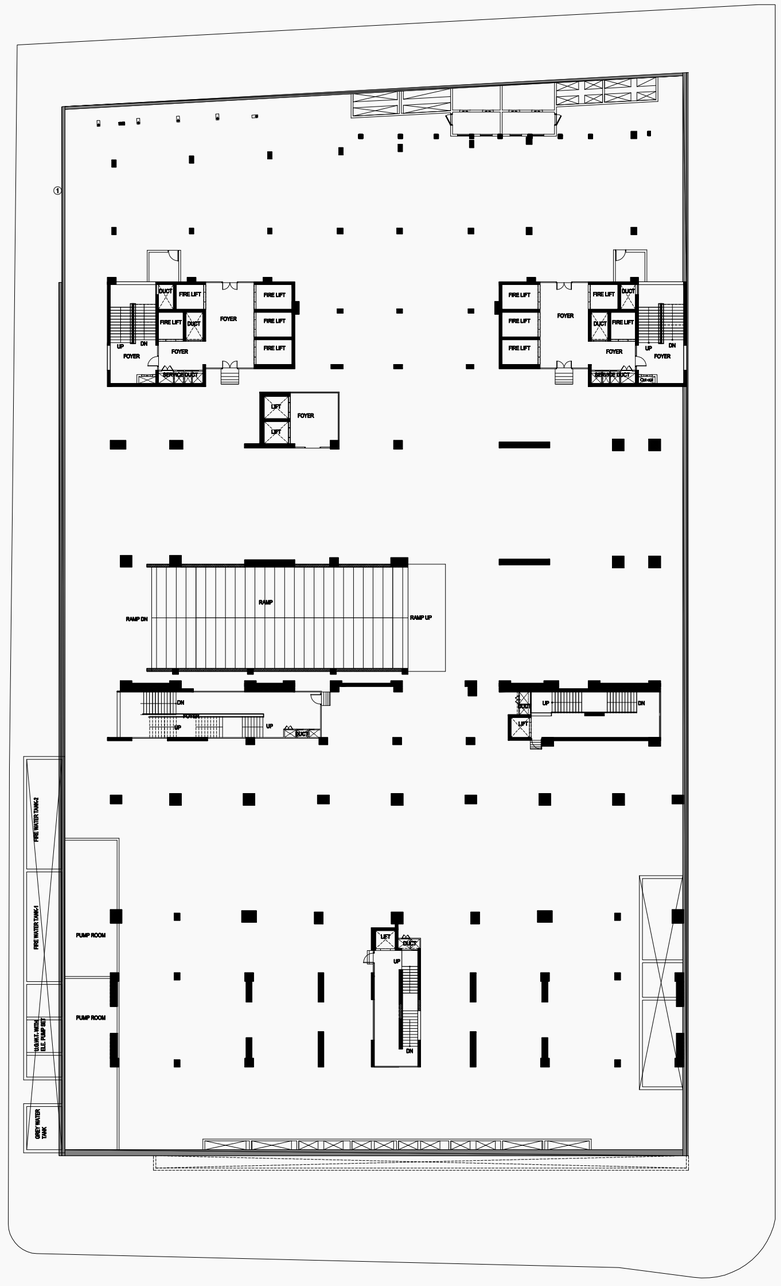

**FIFTEENTH FLOOR**

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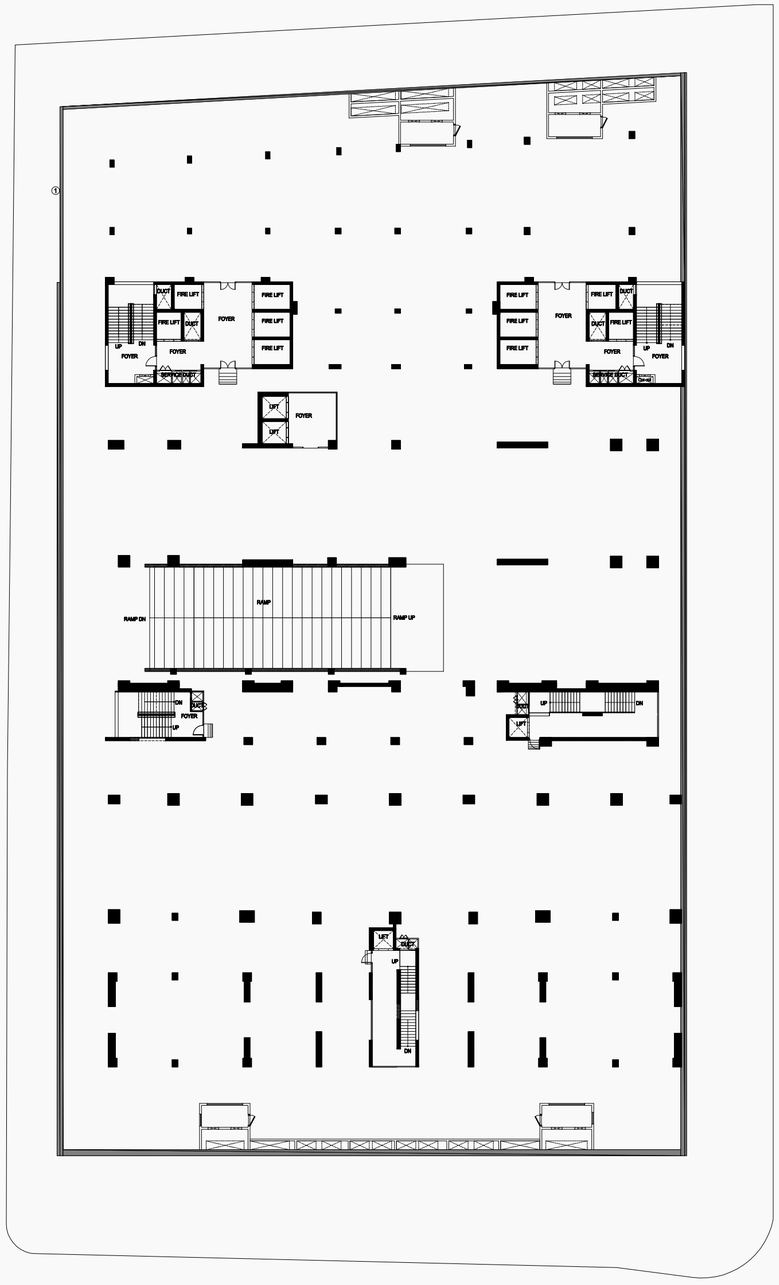

SIXTEENTH FLOOR

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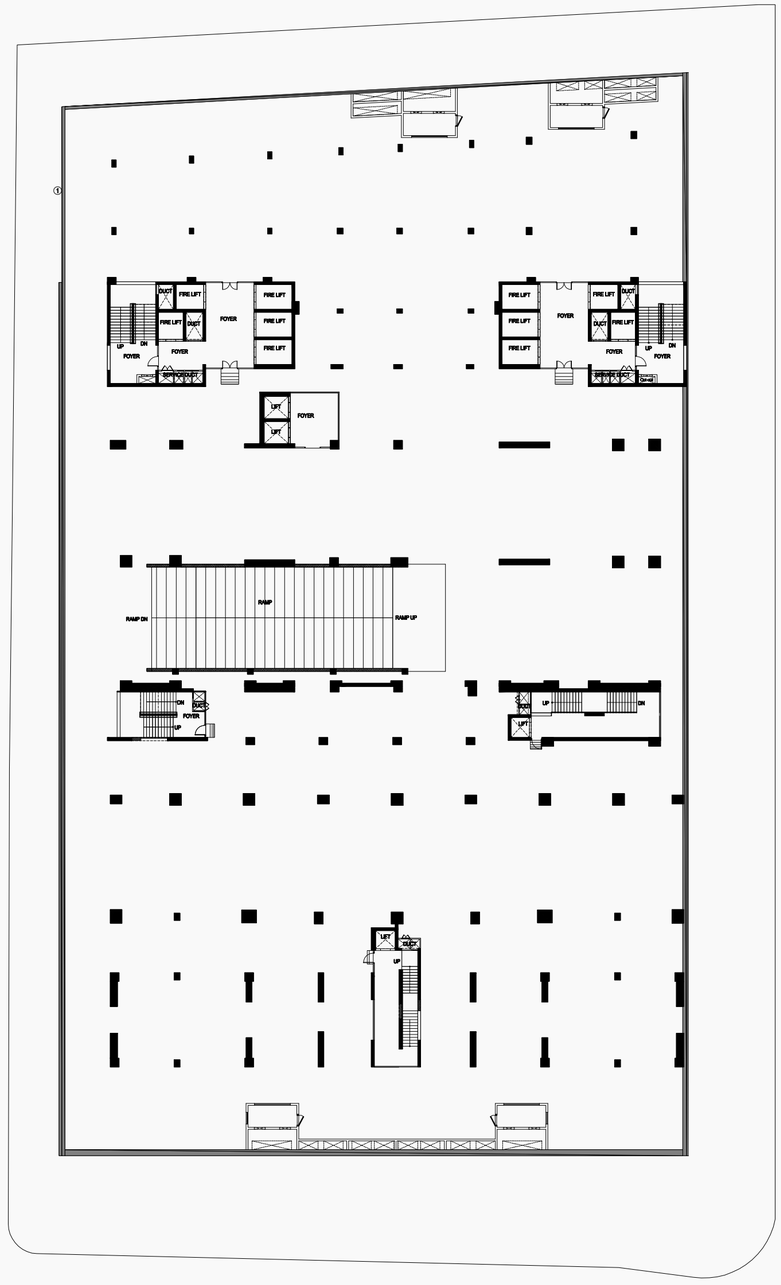

1ST BASEMENT PLAN

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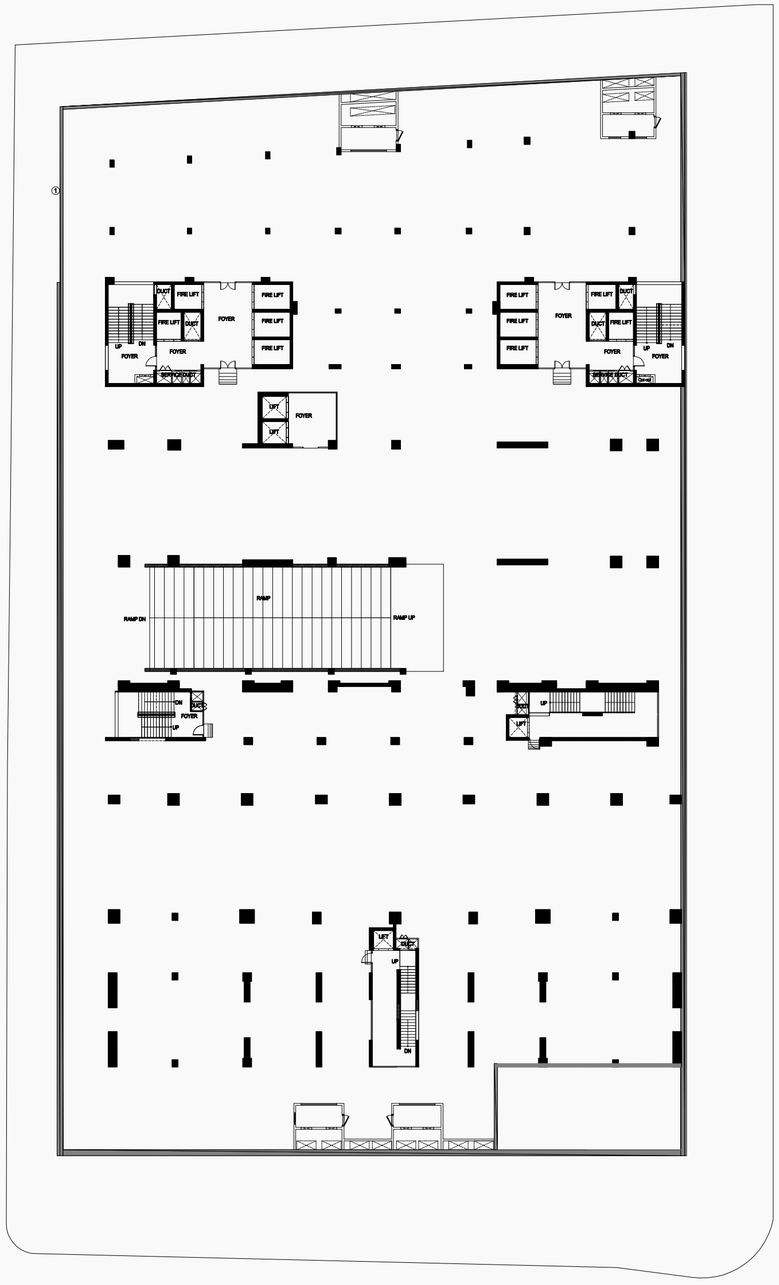

2ND BASEMENT PLAN

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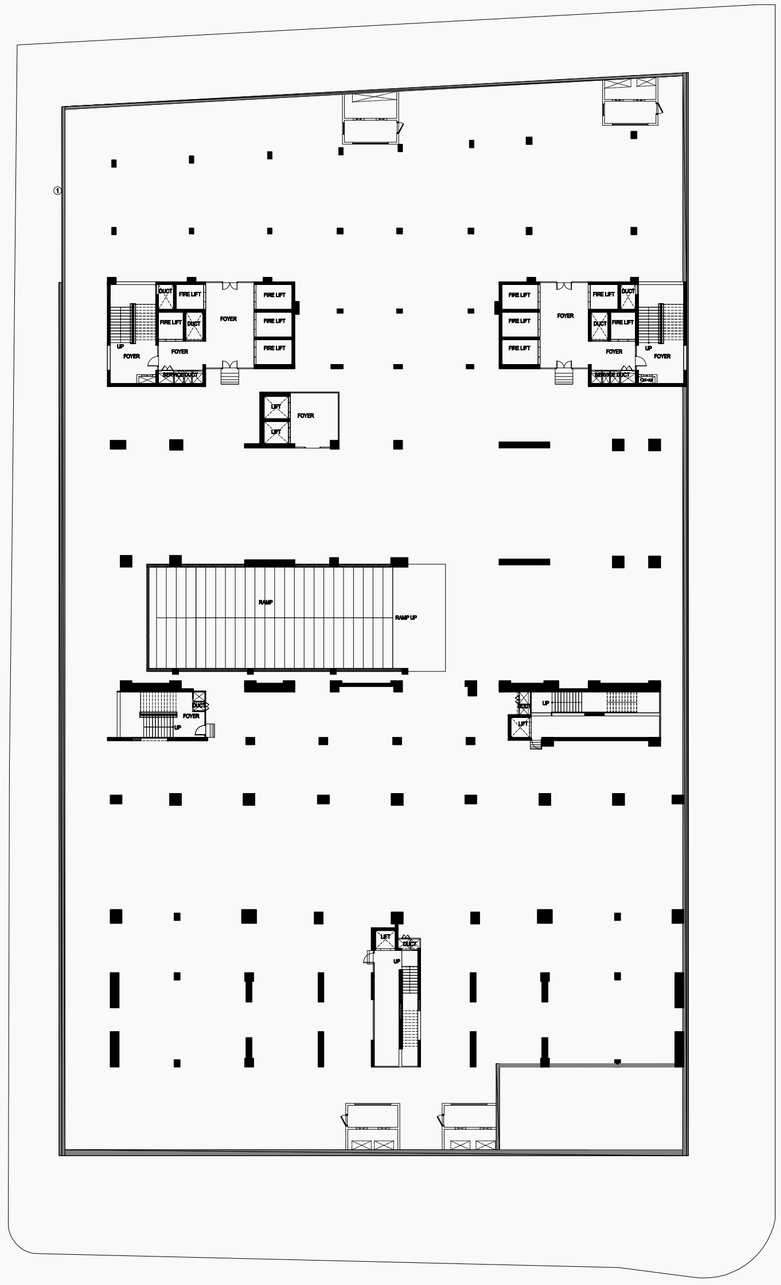

3RD BASEMENT PLAN

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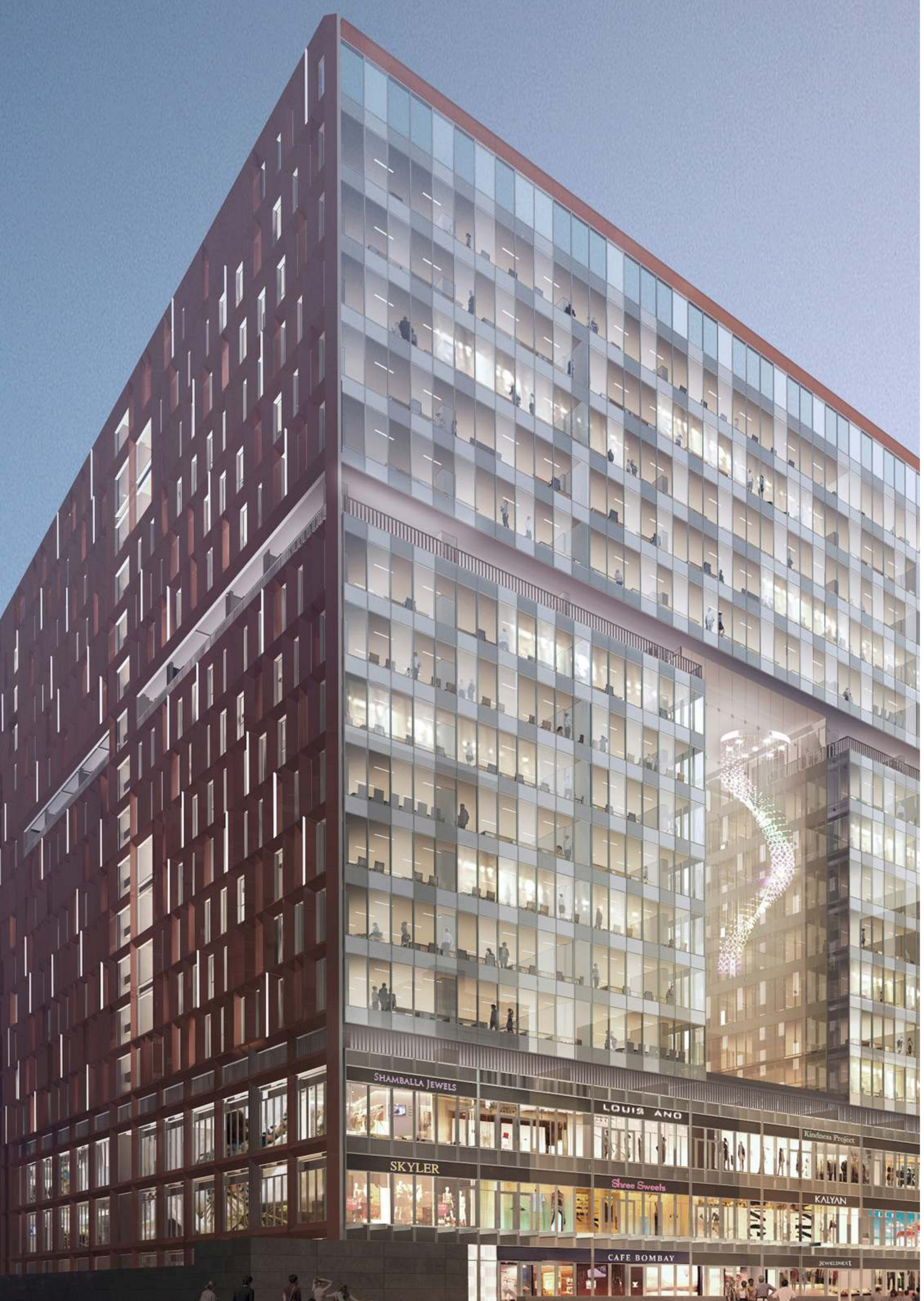

4TH BASEMENT PLAN

NORTH




5TH BASEMENT PLAN

NORTH




# Aedas, Singapore (Architect)

## About Aedas

Aedas is one of the world's leading global architecture and design practices.

The company is built on the belief that great design can only be delivered by people with a deep social and cultural understanding of the communities they are designing for.

Aedas global platform for creative excellence in design enables some of the world's most talented designers to plug into the latest information and delivery systems they need to produce truly world-class design solutions.

The practice's unique structure, global presence, and commitment to cutting edge R&D are testament to our desire to deliver design excellence to clients wherever they are in the world.

## Point of View

We believe that a diverse world is a more interesting world.

Globalisation brings great advances and benefits: greater understanding of different cultures, the ability to be almost anywhere in a matter of hours, and the falling away of social and cultural barriers. But with this also comes the feeling that the world is becoming more homogenous and potentially less interesting.

We have a fascination for and high regard for the social and environmental differences of different cultures and communities. These differences have been cultivated over many years. They are the reason that the world is unique and exciting to experience.

In every commission we undertake we first seek to understand the society and culture of the communities we design for.

## Belief & Mission

At Aedas, we believe that great design is diverse design. It's a product of its environment. It's designed by people who intrinsically understand the end user. It's also design that constantly challenges the status quo and looks to innovation and cutting-edge thinking to push the boundaries of what's possible.

We aim to create world-class design solutions that are tailored to the needs of communities around the world.

To achieve this we have created a global platform for creative excellence in architecture. A platform that enables the best creative minds to plug into the information and delivery systems they need to produce extraordinary work all over the world.

### Buildings by Aedas



**Boulevard Plaza, Dubai, UAE**



**Nanfung Commercial, Hospitality and Exhibition Complex, Guanghzhou, PRC**



**U-Bora Towers, Dubai, UAE**

## Diversity

We are diverse by design. Aedas brings together expertise from across the world. This means that each project includes people on the design team that understand and respect the social and cultural needs of the local community they are designing for. It also means that every project, no matter how large or small, can draw on all Aedas' collective wisdom from across the world.

## Creativity

Above everything we place creativity and creative thinking. We recruit inspired and independently minded people who are passionate about design and want to excel. We provide them with the freedom and space to dream, and because our organisation supports, informs, enables and empowers them, they are able to deliver solutions that create a positive impact in the communities that they are intended for.

## Innovation

We constantly look to push the boundaries of what's possible in every new project that we undertake. Our global platform provides all of our experts globally, with access to this latest thinking, so that clients, large and small can benefit.

## Delivery

Great thinking is meaningless if it doesn't become reality. We have invested heavily in systems and processes to ensure that our ideas are executed to the highest standard and that our designers can draw on the latest technical expertise. We have the delivery systems to make great design a reality wherever we work in the world.

## Quality

Quality permeates every activity and decision we take. From the people we employ, the projects we design to the selection of all the numerous building components that are used to construct the projects. We apply the highest standards to everything that we are involved with.

WE SEE BEAUTY IN CREATION

VENUS®
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## DISCLAIMER

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