

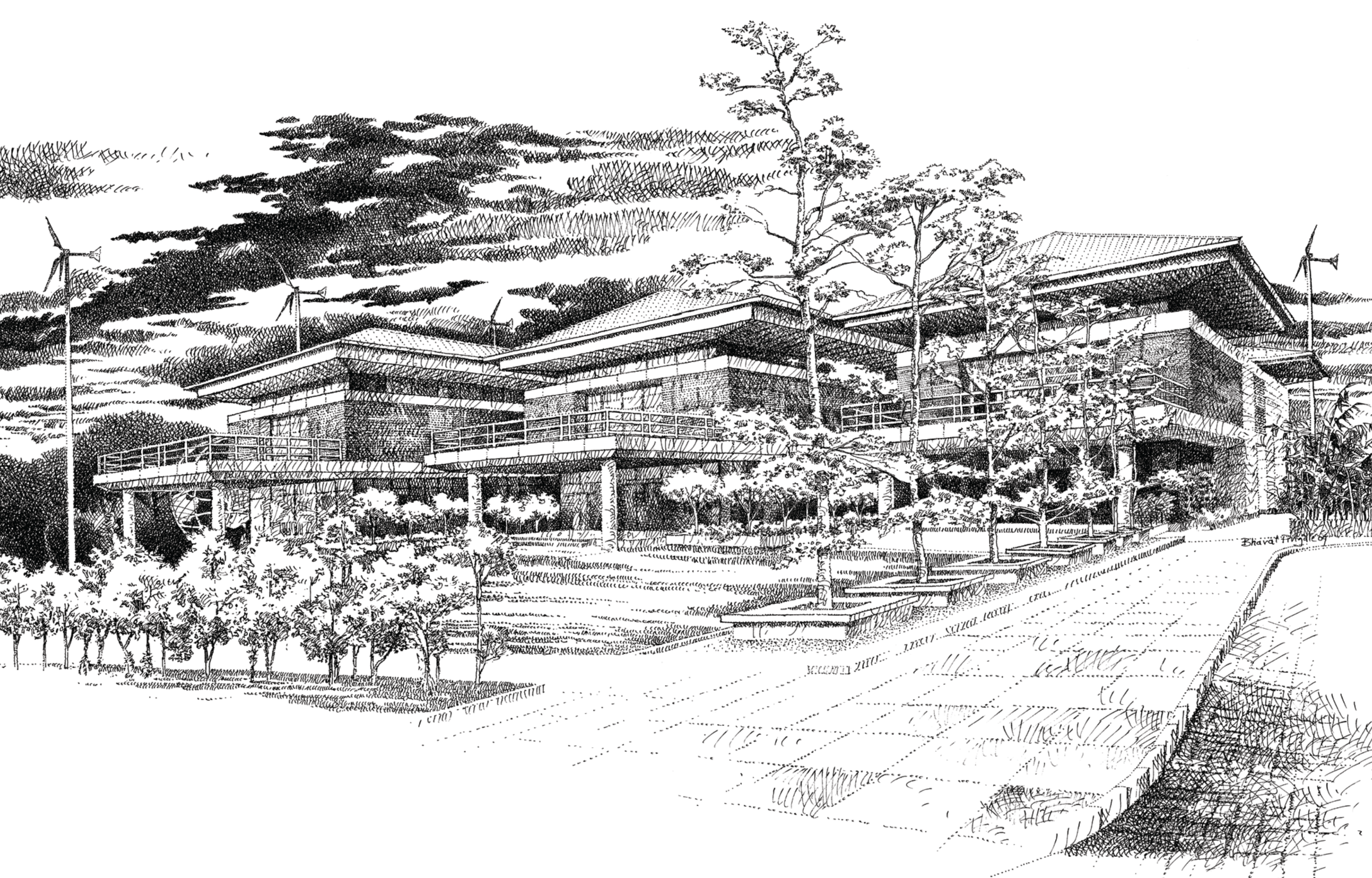
SUZLON
one earth

experience


e x p e r i e n c e

synefra™

SUZLON
one earth



Bharat Prasad

A black and white photograph of a person lying on a grassy field. The person is lying on their side, with their head resting on the ground. The image is slightly blurred, giving it a dreamlike quality. A white rectangular box is overlaid on the image, containing text.

There are some people who live in a dream world, and there are some who face reality and then there are those who turn one into the other.

The third largest wind turbine manufacturer in the world, and market leader in Asia, Suzlon Energy Ltd. has operations in 21 countries. It has a fully integrated

supply chain with manufacturing facilities in three continents and sophisticated R&D capabilities. Since its inception in 1995, Suzlon Energy

Limited has worked to promote the cause of clean, renewable and sustainable energy in India. With a philosophy that emphasizes innovation to drive its every aspect, the

company has turned the dream of a greener world into a sustainable and profitable business.



Content

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Destination

Four years ago I had an extraordinary vision. I saw a beautiful corporate campus for Suzlon that was like a global village - a ground to earth, horizontally spread structure that was one with nature. I envisaged a campus where Suzlonians could work amidst natural light and fresh air; where they could look out

of their windows and watch the changing seasons. I wanted for them a work place that would create cultural and emotional bonds and reflect the company values of agility, creativity, integrity, commitment, and value addition. I dreamt of a work place that was

equipped with the latest technologies but was rooted in Indian tradition. I imagined workspaces that were not restricted to desks and computer monitors, but extended out into the open. I saw opportunities to break out of work spaces and forget targets for the time needed to unwind and rejuvenate in

convivial surroundings.

In short, I dreamt of a corporate office that was a great place to work!

My dream is a reality today thanks to the untiring and dedicated efforts of a large team of people, each an expert in his field, and with the unique ability to work in tandem

with others. Many talented minds have contributed to Suzlon One Earth, coming together with zeal and enthusiasm to create what is undoubtedly a benchmark not only for corporate campuses across the globe but also for those founded on the principles of sustainability.

For a company that believes in powering a greener tomorrow today, there could be no greater validation of our beliefs.

Tulsi Tanti
Chairman and Managing Director

What our visionary Chairman and Managing Director saw as a dream, looked to the rest of us at the Suzlon Infrastructure Division as a challenge, monumental in dimension undoubtedly but one so aptly suited to our corporate philosophy that it had to be met. His brief to us was to create a campus like no

other. His idea of the ideal campus was one that was close to nature, both literally and figuratively – an entity that was built to the principles of sustainability. An energy efficient space that was a blend of tradition and modernity, a place where Suzlonians could bring the outdoors in while they achieved

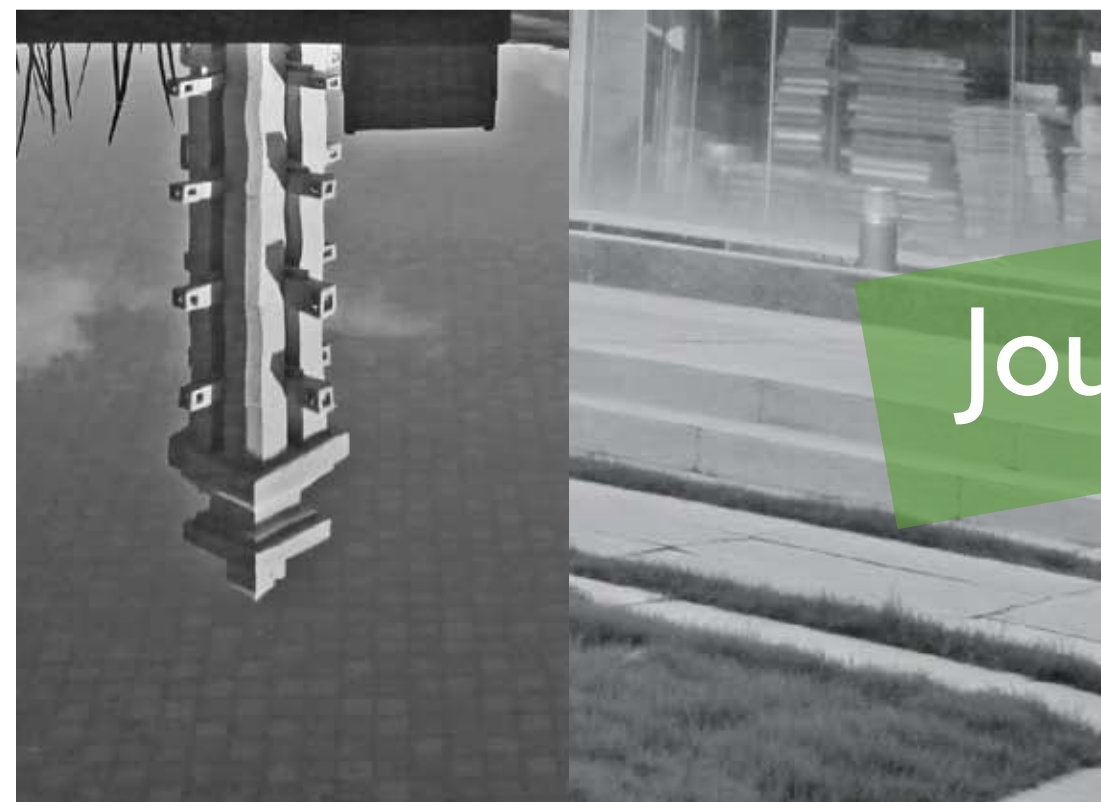
targets. In simplest terms what we had to create was 'a great place to work'! We put together a team that was deeply committed to the Chairman's vision. Assisting us in the task were a group of highly talented professionals from the fields of architecture, interior and landscape design, construction,

and communication, each of whom worked together, as a seamless whole. The remarkable synergy between all the stakeholders to the project resulted in the conception and ultimate execution of Suzlon One Earth. If it is a benchmark project, it is due to the efforts of a large number of

people at every level, too many to count, but each indispensable in his or her own way. Suzlon One Earth is our tribute to Earth's unique existence as a self-replenishing ecosystem. While we have made meticulous efforts to create an environment-friendly campus, what is equally important is that

we have built for our people an exceptional workspace that they are happy to come back to, day after day. It is truly a great place to work!

J.R. Tanti
Director
Suzlon Infrastructure Limited



Designed to be simple and minimalist, Suzlon One Earth is a striking combination of function and form.

Global Village



Conceived as a 'global village', the campus pays homage to tradition even while making the best and most effective use of technology to create a workspace that goes beyond the obvious. What a visitor will see on entering this one of a kind campus are innovative green areas that blend fluidly into the built spaces; unusual landscaping elements that complement water bodies; and sweeping architectural lines that offset the deceptive simplicity of the building design. The experience is unique, and not one that has any comparable precedence.

Spread across 10 acres, the new corporate campus is refreshingly low-rise, with none of the towers that increasingly symbolize a corporate presence. Traditional sloping roofs are what catch the eye, juxtaposed against glass that has been used to great esthetic and functional effect.

The entire project is designed to appeal to all aspects of human faculty... emotional functional and intellectual. Nature is allowed full leave to play here, creating an energy that spreads a happy vibe across the campus. Anywhere you look, light and air appear to flirt with each other, creating fleeting shadows and gentle ripples across quiet water bodies. Cleverly placed sculptures and artwork spring surprises all over the campus, allowing the mind to break loose from the shackle of deadlines and targets.

Understated, yet awe-inspiring, this is a campus that will leave a lasting impression. It is more than efficiently put together bricks and mortar and attractive green spaces; it is a campus that speaks to the people it was meant for. Created to make their working lives a pleasure, it brings the concept of One Earth to life.



The principles of Vaastu have been conscientiously adhered to, and the result is a campus that buzzes with positive energy. A serene water body marks the Brahmasthaan, the central axis or spiritual space that holds a project together. Open to the sky and visible from all sides, this water body features a

Deepastambh, or pillar of lamps, from where the centre of energy emerges.

The buildings represent the five renewable elements of nature and are named accordingly: Sun, Aqua, Tree, Sky and Terminus (terra or Earth). While the first

four are cleverly designed workspaces, the Terminus is a bright and lively hub, which also houses the parking area. The Suzlon Excellence Academy is the face of the campus, to reflect the learning ambience and progressive approach of the company.



“We’ve created a corporate headquarters that reflects our position as a truly global organization and the comfortable infrastructure certainly demonstrates our vision.”

Tulsi Tanti

The campus is designed to encourage freedom of movement into and out of the building, allowing easy access to open areas which can also serve as alternative work spaces and interaction spots. There is a seamless flow from the indoors to the outdoors.



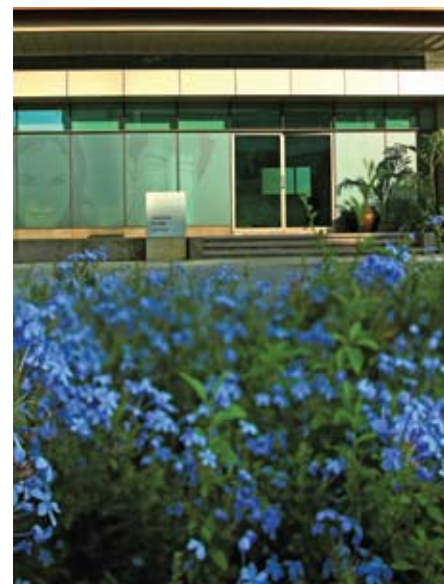
A benchmark campus,
One Earth will set the
trends that others will be
happy to follow.



An eye catching globe provides the focal point to the campus, introducing the visitor to the concept of One Earth. Beyond this lies the sprawling green campus, low slung buildings that are inviting in their simplicity. The Welcome Lounge, a friendly and open space, sets the tone for rest of the campus.



The Welcome Lounge beckons visitors into its well lit and airy interiors, while outside artfully created green spaces wait to be explored. It is here that visitors get their first experience of One Earth.





The bright and cheerful Welcome Lounge with its clean cut lines is an indication of what lies beyond





A universal symbol of oneness, the globe indicates Suzlon's global operations and enduring success. It is also a stark reminder of the finite nature of natural resources.



Education is an important part of Suzlon's philosophy and the corporate learning center's distinctive identity reflects the company's proactive and progressive approach to learning. Greeting visitors on their arrival at One Earth is the Suzlon Excellence Academy (SEA), a quietly impressive structure built around a central water body. Equipped with state-of-the-art

infrastructure, a library, conference hall and well-appointed classrooms, this is where members of the Suzlon family will upgrade their knowledge, learn new techniques and develop different skills. It will also introduce visitors to the world of renewable energy and the concept of sustainability around which the campus is built.

Learn



A campus is a place where there is knowledge, empowerment, self growth, learning and interaction...each a stepping stone to excellence.



Sleek but comfortable interiors and abundant natural light enhance the classroom experience, creating the perfect environment for learning.



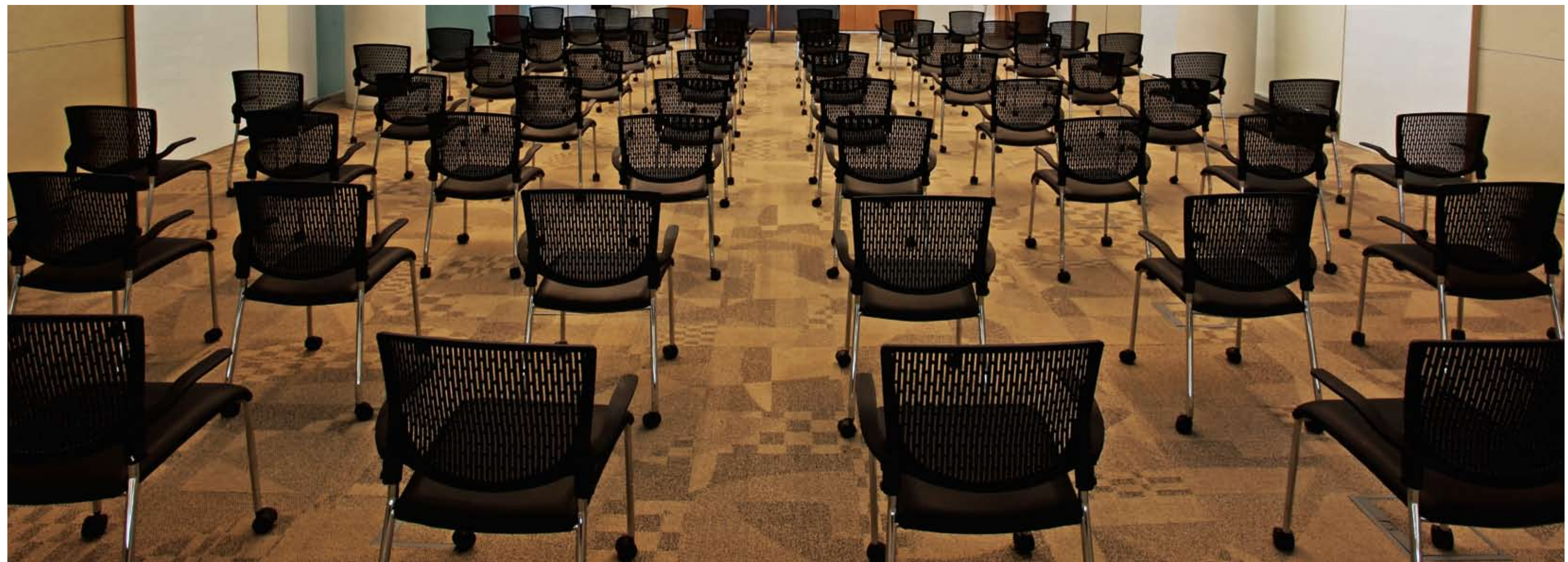
This traditional Indian symbol for learning and knowledge depicts energy and awareness, and reflects the philosophy of the Suzlon Excellence Academy.

The campus features several informal spaces that facilitate interaction and discussion with peers beyond traditional work areas.



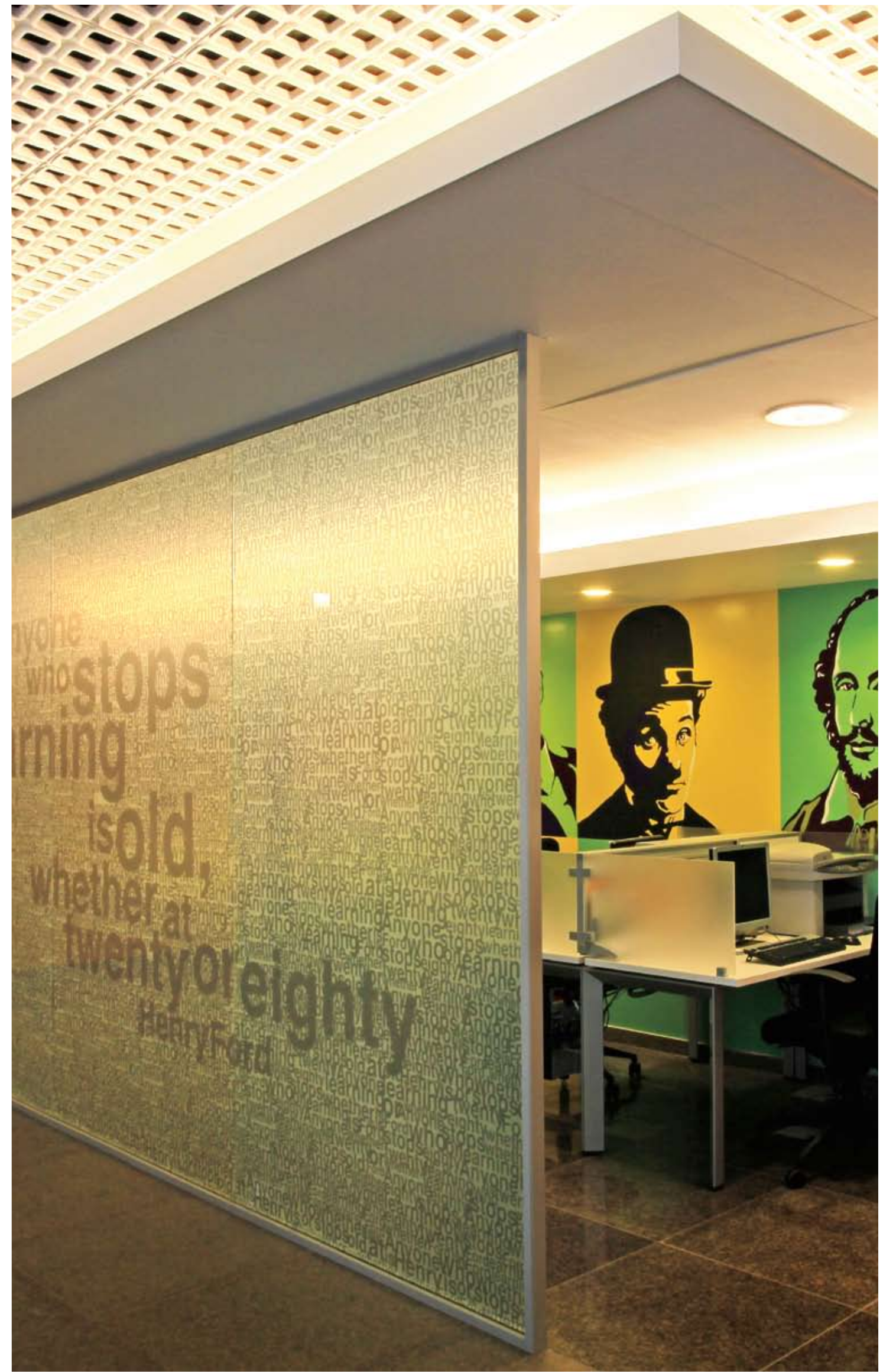
"The infrastructure team has captured the needs of the people who are going to work here and created a truly world class facility in a campus environment."

Girish Tanti
HR Director



Learning together fosters a feeling of collaboration and respect that is completely in touch with the values of Suzlon.





The benign and watchful presence of role models from the past comforts and inspires occupants engaged in catching up with the future. The striking interiors are an extension of the distinctive structural language of the entire campus.



The central courtyard is an oasis of peace, a cool, calm and meditative space that offsets the activity of the learning center.





Brightly lit rooms surround the unique central courtyard while the subtle juxtaposition of different elements and symbols reminds the learner to stay curious and open-minded.

Every corner of this beautiful structure reflects the meticulous planning that has gone into creating spaces where Suzlonians can interact and bond...or merely get away to think.





The Wind Gallery showcases the importance of wind energy, and provides in-depth learning about its history, the many advances in technology, and Suzlon's own contribution to this.



The concept of sustainability is reiterated at the One Earth Store which displays and sells eco-friendly gift articles and apparel made from natural or organic material, all sourced from across the world.

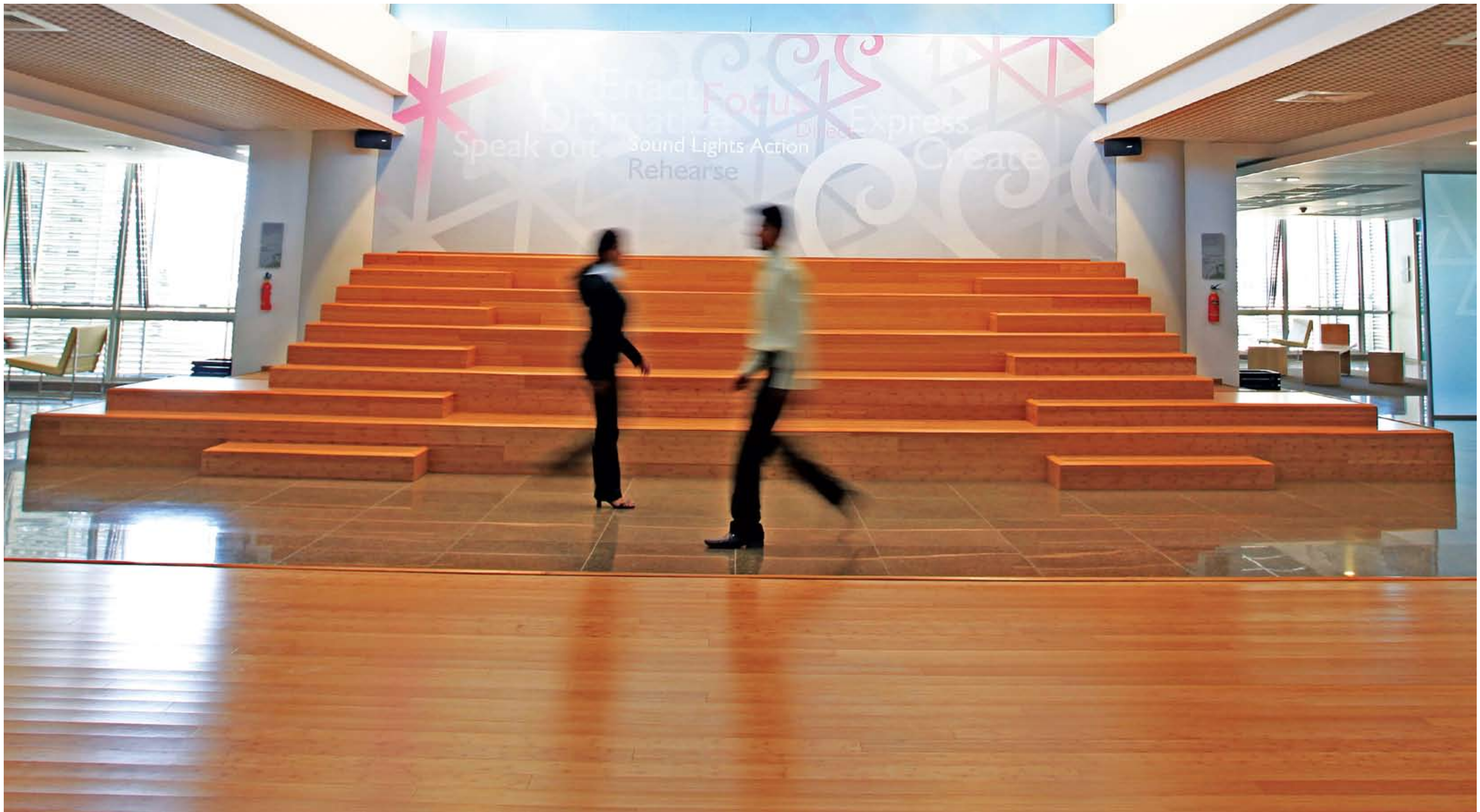




“We have to create an environment for people that will inspire them to think differently, productively, and innovatively.”

Tulsi Tanti

“While knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.”

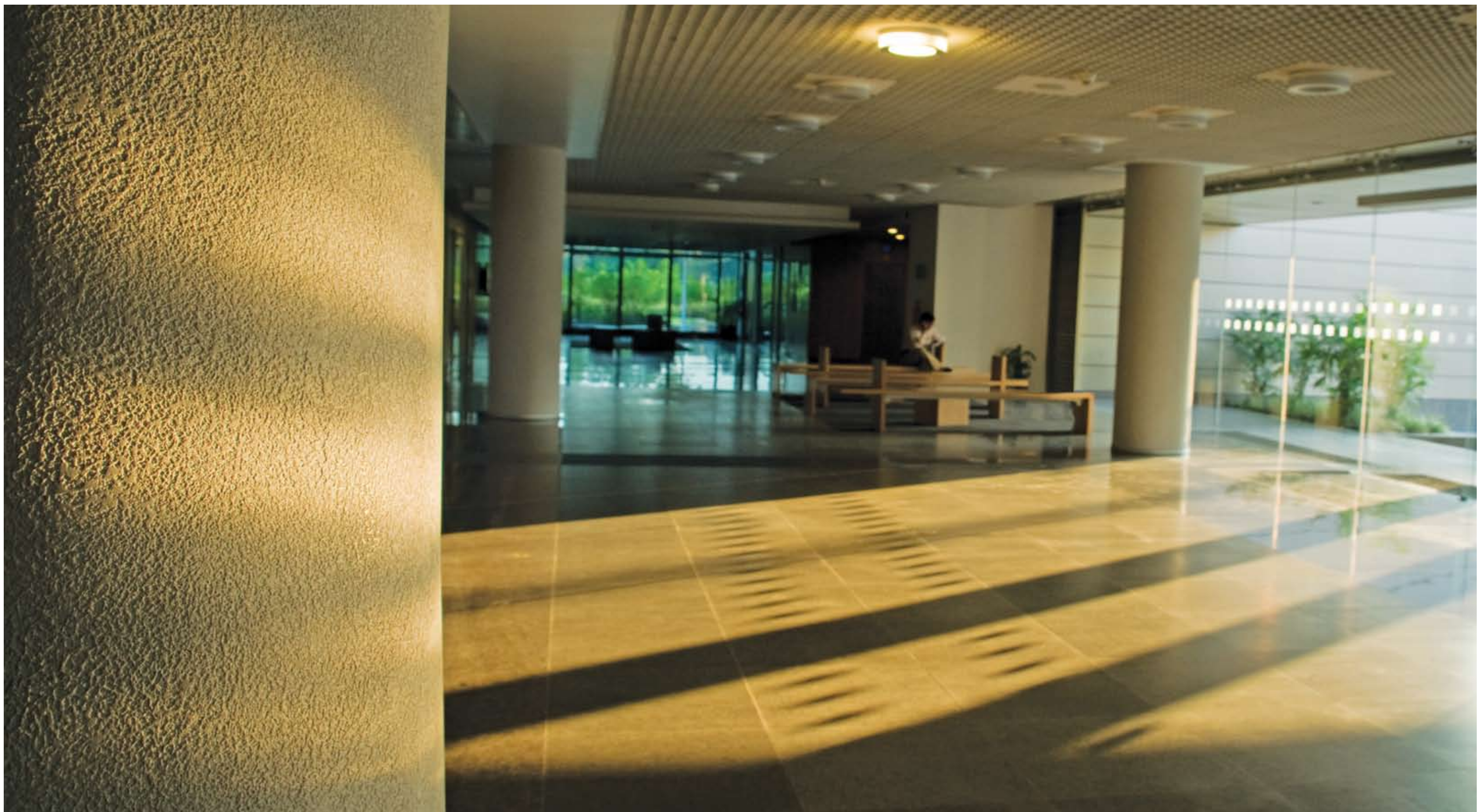


SEA is a dynamic area buzzing with activity but yet maintains surprising pockets of calm.



State-of-the-art learning aids and classroom equipment make the process of acquiring knowledge a delight.





Sunlight plays on the interiors, enhancing different textures and creating a constant sense of wonder for inhabitants.

An extensive library allows the learner to add further dimensions to his knowledge.





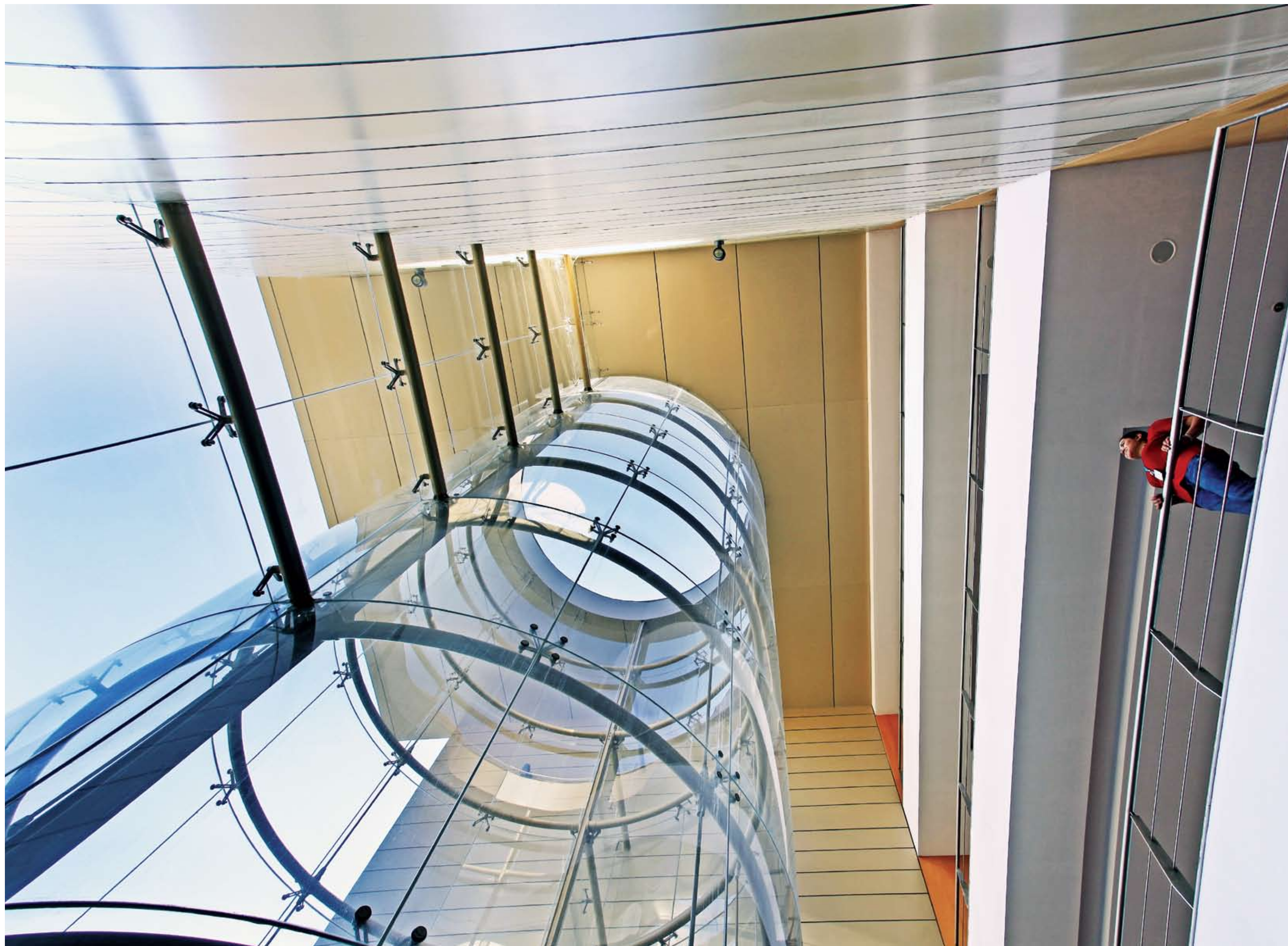
The library offers attractive spaces to take a breather from routine work; a chance to unwind as much as a place to look up references in an atmosphere conducive to learning. It provides opportunities for self learning at one's own pace.

It is easier to be productive and happy in a lively and inspiring work environment, and Suzlon One Earth offers just this. Comfortable work spaces tailored to suit the needs of different people have been created, helping to make the work experience more enjoyable and fulfilling.

For one who enjoys his work, the office is always a welcoming space.

Work





A transparent glass cylinder rising to the roof draws natural light into the building, adding to the feeling of openness and space.



Meeting and conference rooms with a view allow people to work together in a creative ambience.

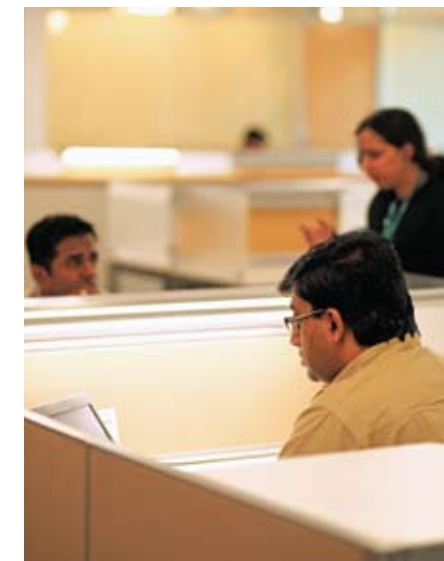
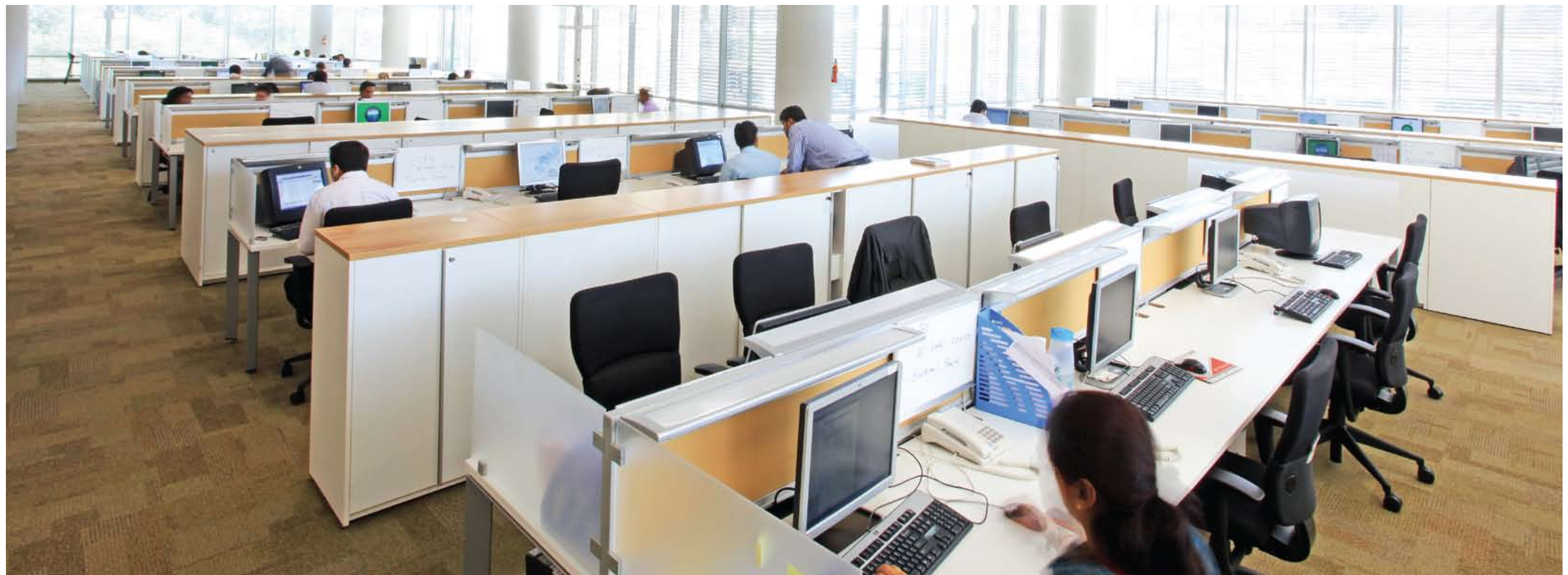


"Our greatest intangible benefit from One Earth is that our people feel passionately about it."

Tulsi Tanti

The vibrant and colorful mural in the conference hall reflects the energy and synergy of minds coming together.





Spacious work spaces with convenient task lighting and an eye-catching view make this a great place to work!



Traditional energy efficient louvers allow light into work spaces while keeping out heat.

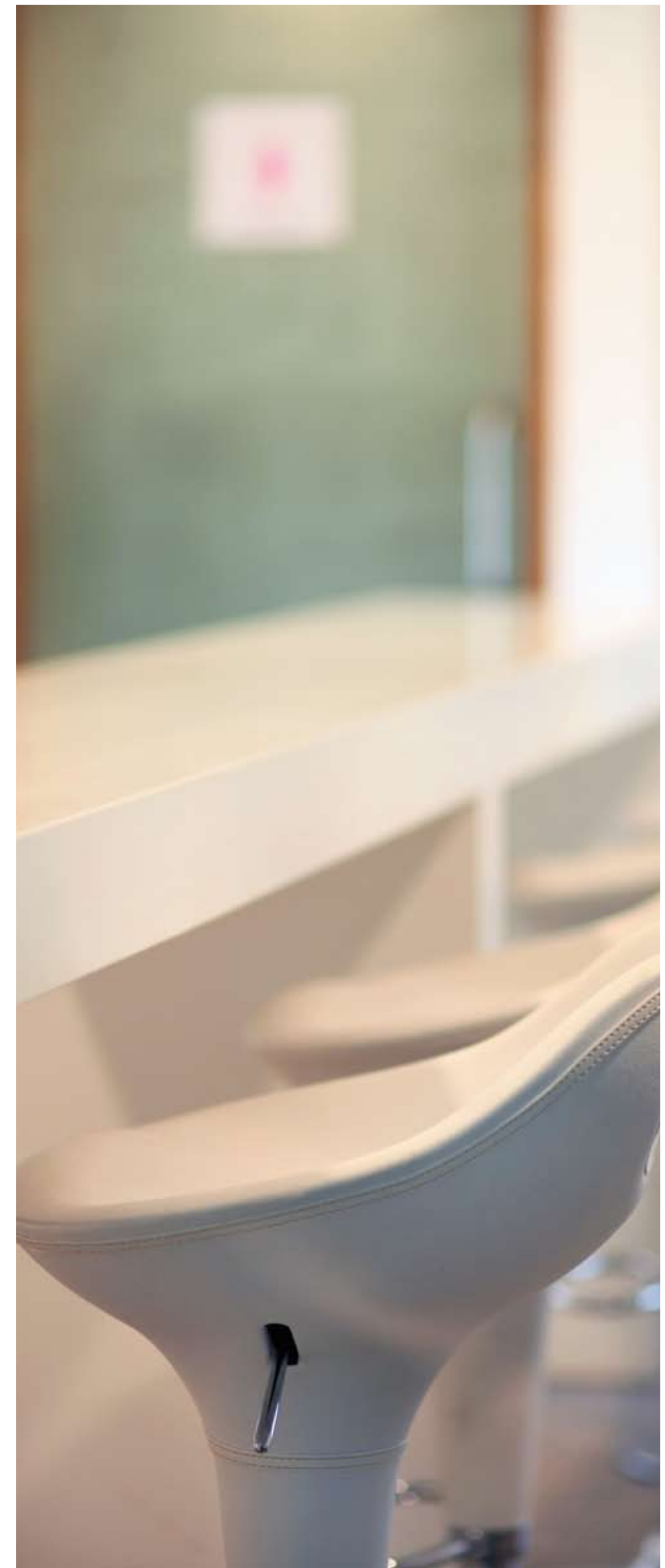


Ergonomically designed seating provides comfort to those engaged in various tasks.

A choice of indoor and outdoor work spaces offers flexibility for those seeking a different ambience.



Comfort is a priority and the furniture is designed to enhance the work experience.





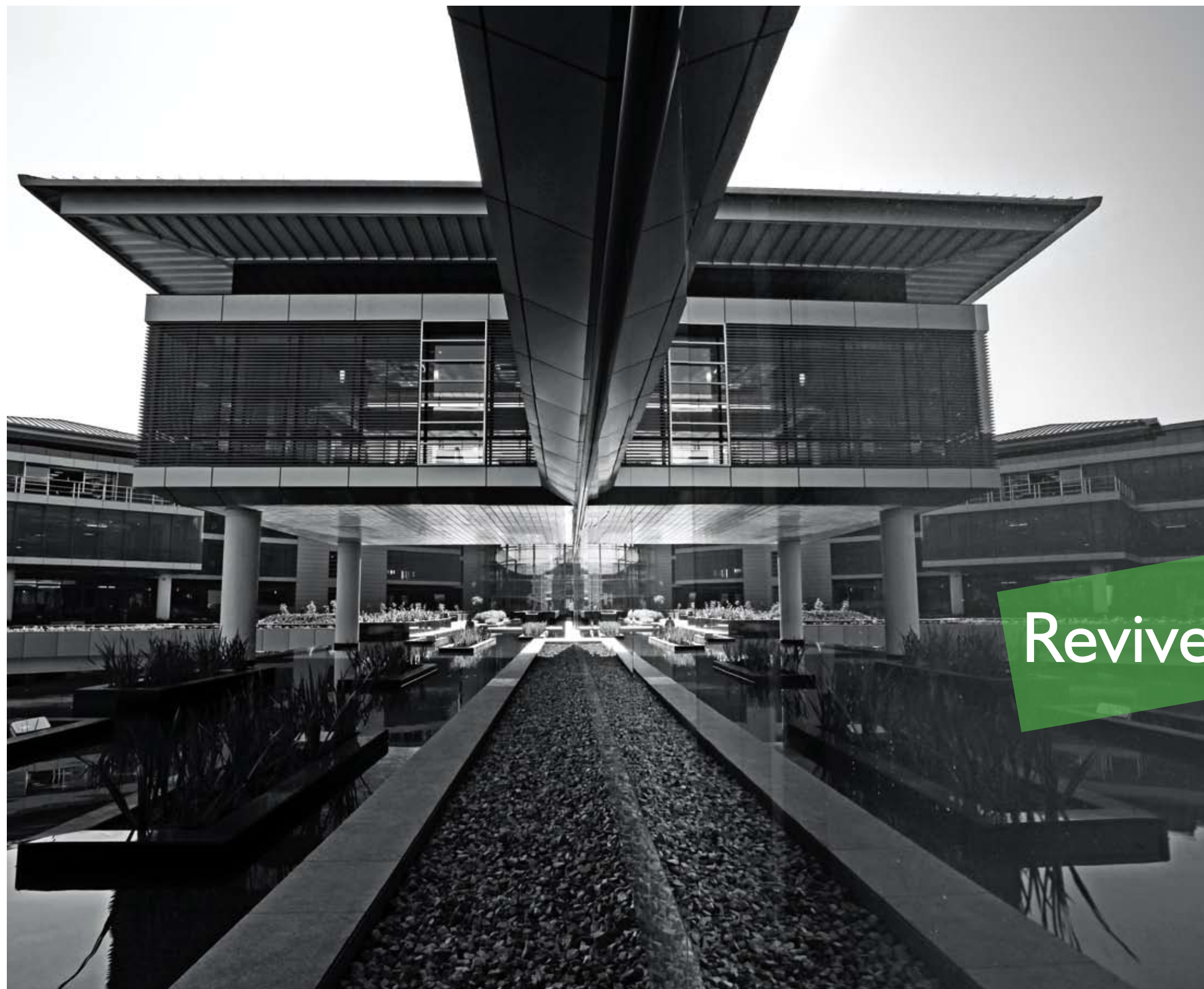
The indoors flows into the outdoors, allowing constant awareness of the changing seasons.



Break out spaces, both open and enclosed, allow refreshing opportunities for privacy and a change of pace.



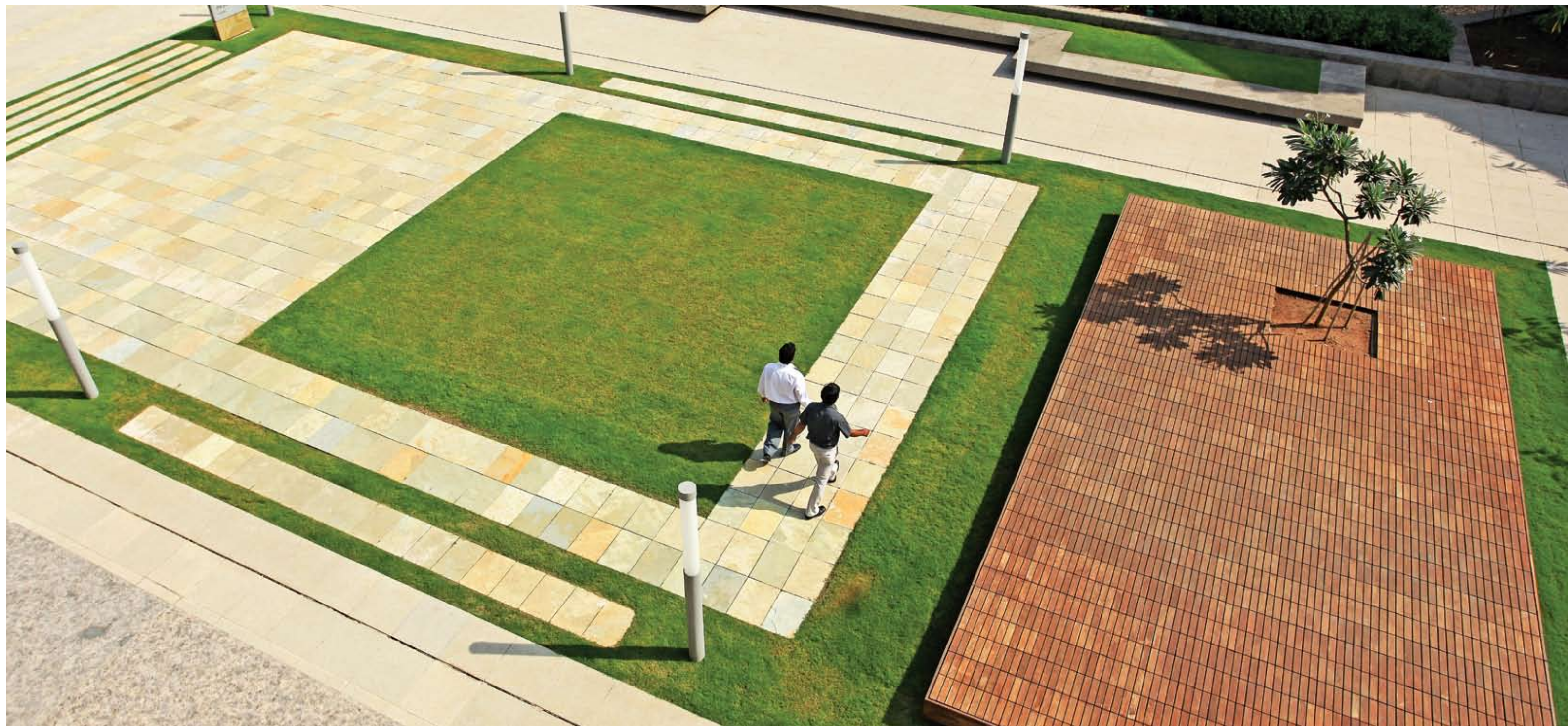
Glass cylinders act as a conduit for natural light and fresh air, allowing nature to flourish even indoors.



“When Nature resumes her loveliness, the human soul is apt to revive also...”

Revive

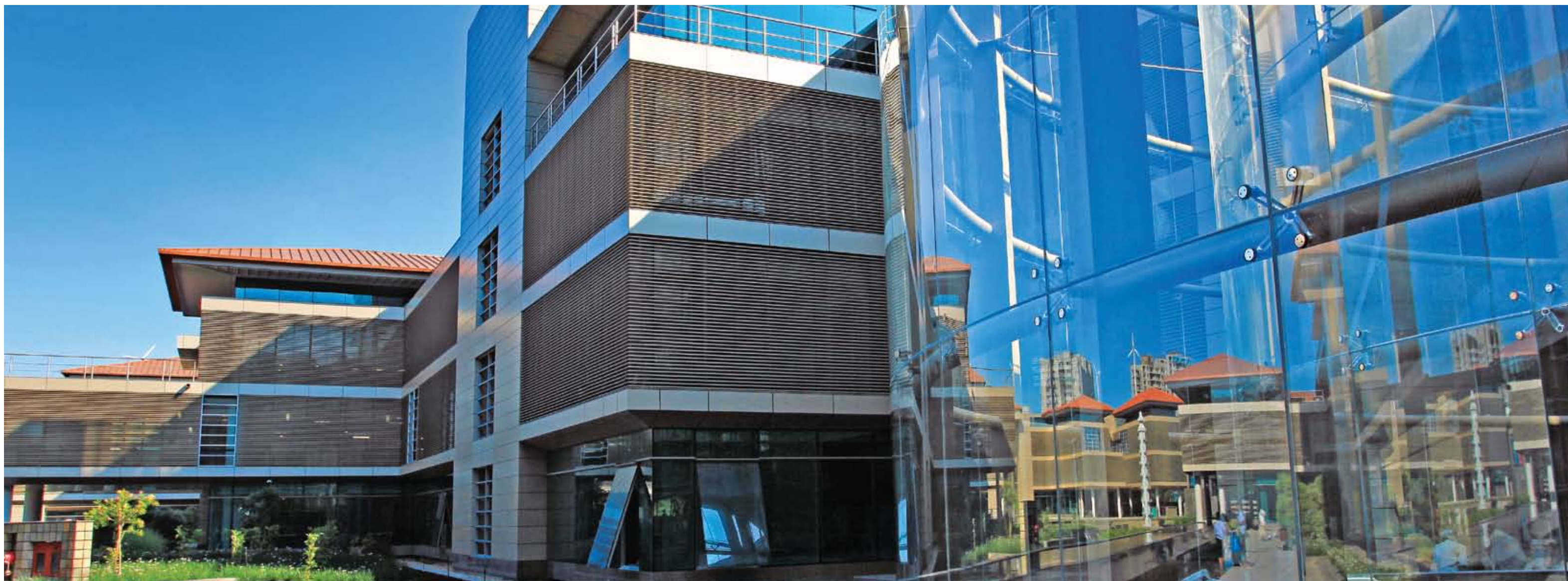
Changing seasons and vistas play an important role in the One Earth experience. The landscape has been designed to encourage people to actually experience it. Diverse elements, strategically placed seating, and thought provoking art installations all blend into a coherent whole, creating a completely rejuvenating experience. People working in the campus are constantly being offered opportunities to unwind and reconnect with Nature. Refreshed anew, they can return to their work with enthusiasm and greater awareness.



Different textures and surfaces provide unusual sensory experiences as people move from one part of the campus to another.



Traditional elements like louvers complement modern touches like glass, adding a unique perspective to the campus. Similarly traditional customs and habits have been adapted to suit present day needs.





“This is a timeless building. It’s like a pause in history.”

Principal Architect’s team member

It’s a shifting landscape that changes through the day, mysterious shadows playing peek-a-boo with vibrant patches of sunlight.





Fed by a cascade, the central water body is the focal point of the campus, and can be viewed from all sides. At its centre stands the impressive 'deepstambh' (the pillar of lights), the pivot of all energy, and testimony to the visionary and entrepreneurial spirit of our Chairman.





Angles and curves are juxtaposed to stunning effect across the campus.





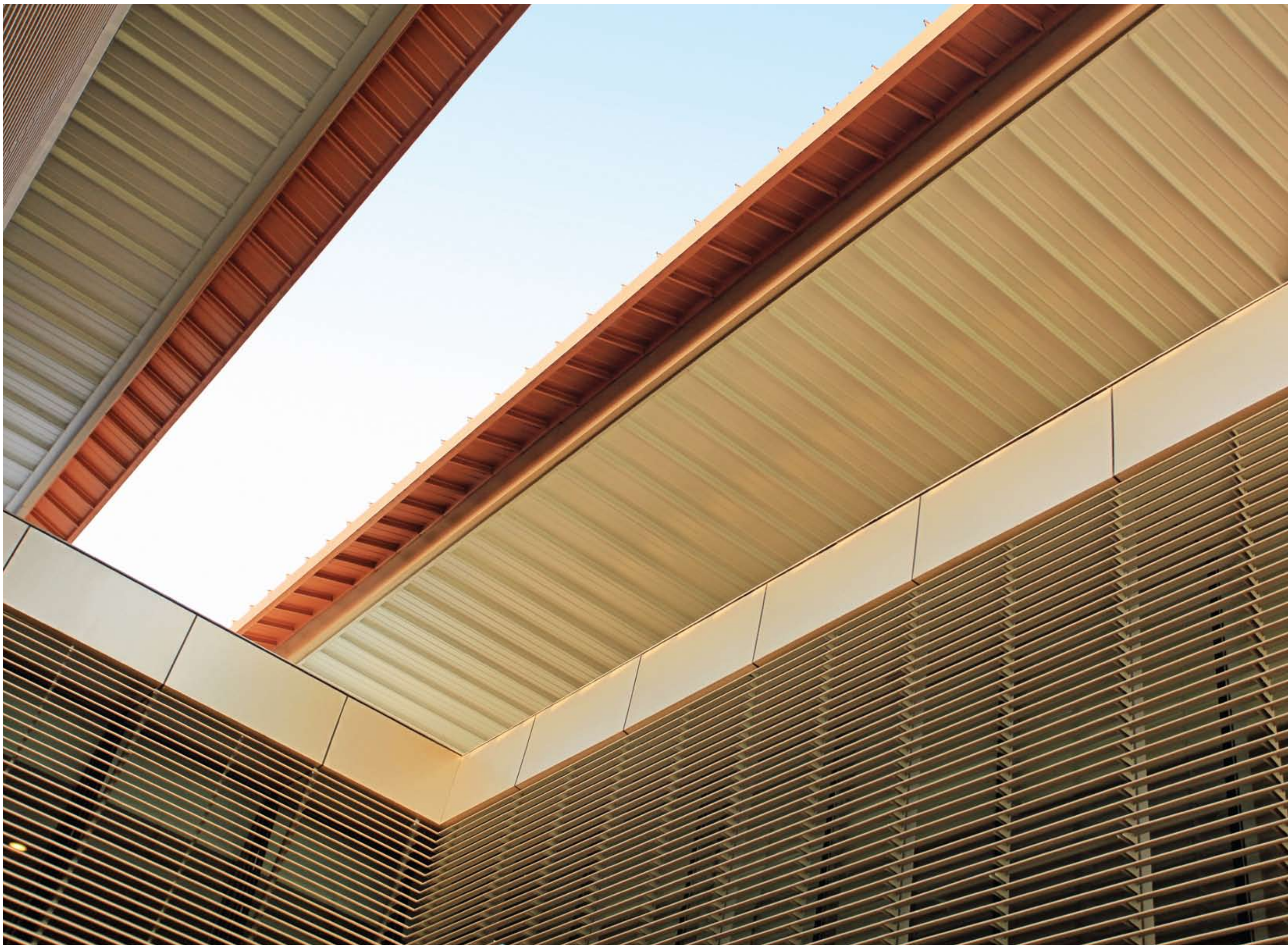
Each building on the campus has a unique character, the earthy colors reinforcing the constant connection with Nature. Specially created visual symbols also define each building.





Awe inspiring glass cylinders reach out into the sky, bringing light into the buildings and creating interesting shadows that draw the eye.





Sunlight plays with the buildings, painting different pictures through the day.



"This is home. I enjoy the silence and the lack of unnecessary ambient noise. It allows me to think."
Tulsi Tanti





Reflection pools capture images, sometimes moving, sometimes as still as the sky. The landscaping has an inherent Zen quality, and elements of surprise add to the pleasurable experience for people who work here.

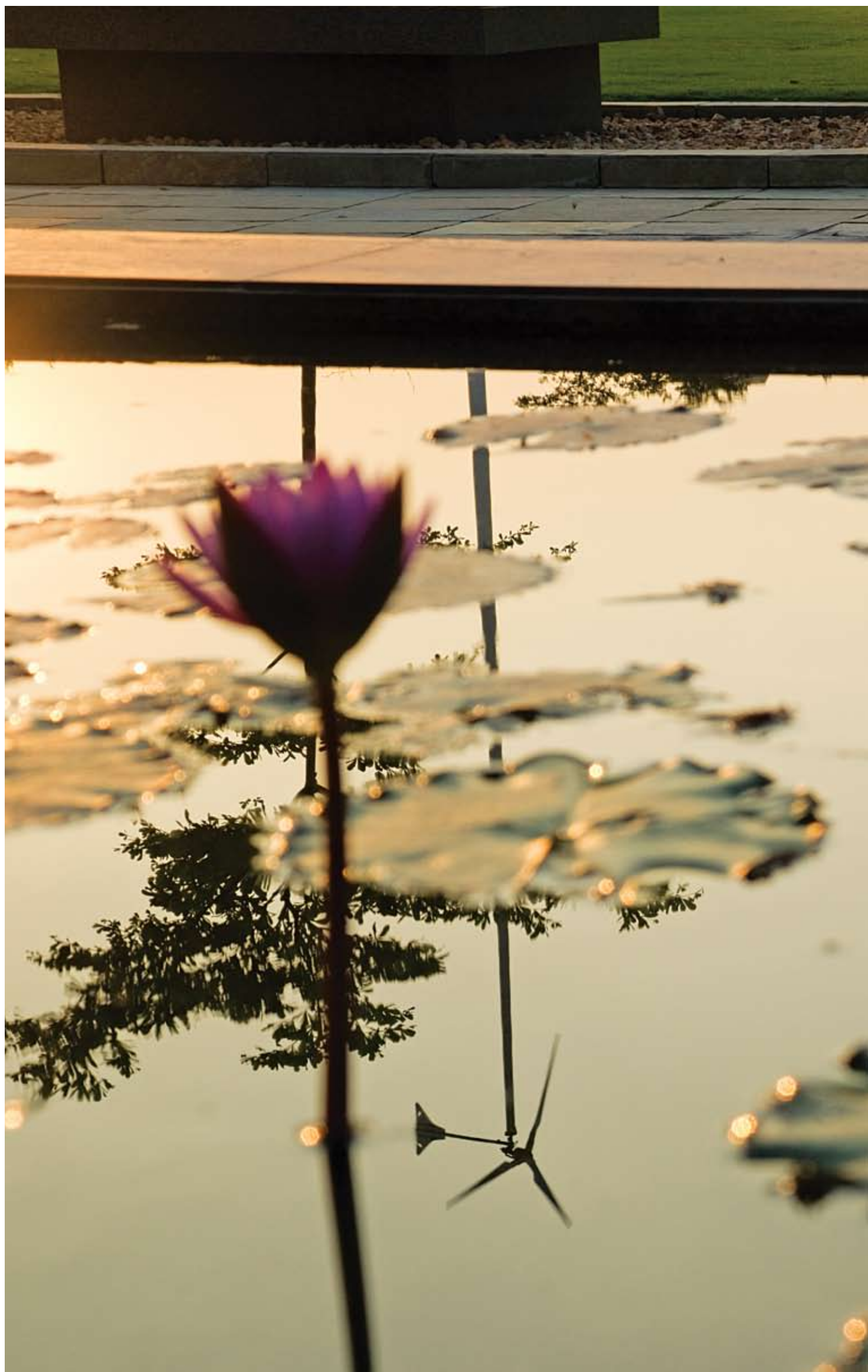




"It's lyrical. There's poetry here, a kind of magic."

Christopher Charles Benninger
Principal Architect

As the seasons change, so does the appearance of carefully tended plants and flowers, resulting in lovely natural paintings across the campus.



Every aspect of the campus is aimed at empowering a greener tomorrow by taking the right steps today.

Gleaming glass surfaces are skillfully juxtaposed with traditional architecture, creating a unique poetry of their own.



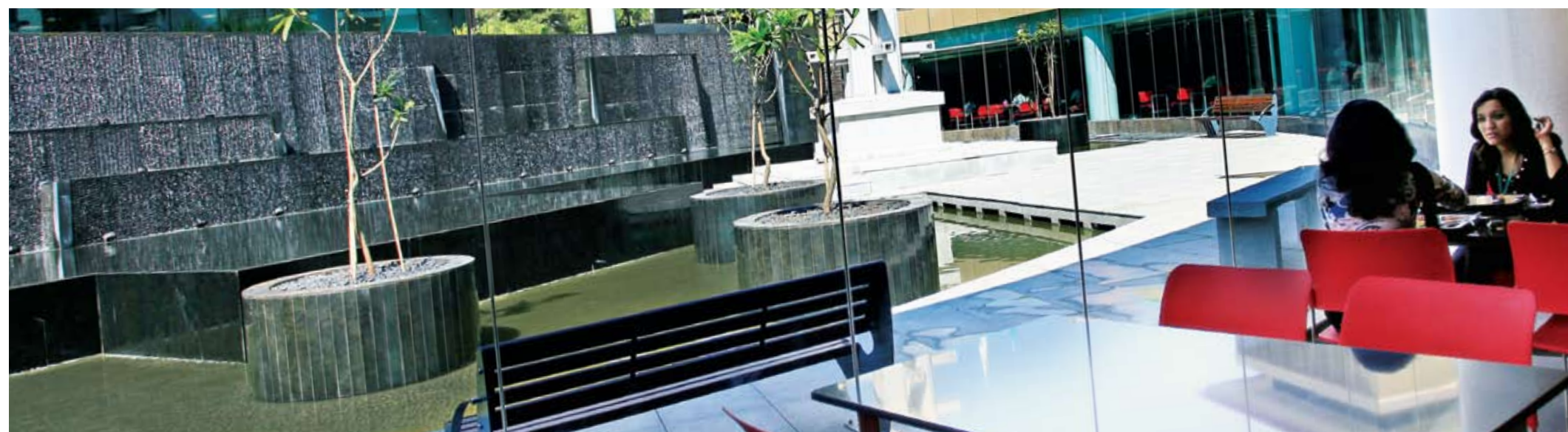


Windmills and solar cells generate renewable energy, taking some of the burden off conventional energy sources.

“Suzlon One Earth will keep adapting and morphing according to the needs of the company.”
Christopher Charles Benninger
Principal Architect

Innovatively placed glass provides mirror images of the stunning campus.

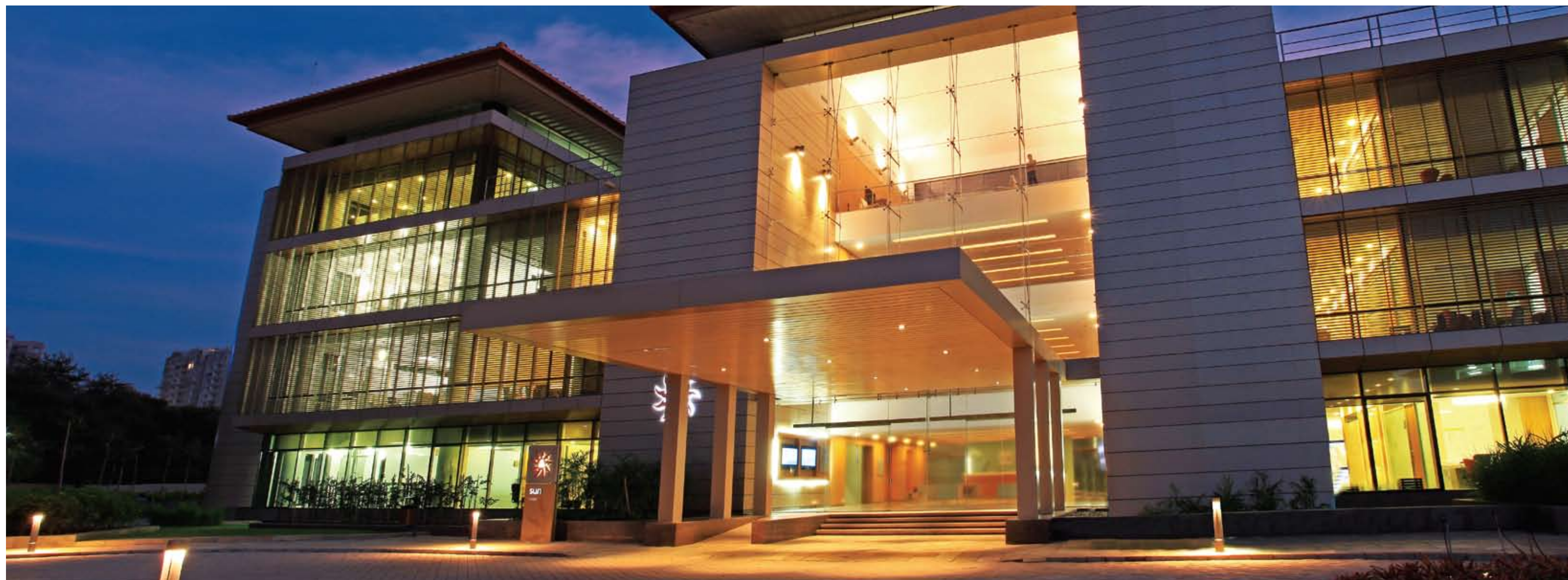




A cafeteria overlooking the central water body helps

Suzlonians unwind over coffee and conversation. The sound of water, at some places flowing gently, at others creating a lyrical splash, adds natural music to the surroundings. Just another example of what a great place this is to work in!

Lit up at night, the campus acquires exciting new dimensions.





The low-slung buildings help people stay close to the earth, and more in touch with the elements.



“Unlike other buildings that are momentarily stimulating but lose their charm over time, we’ve managed to make a large complex exciting.”

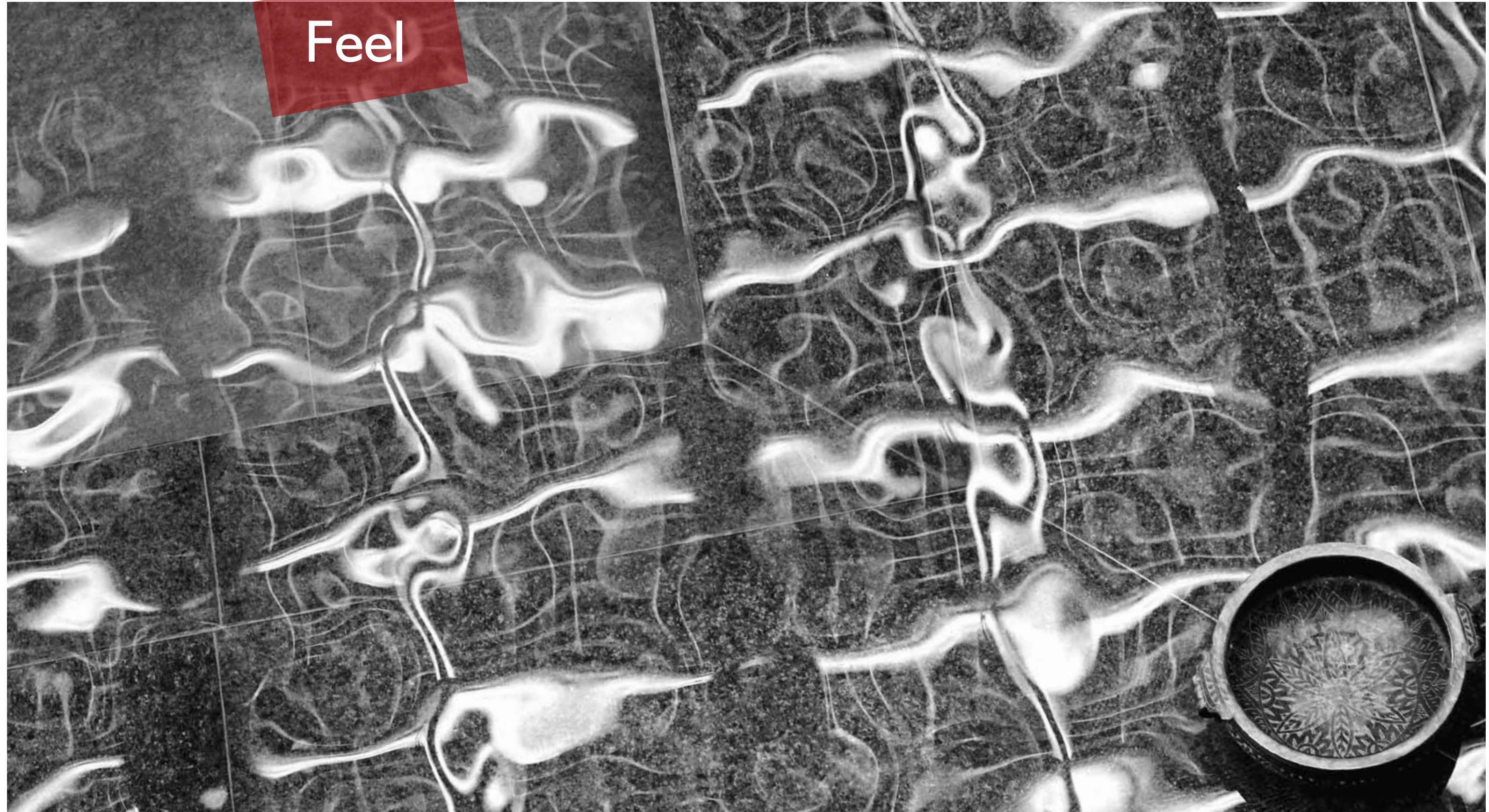
Christopher Charles Benninger
Principal Architect

Thoughtfully placed lighting adds new dimensions to the campus after dark.

First impressions of a place, and second thoughts, eventually make way for memories that linger long after you've left the premises. A dynamic, fluid experience is one that will stay in the mind, and it takes a lot of thought to create something like that. At Suzlon One Earth, considerable effort and skill has gone into creating an experience that is constantly evolving, leaving images in the viewer's mind and eye that will last.

Suzlon One Earth has been designed to appeal to the mind and heart of its inhabitants.

Feel



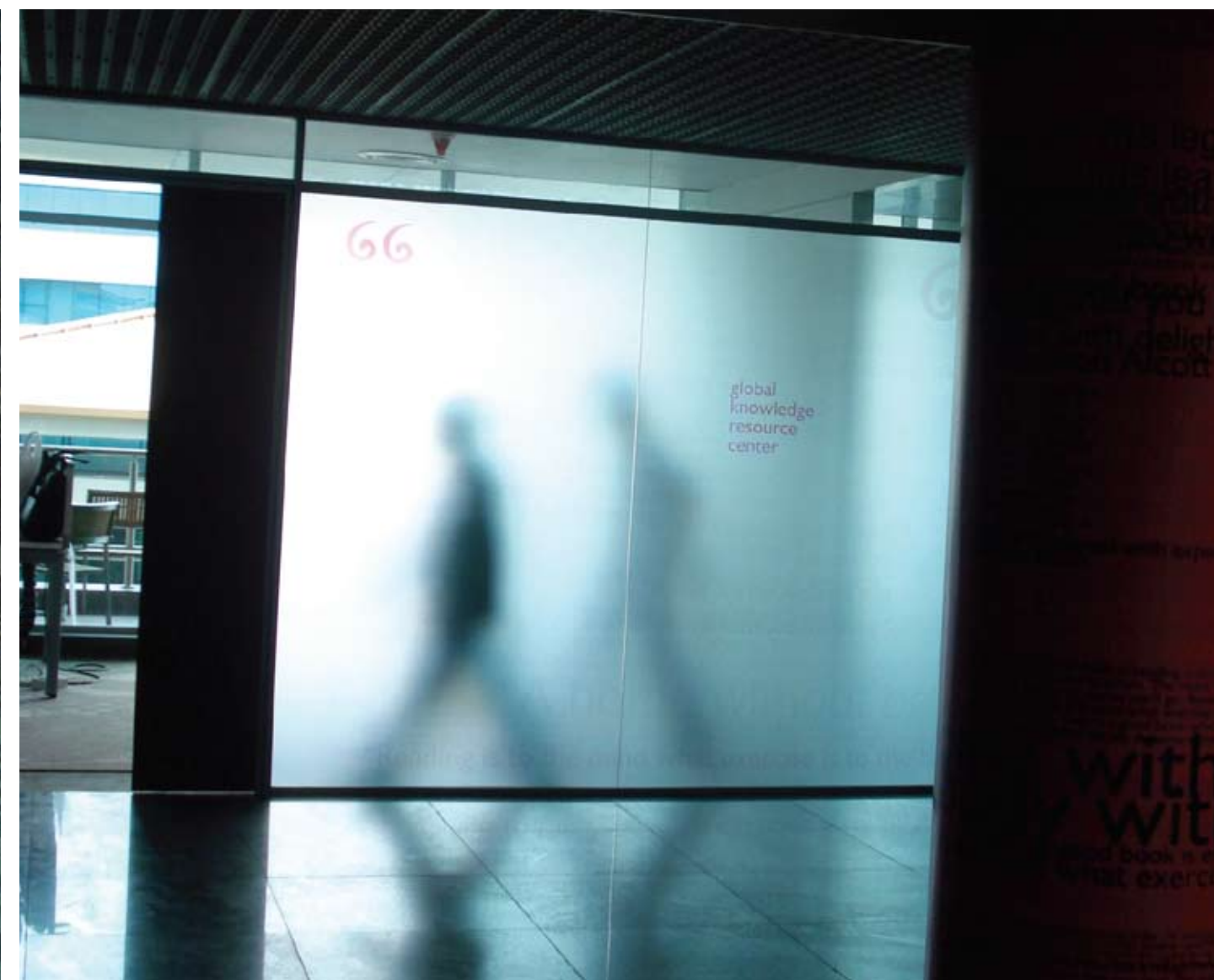
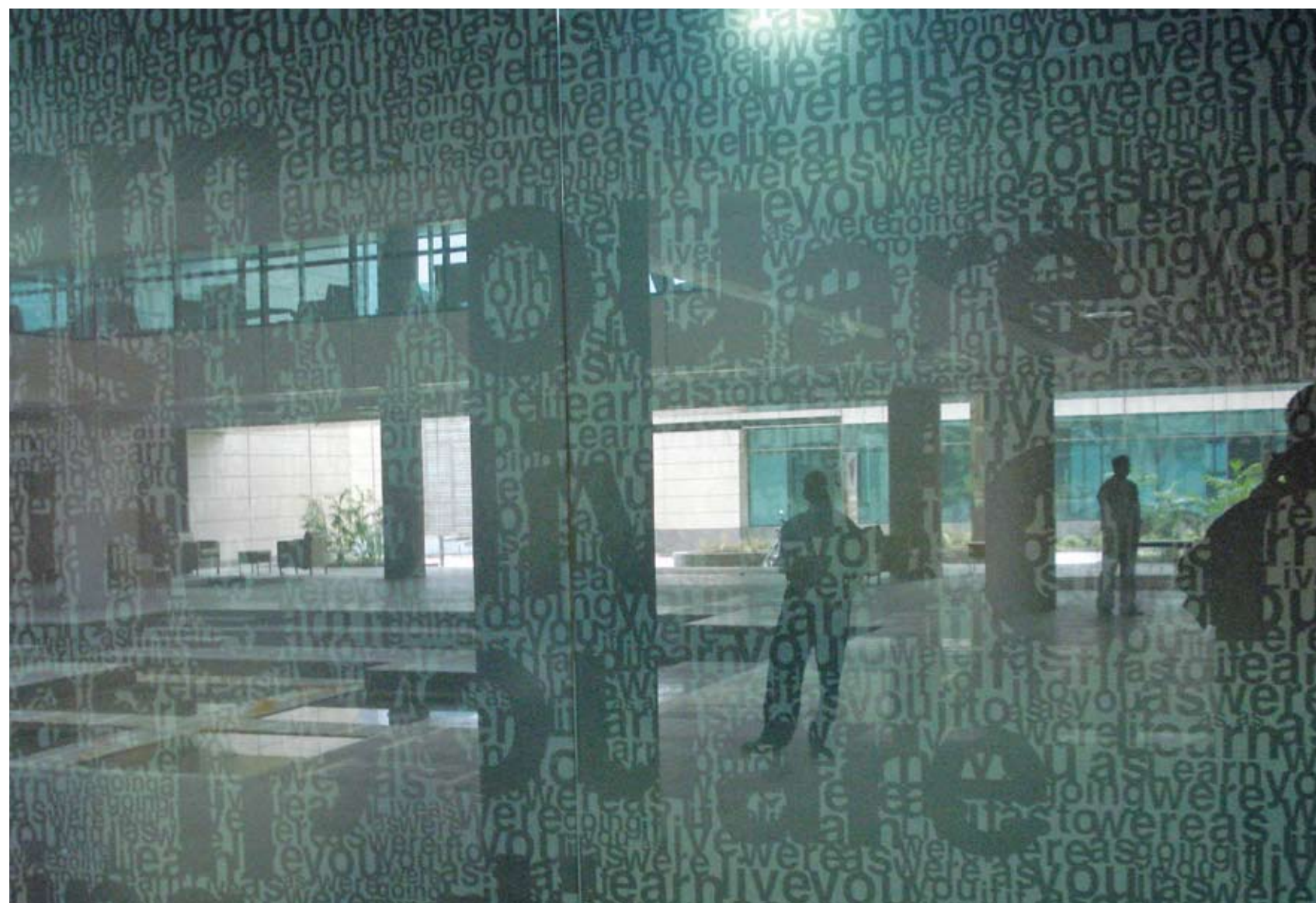
“Our day-to-day approach was ‘green’ and we never lost sight of that.”

Jitesh Donga
Synefra team member

Wind energy is what drives the business of this campus.

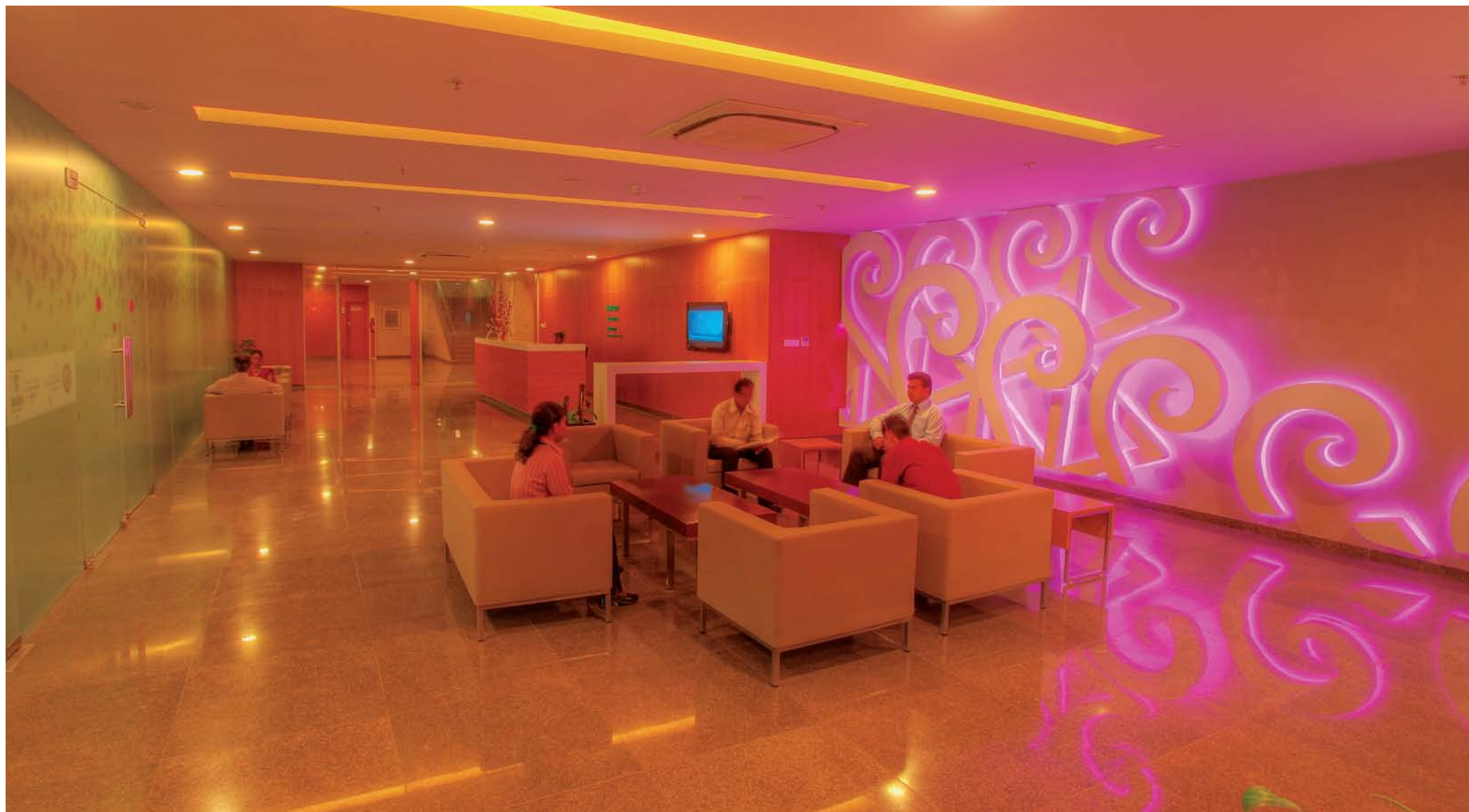


Communication is not merely through words...different textures and surfaces, light and shade, they all have something to say.





What lies beyond the obvious? One Earth gives us the chance to find out.





“The Suzlon family has been my inspiration; I’ve given them a place to perform and build a career path, and this in turn will help the organization grow.”

J. R. Tanti
Project Director

The human spirit needs places where nature has not been rearranged by the hand of man.



"People need something new to discover on a regular basis, some ongoing excitement to hold their interest!"

Ashish Deshpande

Elephant Strategy + Design

A stunning stainless steel sculpture indicates that there is no limit to human desire and persistence; all that is needed is a dream and the right direction.

Feel



“We have a fantastic facility. It cannot be denied that being here is a great energizer for the people and the business.”

V. J. Rao
HR Head

Sweeping vistas and dynamic lines highlight the impression of space.

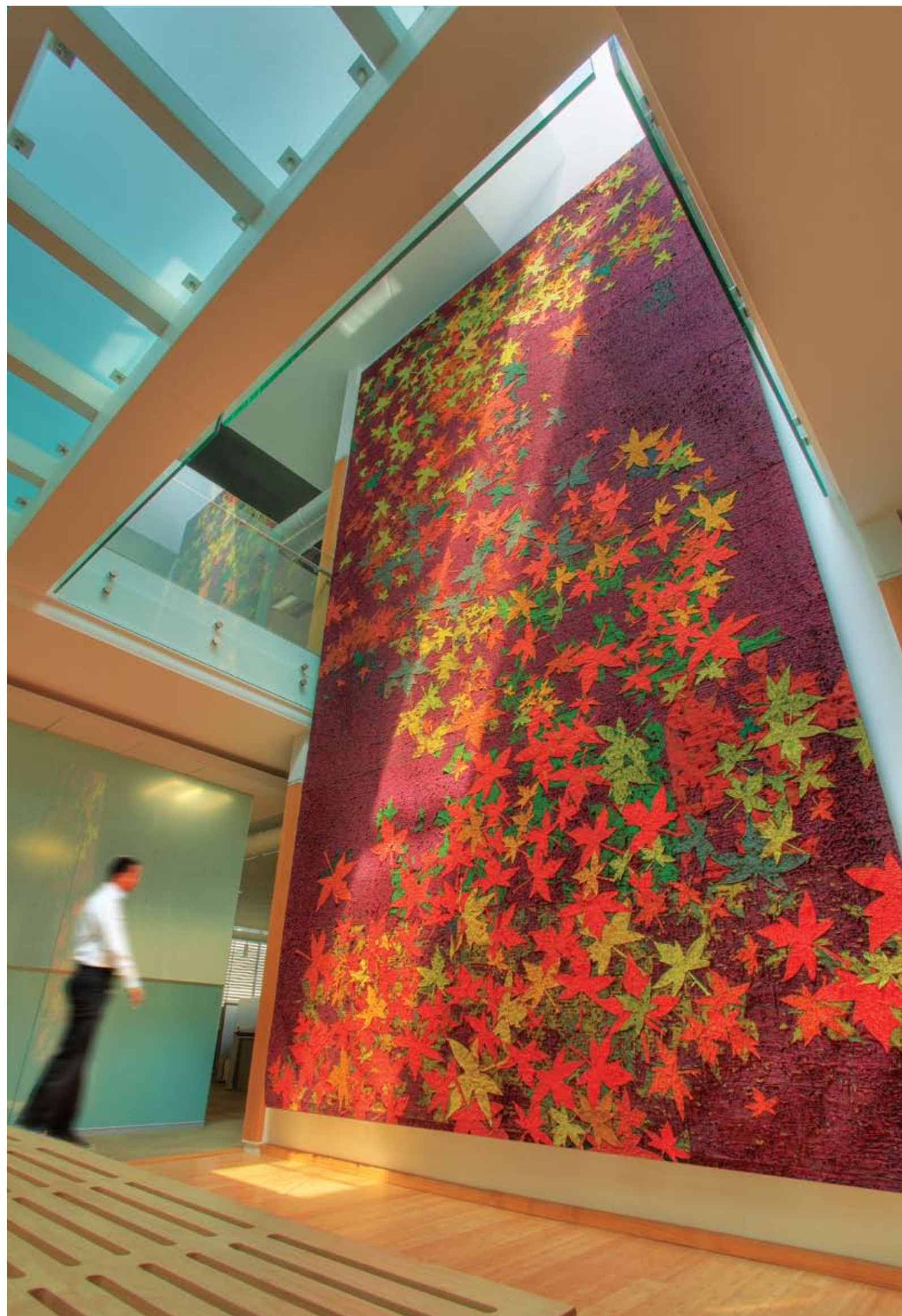
“This is excellent architecture but it is not an accidental outcome. Great efforts were put in.”

Manish Banker
Tao Architech





Multi-dimensional spaces act like larger than life sculptures, creating a unique experience.



Specially commissioned art work and sculptures set the mood for different spaces across the campus, inspiring people to think.





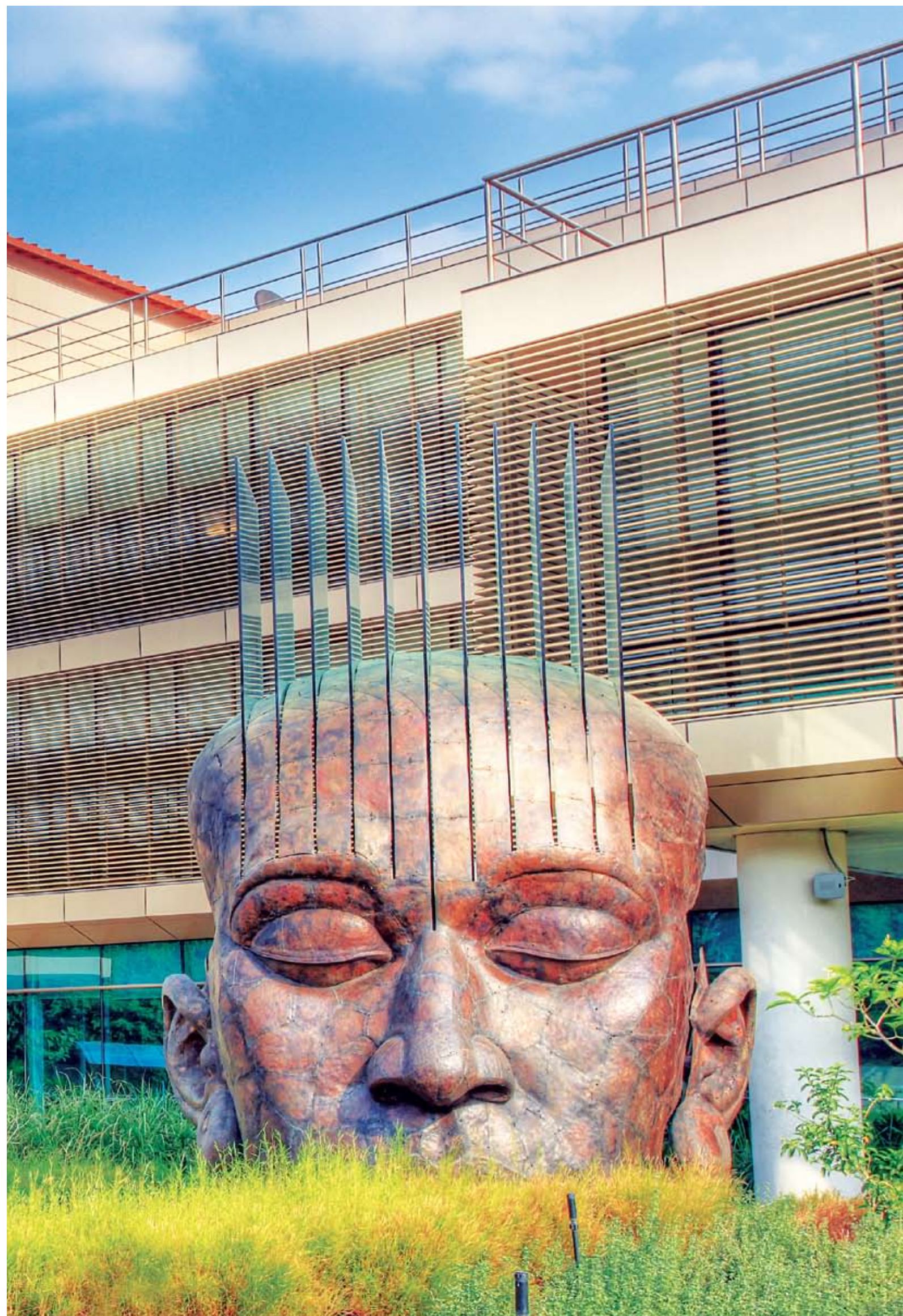
Terracotta figures present an attractive contrast against the verdant green backdrop.

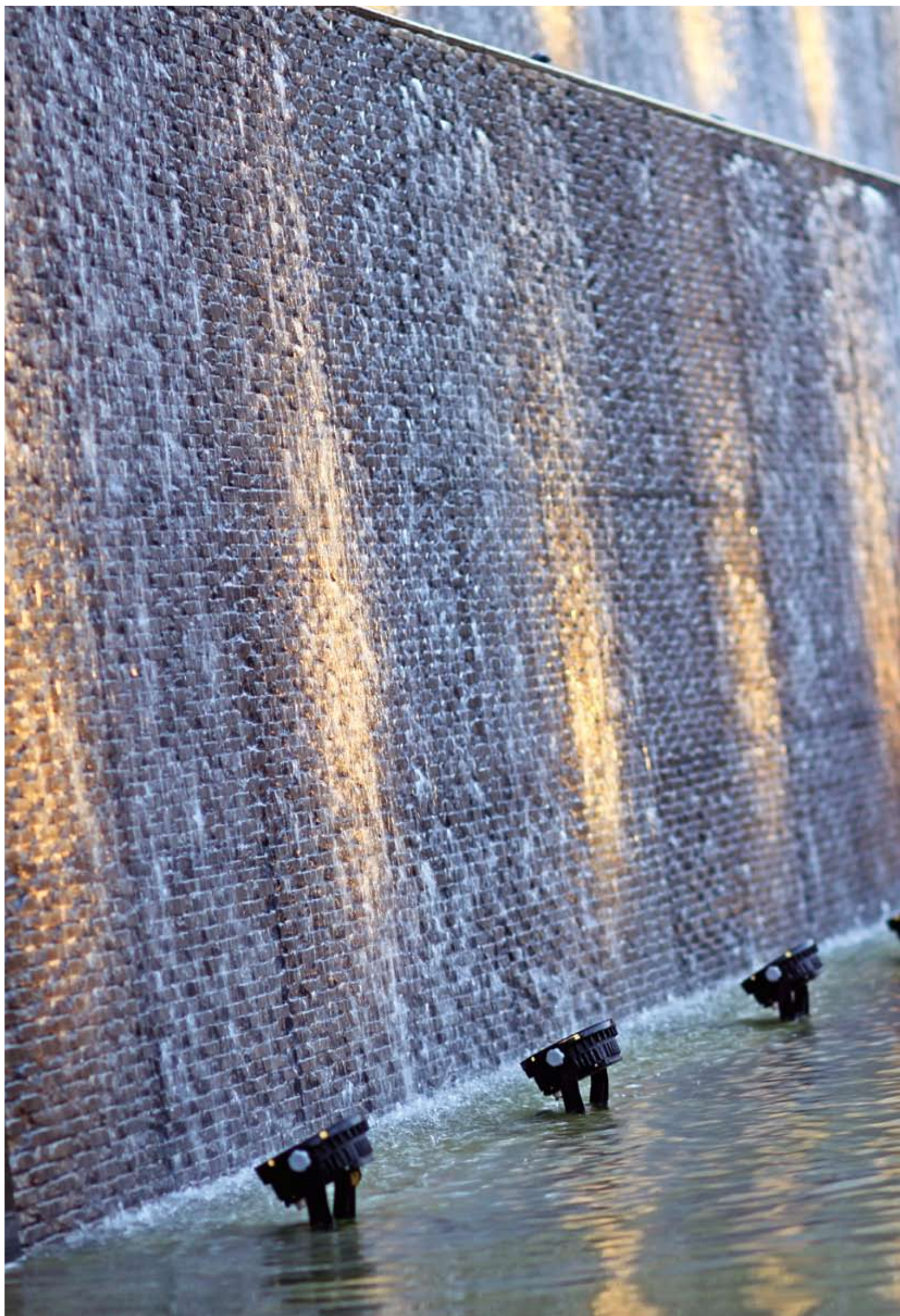
Dynamic subtlety is the hallmark of the campus where architecture, landscape and art blend seamlessly into each other.

“Experience is about creating and telling stories.”

Ashish Deshpande

Elephant Strategy + Design





Water, sometimes flowing, at others still, creates its own music, acting as a balm to the senses.



The sun reflecting off the buildings lures people out into the open to bask in its golden hue.





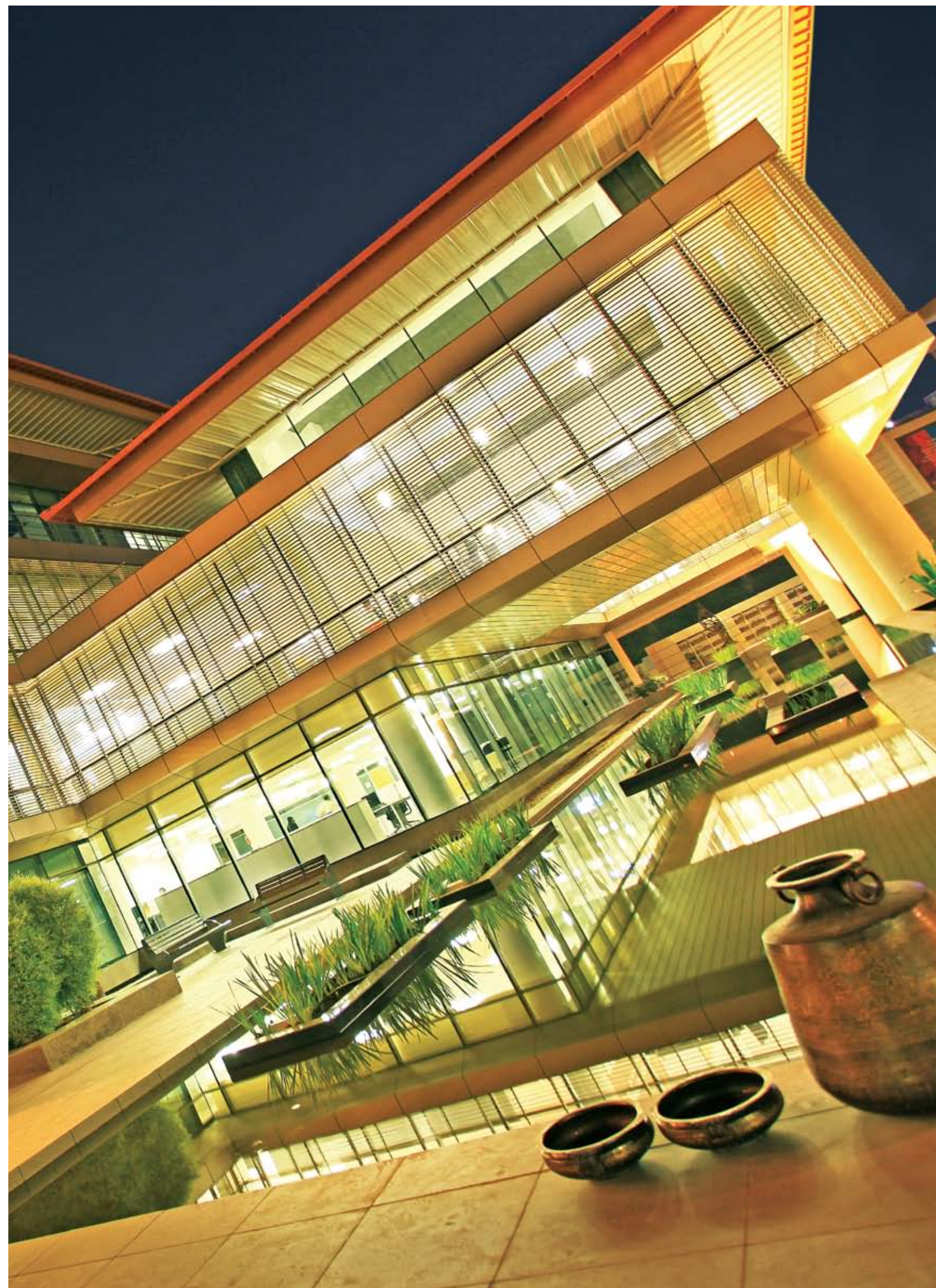
Windmills and other less obvious reminders about the need for a sustainable life style are an intrinsic part of the campus, reiterating the values of Suzlon.





Strategic outside lighting adds new dimensions to the architecture and environment once the sun goes down.

The creative juxtaposition of different elements makes the campus one that has to be experienced and felt as much as seen and appreciated.



Unusual art installations create memory points even while subtly speaking to the viewer.

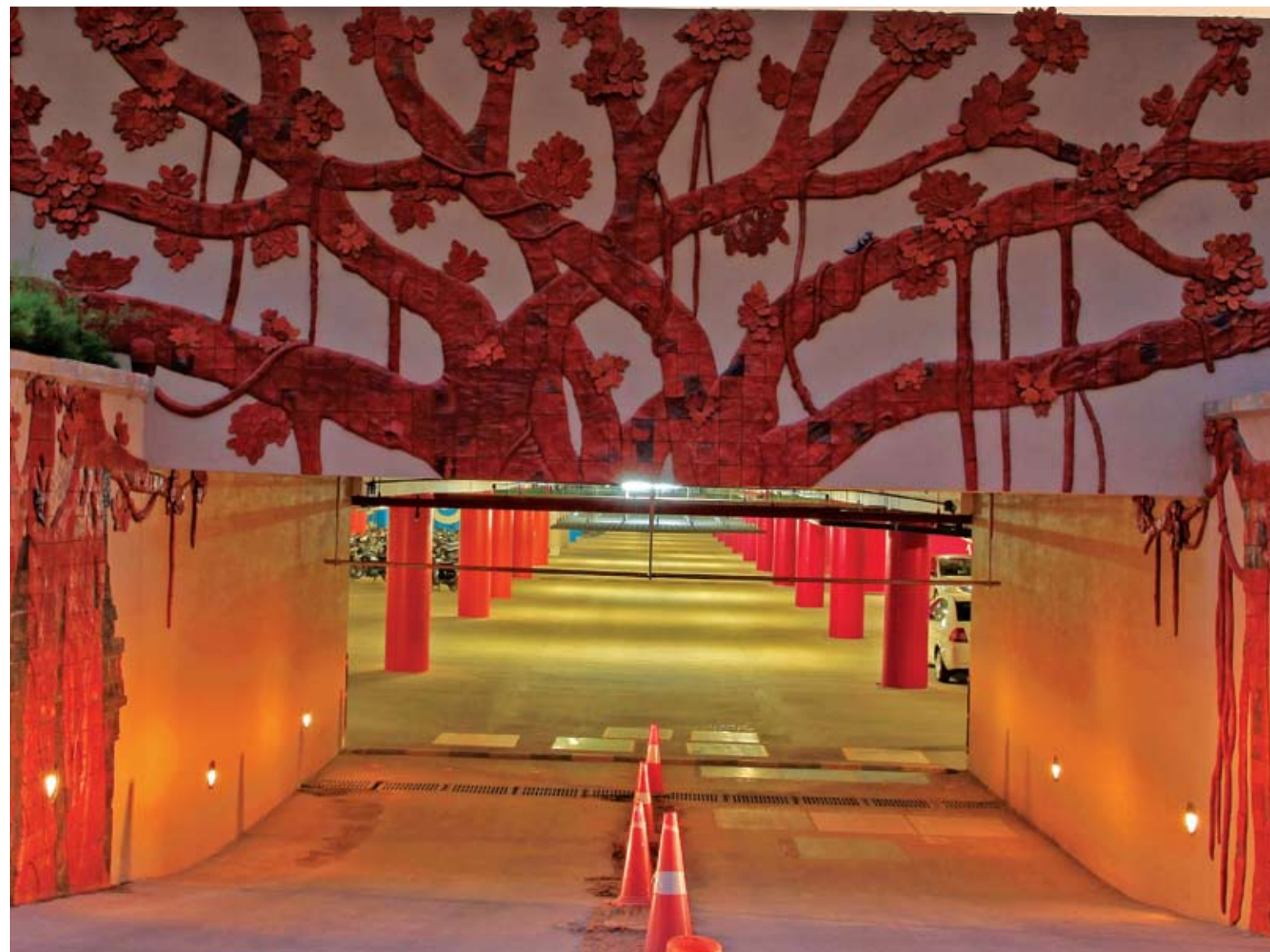


Artistic touches
give character and
definition to spaces.

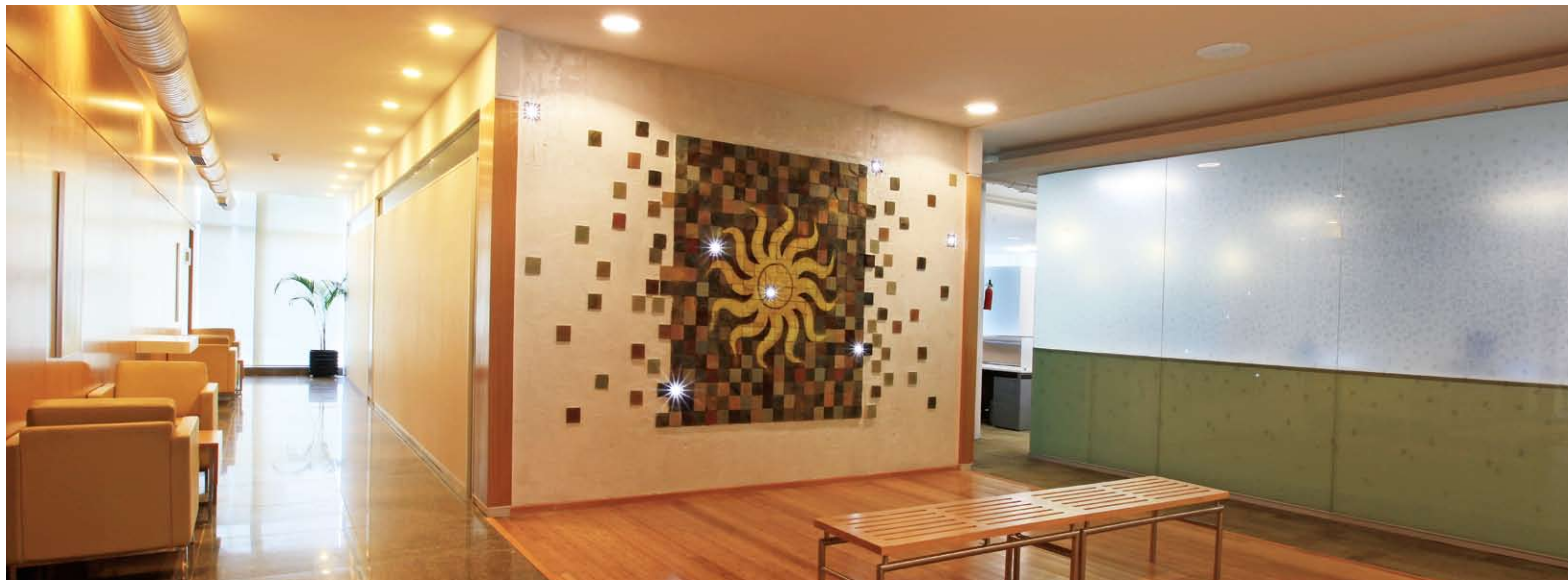




Welcome to the Terminus (terra) - not only a place to park, but to get refreshed, rejuvenated and emerge charged for work.



Unobtrusive but restful breakout spaces ensure that the campus is a great place to work!





This unusual seating space outside SEA is as much art as it is a simple functional area.





The 'sustainability wall' in the Sun Lounge uses regional and contextual symbols to express the energy of the sun; elsewhere in the campus natural colors and indigenous forms evoke tradition and culture.



Traditional artwork
is as striking as
more modern
approaches to
graphics and
design.

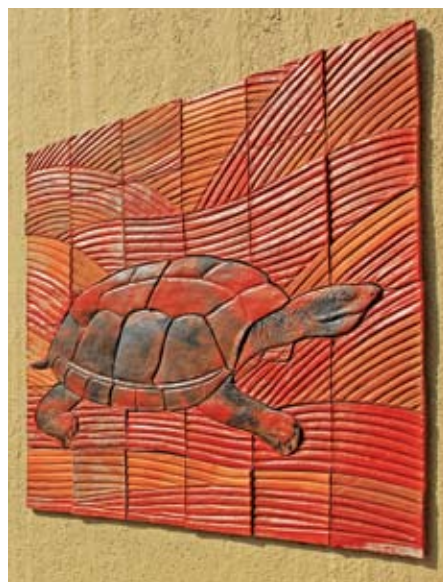




Eye-catching artwork in bold and vibrant colors tells its own tale, giving people pause as they go about their routine.

"Memory points are like postcards. People will remember a place if there is an iconic memory associated with it."

Partho Guha
Elephant Strategy + Design



Distinctive and colorful art is used to define spaces across the campus, helping people to find their way from one area to another.



A parking lot with attitude, it is also a hub for people to interact in a vibrant and cheerful ambience! Serving as an entry point into the campus, the Terminus features larger than life murals and eye catching contemporary art that add to the energy of a space that is already lifted out of the mundane with the dexterous use of color and lighting.



There's a fine line between functionality and art; what was meant to be signage becomes a striking mural.





The five elements of Nature manifest not only in the nomenclature of the buildings, but in surprising ways across the One Earth campus.

Synergy



"Coming together is a beginning. Keeping together is progress. Working together is success." These words are apt in the case of Suzlon One Earth. While the initial challenge was to bring on board professionals most suited to the task, even more significant was the task of creating and maintaining synergy among them. The successful culmination of the project is a testament to their commitment to making the dream of Suzlon One Earth a reality.

Principal Architect

It was imperative to find an architect who would understand the Chairman's vision and be able to transform it into reality. Christopher Charles Benninger Architects, whose projects have a unique sensitivity to nature, was selected. Headed by the well known Christopher Charles Benninger, the firm left its footprint on urban planning projects across India, Bhutan and Sri Lanka.

Developers

Panchshil Realty, with its considerable experience in project and construction management, were chosen as joint developers for the project. The company offers the entire range of construction related services. Vascon Engineers came on board as building contractors, with more than 20 years of experience in conceiving, developing, constructing and managing varied projects, they have a reputation for quality construction.

Landscape Architects

Ravi and Varsha Gavandi (RVG) were appointed to add value to the 'office in a garden' concept. They are a leading landscape consultancy firm that focuses on creating clean visuals with usable spaces which enhance the value of the project. RVG conducts in-depth studies of a client's values, the ecology and environment of every project it undertakes.

Interior Architects

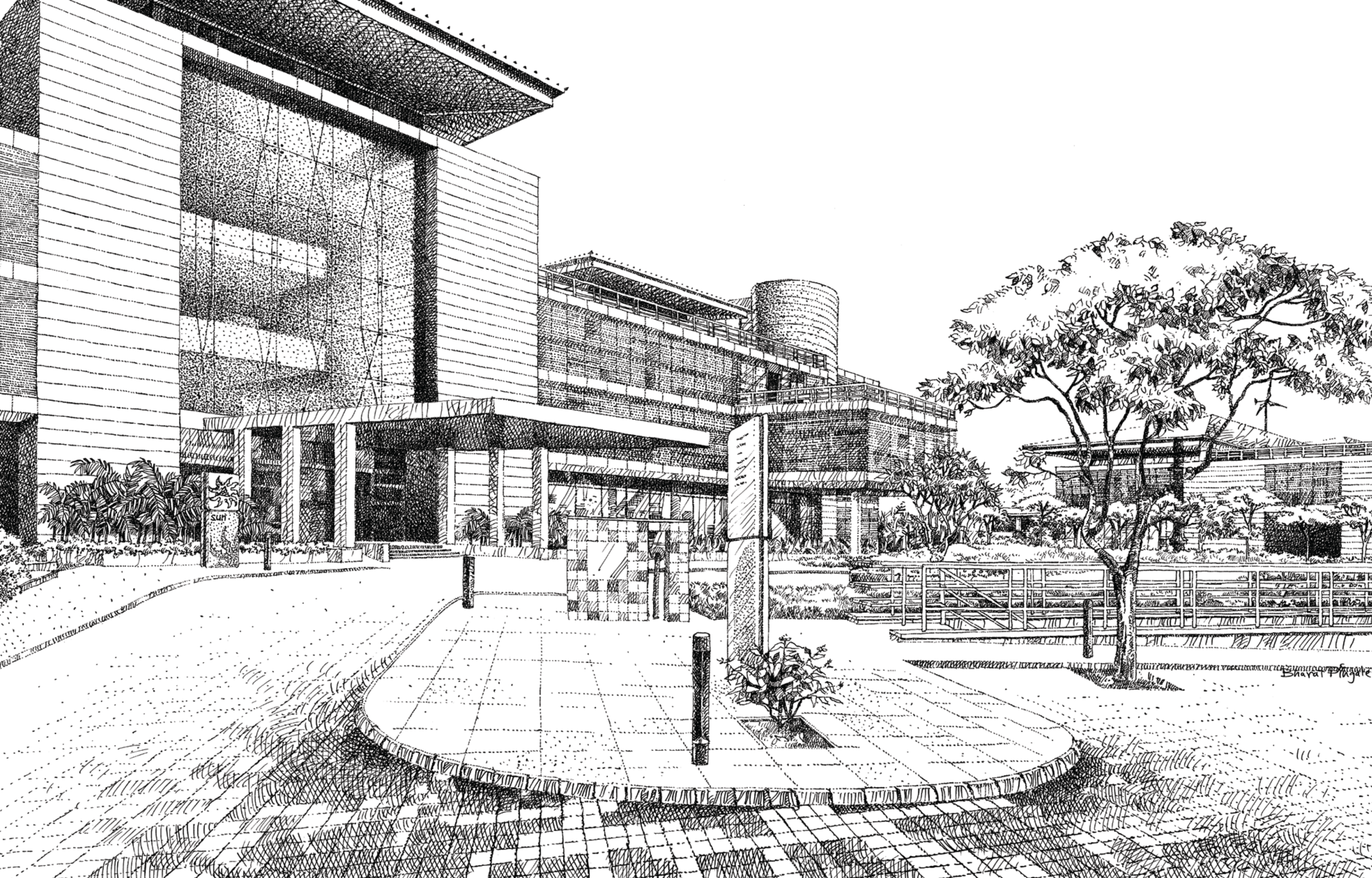
The brief for Tao Architects Pvt. Ltd. was to enhance the architectural vocabulary of the campus. The company offers design services in architecture, interiors and landscape along with design development and project coordination. Space Matrix was also brought on board to share in visualization and execution of this project. One of Asia's fastest growing interior and architectural design consultancy firms it has 11 offices in the region.

Communication and Experience

The task of creating effective communication was given to Elephant Strategy + Design, a multi-disciplinary design firm that has created, redefined and repositioned several brands across a wide range of industry segments. The team specializes in enabling innovation, creating brand experiences.



One Earth reflects everything that Suzlon values; function and esthetics blend seamlessly, bringing to life the essence of a greener and more sustainable future.



Bhavani Prasad