



Good Earth, Rosabagh oval platter (Medium), ₹4,800

ArgentOr, Silver nut bowl, ₹52,000



Frazer and Haws, Silver orchid flowers in ceramic vase, ₹17,100



Invhome.in, Crackled glaze aqua blue bowl, ₹510



Houseofthings.com, 'Prestige Gala' dinner set of 21 pieces by Versace, ₹2,65,400

Table SETTING

A good host knows the importance of the right accessories to go with the food. Take your pick from these elegant styles that are sure to spruce up any meal



Anthropologie.com, Reactive pitcher in copper, ₹6,140



Scenariohome.com, Cut stemmed goblet (set of 4), ₹9,070



Horchow.com, Butterfly ginkgo round platter by Michael Aram, ₹8,720



Addresshome.com, 'Apple blossom' mottled metal and brass ice bucket, ₹2,392

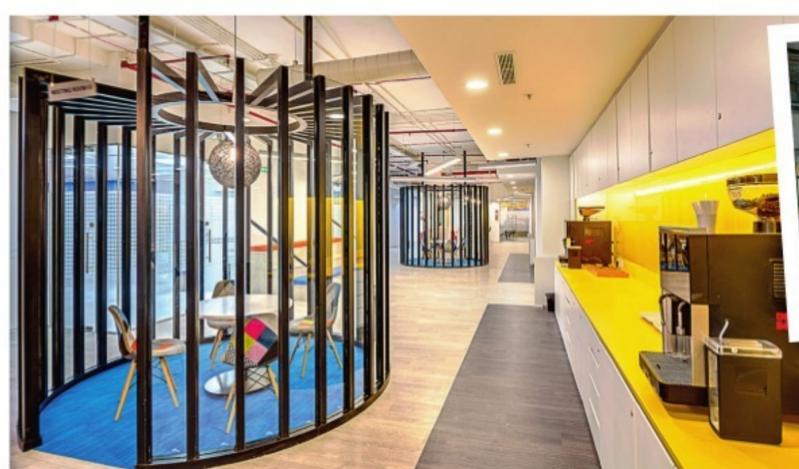
The dynamism & productivity of co-working spaces

OFFICE OFFICE was perhaps one of the most iconic Indian television sitcom that aired two decades ago. It starred Pankaj Kapoor as Mussadilal, a humble customer taking rounds in government and corporate offices. The peculiar character was the sitcom's spatial setting — each episode conveyed the office organisation as a composition of sluggish and unenthusiastic people, occupying standalone desks and cubicles, placed far away from each other that made it tougher to navigate from one place to another, let alone create a meaningful accord. At the time, offices were designed in a similar vein and since, office layouts have come to delineate the culture of the organisation. With the advent of consumer-based technology, employees began to understand the limitations imposed by the rigid office setup. Almost all social, economic and logistical problems were attributed to spatial order and hierarchy of the offices. There came a need for more interpersonal relationships and team-building capacity during office operations and an atmosphere for communication of ideas.

These new setups were marked by reduced costs due to resource sharing, and a more dynamic professional environment where ventures from different fields could simultaneously contest in the same space and learn organisational values from each other. The setup, being more competitive in



Sandeep Roy, Chief Operating Officer at NCUBE Design



The shared office spaces designed by NCUBE Design encourage team building, as well interdisciplinary learning between different ventures.

nature, made employees more target-oriented, making performance the evaluation criteria for each company. This boosted individual growth as well as group goals and collective values. The story of co-working spaces, is one of disruptive changes and continuous growth patterns. It demands constant innovation that can be applied to the domain of corporate and government office setups too. The premise of talking about the story is to convey that office setups do not sprout on their own; they have to be thoughtfully designed. From understanding the visual atmosphere, to the carrying capacity, spatial segregation and orientation, cost, materiality and technology imperative

to the functioning of the office — all of it has to be considered thoroughly and made to undergo many improvements and tests, to finally be delivered for use. This is where NCUBE Design has been consistently putting its efforts. Our relationship with the most notable Indian co-working venture, AWFIS, dates back to its formation. Through the years, while working on numerous co-working projects, each with a different context, requirement and character, we have acquired the wisdom to understand human behaviour and collective needs in a workspace, and have gathered immense data on organisational values and brand ethos to make them a part of our design process. With this experience, we have been able to

transfer our knowledge to the design of corporate workspaces to optimise them furthermore and help them incorporate current trends and market changes while retaining their core values. Today, the premise of *Office Office* seems to be losing ground, since, if Mussadilal walked in a co-working space or any new-age corporate setup designed by us, he would witness an active office setup, where communication is effortlessly merged with work, where people and values are entertained, and where accomplishing work-objectives is the imperative to sustenance. And NCUBE Design is at the forefront of driving this healthy up-gradation in the Indian industry.