

# SOCIAL & CULTURAL ASPECTS

# MARATHAHALLI

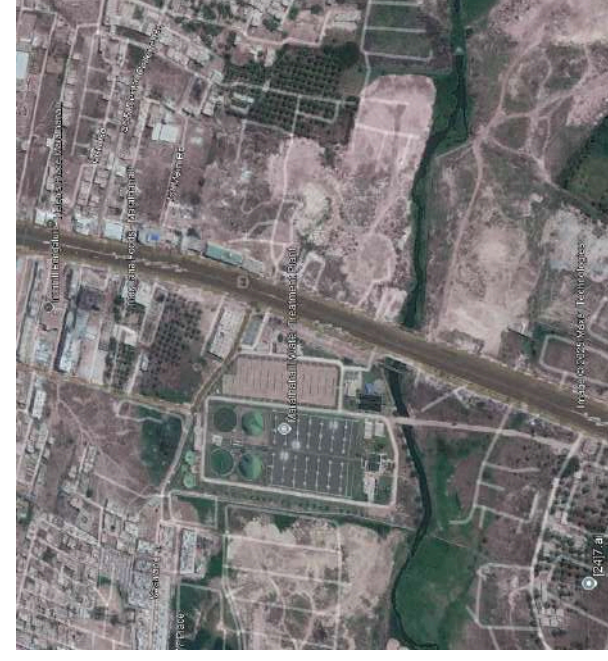
## INTRODUCTION

### Site Overview:

- Currently unclassified, per the 2031 BDA Master Plan
- Near Varthur Lake Opposite Marathahalli Water Treatment Plant.
- This position offers unique opportunities for development, leveraging both natural beauty and urban connectivity.



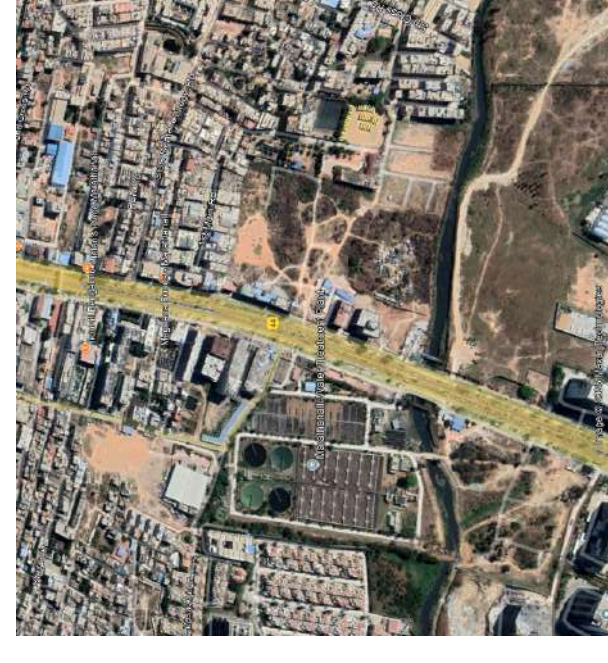
## MAPS



2010

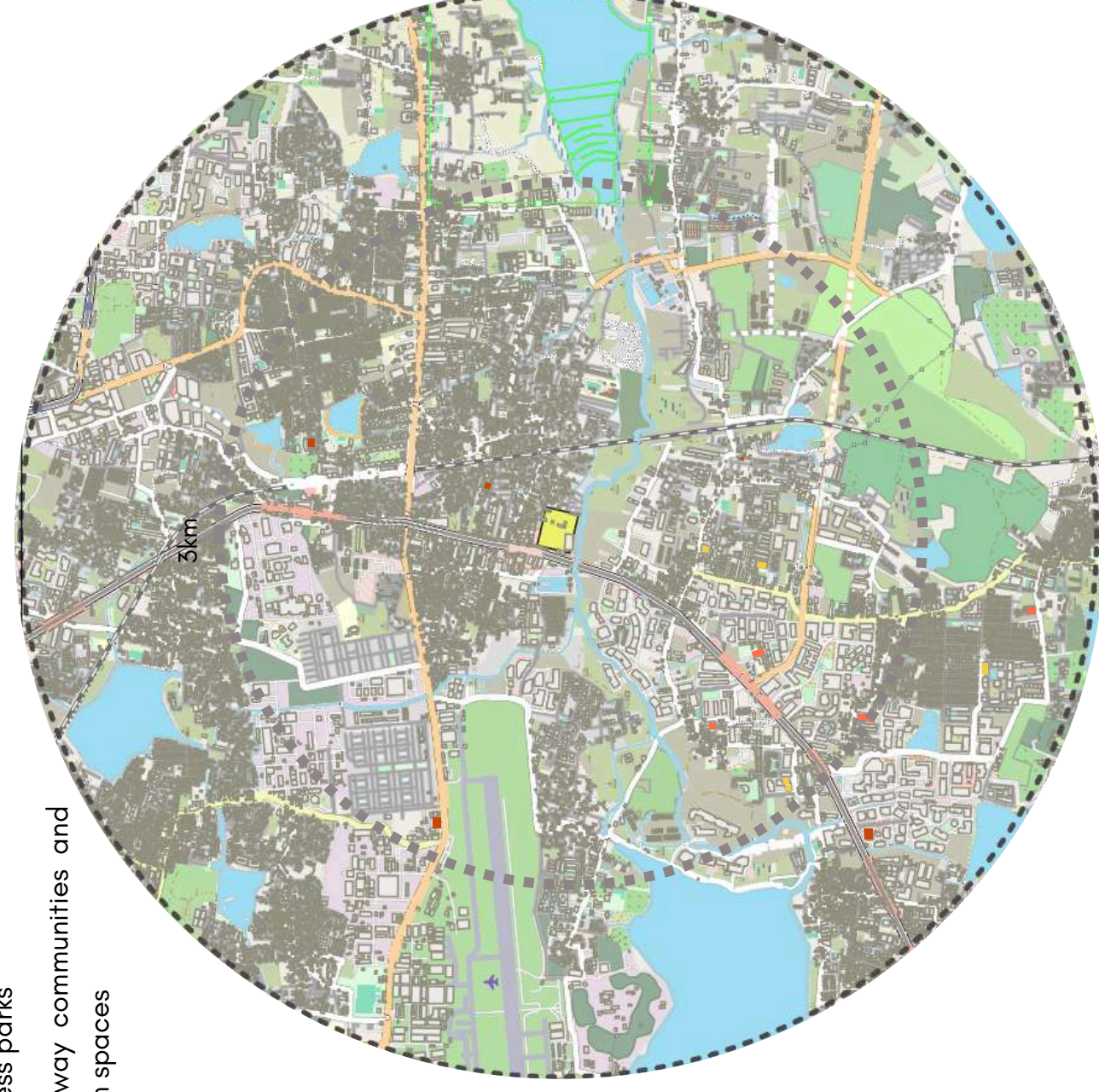


2015



2025

- Recreational spaces
- Business parks
- Gateway communities and green spaces



- Urban Development & Migration Trigger
- With the rapid development of Marathahalli post-2000, the rise in IT offices, tech parks, and commercial hubs created a surge in job opportunities. This led to a massive influx of migrant professionals from across India, resulting in a crowded floating population.
- To accommodate the demand, the area saw a sharp increase in high-rise apartments, PGs, and service buildings, transforming it from a quiet village into a dense, fast-paced urban neighborhood.

### Recreational spaces

- HAL Heritage Centre and Aerospace Museum- 5km
- Art of Living Yoga Studios- 5.3 km
- Decathlon Whitefield- 6.5 km
- Soccer city
- Guru sports club



### Green Spaces

- Munnekolala Lake trail- 5km
- Chinnappanahalli Lake- 6km



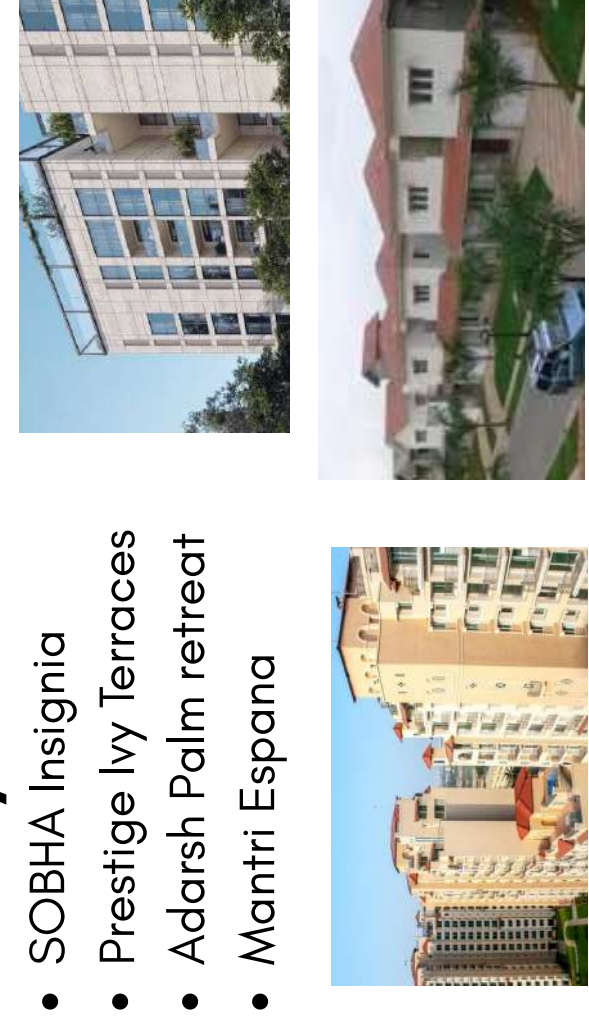
### Business parks

- Prestige tech park-5KM
- RMZ Ecoworld- 6KM
- cessen business park- 7KM
- RGA tech park



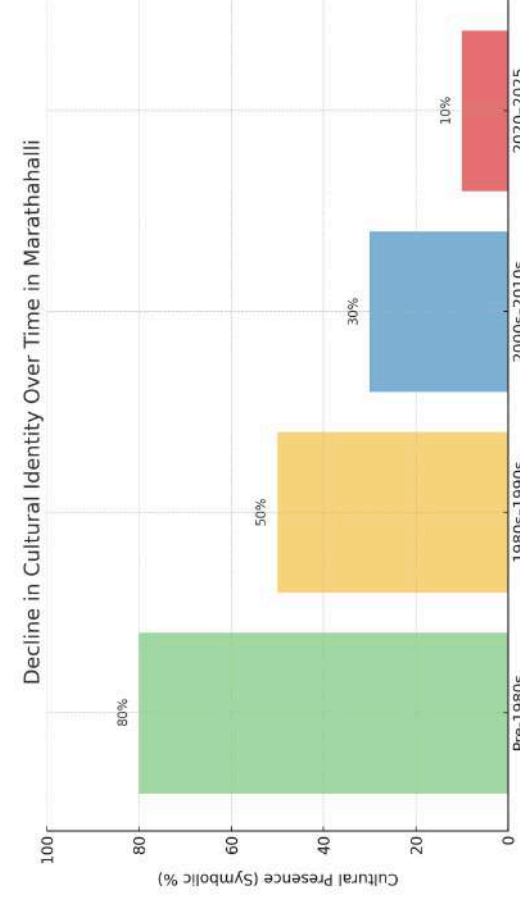
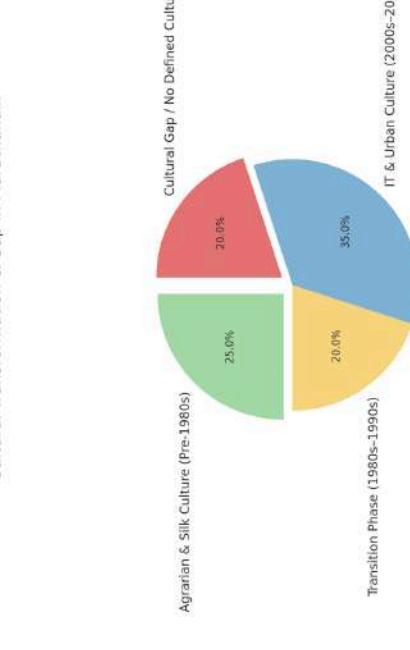
### Gateway communities

- SOBHA Insignia
- Prestige Ivy Terraces
- Adarsh Palm retreat
- Mantri Espana



## INFOGRAPHICS

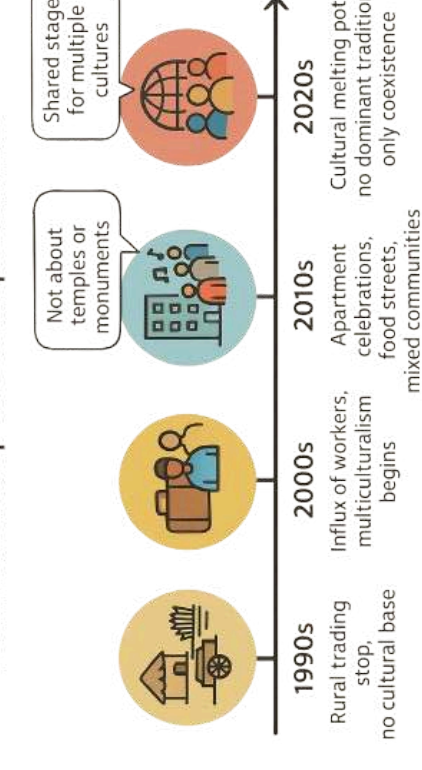
Cultural Transformation & Gap in Marathahalli



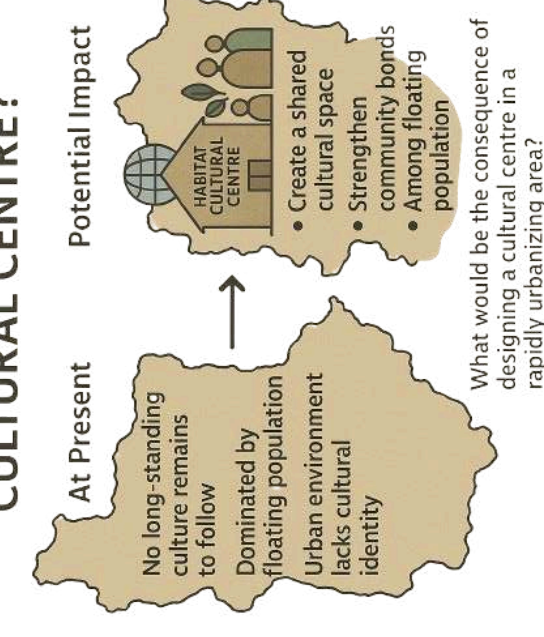
Cultural presence was strong (80%) before the 1980s. It gradually declined through the tech boom years. By 2020-2025, cultural identity is symbolically as low as 10%, showing a significant cultural gap.

Time Period	Cultural Characteristics
Pre-1980s	• Agrarian village culture • Rice & millet farming, Silk exposure • First signs of urban Whitefield • Rise in
1980s	• Rural trading stop, no cultural base
1990s	• Influx of workers, multiculturalism begins
2000s	• Apartment celebrations, food streets, mixed communities
2010s	• No long-standing culture remains to follow
2020-2025	• Not about temples or community events • Shared stage for multiple resources

### Cultural Evolution of Marathahalli: From Rural Stop to Cosmopolitan Hub

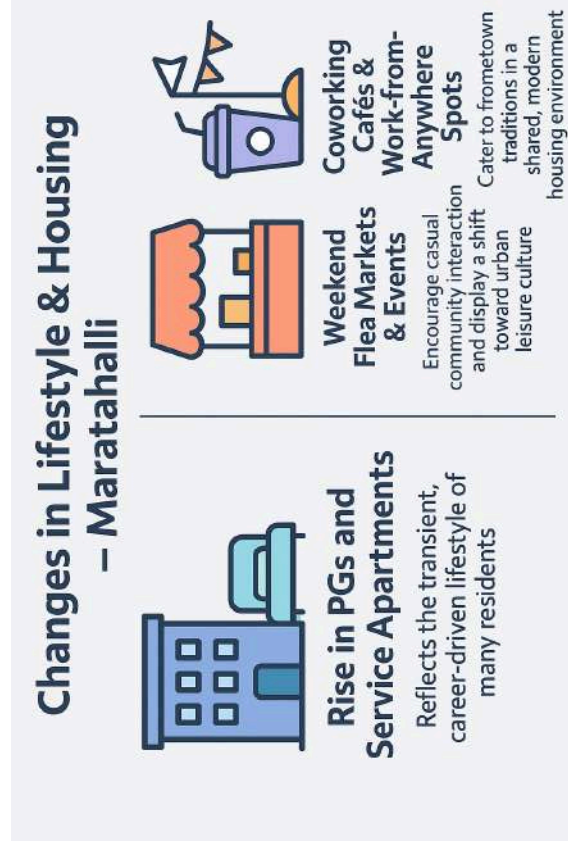


### WHY DESIGN A HABITAT CULTURAL CENTRE?



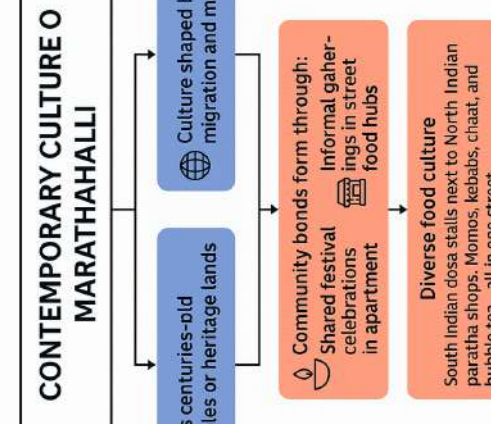
## Changes in Lifestyle & Housing

- Rise in PGs & service apartments shows temporary nature of many residents.
- Weekend flea markets, coworking cafés, & gated festivals represent the new social rhythm.



## Cultural Identity as Contemporary, Rather Historical

- Lacks centuries-old temples or traditional landmarks.
- Culture now defined by shared festivals, apartment events, street food stalls, and shopping areas.



# 1. SITE ANALYSIS

**AMLUYA D**  
1DC22AT006  
**B YASHWANTH REDDY**  
1DC22AT014

**CHAITRA G**  
1DC22AT016  
**DHATRI P SASTRY**  
1DC22AT021

**K. RAJESHWARI**  
1DC22AT030  
**AFTAB AALAM**  
1DC22AT038

## Design Implication

The site is ideal for a contemporary cultural space—a performing arts and community hub that reflects Marathahalli's transient, diverse population. It can foster cultural exchange, creative expression, and social connection.

## INFERENCE

Culturally, Marathahalli is shaped more by migration and temporariness than by heritage. The area's identity is contemporary and dynamic, reflecting a fluid mix of languages, lifestyles, and activities. Unlike historic neighborhoods, its culture is formed by short-term residents, IT professionals, migrant workers, and urban nomads. This shifting demography gives rise to:

- Floating populations with diverse cultural inputs but limited rootedness.
- Community interactions through modern events — flea markets, co-living spaces, and social hubs rather than temples or age-old rituals.
- The area lacks historical continuity, offering scope to create a new cultural anchor.

In a place where no deep-rooted culture exists, can a designed cultural centre become the anchor for future community identity??"

The potential impact of designing a Habitat Cultural Centre:

- Bringing together diverse people
- Creating shared experiences
- Fostering a community for the floating population

### MASSING EVOLUTION

- Considering a rectangle
- Carving out the south side
- South & North side subtraction
- According to primary wind direction
- According to secondary wind flow
- Further more subtraction on same sides
- Open vista at top

### FLOOR PLATE

FLOOR PLATE 1   FLOOR PLATE 2   FLOOR PLATE 3   FLOOR PLATE 4   FLOOR PLATE 5

### FINAL MASSING

SOUTH VIEW   NORTH VIEW

### INDOOR AND OUTDOOR CONNECTION

OPEN DECK   BALCONY   BALCONY   BALCONY   BALCONY   GREEN   GREEN   OPEN ENTRANCE

- INDOOR
- OUTDOOR
- Outdoor terraces act as the exposed surface of the braid, showing the weaving on the exterior.
- On every level, the pink area shifts position → creating a helical twist.

### INDOOR AND OUTDOOR CONNECTION

DOG LEDGED FIRE SAFETY STAIRCASE WITH 3 LIFTS

OUTDOOR DECK	YOGA
GAMING	
GYM	PHOTOGRAPHY
DISPLAY	
YOGA	TEXTILE
MUSIC	ART AND CRAFT
AUDITORIUMS	DRAMA
AUDITORIUMS	DANCE
CAFE, RETAIL STORE, MINI PERFORMANCE	

- PUBLIC
- SEMI PUBLIC

### CORE PLACEMENT

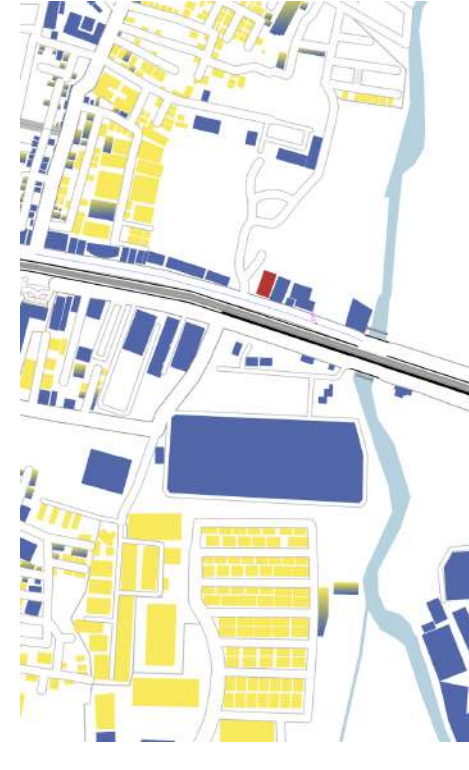
- Public (blue) and semi-public (pink) zones act like two distinct strands of a braid.
- They run vertically through the tower in alternating layers
- The core forms a protected, uninterrupted fire spine, running straight like a central fiber in a braid

# INTRODUCTION

- LOCATION : Opposite BWSSB Water Treatment Plant, Marathahalli, Bengaluru
- SITE AREA : 1.5 acres
- SITE OVERVIEW:
  1. Near Varthur Lake Opposite Marathahalli Water Treatment Plant.
  2. This position offers unique opportunities for development, leveraging both natural beauty and urban connectivity.



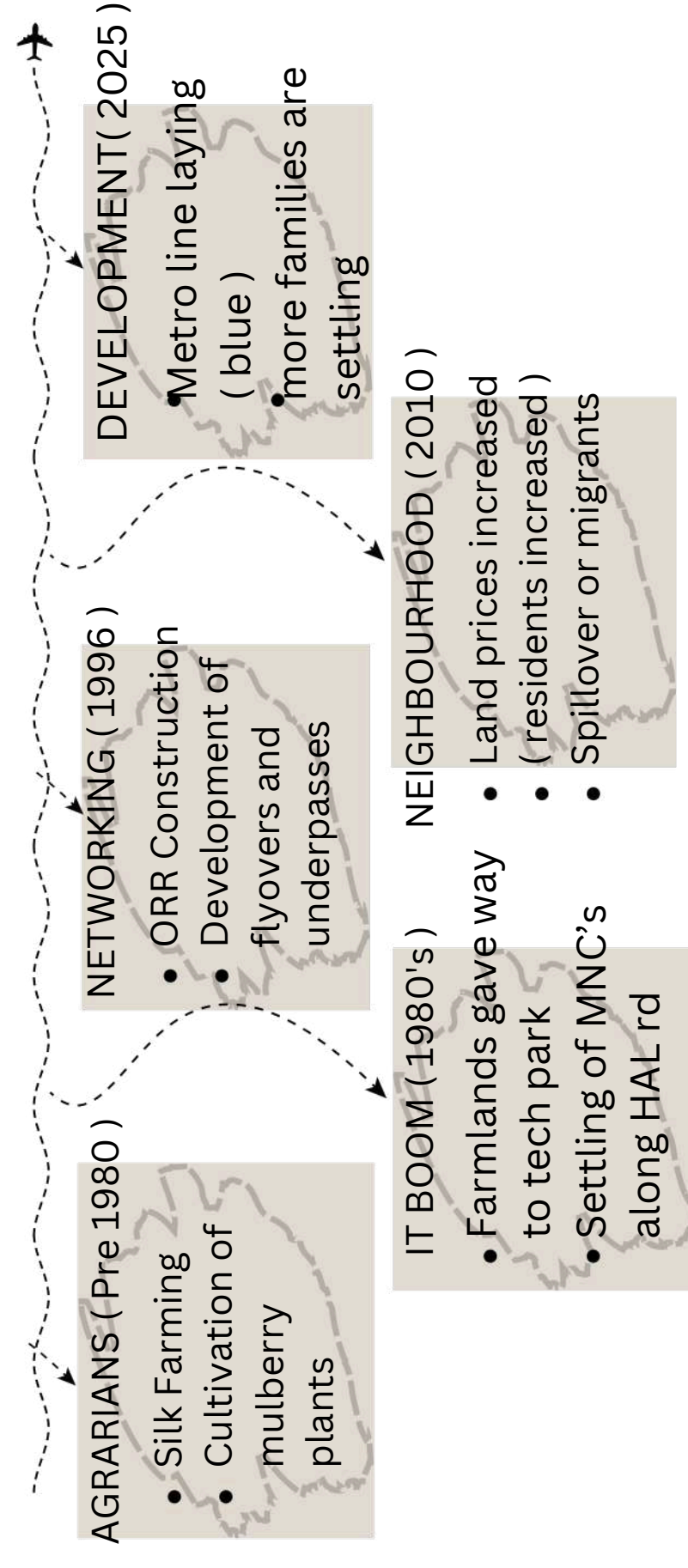
## TYOLOGY OF BUILDINGS



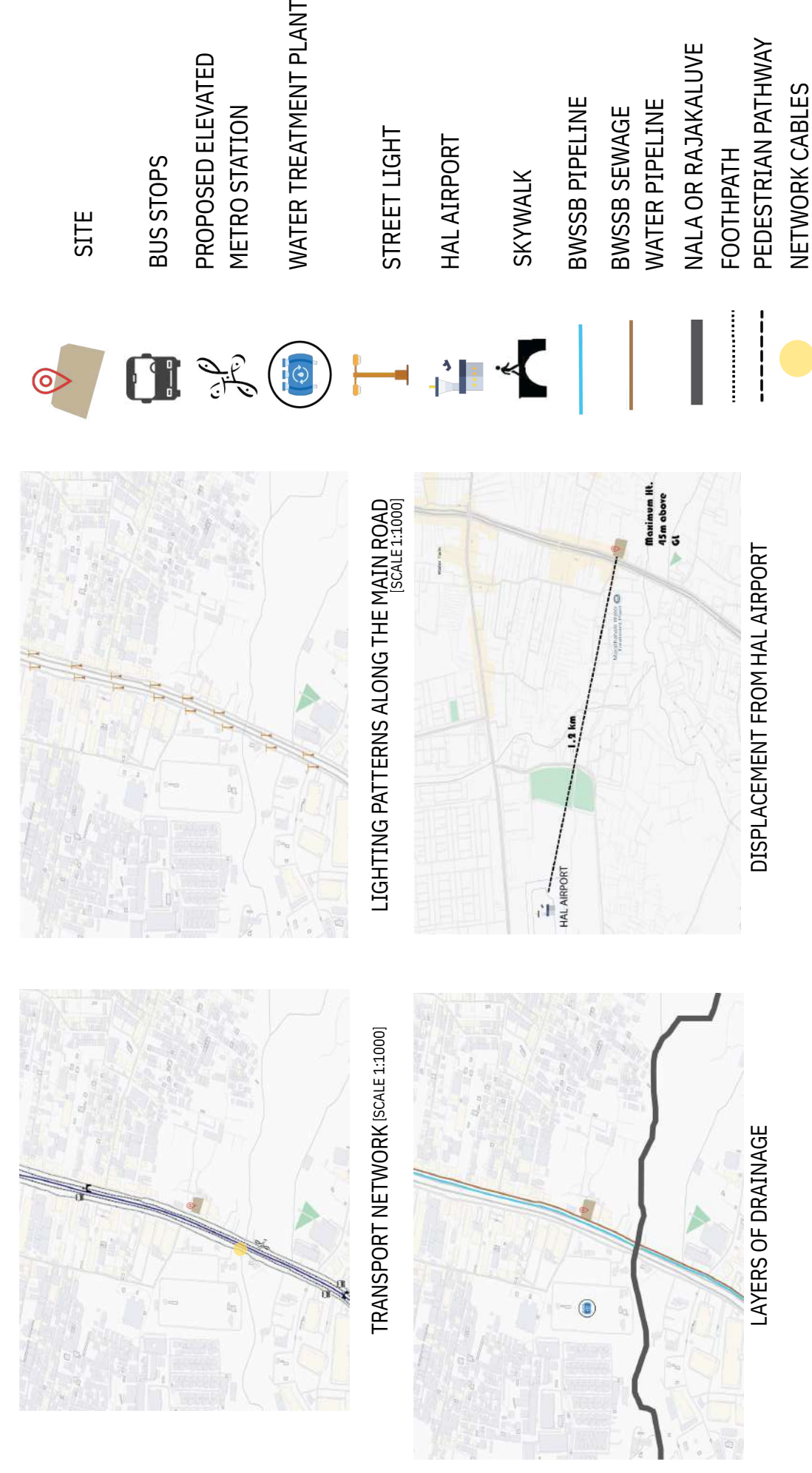
- RESIDENCES
- MIXED USE
- COMMERCIAL
- SITE



## HISTORY



## INFOGRAPHICS

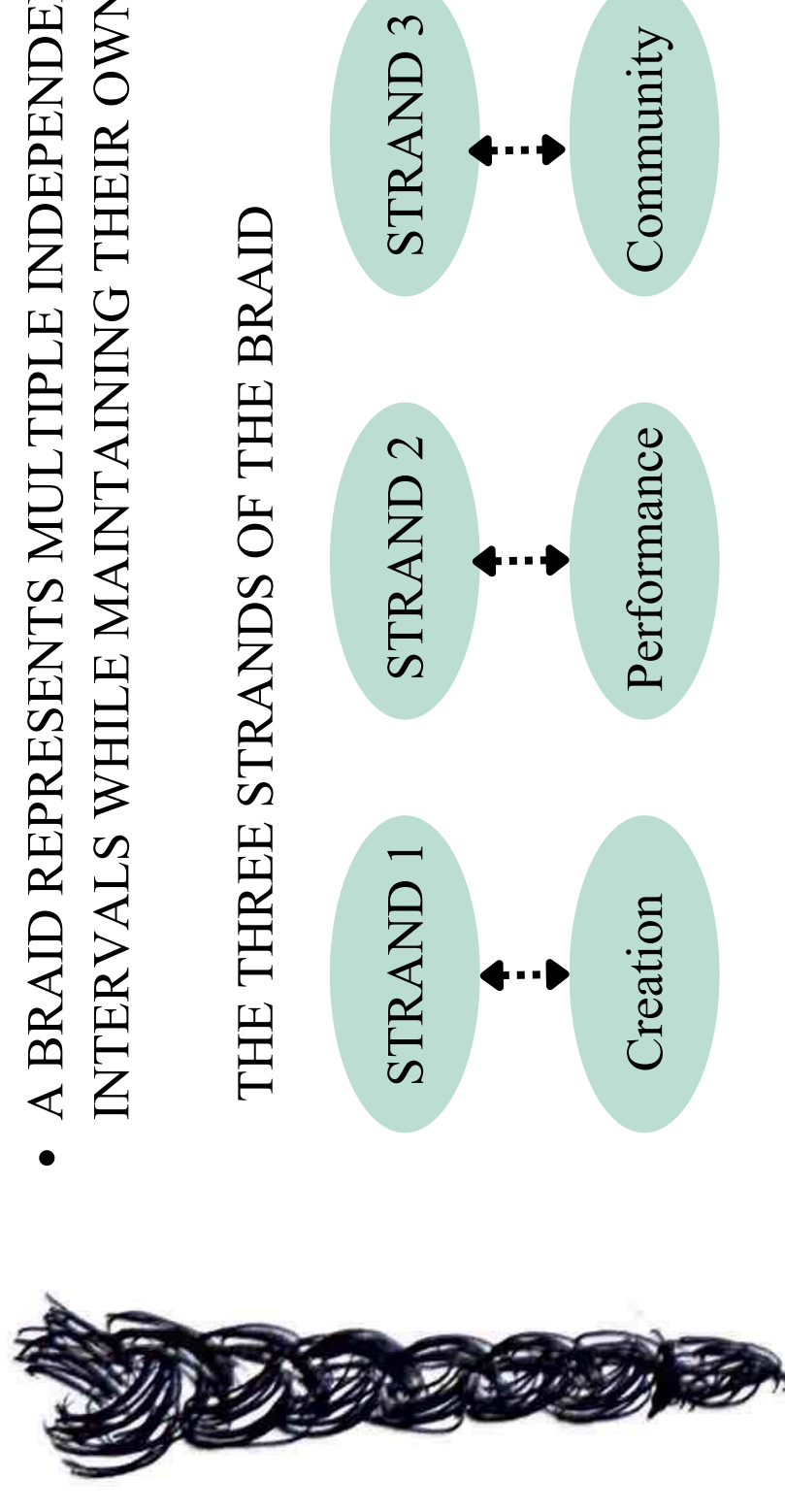


**SINGLE-STOREY (5M)**  
**TWO-STOREY**  
**MULTI-STOREY**

• The surrounding building heights vary: most residential areas on the North are single to two-storey houses, forming a low-rise neighborhood fabric. On the north-west closer to the commercial stretch, buildings rise to two and three storeys, reflecting mixed-use activity. Overall, the context transitions from low-rise residential to moderately dense commercial development.

# BRAID

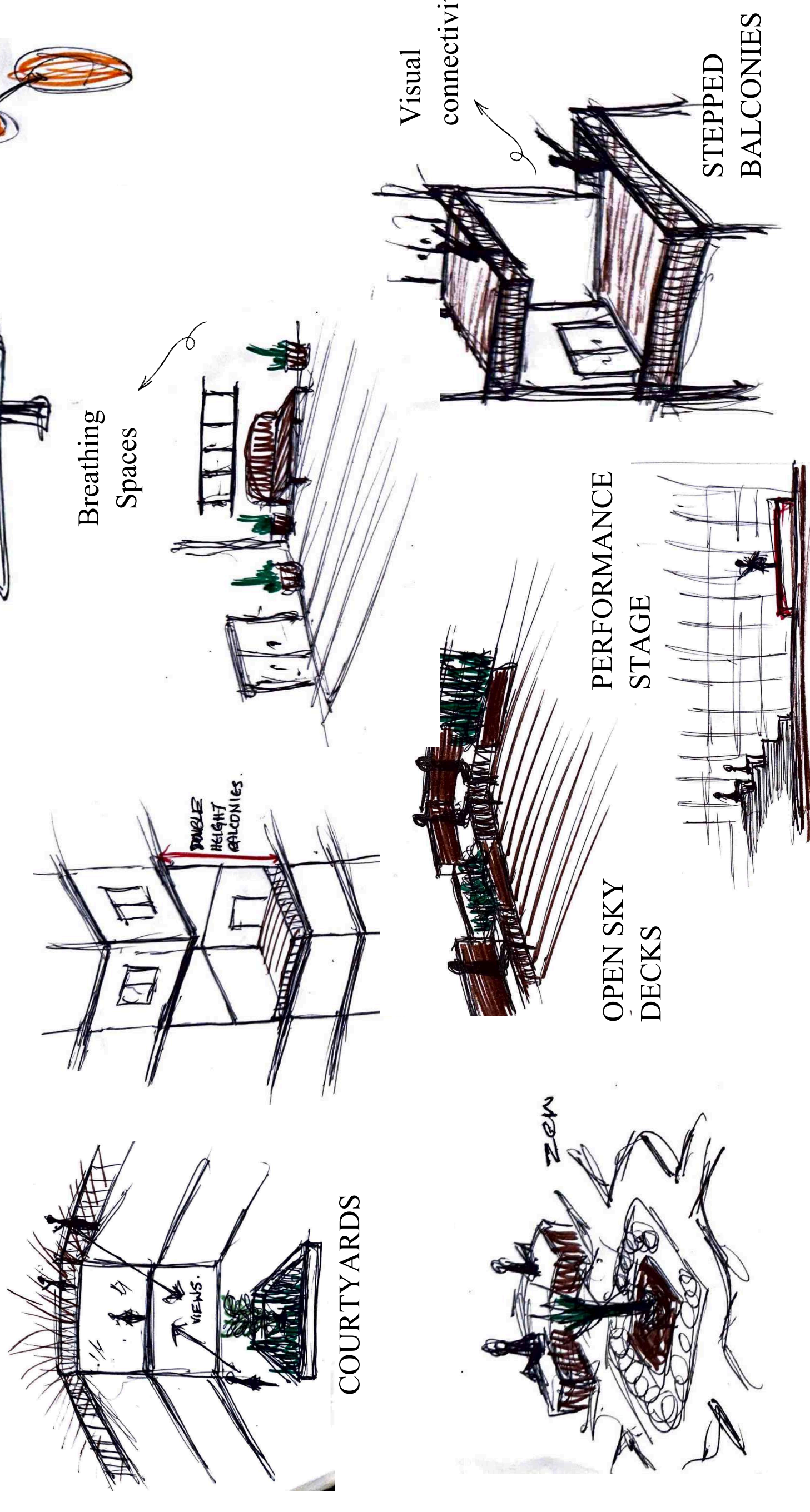
- A BRAID REPRESENTS MULTIPLE INDEPENDENT STRANDS THAT INTERTWINE AT INTERVALS WHILE MAINTAINING THEIR OWN IDENTITY.



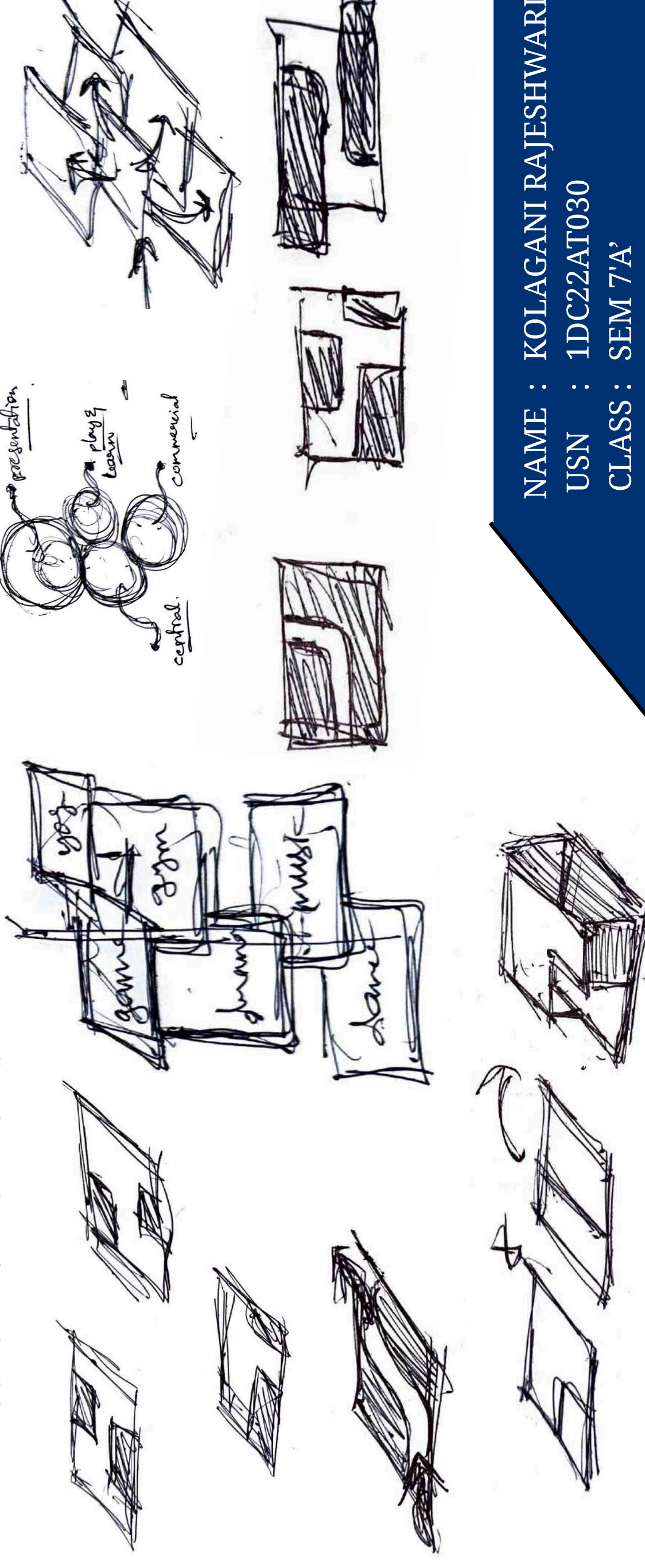
## VERTICAL PLACEMENT

- The three strands (Creation-Performance-Community) run across the site as long linear zones.

## INTERSECTIONS = INTERACTION NODES

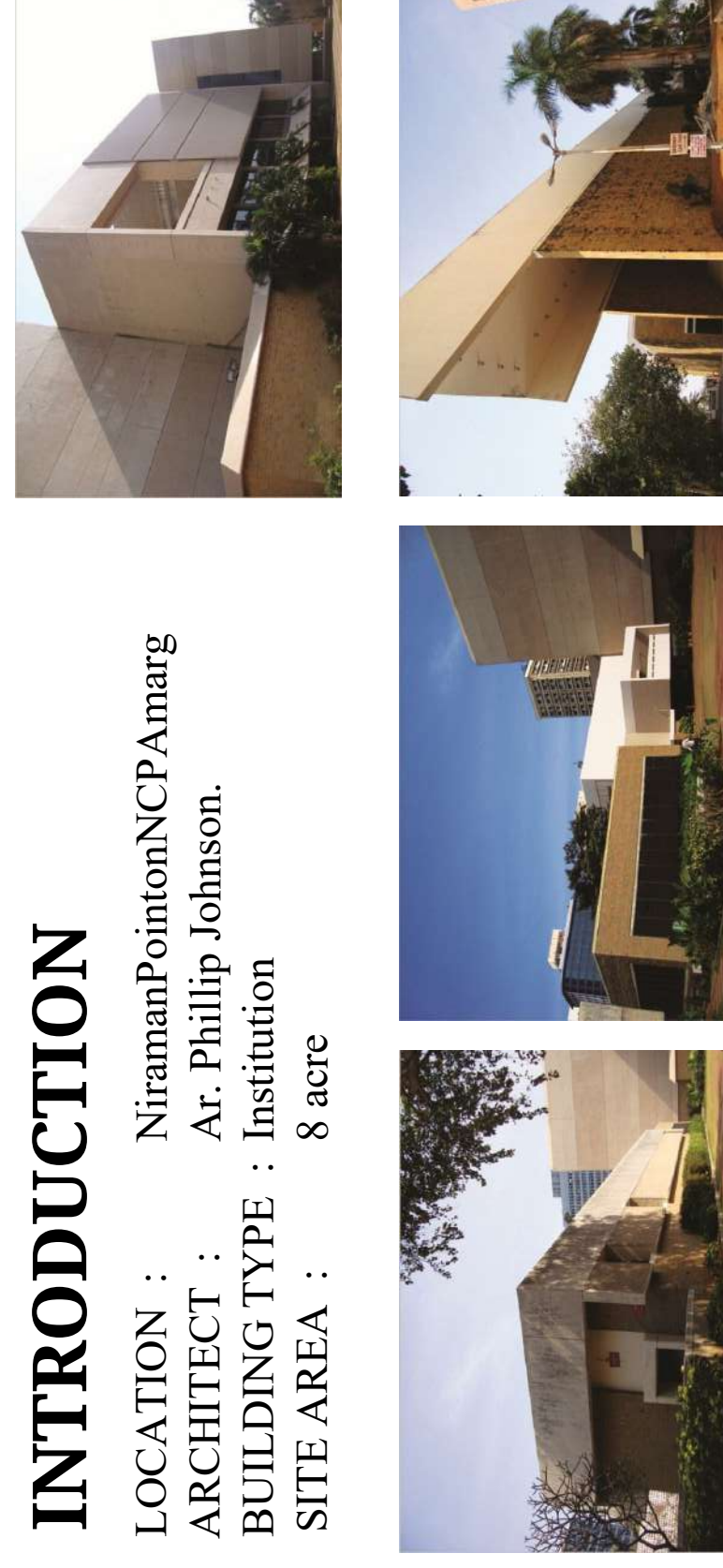


## INITIAL CONCEPTUAL SKETCHES



## INTRODUCTION

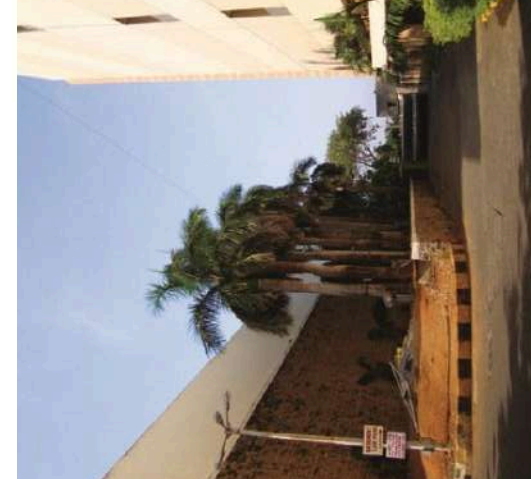
LOCATION : Niranam Point on NCPA Marg  
 ARCHITECT : Ar. Phillip Johnson.  
 BUILDING TYPE : Institution  
 SITE AREA : 8 acre



- Situated at Nariman point, Mumbai with Arabian sea on one side.
- The area is a commercial one with high flanked buildings all around.
- The complex is 8 km from CST terminal, 3 km from church gate station.
- The CSI airport is 35km from the site and the Santacruz domestic airport is 25 km.
- The site is flat with very little vegetation with area comes to around 8 acres.
- The site is surrounded by streets on 3 sides and Arabian Sea on the other side.

## LAYOUT

- The layout of the campus is a spread cut one.
- There are six entrances into the campus.
- Separate service entry not provided.
- The staff quarters are provided at the entry itself and they use the same entry.
- The buildings have no connection with one another, lacks zoning and planned development.
- There is no segregation provided for pedestrian and vehicular traffic.
- Parking provided is insufficient and again can create confusion.
- Due to unplanned circulation each block requires its own separate entrance, reception and security.

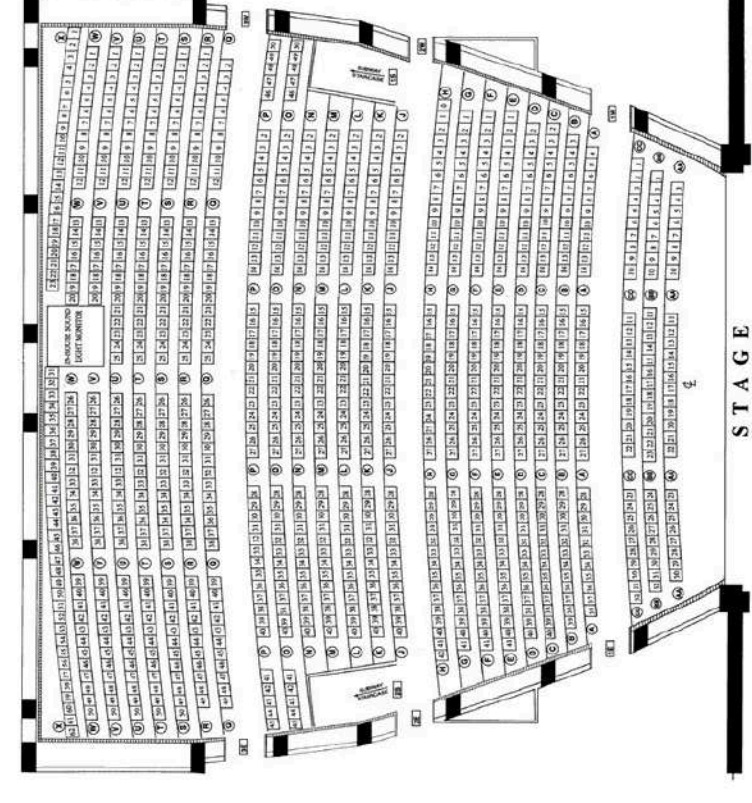


## FACILITIES

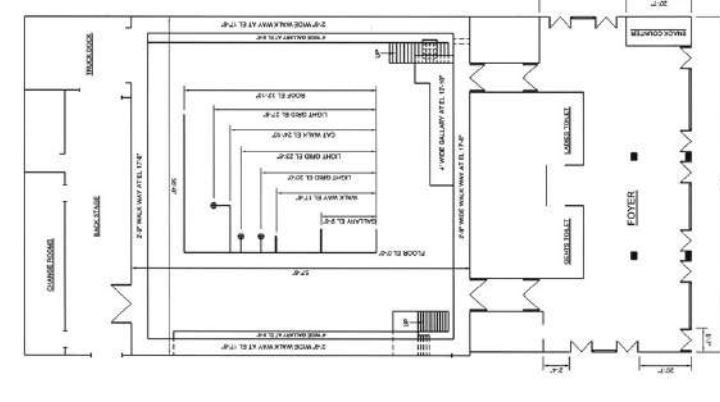
- Theatre Zone
- Dance Zone
- Music Zone
- Drama Zone
- Art Zone
- Textile Zone
- Workshops (Prop/Set/Costume)
- Exhibition
- Outdoor
- Performance
- Community spaces
- Administration Zone
- Services

## THEATRES

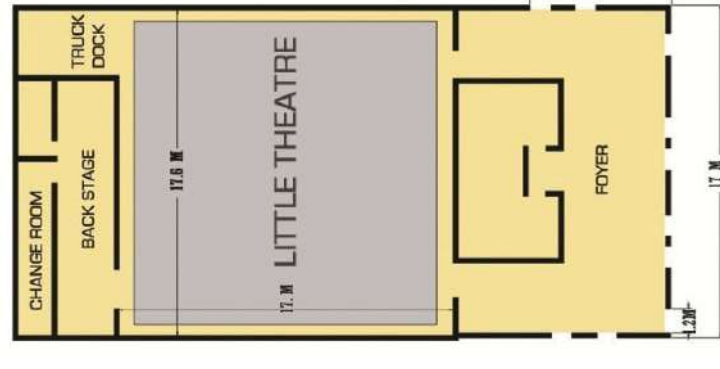
### JAMSHED BHABHA THEATRE



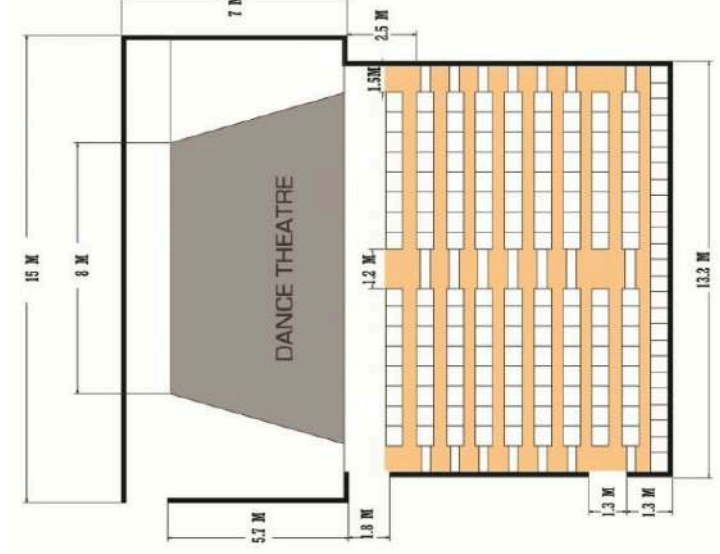
### EXPERIMENTAL THEATRE



### LITTLE THEATRE



### GODREJ DANCE THEATRE



## LIBRARY



- The NCPA Library is a unique resource for Mumbai, as the only Performing Arts library in the city.
- It has got almost 20,000 books and more than 5,500 recordings which can be heard using our in-house audio equipment.



## SUNKEN GARDEN

- Located next to the dance theatre Godrej.
- Reception space also used for small performances
- Stepped seating leading down to a performing area.



## RECORDING STUDIO

- Studio is equipped with state of the art multi track recording equipment based on the Pro Tools HD platform.
- Main recording hub, interconnected to all five theatres through fiber optic cable spreading an area of 24,000sqm.



## REHEARSAL ROOM

## SOUND SYSTEM

- Non-in-house sound system.
- Professional sound system as required are to be hired by the producers.

## PIRAMAL ART GALLERY

- It is one of the only galleries of its kind in India to exhibit works of leading Indian and international photographers, as well as other terms of visual art.
- The gallery is spacious and modular in design, allowing for more than one exhibition at a time.
- It is temperature controlled and is equipped with professional lighting and security systems.



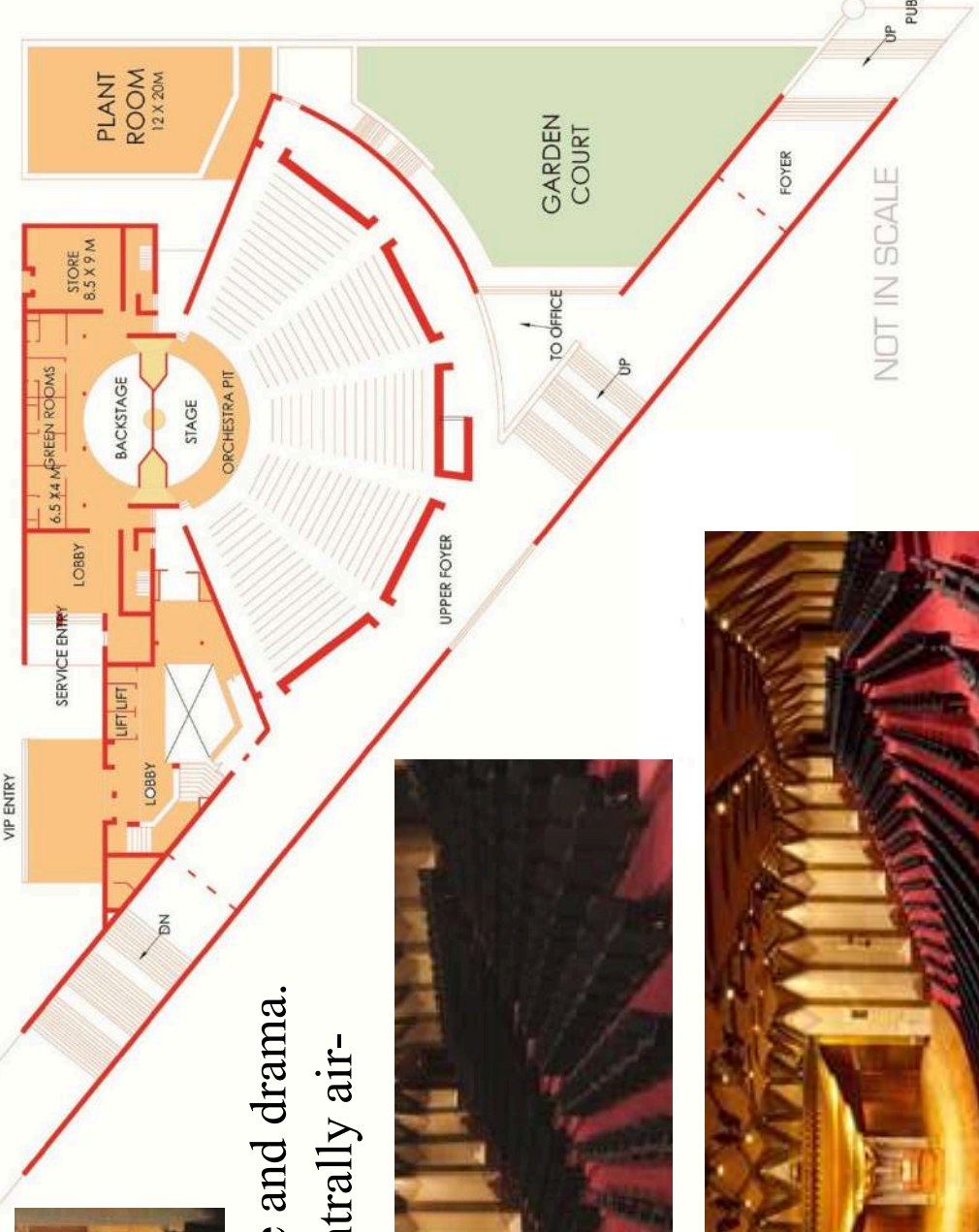
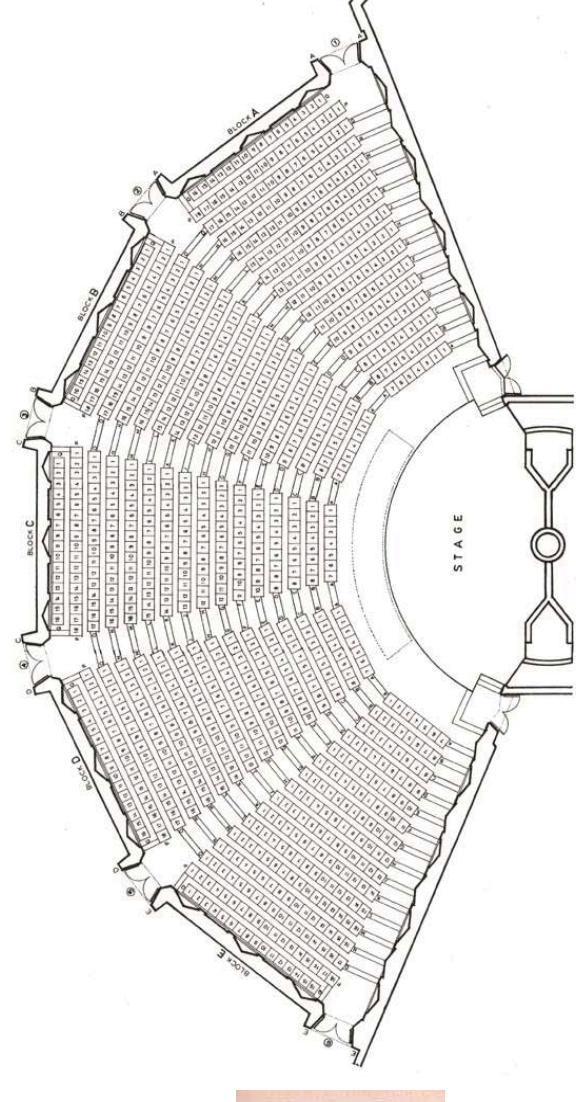
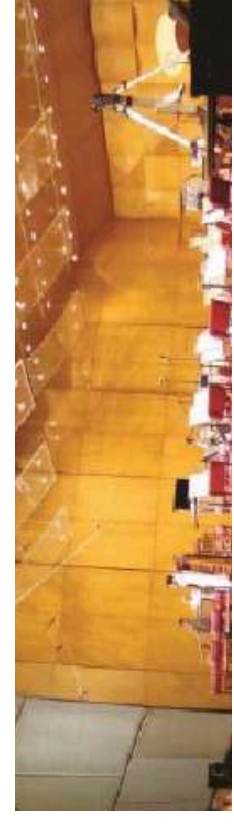
## STRUCTURAL

- Building is finished with different materials like stone, plastered
- Cantilevers more than 10 ft is projected at the entrance of TATA theatre.
- Coffered ceiling is cast for making the space column free.



## TATA THEATRE

- The capacity of the theatre is 1010.
- Fan-shaped amphitheatre.
- The auditorium boasts excellent acoustics, making it ideal for music, dance and drama.
- Suitable for chamber music concert, dance, drama, and film screening. Centrally air-conditioned.



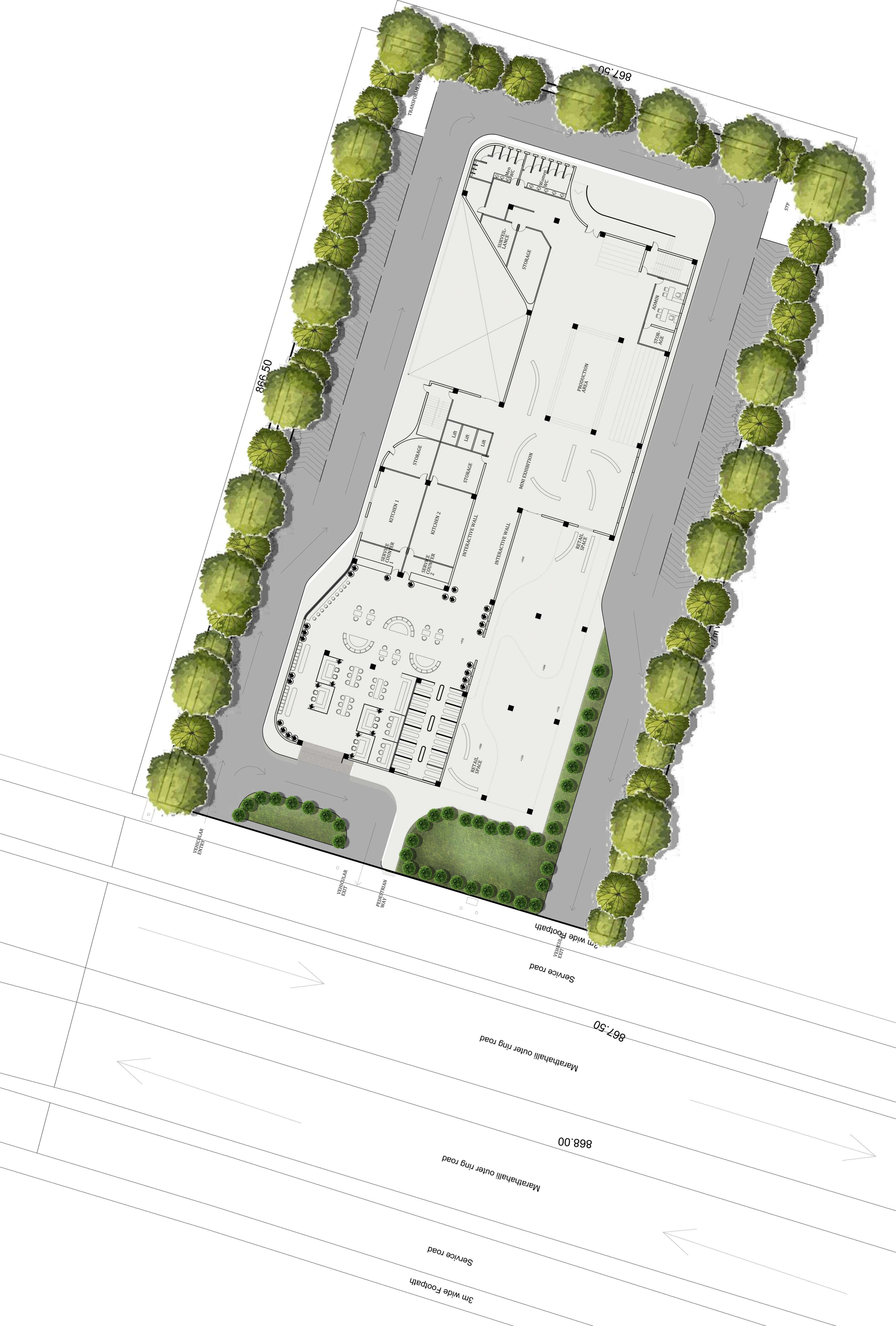
## DRAWBACKS

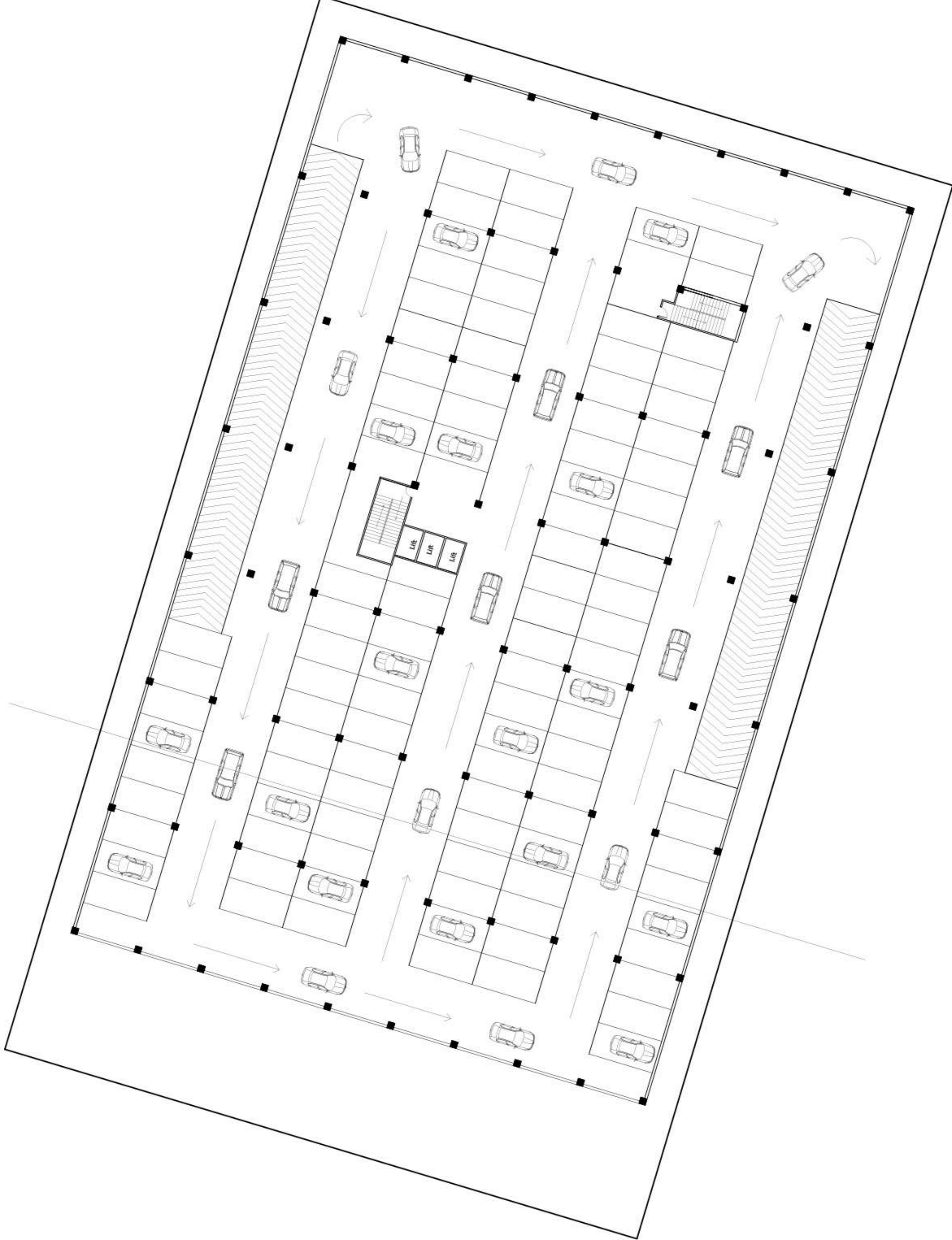
- The circulation between the blocks is not proper.
- Movement from one building to another is possible only through the exterior.
- An active and interesting area is absent.
- Absence of service entry can cause problems when programs are going on.
- Sufficient parking have been provided, but not properly planned.
- The pedestrian and vehicular circulation should be segregated to the required level.

## INFERENCE

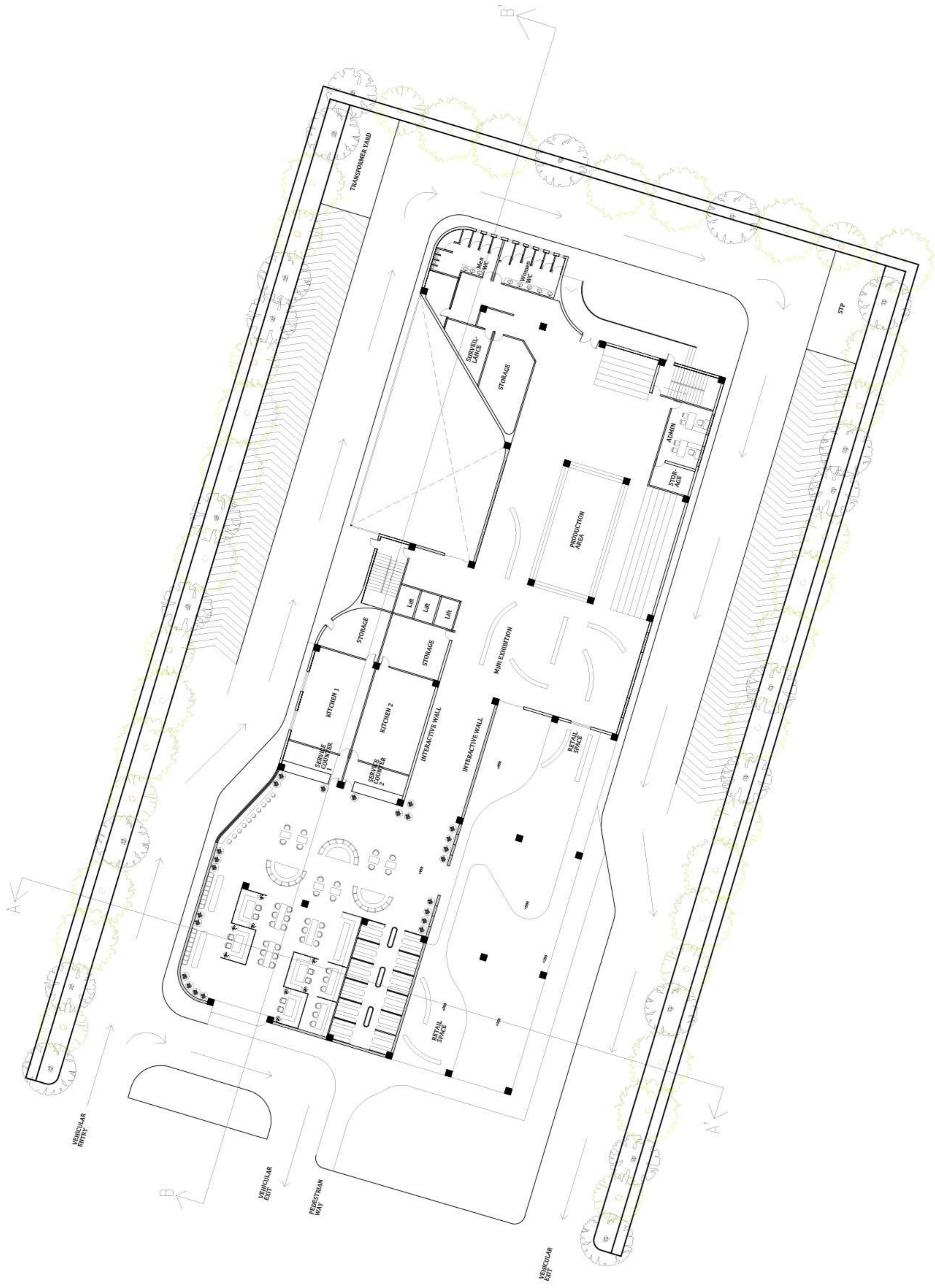
- Multiple theatres allow parallel performances without disturbance.
- Strong acoustic design with isolated halls.
- Clear separation of public and backstage circulation.
- Flexible rehearsal + training spaces for dance, music, drama.
- Open-air plaza encourages community engagement.
- Column-free halls ensure good sightlines and audience comfort.
- Efficient backstage facilities support smooth performance flow.







# B A S E M E N T P L A N

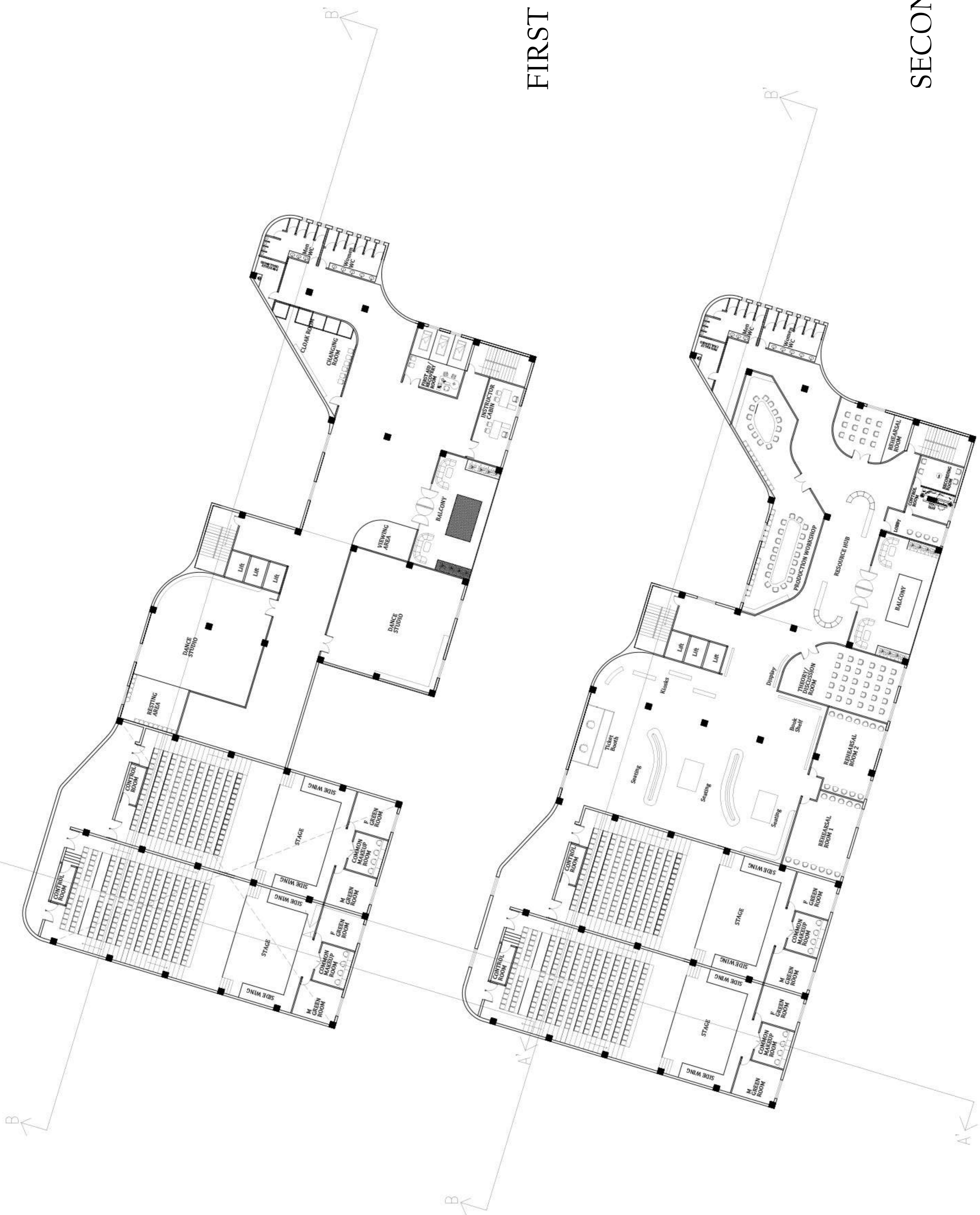


GROUND FLOOR



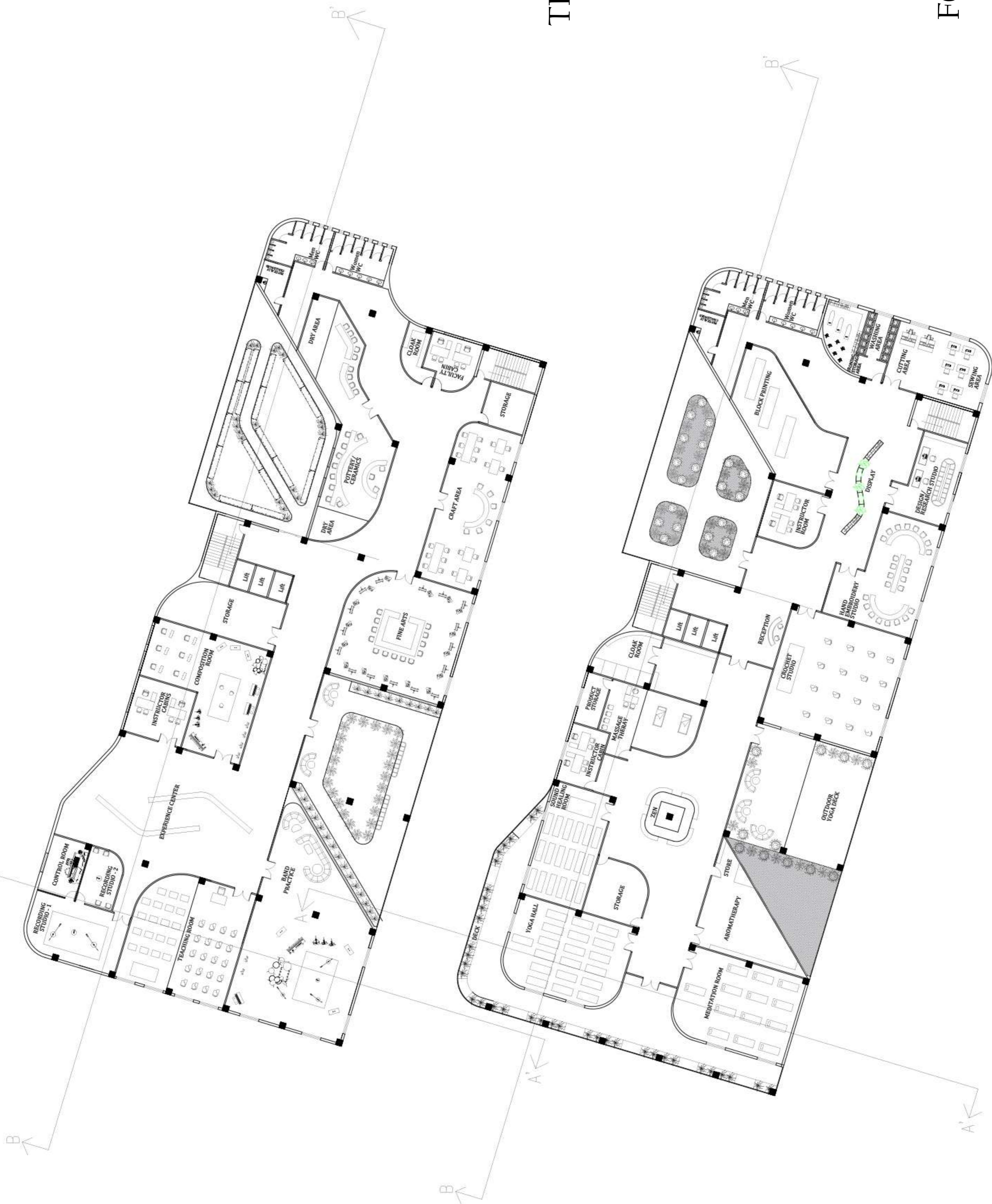
FIRST FLOOR

SECOND FLOOR



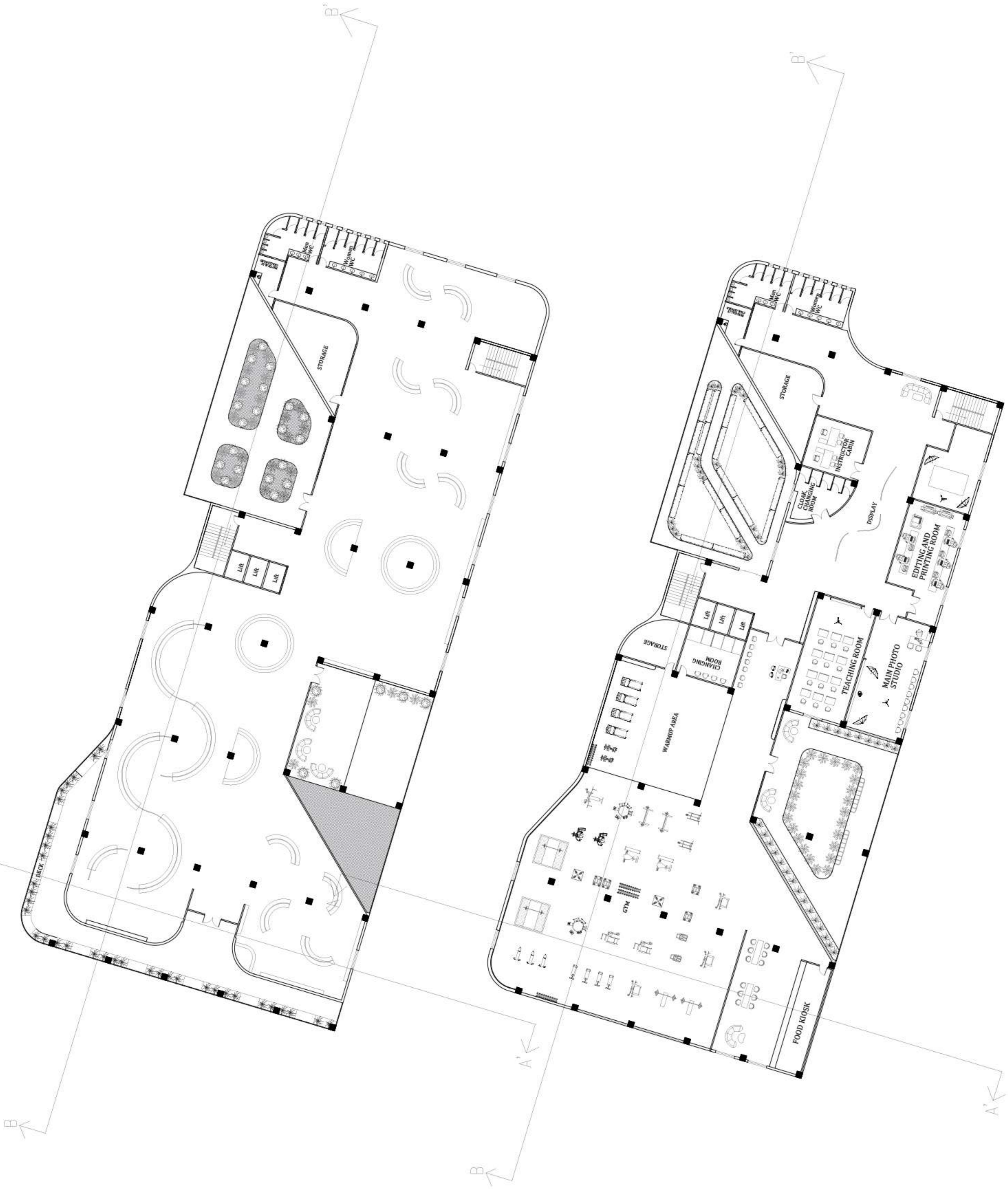
THRID FLOOR

FOURTH FLOOR



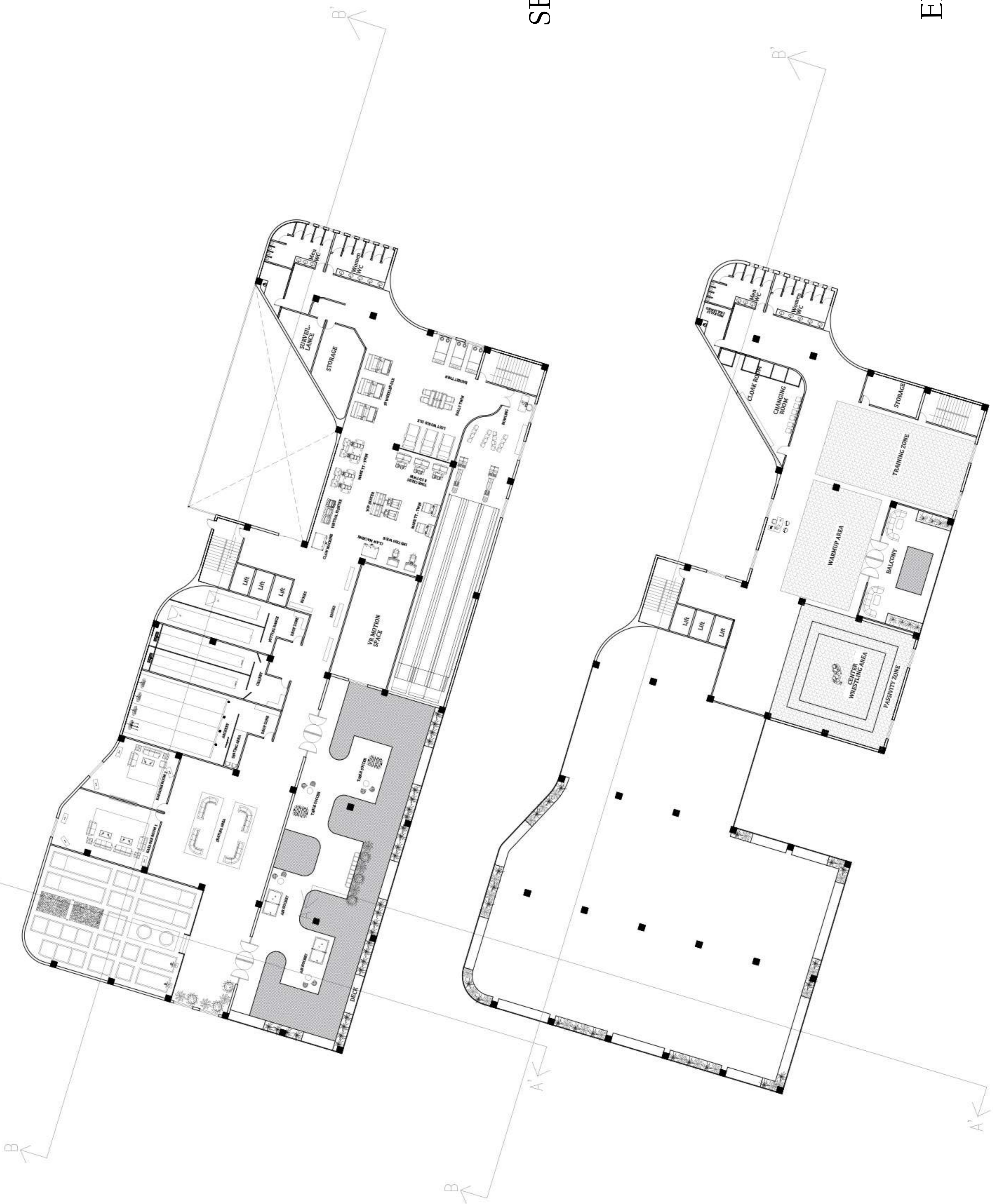
FIFTH FLOOR

SIXTH FLOOR

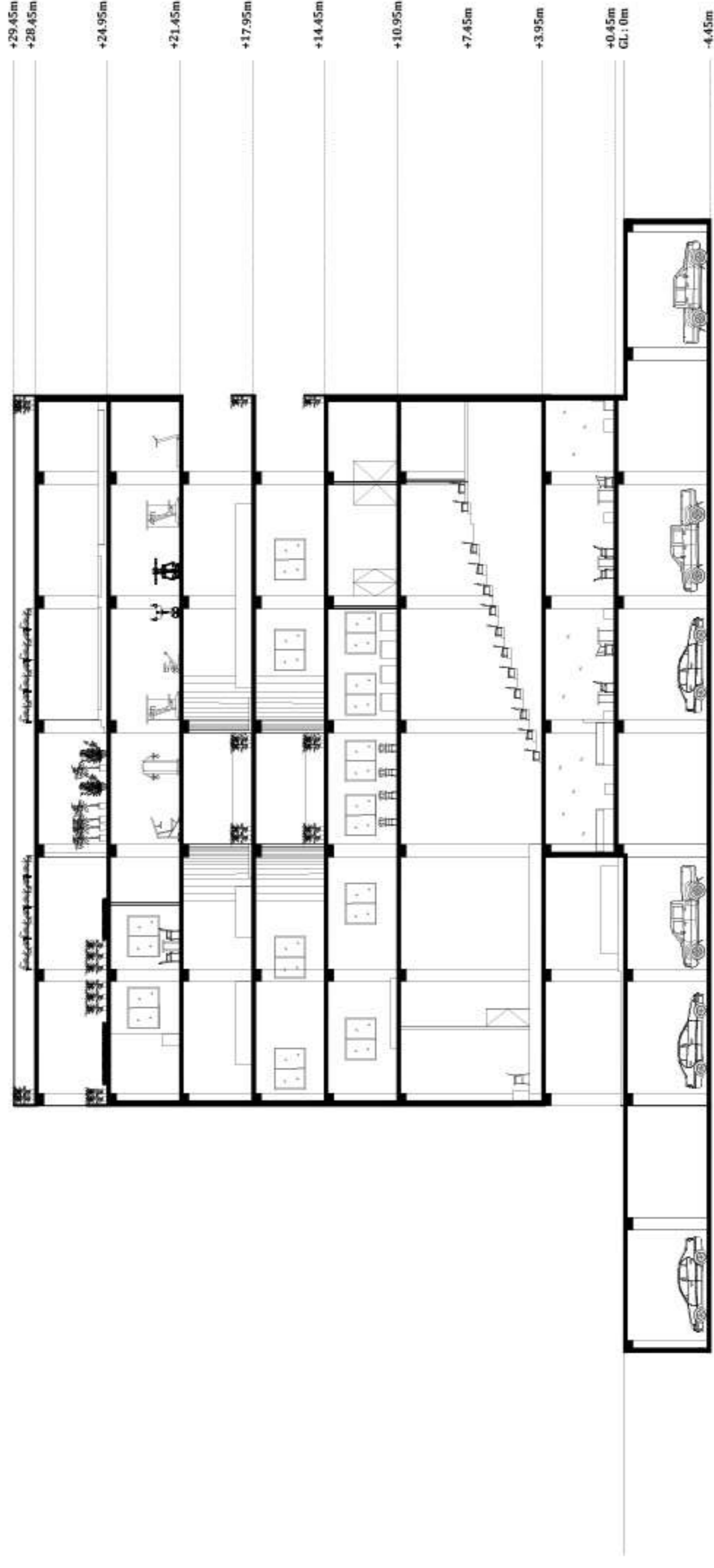


SEVENTH FLOOR

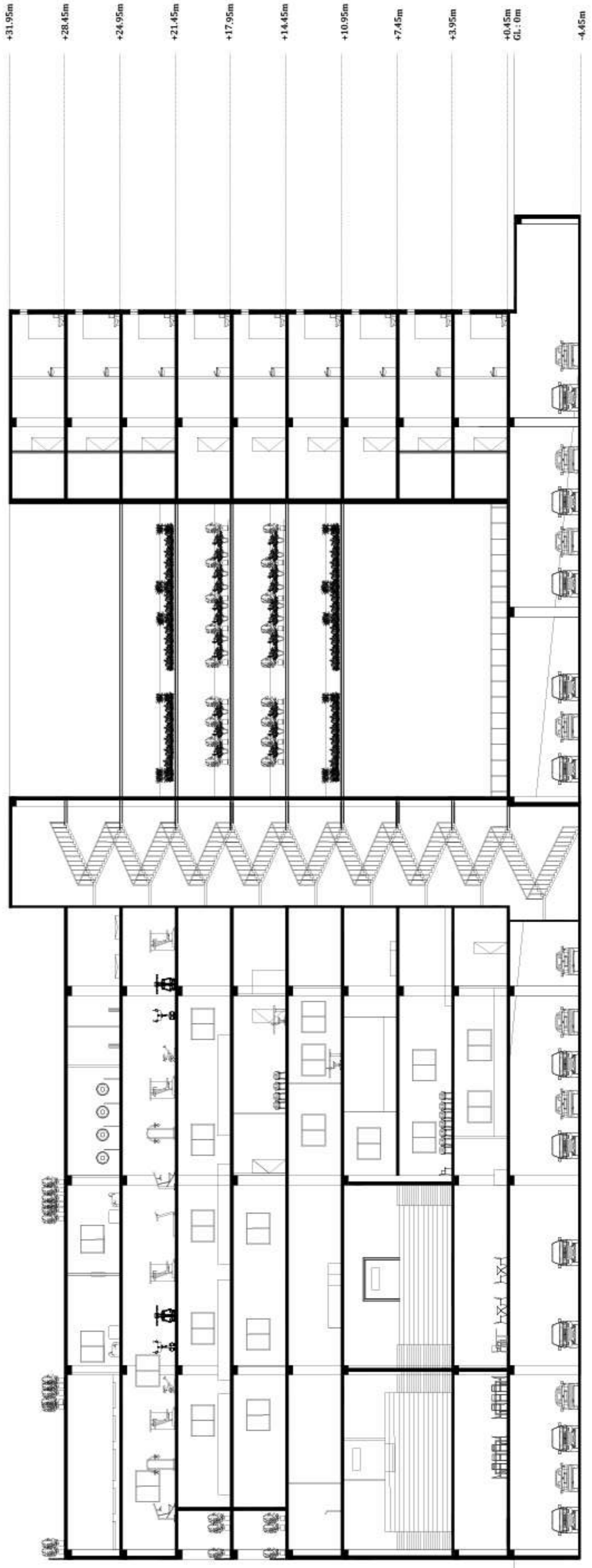
EIGHTH FLOOR



# SECTIONS



SECTION AA'



SECTION BB'

