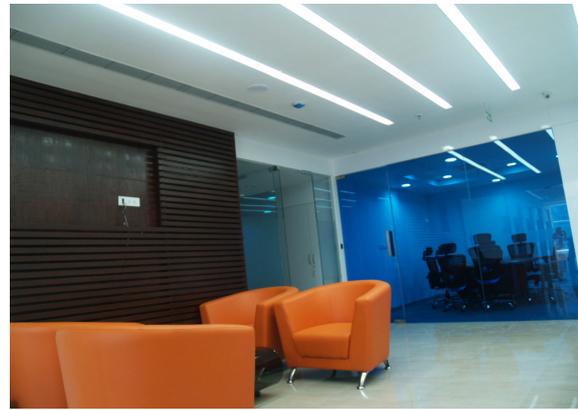




**IDREAM**  
WORKPLACES



Want a workplace that  
**works** for its users?

# DESIGNING FOR USERS, NOT FOR MANAGEMENT

Celebrating  
**15**  
years

Since 2003, iDream has been designing workplaces with a singular vision of making them work for the end users. This is critical because if a workplace fails to enhance productivity of the workers, the project will be a failure even if it wins awards for the designer.

This has required iDream to be research focused in order to understand the real aspirations of the end users. iDream works hand in hand with client teams through the tried and tested '3P Method' towards understanding this.

Past iDream team members, who have now become entrepreneurs, have now joined hands with present iDream team members to form a network of professionals who can design and deliver projects across India, following the '3P Method'.



## THE 3P METHOD

The 3 Ps in the method are Probe-Ponder-Prove. In essence it espouses the need to probe and then work upon the insights, before evolving a design brief. This allows client organisations to understand the real needs of their people, in a world where the very definition of work is changing rapidly. This facilitates a 'design brief' that is very close to the real needs of people.



## ONLY WORKPLACE DESIGN

The 'user centric' team is focused and designs only workplaces and associated facilities. We do what we understand best.

*Shown on the following pages are a few examples of the over 300 projects completed so far.*

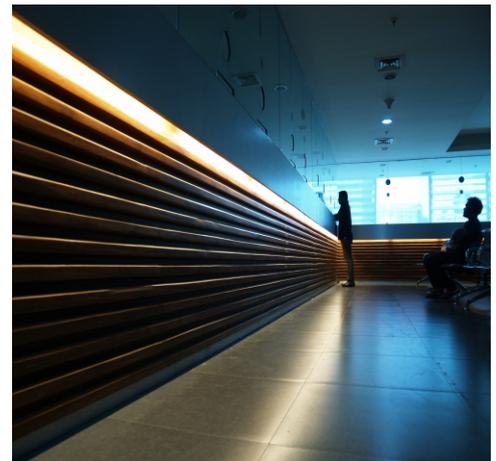


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More information

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## CORPORATE OFFICE INTERIORS

### SINGAPORE AIRLINES

In 2018, Singapore Airlines decided to relook at their real estate portfolio in India. This was necessitated due to the reduced need for human interaction during the process of buying air tickets by flyers, and other changes brought about by technology. The iDream team worked collaborate with design firm Facilitate from Singapore, to design the first of the offices in Chennai.

While the staff moved to a swanky new office, the challenge was to design and execute the new workplace in a manner where staff members would not miss working from a space which was far bigger than the new office.

The Chennai office was the first of a series of change management challenges that Singapore Airlines would take up.

### CMA CGM

CMA CGM is a world leader company in container shipping ranking third worldwide.

To get appointed for the design of this company was quite a tough task as it had to go through various rounds of shortlisting and specially was monitored by CMA's in-house architect in France.

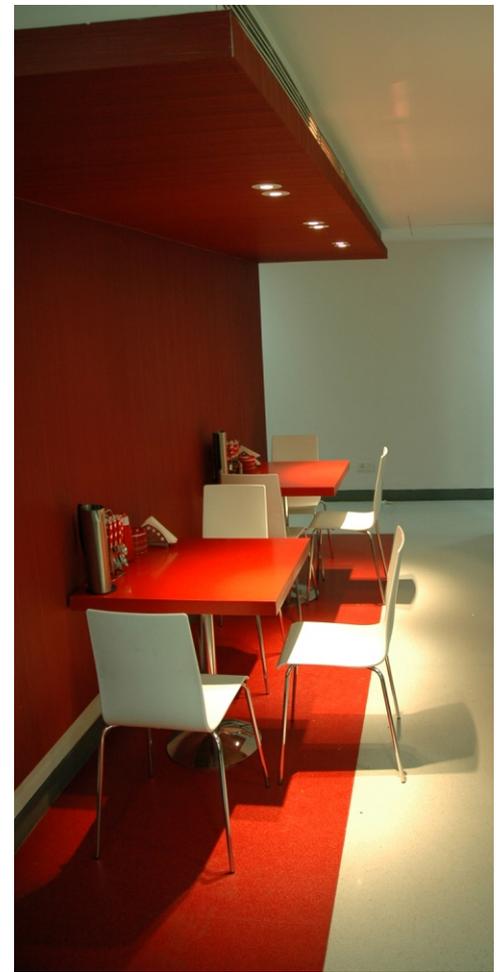
iDream again proved its competence and delivered this office reflecting neutral colors and their corporate identity. Due to the use of neutral colors everywhere, this office was quite different.

The biggest challenge faced by iDream was to meet the tight deadlines and still maintain quality and expectation.

### PNB METLIFE

PNB Metlife was headquartered in Bangalore for several years. When they decided to move their headquarters to Mumbai, iDream was selected to design the new office.

As PNB Metlife faced the challenge of welcoming hundreds of employees in a new city, iDream faced the challenge of designing a workplace that would make them 'feel at home.' The team spent considerable time in understanding the end users' behaviours and aspirations. The result was a workplace which reflected not only the end users' needs, but also had in-built flexibility to embrace changing trends.



## CORPORATE FACILITY STANDARDISATION EXERCISES

### BETTER HOMES

Dubai based Better Homes is a leading Real Estate Consultant and they are making a foray into the Indian market, setting up multiple offices with 2 broad formats. iDream was hired as the prime consultant to set up standards for all their future facilities in India.

The exercise entailed client and client's client interviews in Dubai, interviews with similar organisations in India, interview with existing staff in India. It also involves roping in other consultants for MEP standardisation.

The result of this exercise was to create a standardised look n feel for the organisation.

### FEDEX EXPRESS

Fedex Express has impressive growth plans in India. This growth was further propelled by way of the acquisition of an Indian logistics company called Pafex by Fedex.

iDream was hired as the Design consultant for all Fedex requirements, encompassing over 200 facilities across India.

iDream's role is 2 fold in the design process. First, design and spatial standards needed to be evolved for 2 types of Fedex facilities; i.e. offices and WSCs. Second, all Pafex facilities had to be amalgamated to fit into Fedex standards.

This project had, as a starting point, a Fedex Standardisation Manual drafter in and for the American market. iDream's role involved studying this in detail and "Indianising" the same.

### AVIVA INSURANCE

Commercial Union and General Accident Insurance, two major international companies, merged to form CGU Insurance in the late nineties. iDream team members, were involved throughout Asia in the integration of their respective facilities.

The scope of services included developing a new corporate brand image, which was replicated regionally, as well as developing space standards. This was a new initiative for both companies (CU & GA), which was recommended as part of the regional facility integration strategy. The strategy was process orientated with a central control (design, account & project management team in Singapore).



## GREEN BUILDING DESIGN

### MAYTAS

Maytas is in the forefront of high end property development and construction. When Maytas decided to set up their corporate headquarters in the up-market Banjara Hills of Hyderabad, they hired iDream as the Design & Project Management Consultant. iDream's role design as per LEED standards, coordination with all agencies like the Architectural Consultant, the lighting consultant from Sydney, the Green Building Consultant and others.

The building has been designed as per LEED standards, for both the interiors as well as the architecture. The building construction is currently going on. The construction methodology and process is being documented and monitored as per standards laid down by LEED.

### ENCUBE ETHICALS

Encube Ethicals is a pharmaceutical company, head-quartered in Mumbai, with a production facility in Goa. The production facility in Goa comprises of a campus with various building blocks. Encube is in the process of putting up a new Corporate office within the campus and iDream was hired as a design consultant comprising Architecture, Interior Design and Services Design. In addition to this, Project Management was also part of iDream's responsibility.

The facility, which is currently under construction, has been designed as per LEED standards. The supportive client has lent all possible assistance to the iDream team to make the design and documentation of this landmark project in Goa successful.

### GLAXO SMITHKLINE BEECHAM

The iDream team's learnings from having designed buildings and interior fit-outs on LEED principles, is now being applied to projects in general, even if the client does not have LEED as an area of focus. This, usually done with no or little additional project expenditure, is being done as it has been well documented and demonstrated that such initiatives do play a large role in making organisations more efficient and reduce operational costs.

Glaxo Smithkline hired iDream to design their regional office in Mumbai. The assigned project team at iDream decided to put their understanding of green buildings to good use in this project. What evolved was a facility, which is modern, reduces operational expenses and induces higher levels of productivity amongst the staff.

Based on its success, iDream was later hired to design the regional office in Chennai as well.



## CORPORATE OFFICE INTERIORS

### MERCK

Merck is a leading global pharma and foods company. As part of its expansion in India, Merck set up new offices. iDream was hired to design and execute these new offices spread across the country.

An effective simultaneous handling of multiple projects was the result of the definition of a uniform set of spatial and finishes standards.

### DELL

iDream was selected from amongst a host of Designers to give shape to Dell's new 100,000 sqft facility in Bangalore.

Spread across 5 floors, iDream gave each floor a unique look. The challenge was to do one floor at a time when the civil structure was being readied by a private developer, and involved liaising with several agencies to achieve time lines.

### IREO

IREO is another example of iDream's long term clients. With the first project in Chandigarh, iDream has since seen projects come its way in Ludhiana and Gurgaon as well. Like most "first projects for clients" the first project involved spending many hours on the drawing board to get certain fit-out standards in place. Ever since, IREO offices have always had a strong brand identity evolving from the fit-out in each location.

### VERIZON

Verizon, the world leader in Communications appointed iDream for Design and Space Programming for their new offices in Mumbai and in Delhi. The Design of the facilities involved working hand in hand with an external project management company. This is yet another example of a Client retaining iDream for multiple projects

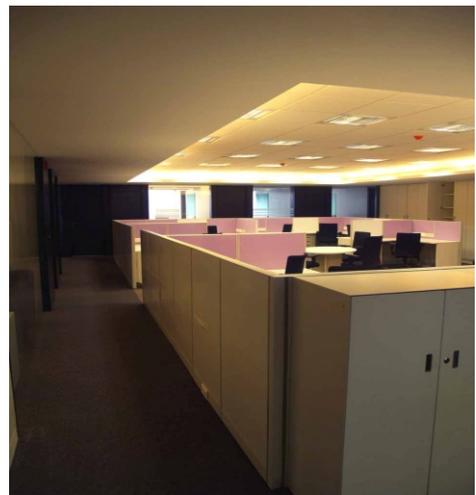
### KENNAMETAL

Kennametal is one of iDream's long term clients for whom iDream has designed several offices across India. The long term relationship with Kennametal began in India with the standardisation of all facilities.

### DIAGEO

Diageo is a global leader in the liquor market manufacturing brands like Smirnoff, Baileys, VAT 69, Johnnie Walker and others. The company positions itself as high end, futuristic; yet fun. This positioning of the company had to be reflected in the interiors of the India Headquarters of Diageo in Mumbai. iDream was entrusted to do the Design & Project Management of this project. Due to the high volume of branding to be done inside the office itself, the task involved.

Subsequently iDream went on to design more offices for Diageo across Mumbai, Pune and Delhi.



## CORPORATE OFFICE INTERIORS

### REINSURANCE GROUP OF AMERICA

RGA is one of the largest reinsurers in India. Like most companies in this sector, RGA set up its India Corporate office in Mumbai. iDream was hired on Design & Build basis to handle this project. This being RGA's first and major office in India, iDream was also assigned to develop a standard look for the office, to be followed for other offices in the region. With 2 sub divisions to be housed in the same facility, iDream was entrusted with the responsibility of giving the 2 divisions privacy (from each other), but yet maintaining homogeneity within the premises.

### MACQUARIE GROUP

Major Australian Financial Services House, Macquarie Group, hired iDream to design and manage the construction of their corporate office in India. With points of reporting in Hong Kong and in India, the challenge was to effect staggered handover of the project site to the client as they wanted to move some teams earlier than others due to business considerations.

### COLLIERS

Colliers International is one of the world's leading Property Consultants. Most of their clients are very large Multinationals. Colliers hired iDream to give their India head office at Mumbai a very international look, while ensuring that costs were within limits.. The challenge for iDream was the fact that this was a running office and the construction had to be done after office hours only. This meant working at night and leaving the site spic and span before working hours.

The look was modeled along other Colliers offices based overseas.

### NVIDIA

nVidia Corporation is the global leader in graphic cards and they setup their development centre in Pune. iDream was roped in at a very early stage to assist the Real Estate team, right through the design and execution stage. nVidia acquired 60,000 sqft of space in 3 stages. iDream's role involved assisting nVidia moving into the premises across 3 phases, designing various spaces across 7 floors and doing the project management.

### KORN FERRY

Korn Ferry is a world leader in Human Resources consultancy, hiring CEOs and Directors. Many a senior personnel regularly walk into their office. When iDream was hired to design and manage their India head office at Gurgaon near Delhi, the brief given to iDream was to come up with a Design which is cost effective, yet in line with a very 'corporate' look in the contemporary sense.

### NDS

NDS is a Rupert Murdoch company and part of the Star Group of Hong Kong. NDS is the technology partner of Tata Sky in India, and needed to establish a Marketing office in Mumbai.

The Mumbai office of iDream interacted with the client in Hong Kong throughout the project period over emails and phone. Executed on a Design and Project Management basis, this project, with high-end finishes was completed to client satisfaction on budget and on time.



## CORPORATE OFFICE INTERIORS

### HOWDEN INSURANCE

When UK based Howden Insurance decided to setup its India office in Mumbai, iDream was commissioned to design and build the facility. Being a new setup in a new country, the company had to deal with the complexity of spending just about enough, before making sales; yet reflect a modern image. All further facility works even since Howden entered the Indian market, have been handled by iDream.

### METLIFE

Metlife and iDream have had a long lasting relationship for 4 years. This relationship has involved iDream designing and managing over 20 offices across various cities in India.

iDream delivers an uniform level of service to Metlife, with a central design team, which standardises all design details to minimise complications arising out of regional differences.

### DHL EXPRESS

iDream was commissioned to fit-out a Corporate office in Mumbai and a Call Centre in Chennai for logistics giant, DHL Express. Each project was distinctly different from each other and executed during different time spans. iDream designers gave each of these facilities a look and feel akin to the nature of the job functions at each location, yet maintaining common design elements which formed part of the standardisation exercise.

### VERITAS SOFTWARE

This project was executed simultaneously with another project for the same client in Singapore. The challenge was for the India and Singapore teams to work together and ensure consistent design and finishes both in Mumbai and Singapore. What is interesting is that the Decision makers at the client's end were based across US and Singapore and the entire project was virtually done via phone and email.

### ALTERA

When Altera decided to set up their Indian operations, they chose iDream to set up their first corporate facility in India. This was a challenging project as all decisions from the client's side were taken in the USA and iDream's team in Bangalore had to deliver everything remotely. iDream successfully completed this project with most meetings being held over phone with attendees from India, Singapore and the US.

### TATA TELESERVICES

TTSL recently got new Circles where they will be shortly launching their services. iDream was selected amongst many leading Architects to do the Interior Design and Project Management of 2 offices, each measuring 25000 sqft. These projects are located at Lucknow and Meerut and the client is based in Mumbai. This called for a very high level of coordination between TTSL Mumbai, and the local office and iDream offices at Mumbai and in Delhi, with temporary site offices being set up at Lucknow and in Meerut.