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MEASI ACADEMY
of ARCHITECTURE

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Being true to the responsibility entrusted with, is very important aspect of the ethical value of the profession..

An interview with **Ar. Vergis Oommen**
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M.Arch Orientation Program, Top: Dean, Dr. A. N. Sachithanandan addressing the students
Left to Right : Ar. Sriram Ganapathi, Dr. Monsingh D Devadas Dr. Thooyavan, Prof. Kesavalu and Prof. Ravi

MEASI has been admitting students in PG programs in two specialisations viz M.Arch (General) and M.Arch (Real Estate Development) from various institutions across India. It has been observed (from the past) that these students from various institutions in India come with different emphasis in curriculum and academic inputs. Keeping in view the revised regulation 2017 for M.Arch in Anna University, Chennai, it was proposed to bring the students on a common academic platform in the form of an "orientation program". The objectives were

To provide with expert theoretical inputs on various aspects of design development

To guide the students in the short term practical design studio project sharpening their decision making ability, &

To equip students with knowledge on software used as tools and for mapping and diagramming in planning and urban design project.

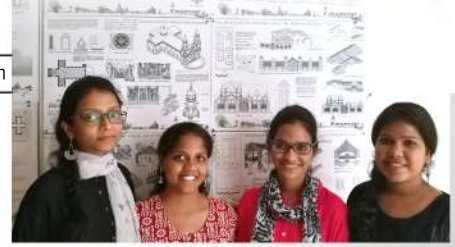
The content of the course covered application oriented topics to include sustainable site analysis, zoning and development regulation, concept development, implications of legal frame work, structural concepts and systems, services integration, mapping and diagramming ideas and software as a contemporary tool for analysis and design.

The application oriented topics were covered in the forenoons and design development was carried out in the afternoon sessions. Dedicated team of faculty with guidance from Director, Principal, Dean and HOD from MEASI along with the external architects like Ar. Sriram Ganapathy and Ar. Taher Zoyeb conducted this program. The program lasted for five days from 3rd to 7th Sep 2018. More than 35 students as aspirants for M.Arch program joined this event. The feedback and comment offered to students individually at the end was highly appreciated. MEASI proposes to conduct such orientation program for first year students of M.Arch in future with possible improvements.



A guest lecture by **Ar. Kalaihelvi** was organised for the 3rd year students on the aspects of architectural acoustics on 11th Oct 2018.

MEASI Academy of Architecture along with WGBC, IGBC and CII celebrated **World Green Building week 2018** by running a signature campaign at our campus between 24th and 30th Sep 2018 to create awareness about the importance of sustainable built environment.



The following students of 4th year B.Arch of batch (2015 to 2020 - B-Section):

R. Madhumetha, L. Tamilarasi, R. G. Ayswarya Sri and P. R. Poornima have won the first place in the national students award for excellence in documentation of architectural heritage, conducted by Council of Architecture New Delhi. Our students documented Manapad Village at Tutucorin, Tamil Nadu. The title of documentation was Manapad an epitome of style and perfection. They were awarded a cash prize of ₹10,000 at zonal level and ₹75,000 at National level (₹55,000 as prize money and ₹20,000 worth gift vouchers). The awards were presented in a gala ceremony held at NDMC auditorium in New Delhi. The chief guest of the program was Dr. Harsh Vardhan, (Minister of Earth Science and Environment) who distributed the prizes. Ar. Vijay Garg, President, CoA and Mr. Satyendra Kumar Jain (Cabinet Minister, Delhi government) presided over the function. Prof. Mohamed Khalid was the competition coordinator at MEASI while Ar. Rupalatha Roosevelt was the faculty incharge for this group.



Our final year students Kiran P & Karthikeyan S received special recognition in IGBC green design Competition 2018.



Bilal Khalid was placed 4th in the Drawing board competition, National competition for the architecture students to design a pavilion.

Seminar on **Real Estate Marketing**
Organised by MEASI Academy of Architecture.
Sponsored by CREDAI

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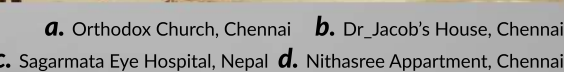
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Being true to the responsibility entrusted with, is very important aspect of the ethical value of the profession..

An interview with Ar. Vergis Oommen

Architect Vergis Oomen is a senior architect from Chennai. He graduated from Sir JJ School in 1968. Before starting his own practice in 1973 he worked under Ar. Chitale. In his 45 year long and successful practice he has done around 600 buildings in India, Sri Lanka and Nepal. The eye hospital projects done in Lahan and Biratnagar in Nepal for a German mission, Orthodox Church, BPCL Chennai, Johnson Lift factory and a number of residences at Anna Nagar in Chennai are some of his notable projects. His style of architecture has been characterized as Neo-modernist style of architecture in the book A Concise History of Modern Architecture in India by Jon Long. He is currently involved in academics at Hindustan University.



What made you choose architecture as a Profession?

In early sixties, my choice of profession after schooling were either medicine or engineering and an accidental meeting with an architectural student from Sir.J.J.School ,Mumbai guided me to the third choice of architecture, after I mentioned that I was interested in drawings. That is how I joined J. J. school in 1962.

What is your opinion about architectural education then and now?

Most of the learning curve was through interaction with our peers and seniors. Few studios with visiting faculties and browsing architectural magazines and books helped in the basic lessons. The exposure to the art works of the adjoining School of Art students also influenced me in my formative years. Sketching with pen and ink has become my hobby.

Can you tell us your perspective about architectural practice then and now?

My practice as an architect in Chennai has spanned almost 45 years from 1973 covering around 600 buildings in India , Sri Lanka and Nepal. The personal interaction and involvement was much more those days and the projects were under your control with comprehensive architectural services.

Nowadays real estate and FSI centric designing has changed the design process.

What does the future hold for architects? Do you anticipate any major trend in the architectural practice considering the integration of technical inputs?

Exciting times I am sure. A booming economy and awareness of the architect's role, is a great combination for more creative work. Technologies will drive and influence the creativity in studios and construction methods.

How important is professional ethics in the practice of Architecture?

Architectural practice is slowly changing into a business with design and build projects and influence of real estate pressures. The increasing number of architectural graduates and multiple specialists in the building industry and the competitiveness are slowly diluting the ethical values.

Being true to the responsibility one is entrusted with, is a very important aspect of the ethical value of the profession.

Can you tell us something about the most challenging project that you have encountered in your carrier?

The eye hospital projects done in Lahan and Biratnagar in Nepal for a German mission , was very challenging in terms of the scale , accessibility and communication systems. The ethnic style and local style of construction systems complicated the project. All drawings had to be couriered which took a week to reach the site.

What would be your advice to the budding students of architecture?

During the five years of studies, identify areas of your strength and interest , be it presentation skills, reports, journalism, photography, so that you become employable after your graduation. The young architects have to reinvent the soul and spirit and style of architecture which can be identified as Indian.



Site visit

1. Students of 3rd year B.Arch visited L&T, Tower Testing Centre, Kanchepuram, as part of Building Construction academic program. This visit gave students insights into steel structures and construction techniques. Students were taken in two batches coordinated by four faculty members Ar. Mohamed Anis, Ar. Saniya Afreen, Ar. Thasin Basha and Ar. Karpagam. Date: 6th Sep 2018.



2. Case study visit to Olympia Tech Park was conducted for all four batches of 3rd year students to expose them to Energy Efficient architecture practices of IT Parks. Ar. Ramanan, Ar. Riyaz, Ar. Sriranjani and Ar. Achilles Sophia coordinated the visit. Date : 3rd Oct 2018.

3. Students of First year D section were taken to Egmore Museum - block 2 for their measured drawing exercise as a part of their Architectural Drawing subject along with Ar. Devanand, on 24th November 2018.



MEASI Events & Activities

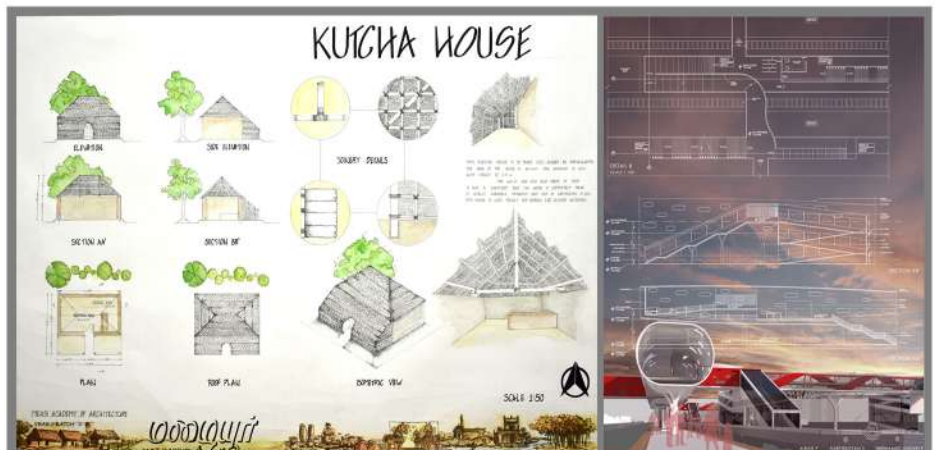
1. **Vigilance Awareness Week** Program As part of vigilance awareness week a Poster Design competition on the topic "India Against Corruption" was conducted at MEASI Academy of Architecture on 31st October 2018. This was organized in association with IOB Peter's Road Branch. 132 students of first year B. Arch participated. The posters were shortlisted by a faculty panel and four students were selected as the winners. They were given prizes.

1ST PRIZE:	A. ABINESH KUMAR	C - SECTION
2ND PRIZE:	NIVEDHA NIRMAL	D - SECTION
3RD PRIZE:	HARIHARAN	A - SECTION
	M.AKSHAYA	B - SECTION

The prizes were distributed by **Mr. K V Prasath**, Vigilance Officer, Indian Overseas Bank, **Dr. A. N. Sachitanandan**, Dean, **Dr. Monsingh David Devadas**, Principal, and **Prof. Kesavalu** Head of the Department on 3rd Nov 2018. The gathering also took the "CITIZENS INTEGRITY PLEDGE".



2. **Latitudes global exhibition** was conducted in virtual mode by having a slide presentation of shortlisted entries in our college between 24th and 29th September 2019. The content of the exhibition included competition entries from design, research competitions and workshop conducted at CEPT Ahmedabad. This exhibition was open to all students of architecture, and therefore students from other colleges also visited the exhibition. Program was coordinated by Dr. Monsingh D Devdas with a team including Ar. Joseph Thomas, Ar. Mohamed Riyaz and Ar. Lokesh.



Design Studio

Aug - Dec '18 First Semester: Basic Design

July - Oct '18 Third semester, for their Rural Studio, went to:

Section A - Kodimangalam, Madurai
 Section B - Mettupalayam, Thiruthani
 Section C - Kodiampalayam, Nagapattinam
 Section D - Mazhaiyur, Pudukottai

July - Oct'18 Fifth semester:

A & D Sections - Staff Housing for IIM Trichy & Art Centre
 B & C Sections - Engineering Campus & Cultural Centre



July - Oct '18 Ninth Semester: Urban design studio

Section A - Retteri
 Section B - Korattur
 Section C - Porur
 Section D - Perungalathur

Involvement in committees

Dr. Monsingh D. Devadas, Principal

Delivered 1st graduation day address at Sigma College of Architecture, Kanyakumari, Tamil Nadu on 29th Aug 2018.

Served as expert member in the selection committee at SPA, Vijayawada to select faculty members in both Architecture and Planning on 27th Sep 2018.

Served as expert member for AICTE inspection of Bharathidasan University at Trichy on 5th Oct 2018.

Nominee of Council of Architecture, New Delhi in the selection committee, for recruitment of faculty members, at Aalim Mohammed Saligh Academy of Architecture, Chennai.

Prof. Ravi, Design Chair

Participated in the 30th meeting of academic council of Periyar Maniammai Institute of Science and Technology on 15th Sep 2018.


First institutional consultancy project on "Documentation of Heritage structures hosted by CMDA" was taken up and the first technical bid meeting was attended on 17th Oct 2018 along with Ar. Muzakkir G. M. Bijli.

Dr. Thooyavan, Design Chair

He was invited as a key speaker by Jawahar School of Architecture, Planning and Design for a workshop on Energy Conscious Design and Green Building held on 28th Nov. 2018.


Upcoming events & Competitions

INS DAG '18 will be conducted in the month of October 2018 to be held every year. The Theme for this year (2018) is entitled as "International Airport upgrading domestic Airport / Airbase in India" students of Fifth & Third Year are participating.



MEASI ACADEMY
of ARCHITECTURE

in collaboration with



Council of Architecture
Training & Research Centre

DISASTER
RISK MITIGATION & MANAGEMENT
FOR THE BUILT ENVIRONMENT

5 DAY
TRAINING
PROGRAMME

7TH TO 11TH
JAN 2019

Local Coordinators:
 Mohamed Anis K. A. +91 9884585686
 Muzakkir G. M. Bijli +91 9791491231
 Email id: measitrc@measiarch.net



Seminar on Real Estate Marketing

Organised by MEASI Academy of Architecture. Sponsored by CREDAI.

The Seminar held on 20.08.2018 began with a welcome note by Prof. Dr. A. N. Sachichidhanandhan, Dean and a brief background for organising seminar by Prof. Dr. KR. Thooyavan, Design Chair. In his address he pointed out the need to clear the grey areas in regulatory policies and the need for innovative marketing strategies as there is more supply than demand.

Thiru S. Krishnan, I.A.S., Principal Secretary to the Government, Housing and Urban Development Department, Chairperson, TNRERA inaugurated the seminar. Janab. T. Rafeeq Ahmed, Honorary Secretary MEASI Academy of Architecture delivered his presidential address and wished the seminar a grand success. Taking the key points by Dr. K. R. Thooyavan into account the chief guest, Thiru. S. Krishnan IAS, highlighted the change in the nature of the economy, people's perspective on consumer protection, & entrepreneur support. He also pointed out the influence of marketing in RE sector stating the price fall is far less in Chennai than in other cities and, that Tamil Nadu has the lowest percentage of unoccupied houses in the country. At least 49% of families depend on rental housing contributing to a dip in unoccupied houses.

The guest of Honour Mr. W.S. Habib, President, CREDAI Chennai, elaborated on CREDAI's influence in RE growth and in RERA implementation. He observed that there is a great potential in RE sector with warehousing, student housing coming up by 2025 and that artificial intelligence will have to play a key role. He advised the students to improve their skill sets and technical knowledge to meet the challenges in the future.

The first technical session on "RERA And It's Consequences" – the Key speakers were,

- Mr.Selva Kumar, Secretary Projects, TNRERA.
- Mr.Jayaprakash Padmanaban, Advocate, Partner, Fox Mandal Associates
- Mr. Suresh Krishn, MD, Isha Homes.

Mr.Selva Kumar, presented the Tamil-Nadu rules under the RERA Act and its consequences, elaborating on its objectives and salient features. He also stressed on the need for the act and its regulatory regime and its benefits in a nut shell.

Mr. Jayaprakash Padmanaban's presentation on understanding RERA from the key stakeholders perspective was in two parts :

1. RERA - Roles and responsibilities of stake holders.
2. Concepts infused by RERA. The presentation concluded with how the RERA regime will be more reliable, consistent with what is structure therein.

Mr. Suresh Krishn (MD, Isha Homes while delivering his speech explained the organised and ethical way of business is what RERA aims at. He gave examples of ISHA Homes and its business structure. He also mentioned that CREDAI differs with RERA, in certain points. one of them being RERA not questioning government organisations like TNEB, etc.,

Two students of M.Arch (Real Estate Development) have presented the technical paper on the sub theme RERA and its consequences namely –

1. Karpagam Arunkumar, on Real Estate Regulation Act (RERA) across Countries.
2. Aishwarya N on "Impact of RERA". The second technical session was on real estate marketing and customer expectation. The key speakers were:

- Mr. Rajesh, Local Director, Lead, Strategic Consultancy JLL.
- Dr. R. Kumar, MD, Navin's Group of Companies.
- Dr. Lathalavanya, HoD, MEASI Institute of Management.

Mr. Rajesh highlighted the influence of marketing in sales perspective with technology and tools in presentation "Marketing tools and strategies". He elaborated on the categories such as self promotion, project promotion, digital platform, loyalty program, Virtual and augmented reality.

Dr. Kumar drew from his own experience the essence of marketing with 4 P'S (Product, Place, Price and Promotion) and advised the students to follow professional ethics for a successful business.

Dr. Lathalavanya, presented the antecedents of real estate marketing indicating the key factors for marketing success, that were strong partnership, Innovative finance, demand analysis, single window clearance, low cost technology, performance standard, going digital, virtual showcasing, crowd funding, artificial intelligence and smart homes.

Also three students of M. Arch (RED)

presented technical papers on the sub-theme :

1. Abutalib on 'Indian Real Estate Emerging Trends'
2. Yamini PV on 'How to use STP (segmentation targeting and positioning) model to develop marketing strategies'
3. Prabu N on 'Virtual Reality – A forecast on Indian real estate market.'

The valedictory function was presided over by Janab Elias Sait, Honorary Treasurer, MEASI Academy of Architecture. Prof. Ravi, Design Chair, MEASI Academy of Architecture welcomed the chief guest Mr. Ajith Kumar Chordia, MD, Olympia Tech.

Dr. K. R. Thooyavan, while briefing proceedings brought out key recommendations –

1. RERA is going to have a virtual role in future in improvising the RE business by benefitting both customers & realtors. The stakeholders have to have a common understanding & cooperation with RERA.
2. Young professionals coming up in the field of real estate have to be taken into account while recruiting in both public and private sector, as there are challenges in the real estate promotion. Meanwhile the students have to observe professional ethics when they enter into the field. MEASI Academy of Architecture ensures that the students are up to it.
3. As there is a vast scope for provision of housing in different affordable sectors, new innovative technologies like VR can now and then be upgraded to enlighten the customer to avail options in real estate.

Mr. Ajith Kumar Chordia while delivering his valedictory address, impressed on the audience that the present challenges of real estate marketing and the current trend is towards high cost customer acquisition through traditional marketing. This has to be changed and the younger generation have to take it up as one to be responsible to resolve issues in real estatemarketing and promote business. This will be beneficial from both the point of view of promoters and the customers.

The seminar was well received by the audience and the students responded with full appreciation

The seminar was wrapped up by vote of thanks proposed by Prof. Dr. Priya-Sashidaran.

Alumni Achievements

We are very happy to share with our readers that a project of our Alumni Ar. Sanjeevi and Ar. Amaar Choudhary (2011-16 Batch) s+a.D has been featured in archdaily on 4th Nov 2018.



Workshops & Seminars

1. Ar. Anjali Sadanand published a paper on the topic "Inhabited walls: A study of a street of walls" in IMRF journal in Oct 2018.
2. Ar. Anusree B published a paper "Creative urban interface as a future growth direction for financial districts" in IMRF journal - Oct 2018.
3. Two residence projects of Ar. Joseph Thomas were published in LUCSUS, Sweden, and in Latitude Global Design Exhibition at CEPT on 23rd to 27th July, and in MEASI Academy of Architecture virtual exhibition on 24th – 29th Sep 2018.
4. Prof. Mohamed Khalid and Ar. Mohamed Anis attended international conference on Islamic Art & Architecture conducted by Faculty of Architecture & Ekisitics, Jamia Milia Islamia from 11th to 13th Nov 2018. Ar. Mohamed Anis also presented a paper on regional influence on the religious buildings of Islam at Kayalpattinam.
5. Ar. Salma & Ar. Riyaz Mohamed participated in IGL (IGBC Green League) Quiz on Sustainable Building Design conducted on 28th Sep 2018.
6. Ar. Sriranjani Srinivasan was invited as a speaker to talk on green homes as a part of World Green Buildings Week by Radio City.
7. Ar. Aneurine Mathews and Ar. Sivashankaree jointly published a paper in Building Construction magazine on the topic "Black Nucleus" – Sep 2018.
8. Er. Thanigaivelan attended a 6 day seminar on "Real Estate Valuation" conducted by Institute of Valuers from 26th to 28th Oct and from 2nd to 4th Nov 2018.
9. A paper by Dr. Priya Sasidharan was published in ITPI journal 2018 on the topic – Urban Environmental Commodification – Development Constructs and Impacts: A case of floods in Chennai.
10. An article by Ar. Shoonya titled "Framing History" was published in Atlants magazine for urbanism and landscape architecture TU Delft, issue "territorialities" volume 29.



Our best wishes to

Ar. Karthika Varadaraj who left MEASI Academy of Architecture.