

№ 18 SAMSUNG WORLD CUP COUNTDOWN

№ 18

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PHOTOGRAPH BY ANTHONY M. MOORE FOR THE NEW YORK TIMES

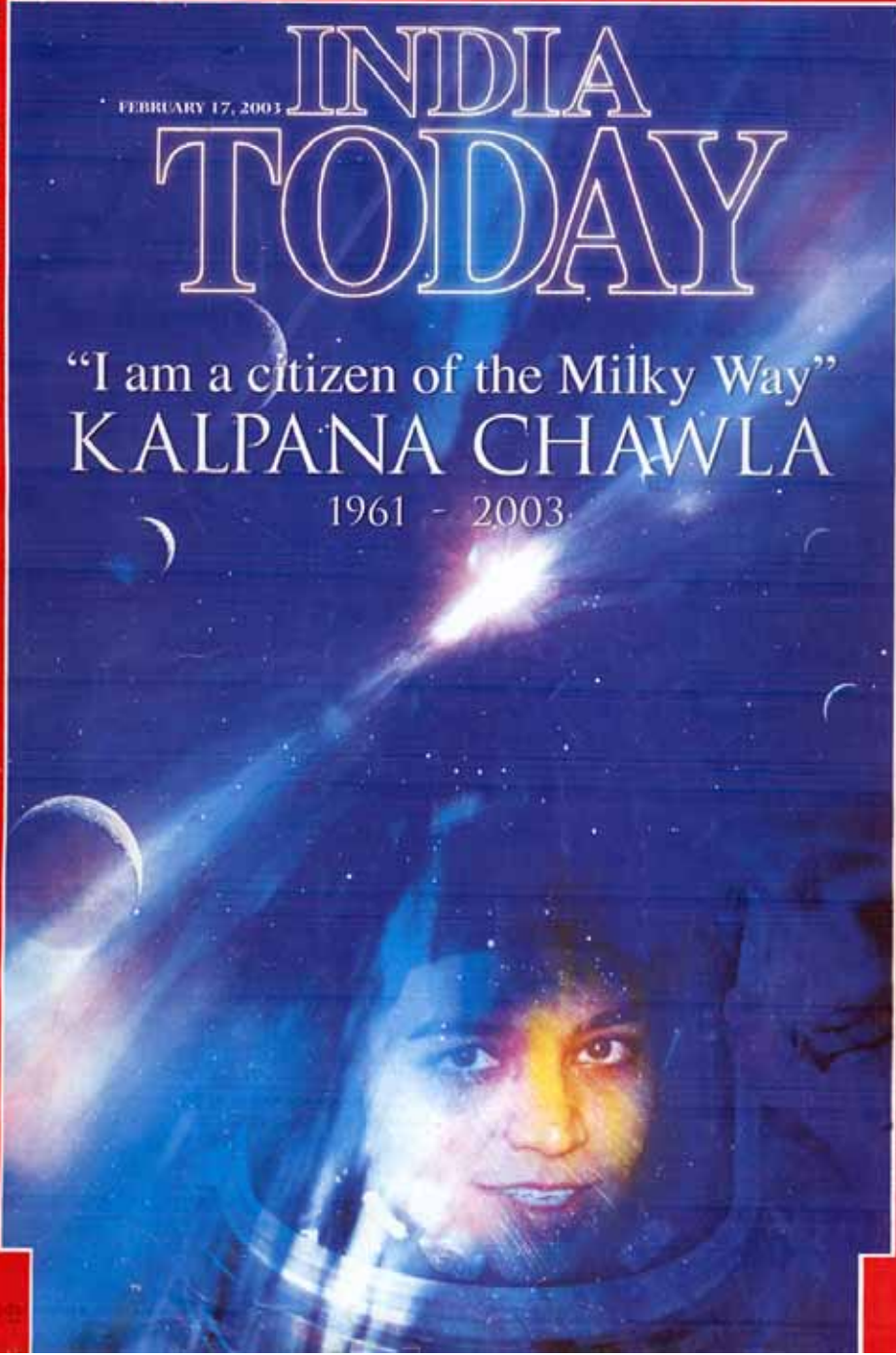
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FEBRUARY 17, 2003

INDIA TODAY

“I am a citizen of the Milky Way”
KALPANA CHAWLA
1961 - 2003



www.indiatoday.com

A Style His Own

3rd Dimension architecture's formidable list of clients - BLB, Santino, vCustomer (Microsoft), United States Educational Foundation (USEFI), Coca Cola, MTNL, Stamford Children's World (SCW), Apollo Tyres and their likes, and increasing by leaps and bounds should have made life for Nitin Sharma, its CEO more or less manic. Though when one meets him in person, there's an aura of a calm self-assurance about him which quells fears of all the hectic activity that characterizes his company and has transformed it to be one of the leading Architectural- Interior Design Firms in the country. With plans of going global, offices in Dubai UAE, working on project locations in the USA, collaborations with firms based in Canada and Japan, it looks as if in 3rd Dimension architecture (3DA in short), we are witnessing the evolution of a multinational, multidimensional company. 3DA is the first company in the world to provide Internet based Design Solutions through its 'DesignConnect'[™] & 'SiteConnect'[™] services wherein physical presence of the client becomes minimal (if not redundant), in the Design development phases.



INTERVIEW
Ar. Nitin Sharma



Though Sharma is upbeat about his firm's growth, he reminisces about its modest opening back in late 80's. "There was an urgent need, when I started work in Delhi, to create a warm world within the context of a larger, colder one outside. As opposed to stricture oriented solutions I opted to create spaces which were more user-friendly & easily related to client personality, that be an individual, or a large Corporate House". And that has been the hallmark of 3DA Design ever since. Few would, in reality conceptualize Design with a view to interpret the client's complete vision into a practicable concept with an eye towards optimal quality standards and low project cost. 3DA's innovative approach towards finding that best solution utilizes its very own state-of-art CAD/ CAM Design wing, wherein designs are conceptualized on Computers and developed through photo-realistic computer renderings, walkthroughs and flybys. As Sharma puts it, "A moving picture makes a lot more sense to a person than tens of large rolled sheets of drawings containing weird lines".

3rd Dimension, architecture

The Art/ Graphic Design wing comprises Artists of repute of S. Krishan who has held exhibitions all over the globe, and needs no introduction to the connoisseur of Fine Art.

Krishan leads 3DA's aesthetics department, and gives final touches to the color schemes, visual connotations of the design, and renders them unique in his own way. Working in unison with the CAD/ CAM and Art/ Graphic Design wing is the Project Management Department which takes care of project progress milestones with PERT/ CPM techniques, cost analyses (possible overshoots and ways to offset them), and overall quality management on-site. All-in-all, 3DA forms a one-stop-shop for a client looking for quality Interiors or Building construction work. So the next time you're looking for someone to do up the Interiors or construction of your Corporate Office, House or Showroom, you needn't look far. For more information, contact 3rd Dimension, architecture (P) Ltd, Architects, Planners, Interior Designers, D-3B, Panchsheel Enclave, New Delhi 17, India. Phones: +91-11-26491887/2887/3887, Fax: +91-11-26493488 or E-Mail at: support@3rdarch.com

