



PLURAL

A Collaborative Approach to
Urban Research and Planning

Inclusive Design

Culture, Behaviour & People

Urban Resilience

Power of a Collective

Evidence based Approach

Climate Control

ELEMENTS OF PLURALISM

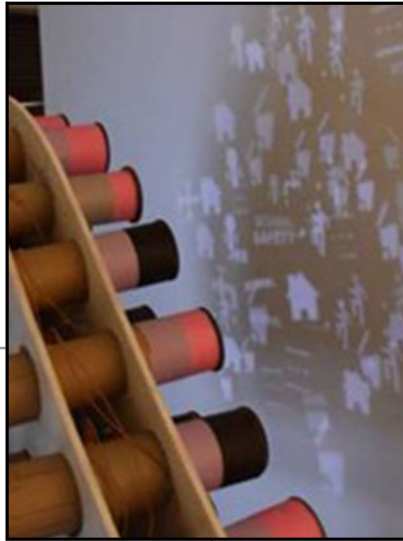
CITY is a **COLLECTIVE**: It can not be addressed by a SINGULAR point of view.

PLURAL is a collaborative of multi-disciplinary professionals for city designing and planning.



Policy recommendations, advice to the government, speakers at world and national conferences.

Advocacy



Book on urban planning, comparing policies from London, New York, Tokyo, Hong Kong, Delhi and Mumbai. Paper publications in global and national journals and newspapers.

Publications

Community centric approach, community led projects, gender sensitive strategies, public participatory tools, interactive workshops, communicative art.

Community Participation

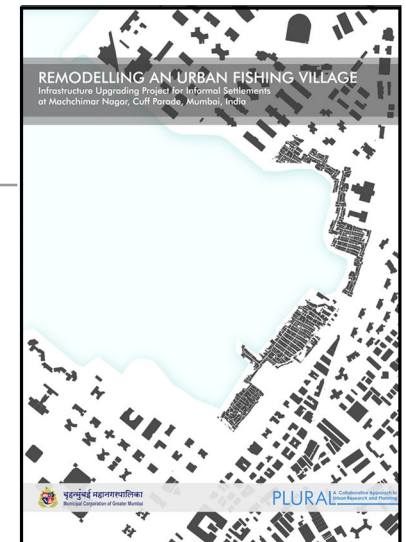


Innovative models, international trends, adaptability to Indian context, statistical interpretations, data simulation, ESG formats, sustainability goals, climate control methods.

Research & Analysis

Public realm design, public housing, urban landscape, social infrastructure, coastal edge promenades, parks, side walks and all the in-between spaces.

Projects



Services

- Urban Design & Architecture
- Urban Planning
- Urban Conservation
- Landscape & Place making

- Policy Analysis
- Research & Data Analysis
- Advocacy
- Strategic Consulting

- Design Thinking
- Community Outreach
- Commissioned Research

Selected Projects



Metro Station Terminal
Cuffe Parade, Mumbai



Where is the fort? Heritage Trail
Fort, Mumbai



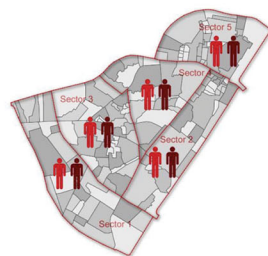
Blurring Boundaries
Cuffe Parade, Mumbai



Park for All: S.B Somani Park
Cuffe Parade, Mumbai



Jeevacha Promenade
Cuffe Parade Machimarnagar, Mumbai



Reinventing Dharavi
Dharavi, Mumbai



Underneath
Jogeshwari & Goregaon, Mumbai

Founders & Advisors

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Co - founder

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Architect

BRINDA SUBRAMANIAM

Environmental Planner

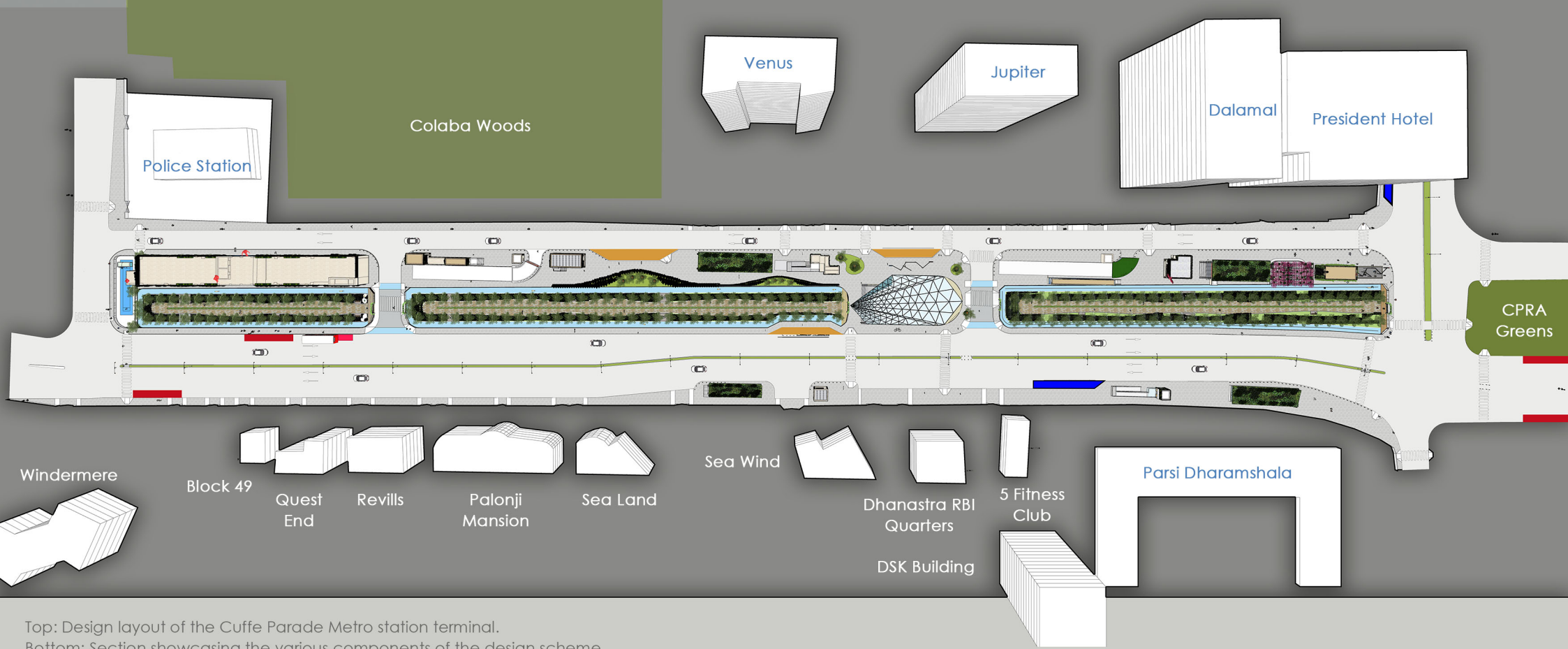
ABHIJIT AATHALYE

Conservation Architect

THIS IS US

“ **A good city is like a good party :**
people stay longer than needed because
they are really enjoying themselves. ”

Jan Gehl



Top: Design layout of the Cuffe Parade Metro station terminal.
 Bottom: Section showcasing the various components of the design scheme.

CUFFE PARADE METRO STATION



Precinct design and place making initiative to remodel the station plaza and buildings to adapt in the Art Deco Precinct.

- Larger goals achieved :
- Walkability
 - Increased Green cover
 - Active mobility
 - Community participation

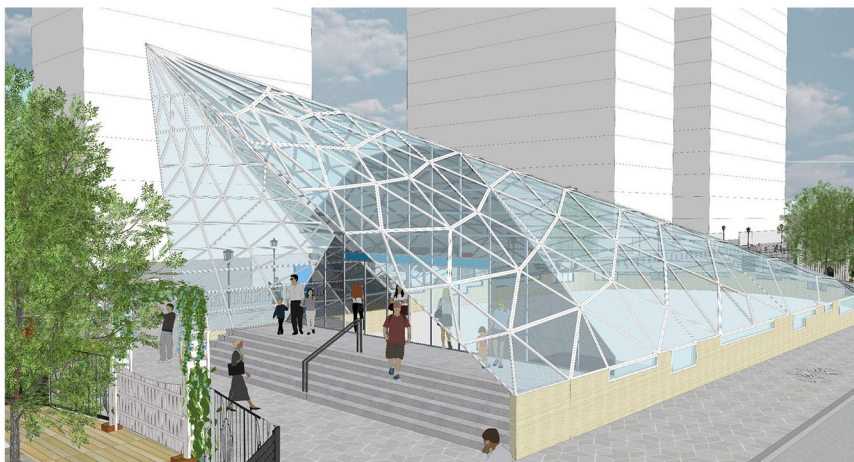
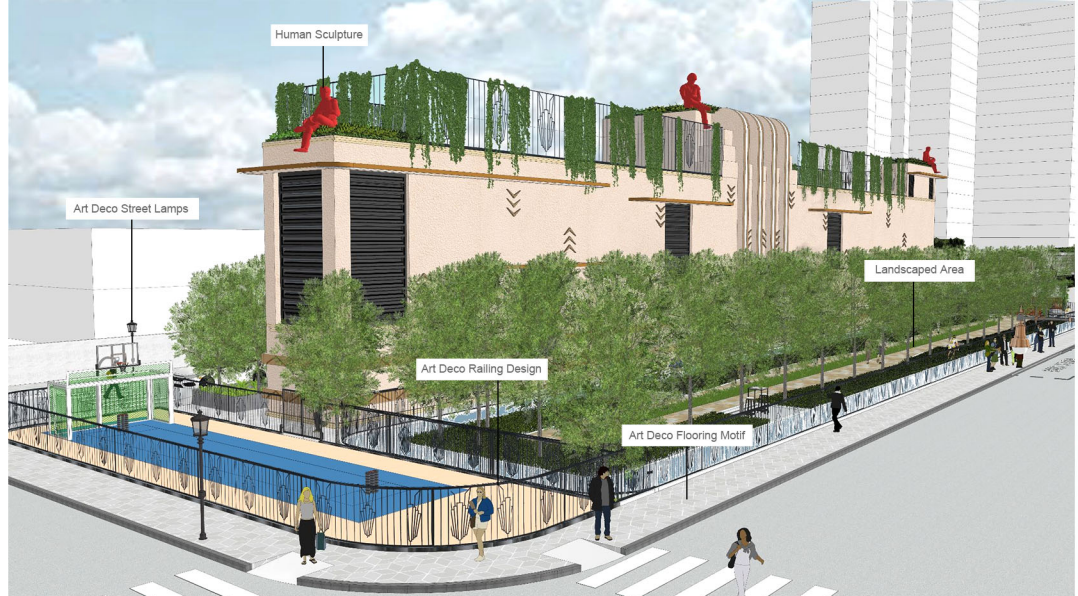


Illustration highlighting the entry terminal to the metro station.

CUFFE PARADE METRO STATION

- Status : On going
- Client : ACCPR
(Association of Colaba Cuffe Parade Residents)
- Site Area : 2.25 Ha



Top: Illustration highlighting increase in green cover and active mobility around the station.
 Bottom: Illustration showing Art deco facade modification on the existing station buildings.

A permanent insert in the side walk to embed the heritage trail clues to mark the traditional 3-axes connecting the original fort gates.

Larger goals achieved :

- Walkability
- Heritage Awareness
- Safety



Heritage Trail guides embedded in the designed footpath near MCGM headquarters.

WHERE IS THE FORT? HERITAGE TRAIL

- Status : On going
- Client : MCGM, Ward A
- Length of the Trail : 2 km



Top: Photo montage of the Flora Fountain to Asiatic Library axis.
Bottom: Original Fort map superimposed on the present urban fabric to trace the heritage pause points.

The side walk design along the seaward side of Capt. Prakash Pete Marg addresses issues of encroachment, space management for everyday requirements and lends an identity to the Cuffe Parade fishing village. The urban design reflects the heritage character of the precinct.

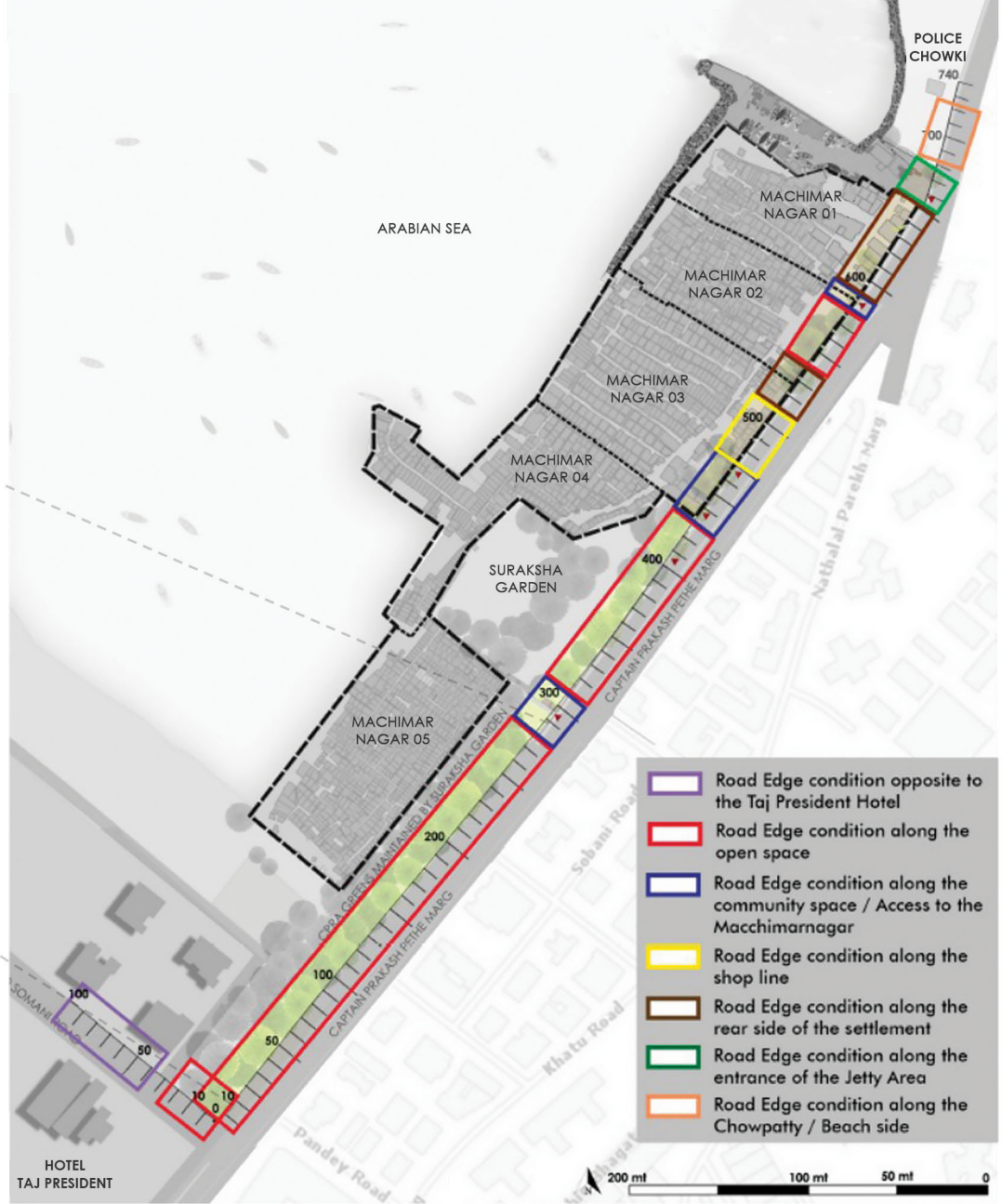
- Larger goals achieved :
- Walkability
 - Inclusive design
 - Safety



Visualization of segment offering seating facility for the elders and acts like a pause point for commuters on foot.

BLURRING BOUNDARIES

- Status : On going
- Client : MCGM, Ward A
- Site Area : 2,250 sq m



Starting from Taj President Hotel, the 750m long sidewalk design is segmented to address local issues like garbage collection, entry points, pause spaces etc.

A sea side derelict piece of land was converted into a rejuvenating park. The place now hosts musical Sunday morning fairs with food and pets.

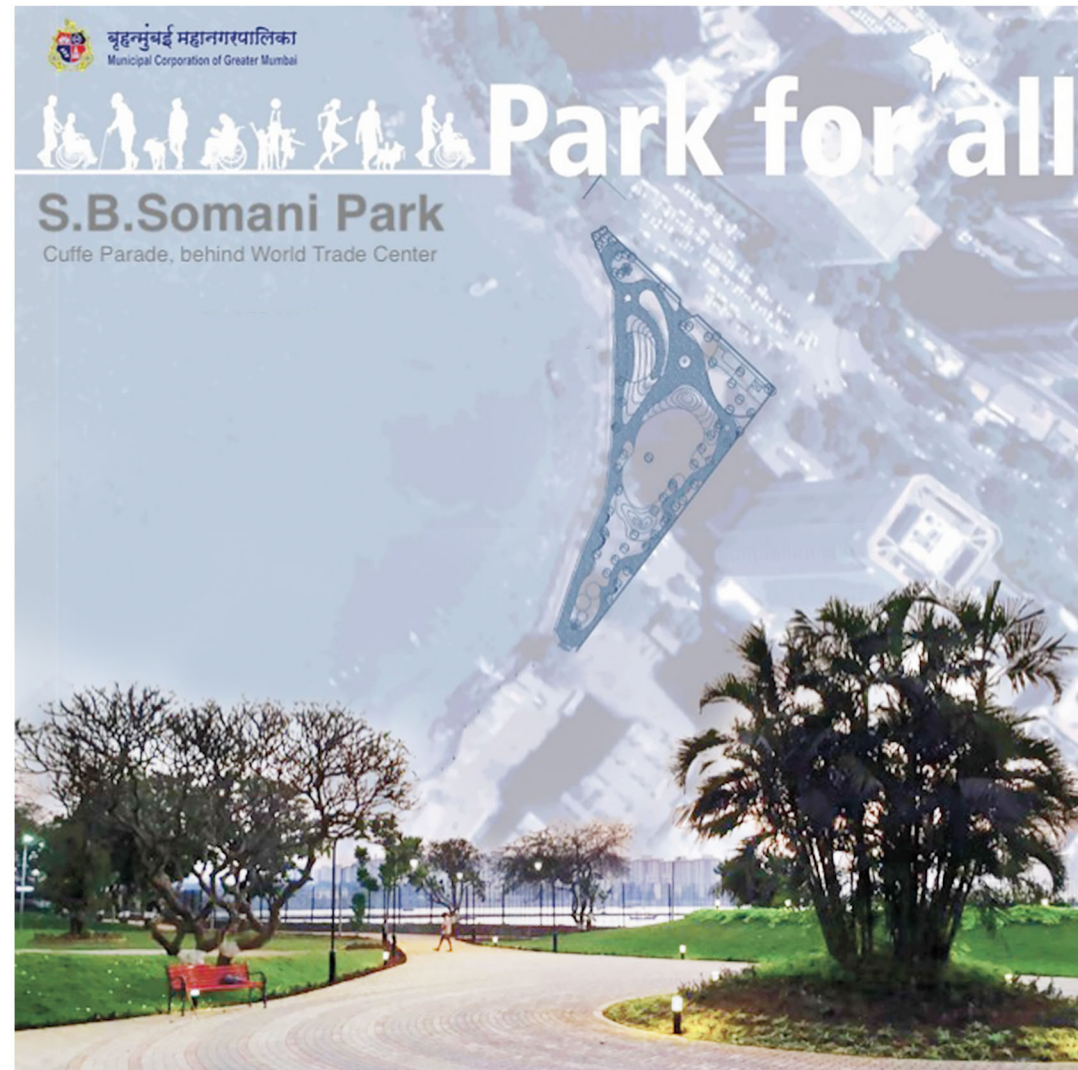
Larger goals achieved :

- Walkability
- Inclusive design
- Safety
- Cultural cohesiveness
- Accessible open space



PARK FOR ALL CUFFE PARADE

- Status : Completed
- Client : Dream Colaba / MCGM, Ward A
- Site Area : 6,000 sq m



Carved out of encroached coastal edge, this promenade with a viewing deck adds to the planned open space area of Mumbai. It is planned to boast local tourism for the fishing community.

Larger goals achieved :

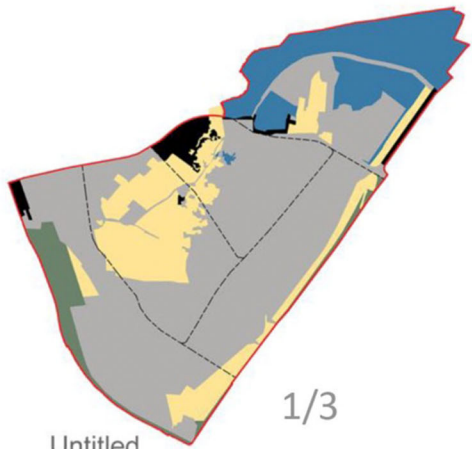
- Walkability
- Coastal edge restoration
- Accessible open space
- Cultural tourism



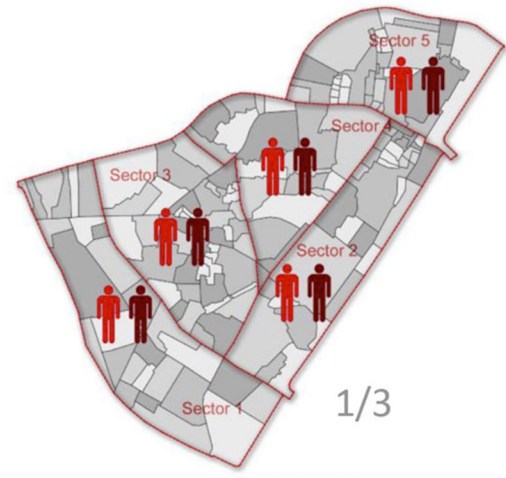
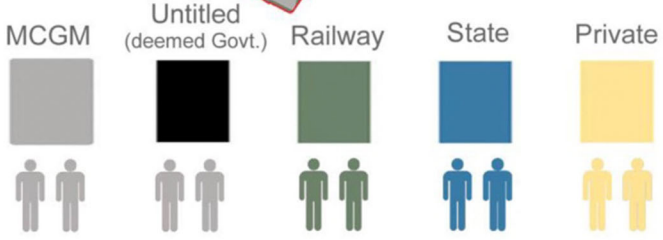
JEEVACHA PROMENADE

- Status : On going
- Client : MCGM, Ward A
- Site Area : 4,250 sq m





1/3



1/3



WARD OFFICIALS

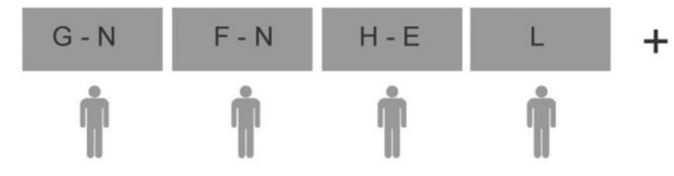
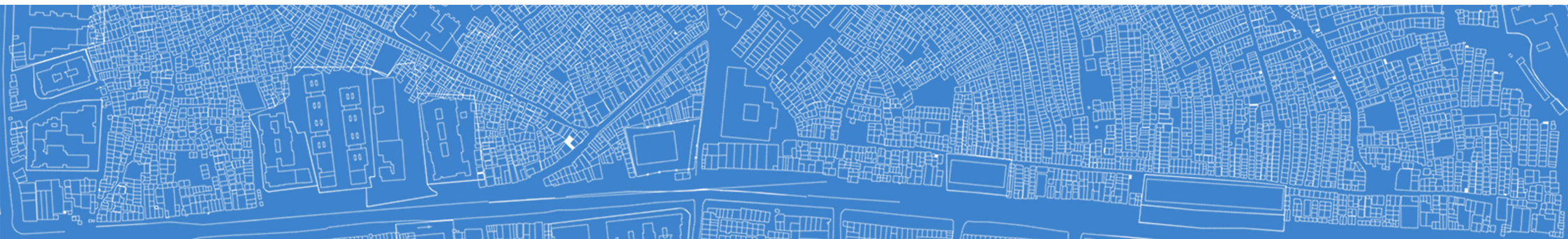


Fig 1: DCLT - Formation of Board of Trustees

DHARAVI COMMUNITY LAND TRUST - BOARD OF TRUSTEES



REINVENTING DHARAVI

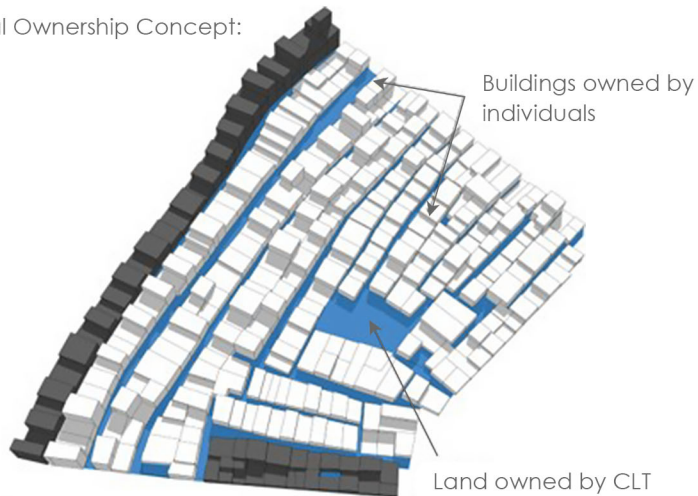


Dharavi Community Land Trust (DCLT) is an award winning model also presented at the UN Habitat Conference. The model proposes a new policy level intervention to generate affordable housing in perpetuity.

Larger goals achieved :

- Urban Resilience
- Affordable Housing for All
- People centric approach
- New model to de-slum cities

Dual Ownership Concept:



REINVENTING DHARAVI

- Status : Winner Entry
- Client : UDRI, International Competition
- Site Area : 210 Ha

PEOPLE

- Migrant worker
- School Boy
- Shop Owner
- Rag Picker
- Residential Owner
- Industry Owner
- Tenant for 30yrs
- Sub- Tenant for 2 months
- Plastic Sorter
- Industrial Tenant
- Landlord
- Commercial Tenant
- Commercial Owner
- Housewife
- Home-based worker
- Aspiring Actor
- Railway staff
- Police Staff
- Barber
- Vegetable seller
- Delivery boy



ASPIRATION

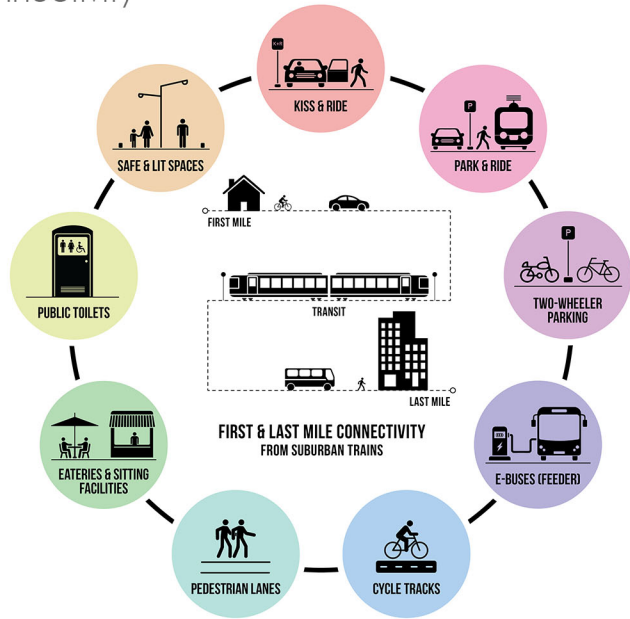
- English School
- Walk to work
- Stay with family
- Attach Toilet
- Playground
- Own a house
- Participate in
- New Dharavi plan
- Redevelopment
- Own a shop
- Permanent
- Sleep place
- Play school
- Training centre
- Public Toilet
- Maternity care
- No floods
- Permanent roof
- College
- Health Clinic
- Low rentals
- Own a factory
- Walk to school
- Stay in Dharavi

Mapping Desirability:
Map showing multiplicity within Dharavi.

Spaces underneath the flyovers are addressed beyond its beautification goals to provide user convenience and to bridge the amenities gap for the underprivileged community in the precinct.

Larger goals achieved :

- Urban Resilience
- Social Infrastructure
- Safety & Security
- Child friendly spaces
- Last mile connectivity



UNDERNEATH

- Status : Proposal
- Client : MCGM Tactical Urbanism Campaign
- Site Area underneath the flyovers :

Mrinaltai Gore Flyover, Goregoan - 2.5 Ha

Balasaheb Thackeray Flyover, Jogeshwari - 2.65 Ha



Conventional Bus stop space is remodeled as a last mile connectivity hub by integrating a cycle stand, open library, social seating & eating and work on the go areas.



The design transforms a mundane space under the bridge into a lively space for social interactions for the locals and commuters.

Tweet



“Collaborative Planning is key for uplifting slums!” - Jasmine Saluja from #PLURAL India #Partnerships #InclusiveCities #UpForSlumDwellers



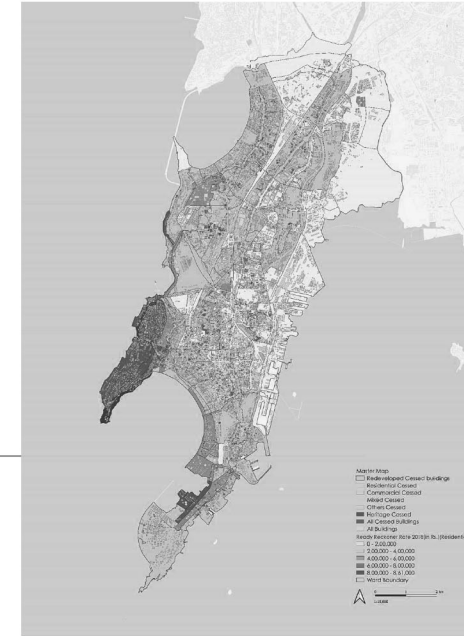
UN Habitat ACP Conference, Brussels (Leaving No One Behind - Slum Upgradation) - Advocacy



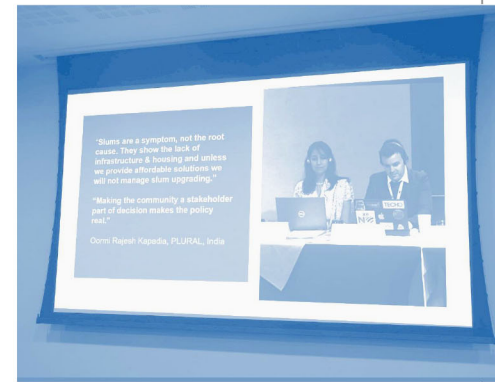
Open Space Analysis, Ward A - Research & Analysis



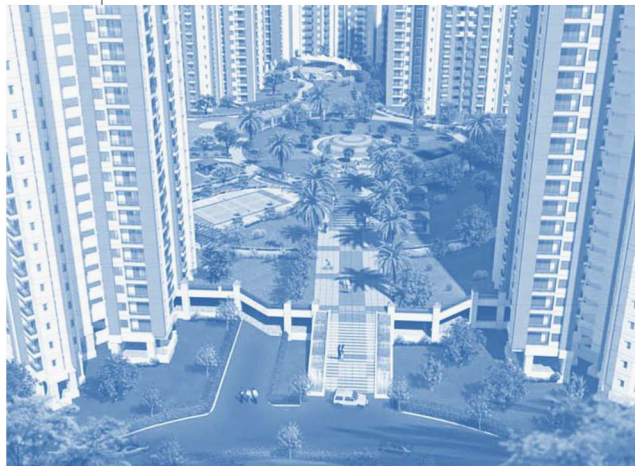
McCluskieganj, Conservation of Anglo India Estate - Conservation Project



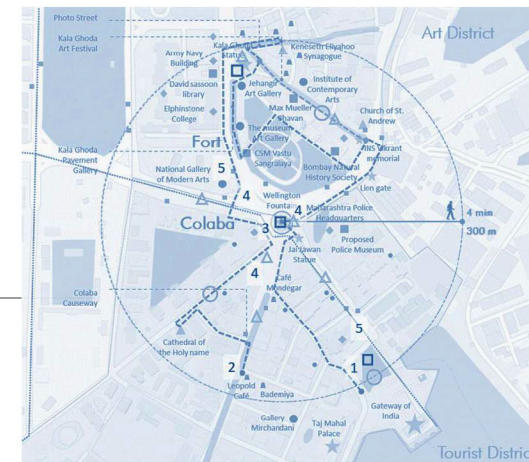
Cessed Buildings Study & Recommendation - Research & Analysis



UN Habitat ACP Conference, Brussels (Leaving No One Behind - Slum Upgradation) - Advocacy



Housing Competition, BDD Naigoan - Design Project



Regal Cinema - Urban Design & Heritage Project

OTHER PROJECTS

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