



Ram Navami Special

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EDITORIAL



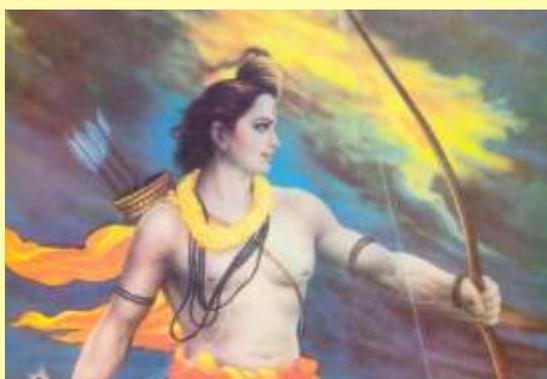
Welcome to the April 2014 issue of Vaastuyogam.

April is the month of Ram Navami and I urge all readers to devote this time to the reading of Ramayan. As a part of the Ram Navami celebrations a major part of this issue is devoted to Lord Rama including a very close look at Ayodhya.

Continuing with our new turn in the Corporate Logos series that focuses on companies whose fortunes have tuned a downwards we discuss the fortunes of BlackBerry and the role of its logo in its current misfortunes. What we are trying to reiterate here is that the corporate logo is a responsible not just for the good times of a company but sometimes for its bad times as well.

India goes to elections this month. Please vote. Remember that bad candidates are elected by good citizens who don't vote!

Dr. Ravi Rao ■



ARCHITECT'S VOICE

"Whenever I have followed Vaastu I have got excellent results."

- Aakash Goplani

This month the Vaastuyogam team met architect Aakash Goplani, a self-confessed fan of Vaastu, in his Ahmedabad office "Space 9". Has been practicing both architecture and interiors since the past 14 years, ever since he passed out of his architecture studies from Vallabh Vidhyanagar, Gujarat in the year 2000.

Excerpts from the interview:-

I believe there is too much of a hullabaloo about architectural certification and from where one has received it. It is not as if you are a good architect only if you have done your architectural course from some fancy university; architecture is not about what has been taught; it is about what has been learnt. It is not about conceptualizing fabulous design; it is about translating design into brick and mortar that is worthwhile, even as it is aesthetic. It is not about one time learning; it is an unending quest for better options derived from the continuous updating of your learning.

An architect has to be positive all along. It can become difficult at times, but he has to learn. Irrespective of the nagging competition and irrespective of hourly upsets and demands from the site, he has to remain calm and positive. Thanks to technology, (3D modeling etc) a client can get an almost 100% accurate picture of what is to be built and this makes for a smoother journey.

We are in the age of innovations and it is here that the younger lot of architects has an edge because they are more technologically savvy, are willing to take risks, work harder and are not overburdened by experience.



*“Whenever I have followed Vaastu
I have got excellent results.”*

- Aakash Goplani



ARCHITECT'S VOICE

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I do both architecture and interiors. If there is a requirement I also do the landscaping too. Clients seem to understand the logic and I have had my share of luck and done composite projects that include landscaping, architecture and the interiors.

My experience has been that the client is an eager learner. He may have some notions about the house he would like but he also is aware of his limitations and therefore prefers to give leeway to the architect. This does in no way diminish his authority and it is his brief that is the true scaffold of the architect's design.

Vaastu

Though initially I nurtured serious doubts about Vaastu, I have taken a complete U turn of late and am now an unflinching fan of Vaastu. But it was not my fault. In my

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Architect Aakash Goplani

Over all 13+ years of Visualization, Planning, Design and Execution Experience.

Core competencies include Residential and Commercial Spaces and Complexes, Open Office Planning and Furniture Systems; Residential Design; Exhibition Design; Multiplex Design and Hard Landscape Design.

Education

Diploma in Architecture (Equivalent to Degree) 2000, Institute of Environmental Design, Vallabh Vidhyanar, Anand, Gujarat, India.

Professional Experience

As Proprietor & Creative Lead of SPACE 9, Architects and Interior Designers, Ahmedabad, provide complete Design solutions.

Academic Achievements

Suryakant Patel Award

Won Shri Suryakant Patel award for standing first in the Fourth Semester Design Studio for Contextual Design in Rua-De-Natal Street in Goa.

Vastu-Shastra

Stood first for study of Vastushastra in the design seminar on Architecture in 6th semester.

Indo-French Project of the Walled city

Worked as an Asst. Architect with Mr. Debashish Nayak, Advisor to Heritage Programme to A.M.C. in Ahmedabad, and Mr. Frederic Aucliar, French resident Architect.

**Many Vaastu
consultants are fussy
to the point of sin.
The fussier they are,
the less of Vaastu
they seem to know.
But if you come
across a genuine
Vaastu consultant,
you should never let
go of him. They are a
very rare breed.**



ARCHITECT'S VOICE

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Earlier in the age of undivided Hindu family there was a strong safety net in the form of family members and relatives that rushed to help you in your hour of need. Today things are different; you have to fend for yourself. So whenever people start commercial projects or buy property they take precautions and Vaastu is one big precaution no one wants to miss out on. They know that if implemented properly, Vaastu won't let them down.

Project by: - Aakash Goplani



NAINESHBHAI HOUSE



SHELADIYA PROCON OFFICE



HITESHBHAI HOUSE



HITESHBHAI HOUSE

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early years I did not encounter experiences wherein I was impacted by this ancient science.

Age has wized me and I have no doubt now that Vaastu is a very good thing. Whilst building a house one should consider Vaastu. It is essential. I will admit that half of Vaastu we see today is superstition; but the other half is solid science that is tempered with foresight and a studied intuition!

I have not delved deep into the subject and in fact my knowledge is both superficial and theoretical only. But I will vouch that Vaastu is pure science. Whenever I have followed Vaastu I have got excellent results. This office of mine is totally as per Vaastu. When I sit here I get a very good feeling.

Almost all of my clients have their own Vaastu consultants and I have quarrels with none of them. I am very clear about this point. If a client is on the lookout for proper Vaastu implementation then I insist that a Vaastu consultant be brought in the very beginning.

I have working knowledge of Vaastu. After all, I am an architect and not a Vaastu consultant. There are many specialized Vaastu consultants out there. They only do Vaastu advice all of their life.

A word of caution. Many Vaastu consultants are fussy to the point of sin. The fussier they

are, the less of Vaastu they seem to know. But if you come across a genuine Vaastu consultant, you should never let go of him. They are a very rare breed,

I am still to come across any client who speaks disrespectfully of Vaastu. Rather, people want homes and offices as per Vaastu. Take the example of my office complex which is on Prahladnagar road.

All the offices having a south entry are lying vacant, even though they are available at substantial discounts. On the other hand the Vaastu complaint offices are all sold out and commanding good premium in resale.

Why is this so? One reason - according to me - could be the rapidly changing social scenario. Every one is feeling insecure.

There is a strong gut feeling that no one will be around to support you when you are in crisis. Earlier in the age of undivided Hindu family there was a strong safety net in the form of family members and relatives that rushed to help you in your hour of need.

Today things are different; you have to fend for yourself. So whenever people start commercial projects or buy property they take precautions and Vaastu is one big precaution no one wants to miss out on. They know that if implemented properly, Vaastu won't let them down. ■

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Though initially I nurtured serious doubts about Vaastu, I have taken a complete U turn of late and am now an unflinching fan of Vaastu. But it was not my fault. In my early years I did not encounter experiences wherein I was impacted by this ancient science.