

— SELECTED WORKS - 2022

port
folio

ARCHITECTURE | WORKPLACE INTERIORS



SWETHA BASKAR

ARCHITECT

PROFILE

"Whether we are working or playing, learning or healing, seeking refuge or connecting with those we love, we crave interactions and environments that ignite our spirit"

Swetha devotes herself to creating delightful and impactful everyday experiences. As an architect and designer, she seeks opportunity to improve the relationship between people and infrastructure.

WORK EXPERIENCE

WORKPLACE DESIGN INTERNSHIP

Oct 21 - July 22  / BANGALORE, INDIA

- ♦ Handling three strategic workplace design projects.
- ♦ Drafting of layouts ♦ Rendering plans ♦ Ideating 3D visuals
- ♦ Technical drawing ♦ Workplace strategy ♦ Detailed GFC drawing

ARCHITECTURE INTERNSHIP

Mar 21 - Apr 21  / COIMBATORE, INDIA

Worked on:

- ♦ Wall marking drawings ♦ Carpentry details
- ♦ Electrical and ceiling layouts ♦ Elevation and sectional drawings
- ♦ Worked on presentation for an industrial warehouse project.

AWARDS AND COMPETITIONS

UNIVERSITY TOPPER
- Visvesvaraya Technological University (VTU) ; CGPA: 8.68

COMPETITIONS:

THE LABYRINTH AWARD | TOP 10 | THESIS | 2021
- Topic: PAUSE (Pit stop along urban side expressways)

COA INTERNATIONAL ESSAY COMPETITION | 2020
- Role of Nation Building in Architecture

D'SOURCE CORONA DESIGN CHALLENGE | 2020
- Illustrated Story Book for children
- Comic Strip

IIT MADRAS POST-COVID DESIGN COMPETITION | 2020
- Design of Post-Covid Public Areas

WORKSHOPS ATTENDED

- ARCHITECTURAL CRITICISM
- AR.KEVIN MARK LOW, 2018
- LAURIE BAKER CENTRE (LBC)
- KERALA, INDIA 2019

INTERESTS

 Travel  Music  Writing  Digital Designing


Freelance Graphic
Desining
www.disenostudio.com

I THINK SPACE, ARCHITECTURAL SPACE IS MY THING.
IT'S NOT ABOUT FACADE, ELEVATION, MAKING IMAGE, MAKING MONEY.
MY PASSION IS CREATING SPACE.

- PETER ZUMTHOR

PROFESSIONAL EXPERIENCE

WORKPLACE DESIGN INTERN Oct 21 - July 22

ORGANIZATION:  / BANGALORE, INDIA

About Space Matrix:

Space Matrix is a dynamic and innovative design consultancy that specializes in workplace design. With relevant project experience in over 30 cities and 15 office locations in Australia, China, India, Thailand, Singapore and the United States, our mission is to be the No. 1 office design firm in Asia and to continue revolutionizing the delivery of design and build globally.

Roles and responsibilities:

- ♦ Workplace designing for corporate built environments.
- ♦ Proficiency in Adobe Suite, Sketch-Up, AutoCAD, Revit, Enscape, PowerPoint.
- ♦ Collaborate with strategic partner and external consultants.
- ♦ Team work with broader cross-functional delivery team to balance the needs of Real Estate, Program Management, Workplace Experience, Food Services, Security, Technology and Brand Design.
- ♦ Outline client design objectives.
- ♦ Conceptualize and sketch design plans.
- ♦ Determine cost of completion and project requirements.
- ♦ Set a timeline for the completion of project.

ARCHITECTURAL INTERN March 21 - April 21

ORGANIZATION:  / COIMBATORE, INDIA

About Beads Architects:

Beads is a Coimbatore based group of architects, designers, urbanists, landscape professionals, interior and product designers.

An innovative team of architects thriving in multidisciplinary architectural solutions and to earn an opportunity to provide sustainable and space effective design of buildings.

Roles and responsibilities:

- ♦ Project management.
- ♦ Drawing project plan and cost estimation of the project.
- ♦ Project tracking and scheduling.
- ♦ Client handling, client interaction and coordination, technical leadership, project execution and delivery.
- ♦ Facing the challenging projects and working out solutions.
- ♦ Working on AutoCAD, Sketchup, Lumion.

VALUES I CAN BRING:

- ♦ Strong design talent demonstrated through completed work examples.
- ♦ Knowledge of current trends, innovative materials, furniture etc.
- ♦ Demonstration of multi disciplinary, accelerated design projects with a nstrong concept/ inspiration for clients with a strong brand identity.
- ♦ Ability to lead internal and external partners with clear, organized communication; Comfortable in elevating strategic concern to senior management in a timely manner.
- ♦ Strong verbal and written communications skills, including meeting facilitation.
- ♦ Exceptional presentation skills, including content creation for senior level presentations.
- ♦ Strong storytelling capabilities: providing appropriate business, design consumer and cultural context that lie behind the design.
- ♦ Proficiency in Microsoft Office Suite, Adobe Suite, Sketch-Up, Auto CAD, Revit, PowerPoint.

DAY-TO-DAY RESPONSIBILITIES:

Swetha's responsibilities include building client relations, ensuring strategic support needed through the facilitation of:

-  Research,
-  Strategy and
-  Design

elevating the cohesion and impact of design strategy practice.


 www.linkedin.com/in/swetha2000


EDUCATION

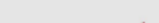
BACHELOR OF ARCHITECTURE
BMS SCHOOL OF ARCHITECTURE
BANGALORE, INDIA
2017-2022

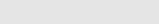
HIGH SCHOOL: GRADE 10-12
NATIONAL MODEL SENIOR SEC SCHOOL
COIMBATORE, INDIA
2015-2017

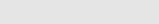
SOFTWARE EXPERTISE

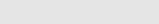
Autocad 

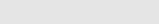
Revit 

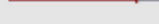
Sketchup 


Enscape 

Lumion 

Photoshop 


Illustrator 

Indesign 

Microsoft Off. 

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+91 8637690035

 **Email**
swetha.02.2000@gmail.com

 **Address**
Chithaary Elite Apartment,
Syndicate Bank Colony,
Arekere, Bangalore 560076

01
2022

DESIGN INTERNSHIP

02
2021

SUMMER INTERNSHIP

03
2022

THESIS - TOP 10 (LABYRINTH AWARD)

04
2021

JOURNALISM

DESIGN INTERNSHIP

OCT 21 - JULY 22

SPACE MATRIX



Founded in 2001, a dynamic, agile, 21st century digital enterprise; a design consultancy that specializes in workplace design. Space Matrix has relevant project experience in over 80 cities and 15 office locations in Australia, China, India, Thailand, Singapore (HQ), and the United States. With a commitment for design excellence, Space Matrix consistently ranks in Interior Design Magazine's Top 100 Design Giants and has won multiple International Property Awards.

DURATION OF INTERNSHIP : OCTOBER 2021 - JULY 2022



24-09-2021

To,
Swetha Baskar
Chithaary Elite Apartment, Syndicate Bank Colony
Omkar Nagar, Arekere
Bangalore, Karnataka, 560076
swetha.02.2000@gmail.com

Subject: Letter of Internship

Dear Ms. Swetha,
We are pleased to offer you the position of "Intern - Design" with Space Matrix Design Consultants Pvt. Ltd.
(hereinafter referred to as "the Company").

The following terms will govern your internship agreement with us:

COMMENCEMENT DATE

You will commence your duties on 30-09-2021.



WORKPLACE INTERIORS

COLLABORATION
|
BRAND INTEGRATION
|
CONNECTIVITY

WORKED ON STRATEGISING AND DESIGNING WORKPLACE INTERIOR FOR A 45000 SQFT/FLOOR CORPORATE IN BANGALORE.

REQUIREMENTS:

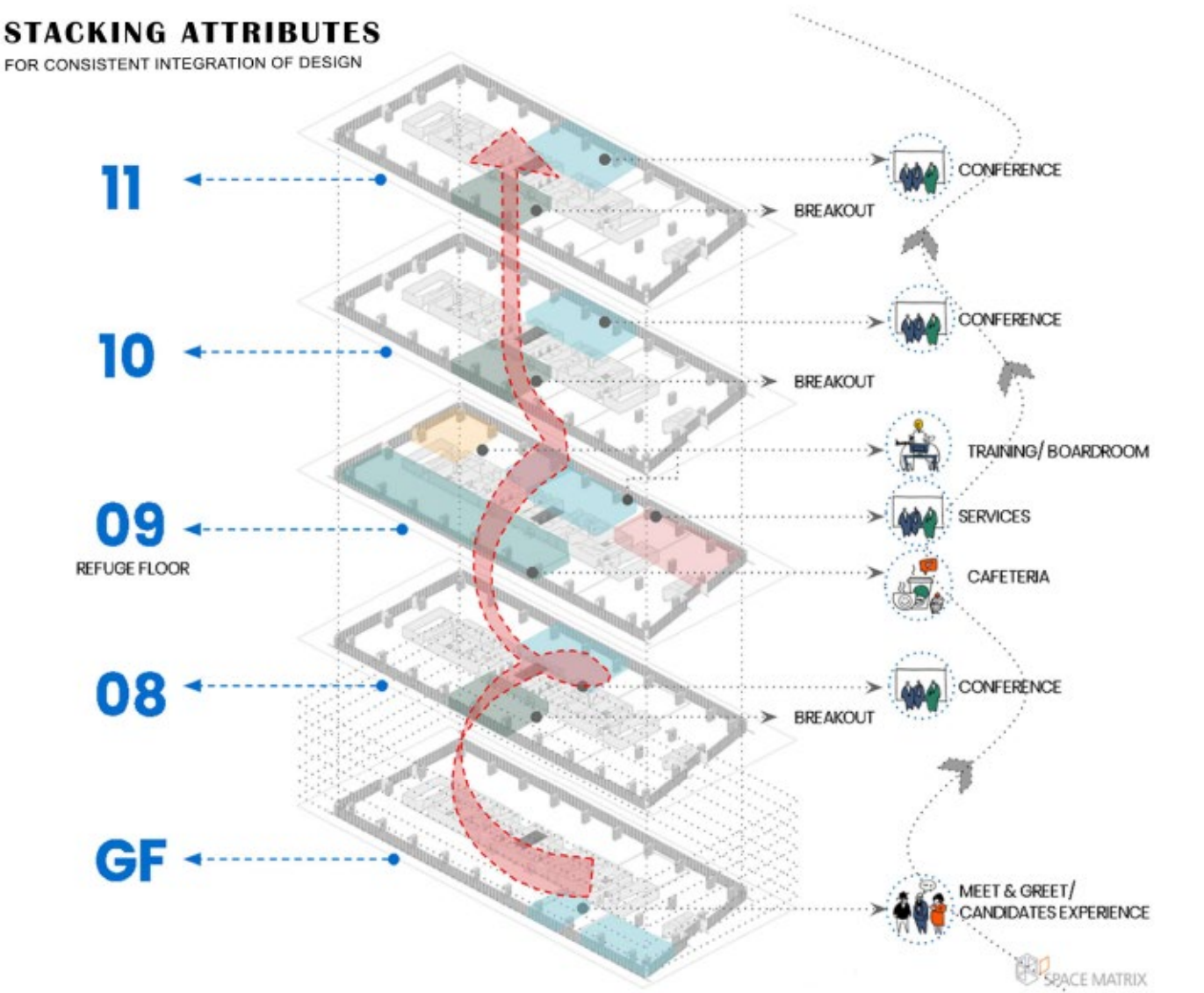
A WORKPLACE FOR GEN-Z AND MILLENIALS TO BRING THEIR WHOLE SELF AND IDEAS TO WORK.

CONCEPT:

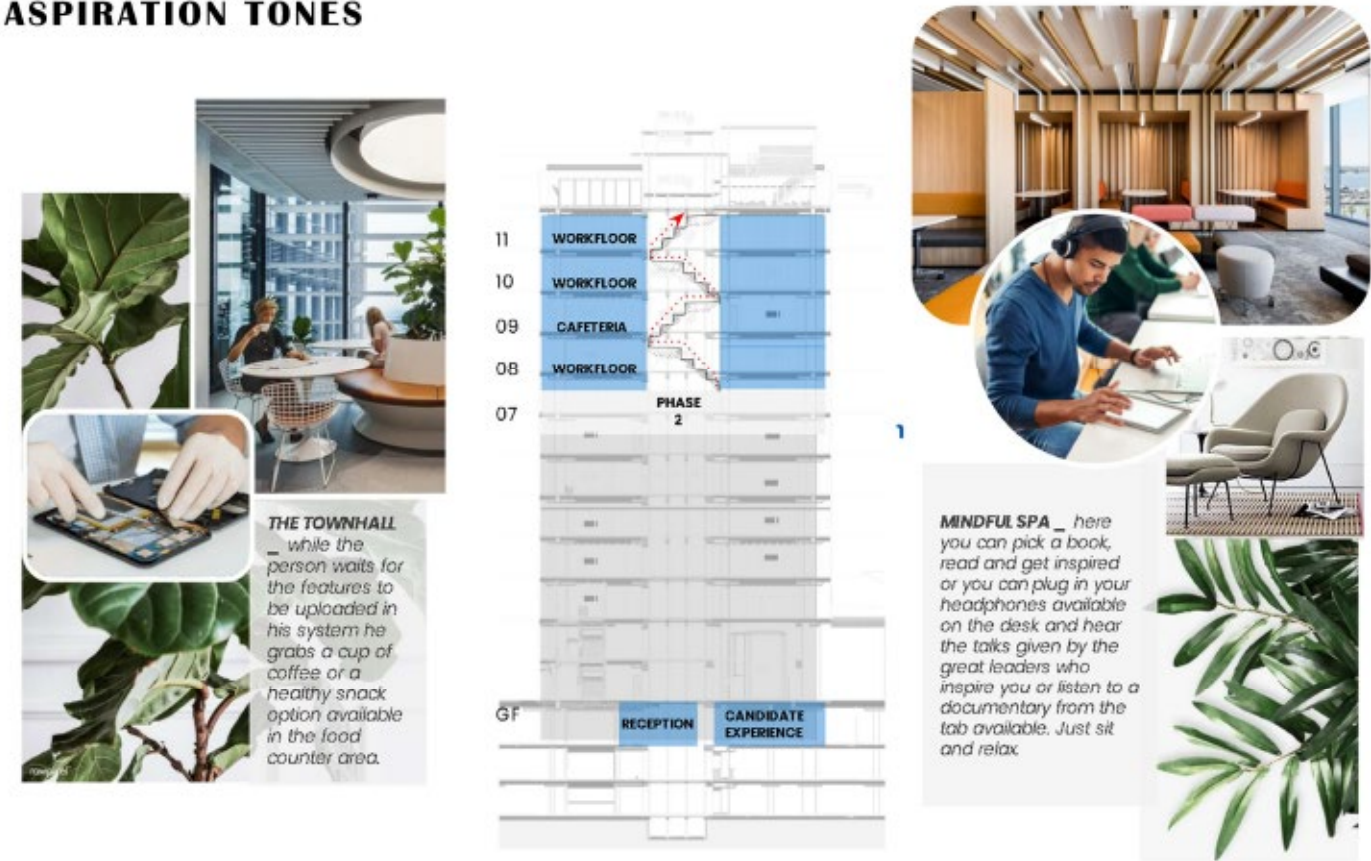
EACH FLOOR WAS DESIGNED UNIQUELY WITH DIFFERENT COLOR PALETTES IN COMPLIANCE WITH BRAND GUIDEINES.

WORKED ON GIVING IDEAS AND STRATEGIES FOR 3D VISUALS. WAS A PART OF MOCK-UP CLIENT CALLS AND REVISIONS.

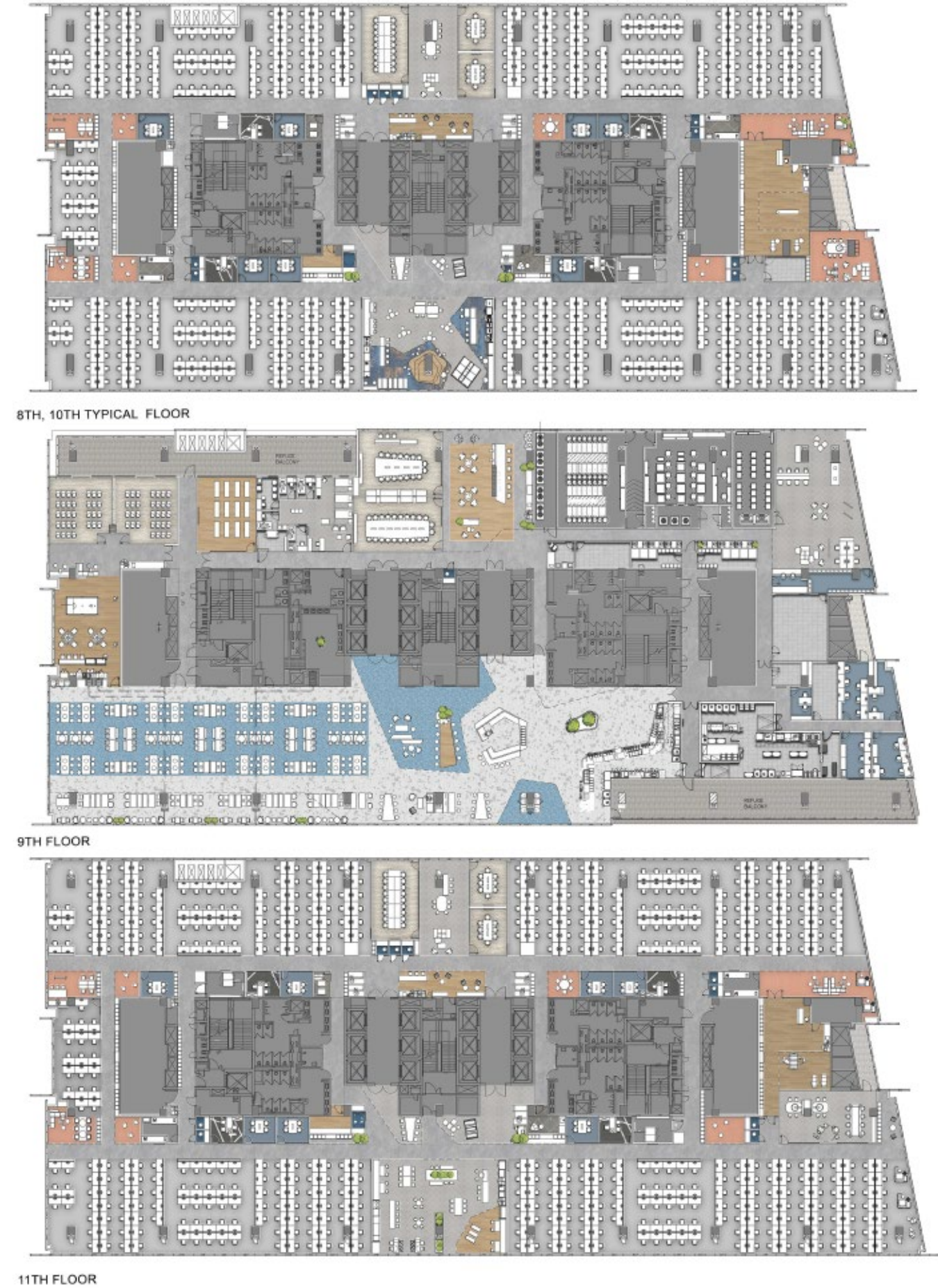
STACKING ATTRIBUTES FOR CONSISTENT INTEGRATION OF DESIGN



ASPIRATION TONES



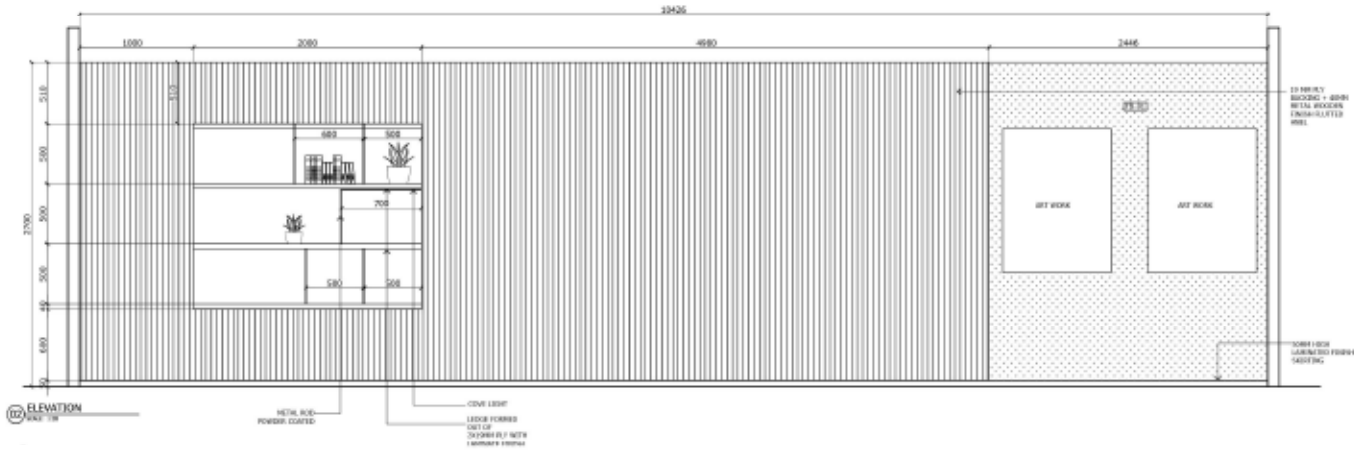
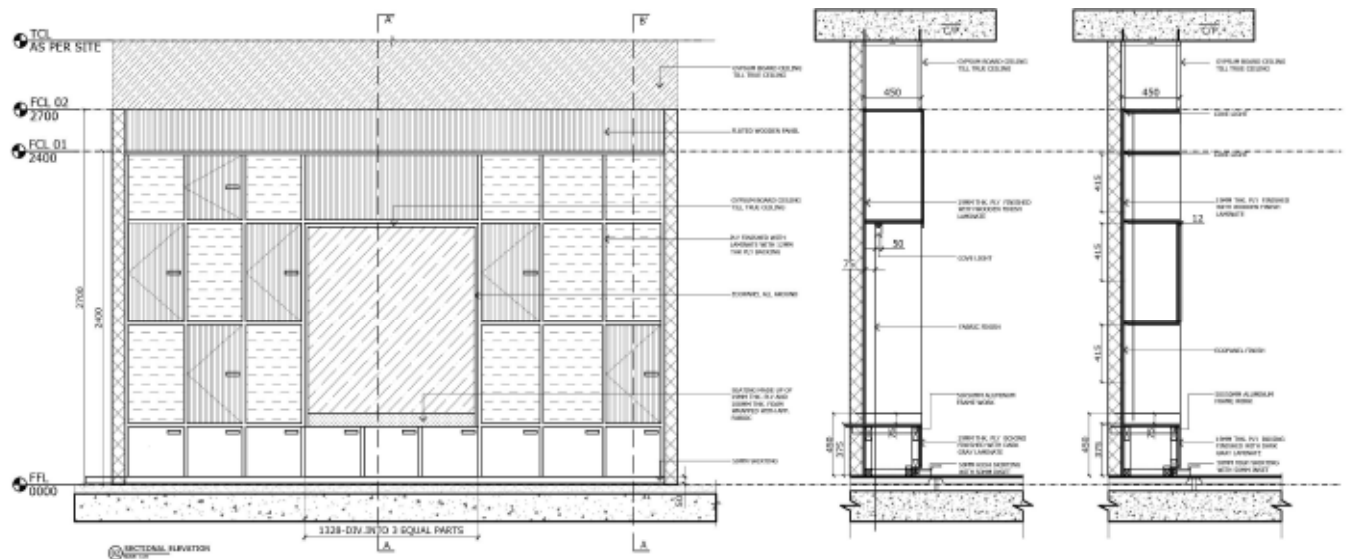
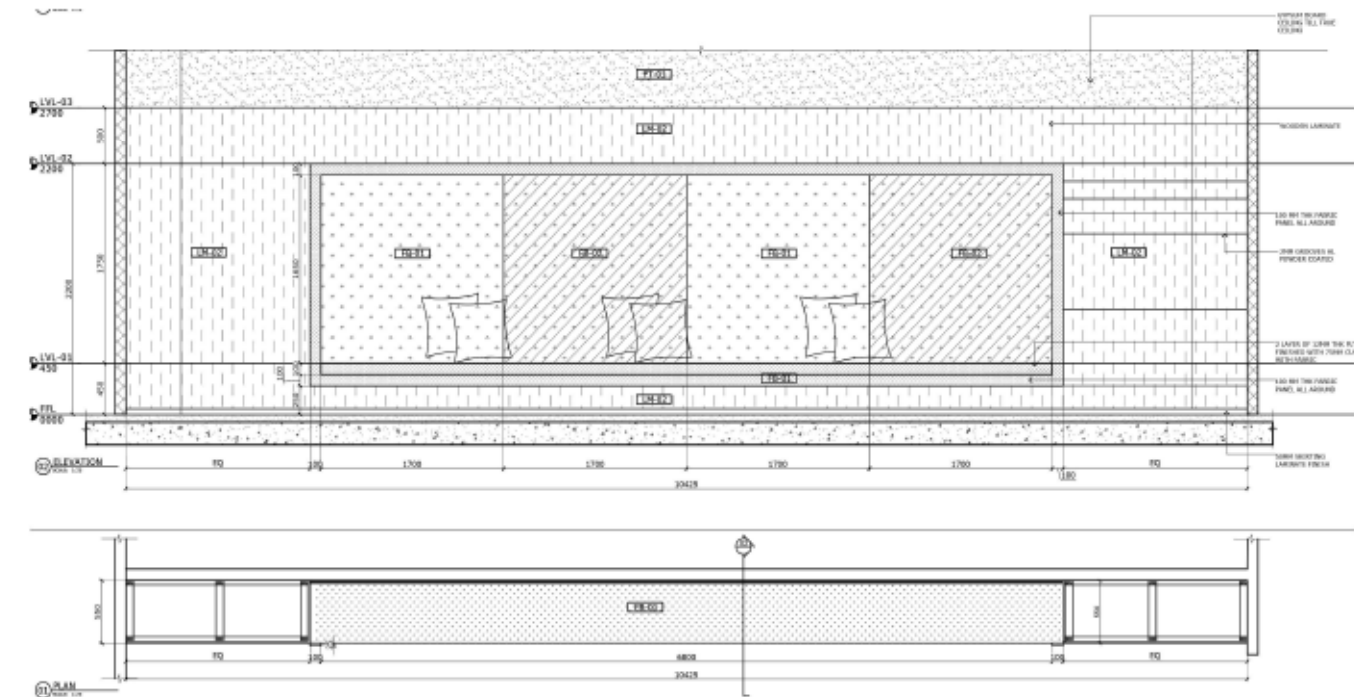
LAYOUTS 8TH, 10TH, 11TH FLOOR - WORK FLOORS, 9TH FLOOR - CAFE





BUILT-IN JOINERY DETAILS

BOOTH SEATING AND NICHE WALL IN BOARD ROOM



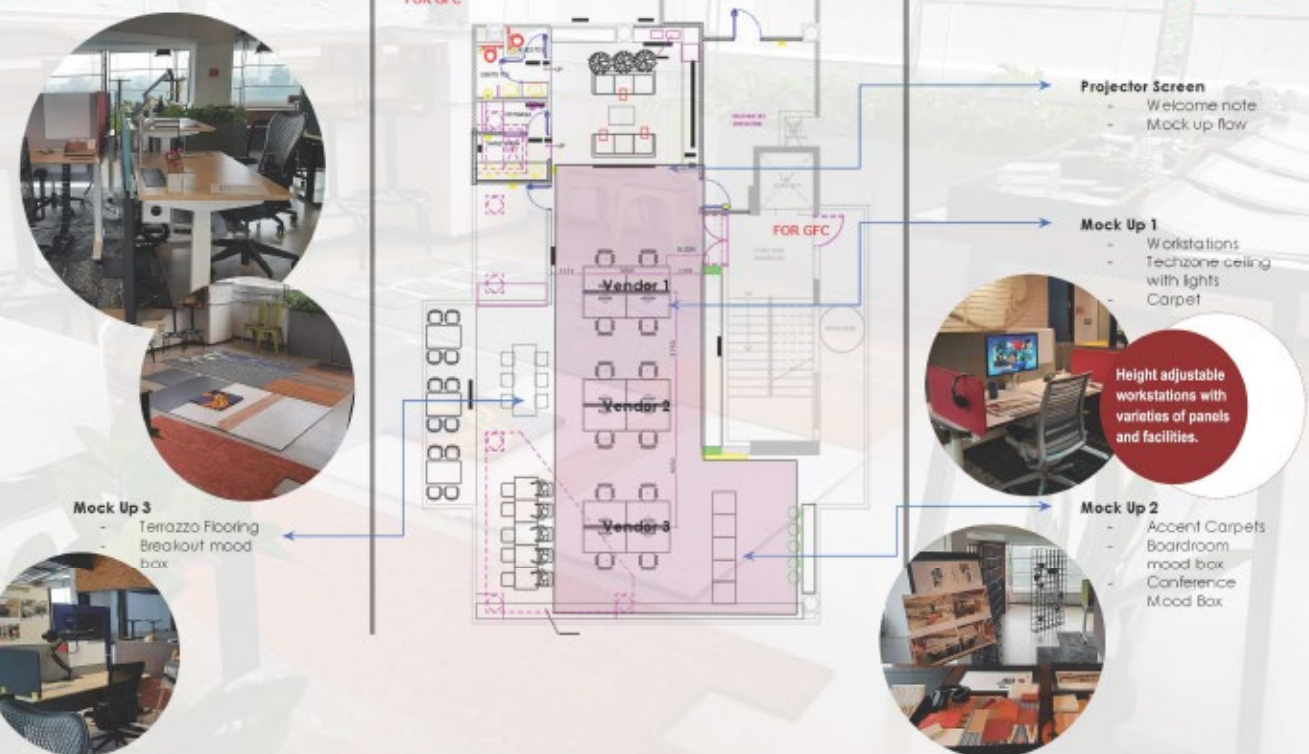
COMPLETE RESPONSIBILITY FOR ARRANGING MOCK UP FOR AN ONGOING PROJECT. COORDINATED WITH VENDORS, ARRANGED SAMPLES - SELECTED SAMPLES AS PER INTENT AND BASIC RATE.

CONCEPT: EACH FLOOR WAS DESIGNED UNIQUELY WITH DIFFERENT COLOR PALETTES IN COMPLIANCE WITH BRAND GUIDELINES TO HIGHLIGHT THE INDIVIDUALITY OF GEN Z AND MILLINEALS WHO ARE THE MAIN STAKEHOLDERS OF THE PROJECT.



- RESPONSIBILITIES:**
- TRANSFORMING THE EXISTING CAFETERIA FACILITY TO MOCK-UP ARRANGEMENT:
- Handled the requirement end-to-end.
 - Ideation and planning for the Mock-up facility.
 - Vendor co-ordination for materials selection.
 - Creation of mood boards.
 - Project execution by collaborating with the facilities team.
 - Getting project sign-off.

Mock Up Area







WORKPLACE INTERIORS

COLLABORATION
|
BRAND INTEGRATION
|
CONNECTIVITY

WORKED ON STRATEGISING AND DESIGNING INTERIOR WORKPLACE FOR A CORPORATE IN BANGALORE.

REQUIREMENTS:

A WORKPLACE THAT ENCOURAGES EMPLOYEES TO RETURN BACK TO OFFICE POST PANDEMIC.

CONCEPT:

EACH FLOOR WAS DESIGNED AS PER THE REQUIREMENTS OF THE TEAM UTILISING THE FLOOR.

WORKED ON DRAFTING LAYOUTS, GIVING IDEAS AND STRATEGIES FOR 3D VISUALS.



DESIGN CONCEPT

ZONING OF FLOORS - SPACES AND CONNECTIVITY



- Meet and greet area
- Brand experience area
- Enclosed meeting areas
- Lounge and relaxation
- Work area
- Wellness pockets



- Meet and greet area
- Brand experience area
- Enclosed meeting areas
- Lounge and relaxation
- Work area
- Wellness pockets



WALL FINISHES



FLOOR FINISHES



CEILING



We space: a space that engages and fosters' conversations.
High on social quotient

Meet & Greet
A formal rendezvous
An arrival experience that sits in harmony with the work culture of the space.



Playing with different seating levels and intelligible ways of incorporating more functional column treatments

Creating alcoves for engaging conversations and looking in the way atmosphere it creates.

Forming center space breaking riding a visual barrier from the arrival space to the later space at the back. The operational table adding an inclusive touch

Spirited and restful interjections for the spatial planning. "the social hook"



SUMMER INTERNSHIP SEMESTER VII

BEADS ARCHITECTS

Beads is a coimbatore based group of architects, designers, urbanists, Landscape professionals, interior and product designers. An innovative team of architects thriving in multidisciplinary architectural solutions and to earn an opportunity to provide sustainable and space Effective design of buildings.

DURATION OF INTERNSHIP : ONE MONTH - 16TH MARCH 2021 TO 16TH APRIL 2021



[COIMBATORE] | 17 APRIL 2021 |

| INTERNSHIP CERTIFICATE |

This letter is to certify that **Swetha.B** from **BMS School of Architecture, Bangalore**, has undergone professional training at our firm for a period of **30 Days (16 March 2021 to 16 April 2021)**. During this period she has worked on Design Development, Preparation of Working drawings, Models, Presentations and has also visited some of the projects sites. During her internship period with us, she has proven to be dedicated, hardworking with her work and was very cooperative with our office procedure. Her adherence to time and precision of work given to her was appreciable. Following this path with much more focus and guidance she will do well. We wish her all the best for her future endeavours.

Best Wishes, **Better Environment for Architectural Design of Shelters**

Better Environment for Architectural Design of Shelters

[Signature]

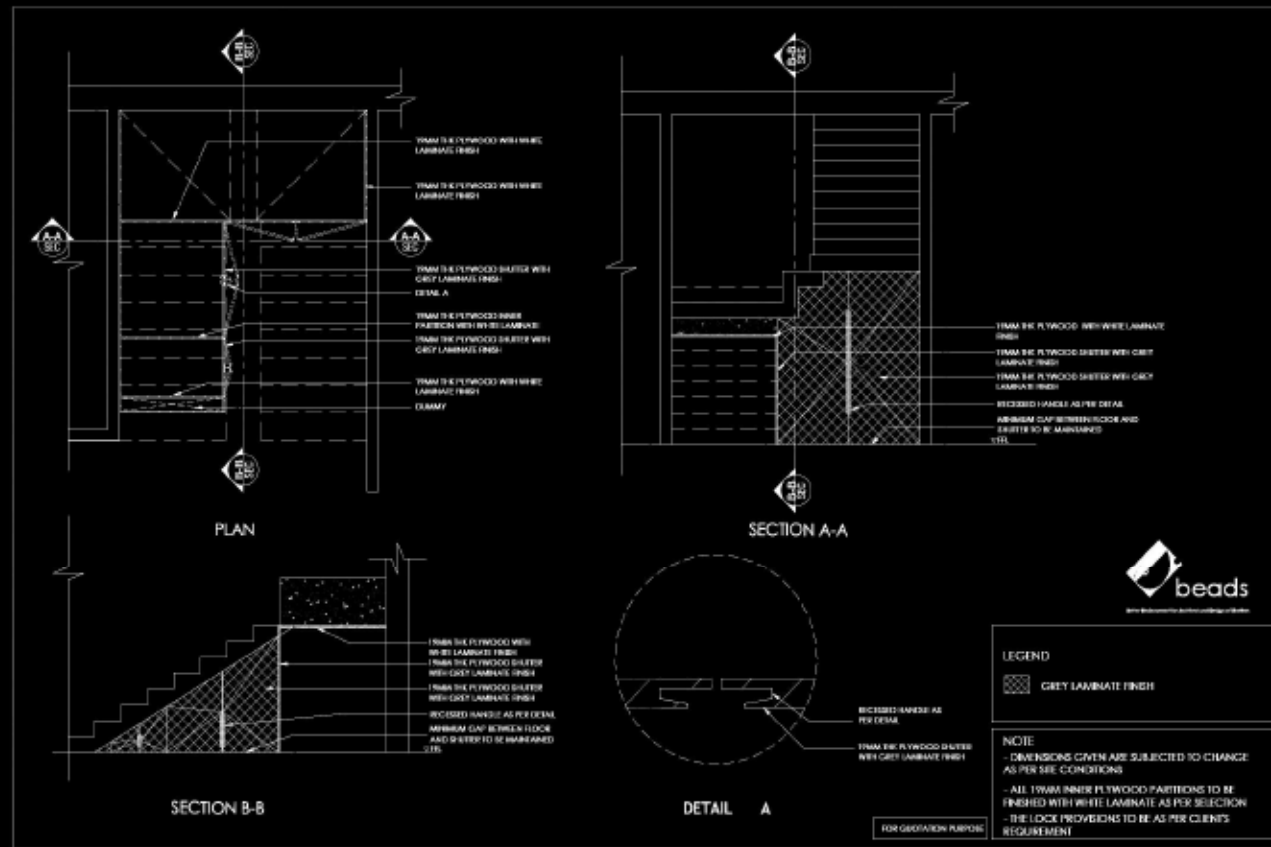
Ar.Sujith Soundar
Founder & CEO
No. 41, Mysore Association, Coimbatore Road,
R.S. Puram, Coimbatore - 641 011
Ph: 94491 39460



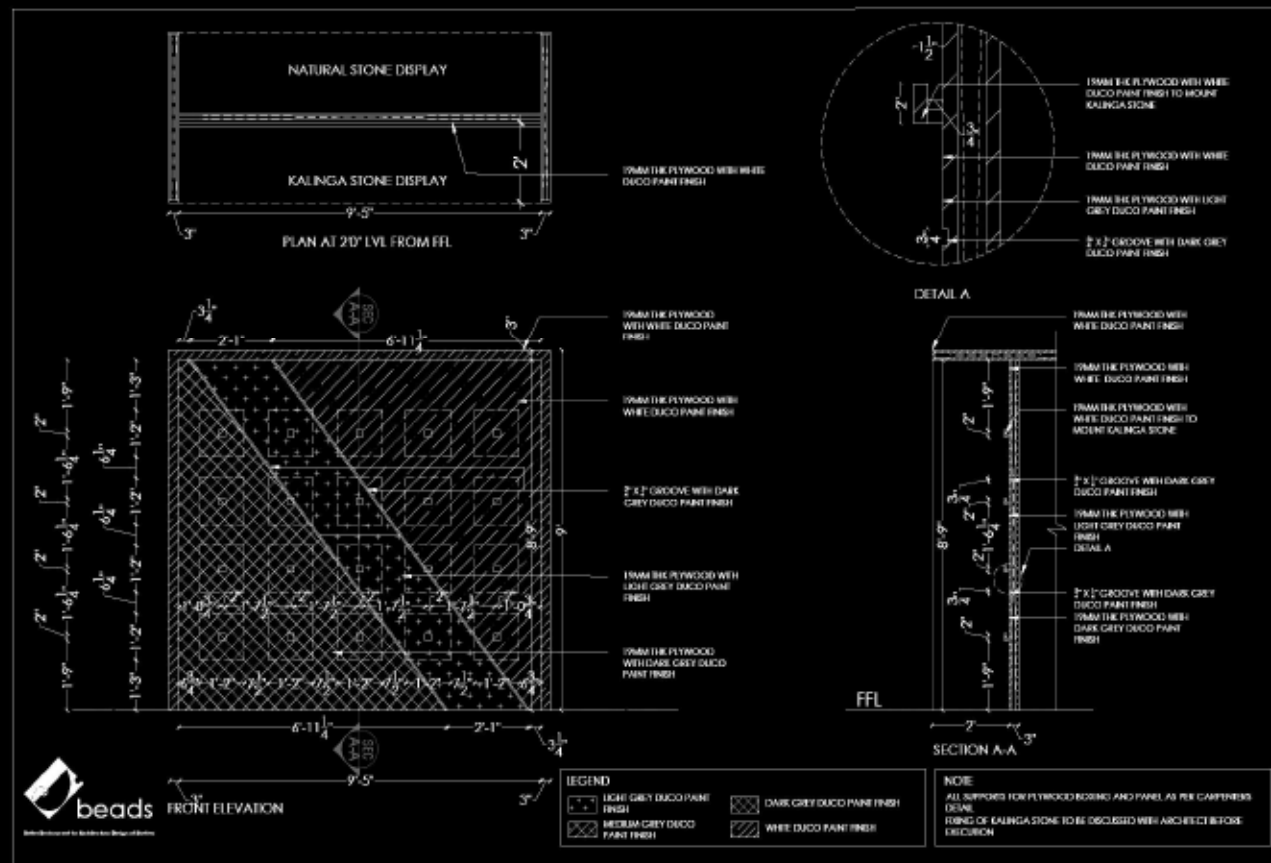
CARPENTRY DRAWINGS

CARPENTRY DRAWING FOR STORAGE AND CHILDREN'S PLAY ROOM UNDER STAIRCASE - RESIDENCE, CBE

A



DISPLAY CARPENTRY DRAWING FOR TILE SHOWROOM IN COIMBATORE. -PLAN,SECTION,ELEVATION,DETAILS



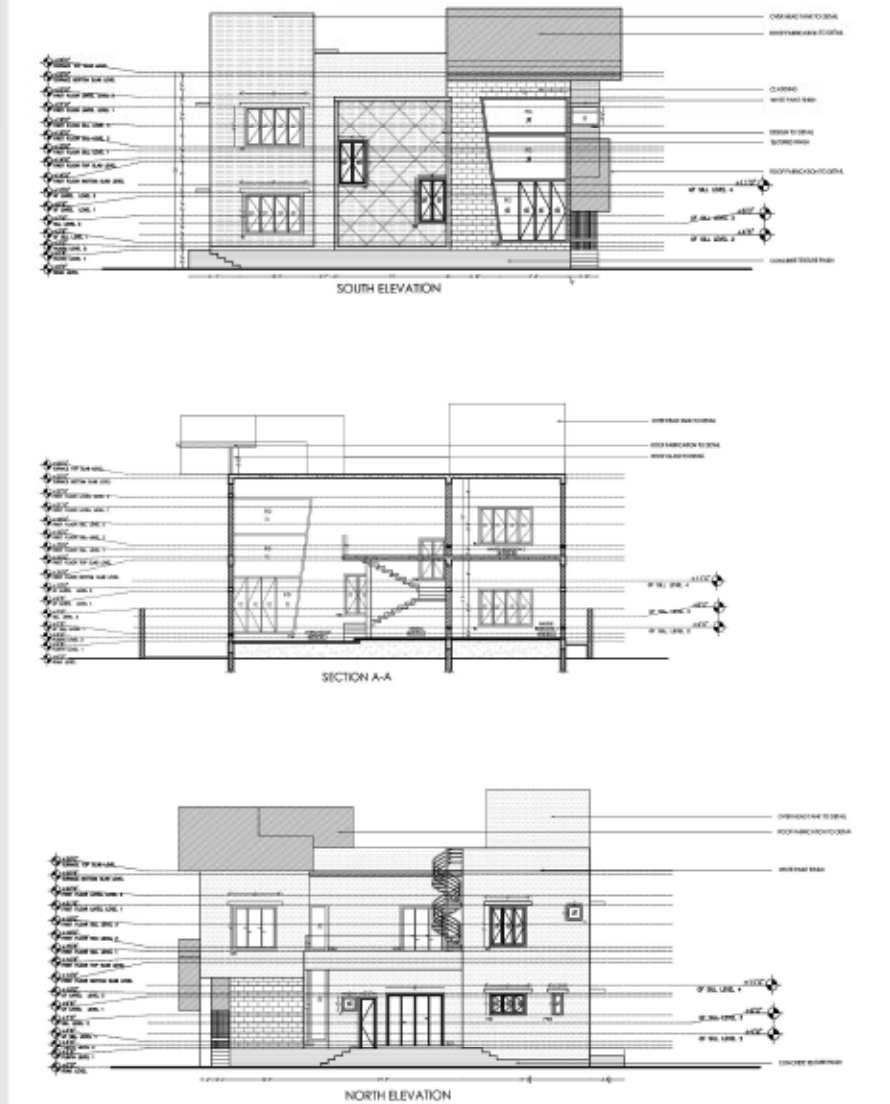
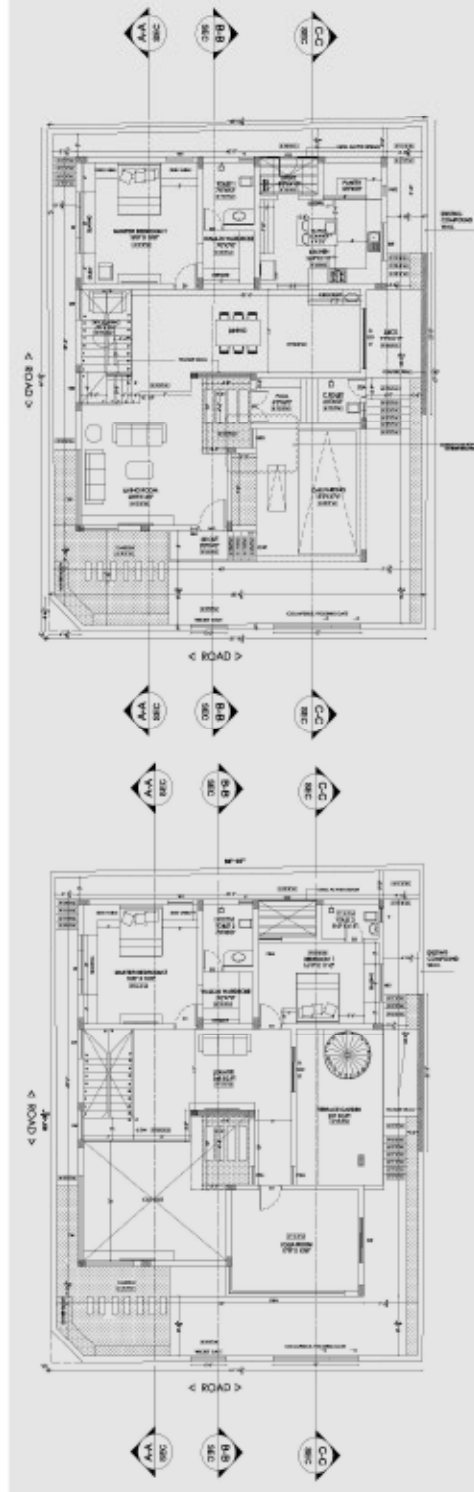
SUMMER INTERNSHIP
2017 - 2022

BRIEF

WORKED ON DESIGNING A RESIDENCE (IN TUTICORIN, INDIA). I WORKED ON DRAFTING PLANS, 3D MODELING AND WORKING DRAWINGS.

Users - 8
Adults - 4,
Children - 2
Grandparents - 2
Help - 2

UNDERSTANDING THE PLAN AND 3-D MODEL AND COMPUTING 2-D ELEVATION AND SECTIONS WITH LEVELS.

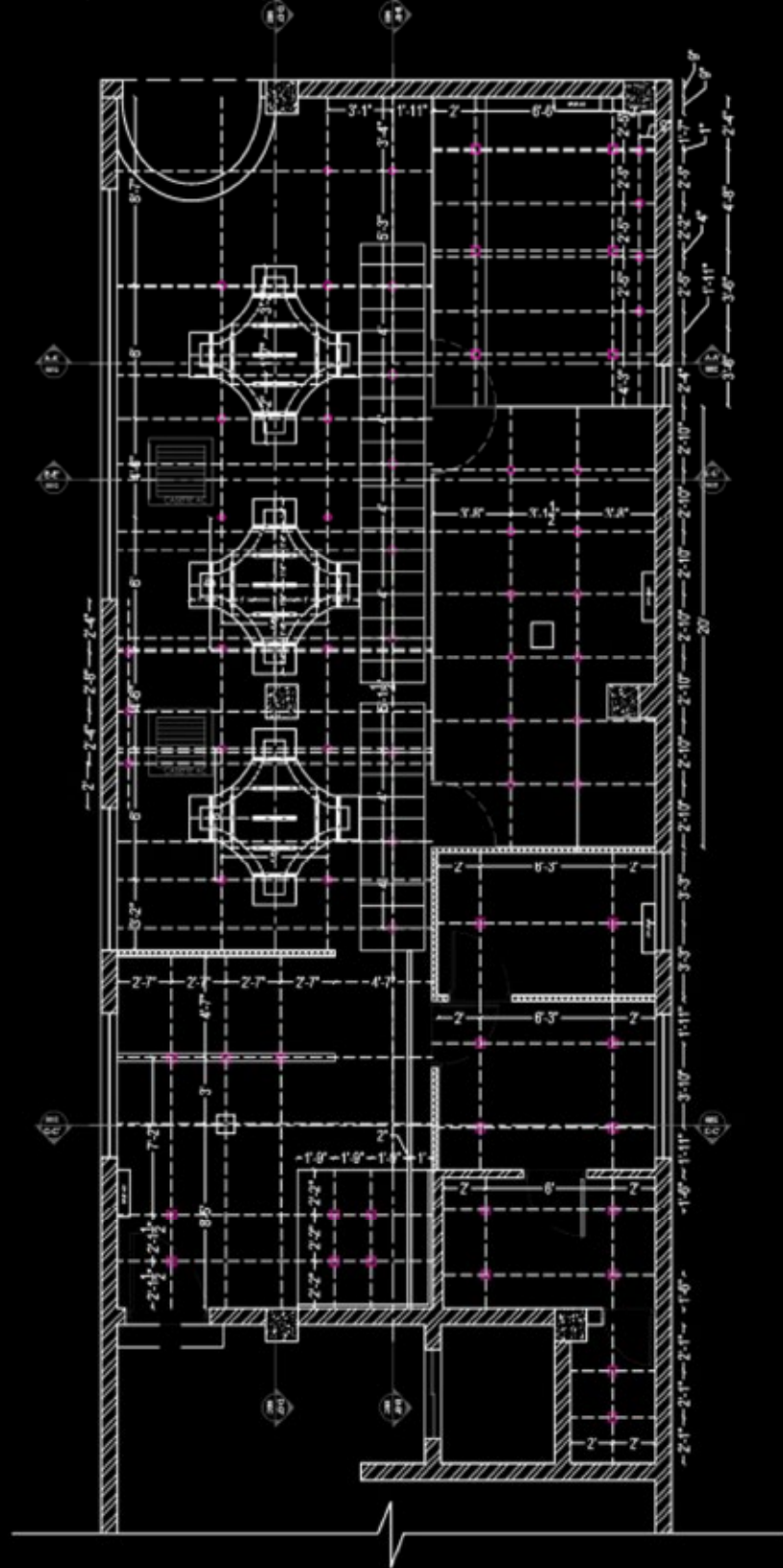


SUMMER INTERNSHIP
2017 - 2021

FALSE CEILING AND ELECTRICAL DRAWINGS

FALSE CEILING DRAWING, ELECTRICAL, LOOPING DRAWING FOR PROPOSED OFFICE INTERIOR

A



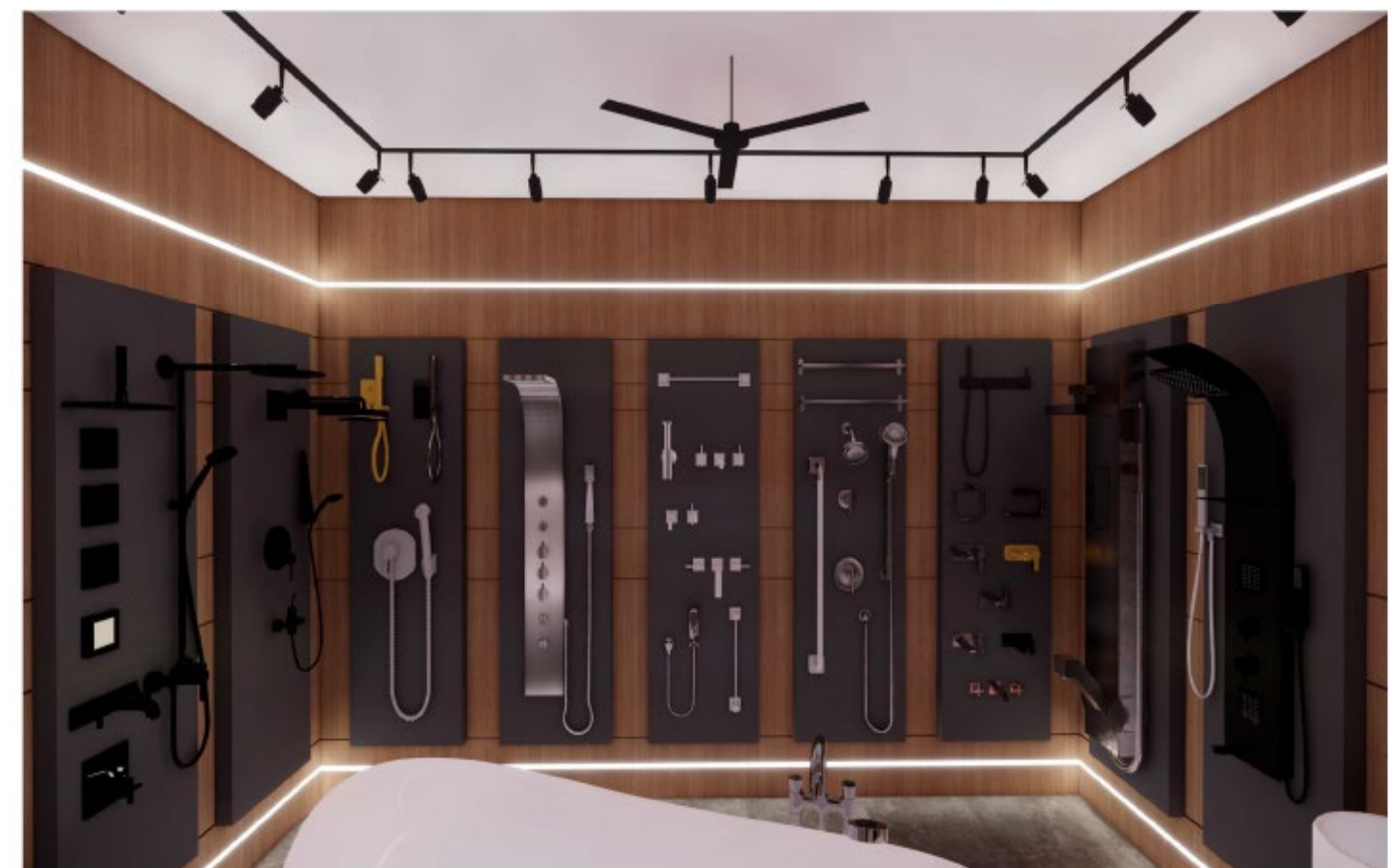
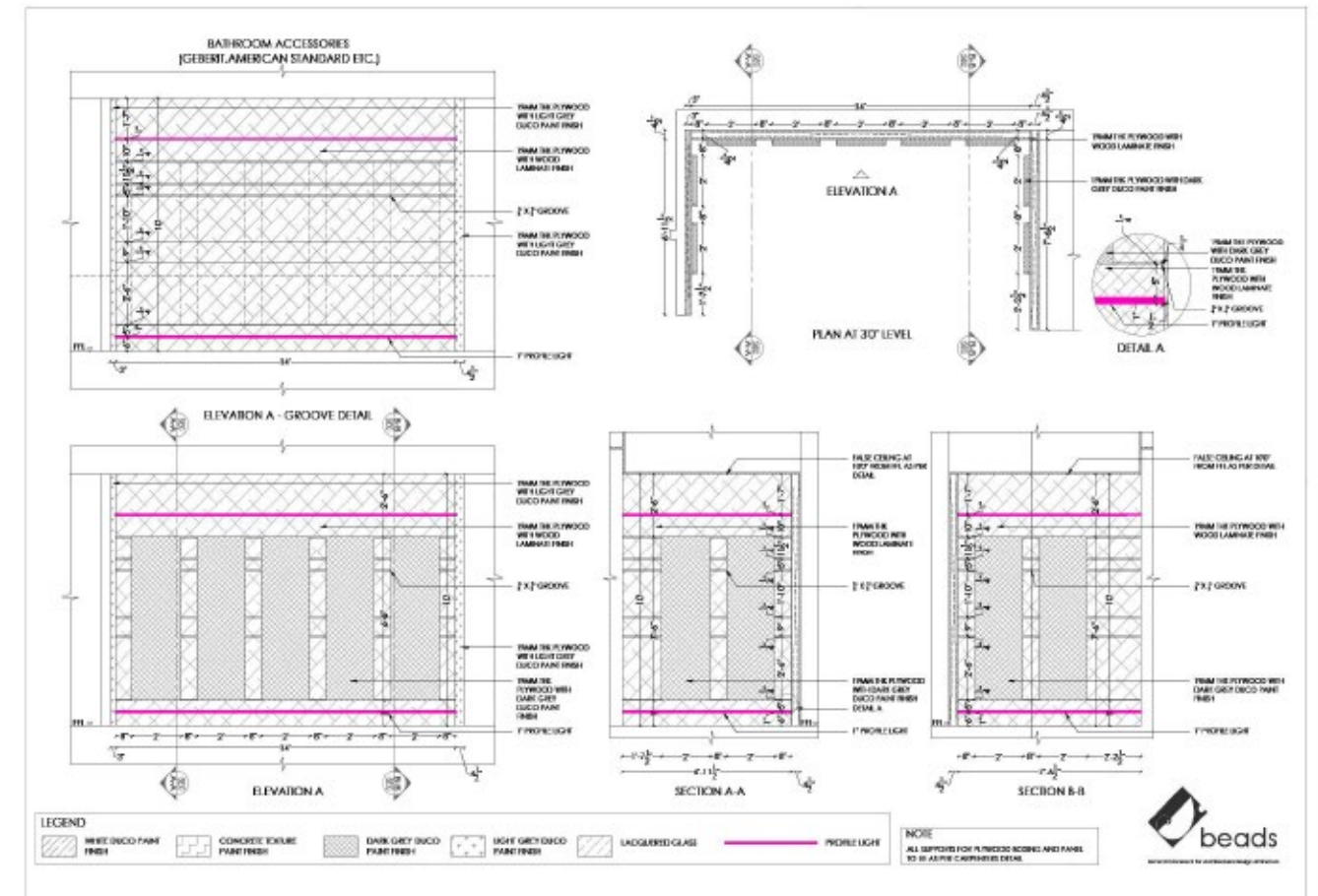
ELECTRICAL MARKING LAYOUT

LEGEND				
	SURFACE MOUNTED SQUARE LIGHT		SURFACE MOUNTED CIRCLE LIGHT - TYPE A	
	2" TUBELIGHT		CHANDELIER	

SUMMER INTERSHIP
2017 - 2022

WORK AND LEARNING:

CARPENTRY DRAWING FOR INTERIOR OF TILE SHOWROOM IN COIMBATORE. -PLAN,SECTION,ELEVATION,DETAILS



SUMMER INTERSHIP
2017 - 2022

ACADEMIC PROJECT SEMESTER IX



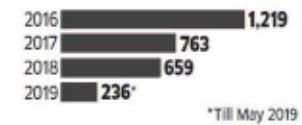
THE LAYBRINTH AWARD TOP 10 FINALIST

Dear Students,

On behalf of the Alumni Association, I would like to congratulate you on having completed your semester and making it to the top 10 of The Laybrinth Award. As mentioned at the launch of this award the top 10 will have an opportunity to present their work to a jury before the winner is decided.

ABOUT THE HIGHWAY
LENGTH: 165 km; 6 lane
COST: Rs.12,839 crore
OPEN: August 2012
AUTHORITY: YEIDA

HIGHWAY TO HELL*2018
FATALITIES: 718
ACCIDENTS: 5,706
INJURIES: 7,671



REASONS FOR ACCIDENTS



We've all been there—those long-haul days when we're putting as many miles under our camper tires as possible to get from one destination to the next.

When time comes to get a little shut-eye before hitting the road again in the morning, we want somewhere to stay that is easy, fast, safe, and already on our route. Continuous and sleep-deprived driving further leads to accidents on highways.

KILLER ROAD SCARY STATS

29 KILLED IN YAMUNA EXPRESSWAY BUS ACCIDENT



Watch: 18 cars collide on Yamuna highway due to Delhi-NCR's dangerous smog



STRETCHES	ACCIDENTS
Yamuna Expressway	1,601
NH-6 (Delhi-Mumbai)	857
NH-24 (Delhi-Lucknow)	816
NH-9 (Punjab-Uttarakhand)	845

Year	Traveling users	Accidents	Fatalities	Each driving	Over speeding
2012	3,87,601*	280	33	17	45
2013	52,42,055	896	138	29	62
2014	50,41,058	771	127	29	2,547
2015	49,97,875	918	142	38	5,769
2016	41,32,248	1,219	128	29	5,527

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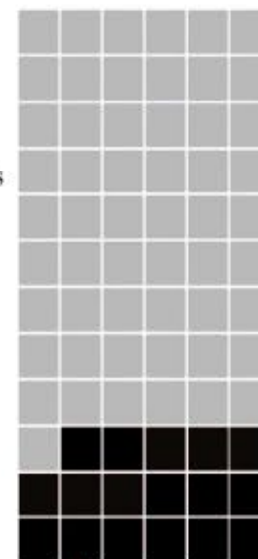
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55
Accidents



17
Deaths



A PATH FOR BETTERMENT

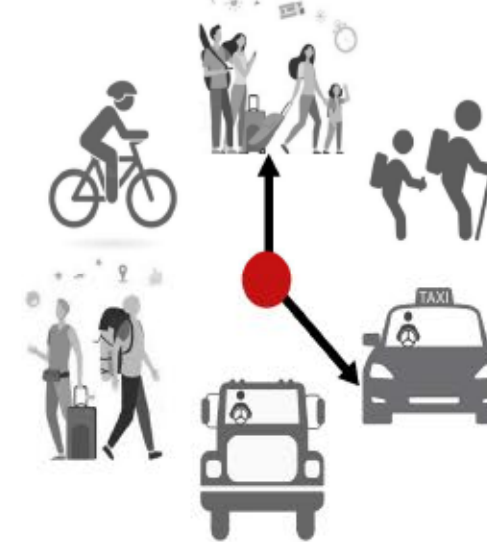
The highway rest area on the highway, which is designed for high-speed driving and long-distance driving, is an indispensable crucial element that must be provided for the driver's safety and comfortable traveling, such as relieving fatigue of the driver, preventing drowsiness. Rest areas provide secured places for travelers traveling along national highways to stop and take a break without exiting the highway.

AIM

"Aim of this project is to create an architectural rest area facility with recreational features on highways to serve the dual purpose of short stay for long travellers/ tourists and also to provide a food/snack court for residents of nearby city /town."

For drivers, hikers, and cyclists alike, these interesting and engaging architectural forms provide points of interest, scenic viewing platforms, areas for rest and reflection, gathering spots, and other spaces of rejuvenation for tired passers-by.

USER BRACKET



ARCHITECTURAL CHALLENGES

- Utilization of available space
- Site Size and Selection Criteria
- Building Design and Layout
- Operations and Maintenance
- Byelaws
- Design for inclusivity

To create an environment that is not only sensitive and inclusive but also creates awareness among the users as to the needs of each other.

- Reduce the large-scale production of Greenhouse Gases (GHGs)

India is a tropical country, and one with a rich culture of various methods of passive ventilation measures. As much as glass and steel might look grand and imposing, they are a huge liability to its users as well as the environment. Using indigenous materials and incorporating the use of vernacular design principles so that their buildings can be more positively impactful on the health of its users and that of the earth.

- Interior Building Specifications
- Special Services

DROWSY IS DEADLY HYGIENE SAFE



OBJECTIVES

- To identify the functions that rest areas could fulfil on tourist highways: - the opportunities they provide for enhancing the tourist experience and the needs they should fulfil.
- To consider ways the rest areas can be developed as an integral part of the travel experience.
- To assess and make recommendations on the approach to rest area provision.
- To implement such prototypes in various other expressways and highways.
- Plan to develop full-fledged facilities where there will be truck parking, car parking, food courts, village huts, souvenir shops and also small motels to facilitate travellers.



PROGRAM EVALUATION

HISTORY OF REST STOPS



Basic Traditional	Modern	Combined Forms	1970s Funk/Revival
<ul style="list-style-type: none"> Late 1950s – mid 60s Modest in scale Wood or stone construction Rectangular forms with gable roof Not regionally specific 	<ul style="list-style-type: none"> Early through late 1960s Roof lines - distinguishing feature Low rising, horizontally oriented Brick, concrete block, concrete Common in the Midwest 	<ul style="list-style-type: none"> 1970s Characterized by unconventional building forms Not regionally specific Free Form Use of natural forms, landscape 	<ul style="list-style-type: none"> 1970s Roof forms are a distinguishing feature Larger in scale than 1960s counterparts Building forms are straightforward in form and materials Not regionally specific

ARCHITECTURAL PROGRAM

Universal Parking	Restaurants
Accessible Restrooms	Food Courts
Filling Stations	Coffee/Tea
Quick Charging Points	Bakeries
Concierge Stations	Vending Machines
Accommodations	Shopping
Bathing Areas	Stores
ATM	Children's Play
Free Wifi	Baby areas
Baby stroller lanes	Diaper Changing stations
Playground Equipments	

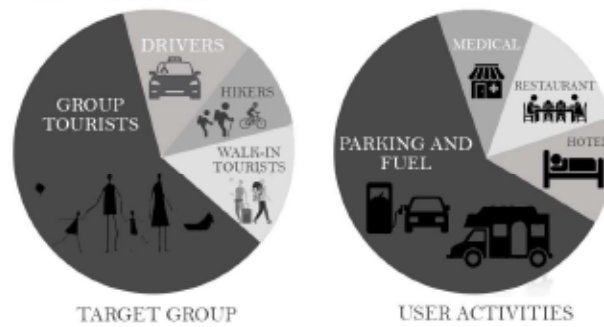
ACCOMMODATION ROOM RATIO

TYPE	NAME	PERCENT
STUDIO	DELUXE	82%
1 BEDROOM	JUNIOR SUITE	12%
2 BEDROOM	GRAND SUITE	9%

RESTAURANT RATIO PARKING RATIO

TYPE	SEATS	TYPE	SEATS
RESTAURANT	160	CAR PARKING	200
BAKERY	20	TRUCK PARKING	100
CAFE	60	TWO WHEELER	100

USER ANALYSIS



CIRCULATION ANALYSIS PROGRAM AND USER ANALYSIS



CIRCULATION



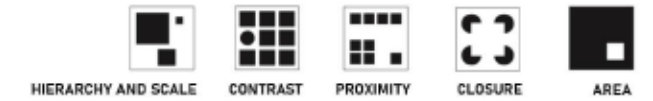
STRUCTURE ANALYSIS

PARKING AND GUEST ROOM STRUCTURE



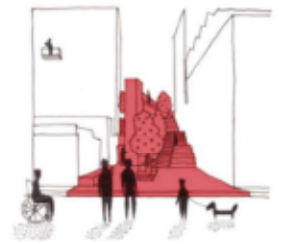
PROGRAM EVALUATION

AREA AND CIRCULATION ANALYSIS



ZONE	PROGRAM	SPACE USAGE	NUMBER	AREA (m)	TOTAL AREA (m)
1	VISITOR'S LOBBY		1	50	50
	RECEPTION		1	15	15
	WAITING AREA		1	10	10
	LOUNGE		2	30	60
	PANTRY		1	6	6
	SECURITY CABIN		2	6	12
	TRUCK PARKING		50	40	2000
	CAR PARKING		100	15	1500
2	ADMIN OFFICE		2	45	70
	SECURITY OFFICE		1	20	20
	HR OFFICE		2	15	30
	WASHROOMS		6	2.5	15
	INFO CENTRE		2	40	80
3	CLINIC		2	15	30
	FIRST-AID		3	15	45
	REST AREA		6	30	180
4	STAFF		30	12	360
	ACCOMMODATION				
	LOBBY		1	25	25
	PANTRY		2	6	12
5	WASHROOMS		50	2.5	125
	RESTAURANT		1	150	150
	CAFE		3	75	225
	BAKERY		2	30	60
	COFFEE SHOP		2	40	80
6	VENDING MACHINE		8	2	16
	PLAYGROUND		1	75	75
	PLAY PIT		2	40	80
	RECREATIONAL		1	150	150
	MOTHER'S ROOM		5	10	50
7	ROOMS		100	20	2000
	PANTRY		6	6	36
	DINING		1	150	150
	KITCHEN		2	75	150
	WASHROOM		100	3	300
	SOUVENIR SHOP		1	30	30
	GYM		1	40	40
	MEDITATION SPACE		3	15	45
	OAT SERVICES		1	350	350

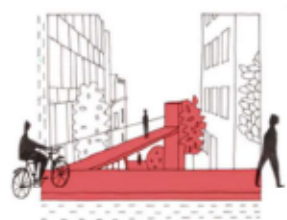
TOTAL AREA: 8757 + 10,000 = 18,757 sq.m



UNIVERSAL ACCESSIBILITY



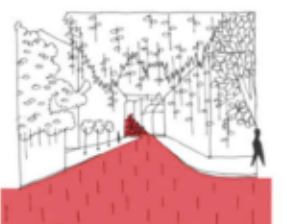
PLAY WITH LEVELS



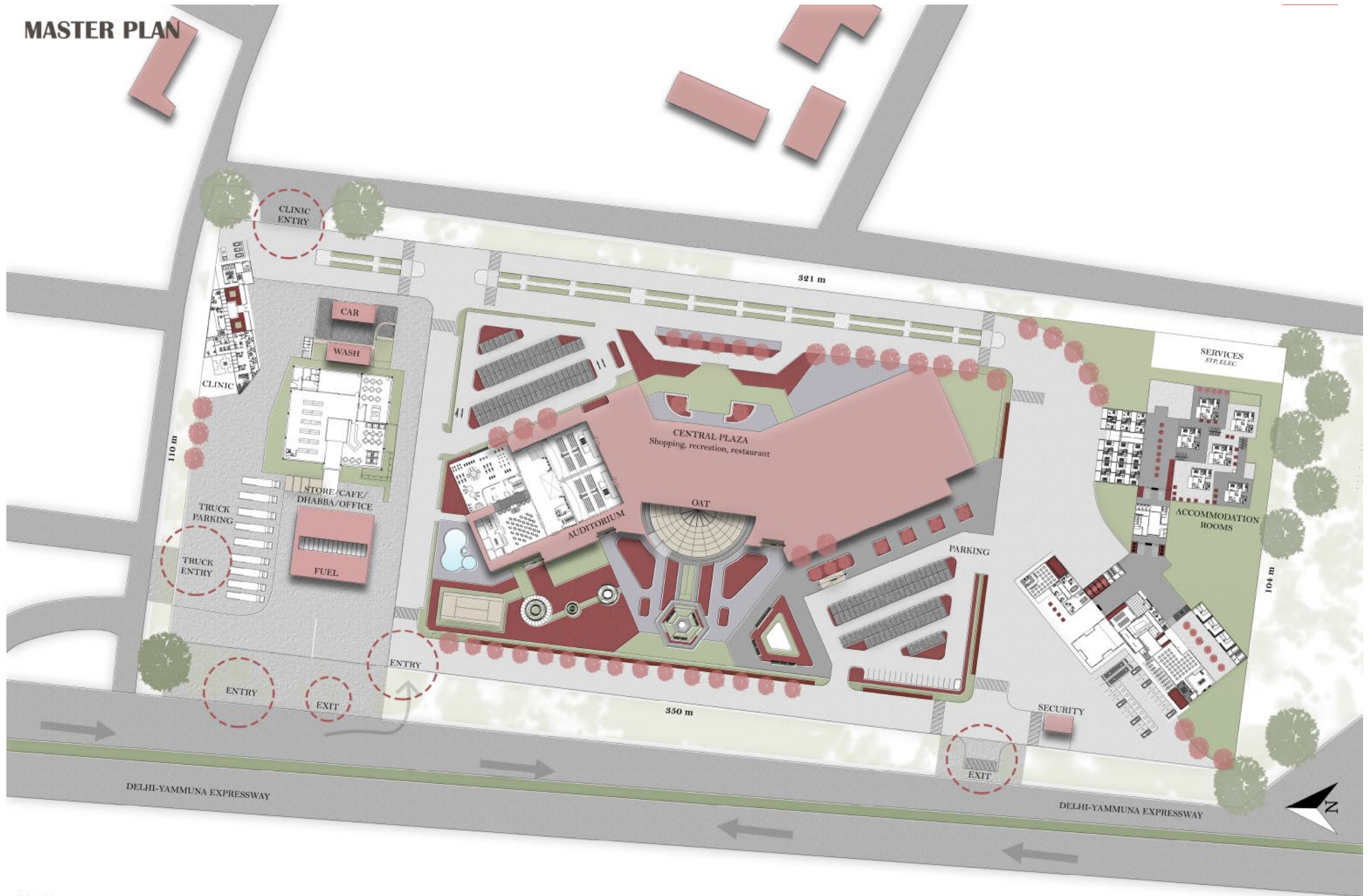
FEASIBLE CONNECTIONS



RAMPS AND STAIRS



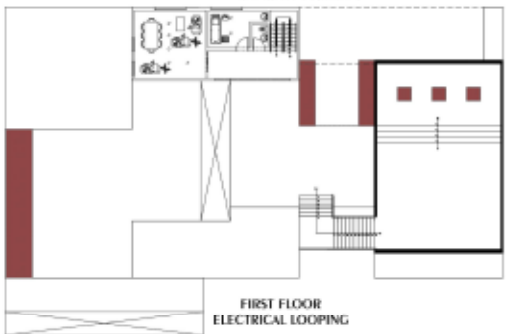
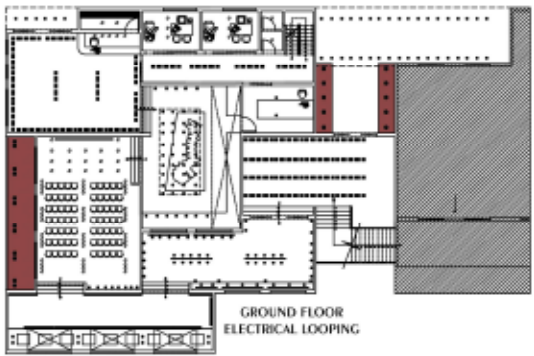
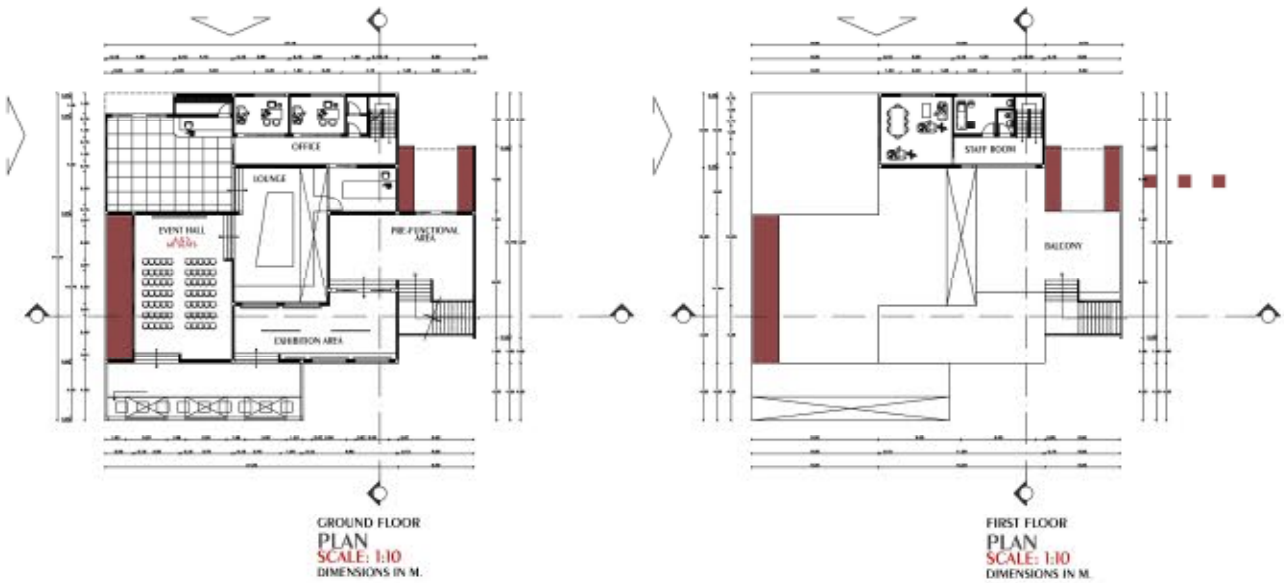
MASTER PLAN



PLAN
SCALE: 1:200
DIMENSIONS IN M.

BLOCK DEVELOPMENT

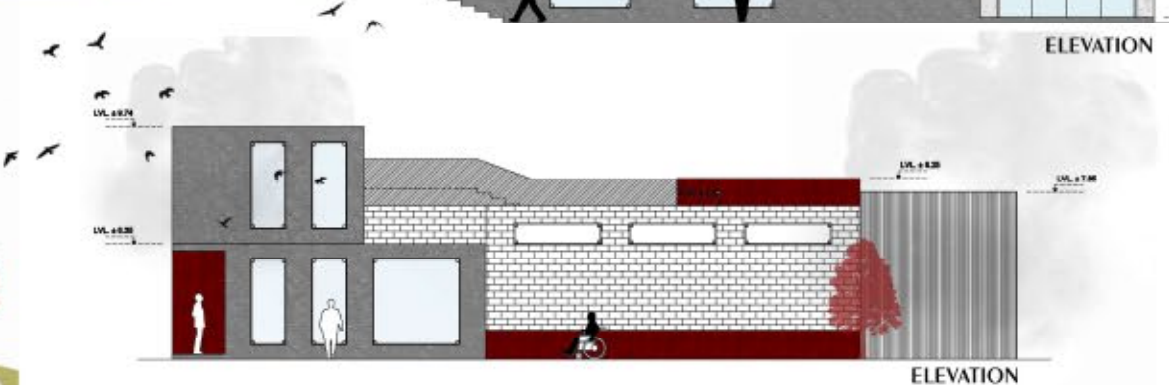
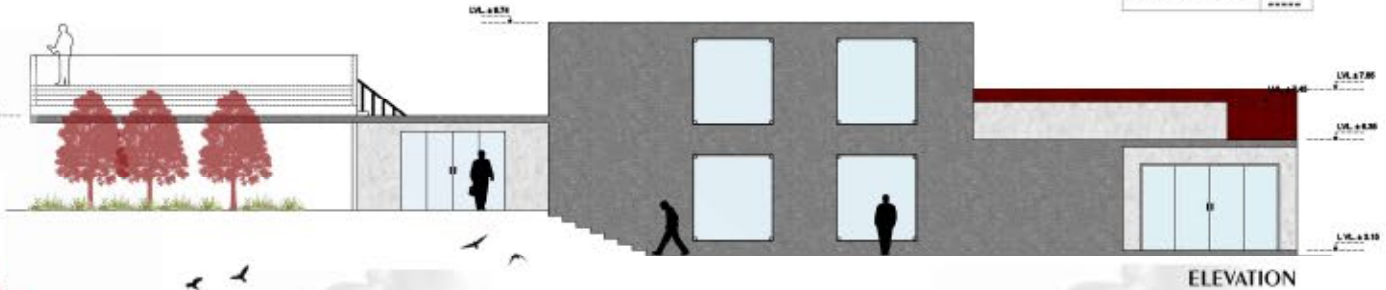
ROOM ACCOMMODATION - HOTEL



IMPORTANCE OF LIGHTING IN REST AREAS

All building interiors are well lit with no dark corners, and that the path from the farthest parking space to the restroom facilities is not just well lit but very brightly lit. Lighting is one of the main security measures against unwanted attacks and molestations of the traveling public.

LIGHT LEGEND	
DOWNLIGHT	
FOCUS LED	
FLUORESCENT LED	
LED FOR EXHIBITION AREAS	
FOCUS TRACK LIGHT LED	





INTERNATIONAL ESSAY COMPETITION CONDUCTED BY COA



ROLE OF ARCHITECTURE IN NATION BUILDING

KEYWORDS: Architecture, Nation Building, Sustainable Development, Futuristic Country, Built Environment, Iconic Monuments, Technology, Urbanization.

NATION BUILDING – WHO CONTRIBUTES?

Nation building alludes to the formation of national paraphernalia like flags, anthems, national days, stadiums, national airlines, languages, national ideologies and so on. Although Nation-building encompasses contributions from various stake holders apart from the government and professionals, objective of this essay is proscribed and focused to the role of **ARCHITECTURE IN NATION BUILDING**.

This essay outlines and highlights that the role of architects in nation building is not only a mere fulfilment of someone else's vision for creating a built environment for his/her people and society, but the architects are at the centre stage to own the vision of the nation and to comprehend that their role is the foundation of nation building because the built environment displays the nation's pride.

BUILT ENVIRONMENT – A CRITICAL ELEMENT OF NATION BUILDING:

The term 'built environment' refers to aspects of our surroundings that are man-made, distinguished from the natural environment. It encompasses not only buildings, but also the man-made spaces between buildings like parks, gardens and the infrastructure that aids human activities such as transportation networks, utility networks, flood defences, telecommunications and so on.

Built environment is a method of constructing or structuring a national identity using the ability of the state. As the population increases, and pressure for sustainable development increases, the necessities we have from the built environment are becoming more demanding. Over half the planet's population now live in cities and this figure is predicted to rise to more than 70% by the second half of the century, a figure made even more startling by the fact that the human population will have increased by two billion within the same time-frame.

A mission for nation building must not forget its society's heritage and culture so as to assimilate this information within the present reality. A nation-building exercise should honour its people's past heritage to integrate national identity to its works. Built environment that gratifies self-identity and pride to one's community reflects the strength and fortitude of a culture that defines a nation as unprecedented and innovative.

It is not always clear who is amenable for the built environment. It is an interdisciplinary field, with inculcation from architects, engineers, town planners, landscape designers, urban designers, central and local policy makers and so on, but there is often an absence of leadership and that can be filled by architects.

*TBC..



ARCHITECTURAL JOURNALISM
2017 - 2022

Who Am I? – About Swetha Baskar

Authentic self-discovery isn't easy. It takes courage and tenacity. To approach my essential self, I must turn away from distracting false beliefs that cloud or distort my self-perception. I need to reveal what drives me – not superficial things like money or power, but what really drives me; my values and my standards are the key to become the best version of myself.



Turning the challenges into opportunities: My right attitude

Covid-19, the year 2020 was an exceptional year, a year of uncertainties with incomparable high stakes. It disrupted not just the usual way of living and working, but also tested our resilience, flexibility, responsiveness.

However, I was sure of my intent of not giving up and giving it my best. I ignited my creativity and brought out my entrepreneurial skill to become a freelance graphic and website designer and acquired 10+ customers within a short period of 6 months.



Stop chasing, start attracting: My positivity

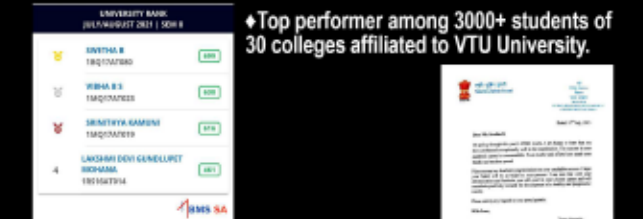
Positive energy attracts more positivity, in the form of new opportunities and good relationships. It makes me more optimistic, ambitious, confident, and happy to engage with all challenging situations. Nothing is more motivational to me than when I envision my goals. My Yoga and meditations help me gain consciousness of my surroundings, gain control over my thoughts and be able to cancel out all the white noise that interrupts my daily activities and help maximize my productivity.

Creative & Problem Solver:



Being extraordinary is not my GOAL but it is my benchmark:

I set extraordinary as my benchmark to thrive better and stronger in every aspects of my life.



♦English subject Topper in 12th grade and certificate received from Ministry of Education, Government of India.

Great story teller: My communication skill

Harnessing the power of my stories enables me to connect with customers, engage with peers. I always keep my storytelling at the core of everything I do as a team, whether I'm making a pitch to a client, leading a meeting, or presenting a new initiative.

My personal blog of articles, poems, essays:
www.chaosinthoughts.wixsite.com



'Nature created space. Architects compliment it with matters': My creativity

Everyone is creative. But, for me it is a skill that I developed, nurtured and mastered from my childhood kindergarten to under graduation in Architecture. It took patience, perseverance and commitment to achieve my full potential, like learning a language or a musical instrument. It becomes a powerful drive to help unlock innovation in my thoughts and propels me to achieve greater heights.

Clients worked for:



Design is about solving problems: My consultative approach

For me problem solving isn't just brainstorming. It's actually a well-defined process that can span from problem definition to implementing solutions. I meticulously practice to master it as a simple process that involves breaking down a problem to understand it, generating ideas to solve the problem and evaluating those ideas to find the most effective solutions and eventually arriving at the best design.

thank
you

