DESIGN PHILOSOPHY

A TRIBUTE TO THE LEGEND
PALLADIAN ARCHITECTURE AN INSPIRATION

JRC Palladio, is a Classical Roman Architecture based on the principles and design of Venetian architect Andrea Palladio. His concepts and ideas have inspired architectural marvels across the world. The project also is named after him, to further reiterate its commitment to deliver classical architecture of Romans & Greeks here in Bangalore.

Palladio’s work was strongly based on the symmetry, perspective and values of the formal classical architecture of the Ancient Greeks and Romans. From the 17th century Palladio’s interpretation of this classical architecture was adapted as the style known as Palladianism. It continued to develop until the end of the 18th century.
PALLADIAN VILLAS

The true Greek temple-front. Not projecting forward surmounted by a brilliant classical pediment.

Projecting portico loggia surmounted by a brilliant classical pediment.

Facade features four engaged Iconic columns

Extents symmetrically left and right from the central structure.

The ends of the barchesse are surmounted by dovecotes, each with a large sun dial on the façade.

Interiors are highlighted by magnificent frescos.
DESIGN PHILOSOPHY
PALLADIAN ARCHITECTURE ELEMENTS ADOPTED

JRC has adopted all critical elements of Palladian style of design i.e Decorative Motifs, elegant cornices, classical forms, decorative columns, orders etc. It also encourages the use of certain classical style of windows known famously as the Palladian windows.

Palladian facades are also known for symmetry which makes the villas look strong and elegant. Porticos are provided at the main entrance of the building to serve the purpose of providing shade from the sun.

Palladio believed in designing a villa that could serve as both a residence as well as a holiday home. This factor has influenced us to introduce decks and open to sky courtyards within the villa to bring in the feel of an holiday home for its occupants.
ELEMENTS ADOPTED

INTERIOR HARMONY AND BALANCE

DRAMATIC EXTERIOR MOTIFS

• The simplest, and modest of all presents a loggia pierced by openings. Borrows the Greek temple front.

• Adaptation of the Greek pediment and columns

• With double-columned loggia. That is, complete columns above and below.

• The three-opening loggia has been combined with other elements in a way that begins to open the villa to the world outside.

• The concept of the floor plan is transparent.

• Interiors are highlighted by classical patterns and magnificent frescos.
OUR INSPIRATION

VILLA ROTONDA, VICENZA 1556

• The central dome, one of Palladio’s most famous and imitated motifs, was inspired by the Pantheon of ancient Rome.

• This theme is adopted in the JRC club house.
Villa Rotonda Built in Venice in 1556

JRC Palladio under construction in Bangalore
OUR INSPIRATION

VILLA FOSCARI

• Magnificent Greek temple front design
• Loggia pierced by openings
• Adaptation of Greek pediments and columns into residential villa.
Villa Foscari, Mira, Venice Italy

JRC Palladio, Sarjapur Road, Bangalore India
OUR INSPIRATION

VILLA CORNARO

- Shape- a square. The two story projecting portico loggia motif.
- The concept of the façade is towards comfort, function and interaction with surroundings.
- The portico loggia motif is flexible and subject to infinite elaboration and permutations.
- The villas interiors are exquisite and harmonious in itself.
- the loggia recessed within the central core of the villa.
- double-faced villas, and the street side brings the grand culmination of the evolution of Palladio’s exterior motifs.
OUR INSPIRATION
INTERIOR HARMONY & BALANCE

Classical Roman Palace Interior

JRC Palladio Interior
Grand Gate built in Renaissance Period in Italy & France

Entrance to JRC Palladio, Bangalore, India
There are 4 types of villas facing East & West. Larger size villas are spread along the Primary Road. Rest in a decreasing order.

Each street will have **villas of same sizes** to maintain symmetry based on Palladio principles.

Landscape barrier will be used as boundary which will make street & villas look more open and larger.
TRAFFIC MANAGEMENT WITHIN COMMUNITY

The 60ft wide main road has been subdivided into four roads. The two central roads contain the main vehicular movement of the layout.

The two smaller roads on either sides of the main road cater as a service road for the plots located along the main road for easy access and removal of vehicles from the site, without disturbing the flow of other vehicles in the main road.

There are two major changeover points in the Main road, connecting the auxiliary roads connecting the rest of the layout. These changeover points are demarcated by circles of landscape elements providing grandeur to the layout as well as helping in easy and organized movement of vehicles.
VEGETATION

The entire site will have a **green belt** along the boundary, consisting of trees and other landscape elements which protects site from dust and noise pollution entering from the surroundings.

The view from any point of the site towards the boundary will be filled with greenery.
ORIENTATION BASED ON BANGALORE CLIMATE

Sun movement is from high angle in summer to low angle in winter. **Orientation is to use Sun as a source of free home heating** by letting the winter sun in and keeping the unwanted summer sun out.

The orientation towards east and west has advantages in Bangalore climate as the desired amount of solar access varies with climate.

The site accommodate north-facing daytime living areas that flow to outdoor spaces with similar orientation.

Views to the north are an advantage, as north is the preferable direction to position windows and living areas.
EAST WEST SITE ORIENTATION FOR ENERGY EFFICIENCY

Good orientation, combined with other energy efficiency features, can reduce or even eliminate the need for auxiliary heating and cooling, resulting in lower energy bills, reduced greenhouse gas emissions and improved comfort. It takes account of summer and winter variations in the sun’s path as well as the direction and type of winds, such as cooling breezes.

The principles of good orientation is in conjunction with Passive solar heating, Passive cooling and shading.
Landscaping

Landscaping is done extensively, Go Green being, the part of corporate motto. The 70ft road which consists of villas on either sides is split into two parts by a central divider, consisting of huge trees. Each side consists of a jogging track, a cycling lane besides the vehicular lane and a landscape patch dividing the two.

The villas facing the Main road don't overlook directly into the road but have a landscape patch in between where the jogging & cycling lanes are located.
The villas are designed in such a way that natural light can be used to light up the inner spaces of the house.

The entrance to the villa is not direct from the main road but is from the center. This provides a lot of privacy for the villa. The access for servants is kept separate, from the car park area directly to the utility & servant quarters. This helps restrict the movement of outsiders, into the house.

The courtyard at the center acts as a focal point for movement across the entire villa. The dining area opens out into the deck, which can be used as a sit out or for Barbecue’s.
Privacy has been considered as one of the main factors in the design of the Villas. There are quite a few open spaces in the villa that bring in a lot of air and light into the building. But at the same time there is a risk of one villa overlooking into its neighboring properties.

To avoid this, the deck and courtyard has been positioned in a manner that they do not overlook into their neighboring villa, on either sides.

The same is the case in terms of positioning of doors and windows as well. The common exterior feature walls and landscape elements between two Villas act as a barrier separating each other.
HOW HAVE WE TRANSFORMED RENAISSANCE ARCHITECTURE INTO JRC PALLADIO

It has taken more than a year to conceptualise and plan meticulously and transform the classical renaissance architecture into JRC Palladio. With the help of technology, architects in Italy, India and inhouse team had to put their best to create JRC Palladio.
THE RESULT
RENAISSANCE MASTERPIECE TO JRC CLASSICAL ARCHITECTURE

JRC Club House

Main avenue at JRC Palladio
**JRC** is a complete customer centric enterprise operating in three principal business verticals - Hospitality, Infrastructure and Realty which are designed to leverage complementary competencies. As a result, high quality products and services are delivered at competitive prices. Synergy among business verticals help create new value curve by achieving both high quality and cost advantage. Since its inspection it has delivered a wide range projects and services for its chosen segments which has made JRC become one of the emerging leaders in the field of realty development, infrastructure and hospitality. Today, the company is known for its integrity, ability to deliver projects on time with highest quality and stands as a proud statement of confidence and customer delight.