

# COMMERCIAL DESIGN

The definitive guide to successful commercial spaces

Why acoustics matter; How to get interior design product sourcing right; Future of office parking; Latest trends in wall and ceiling systems

Total pages 44  
Volume 8 | Issue 11 | July 2021 | ₹100

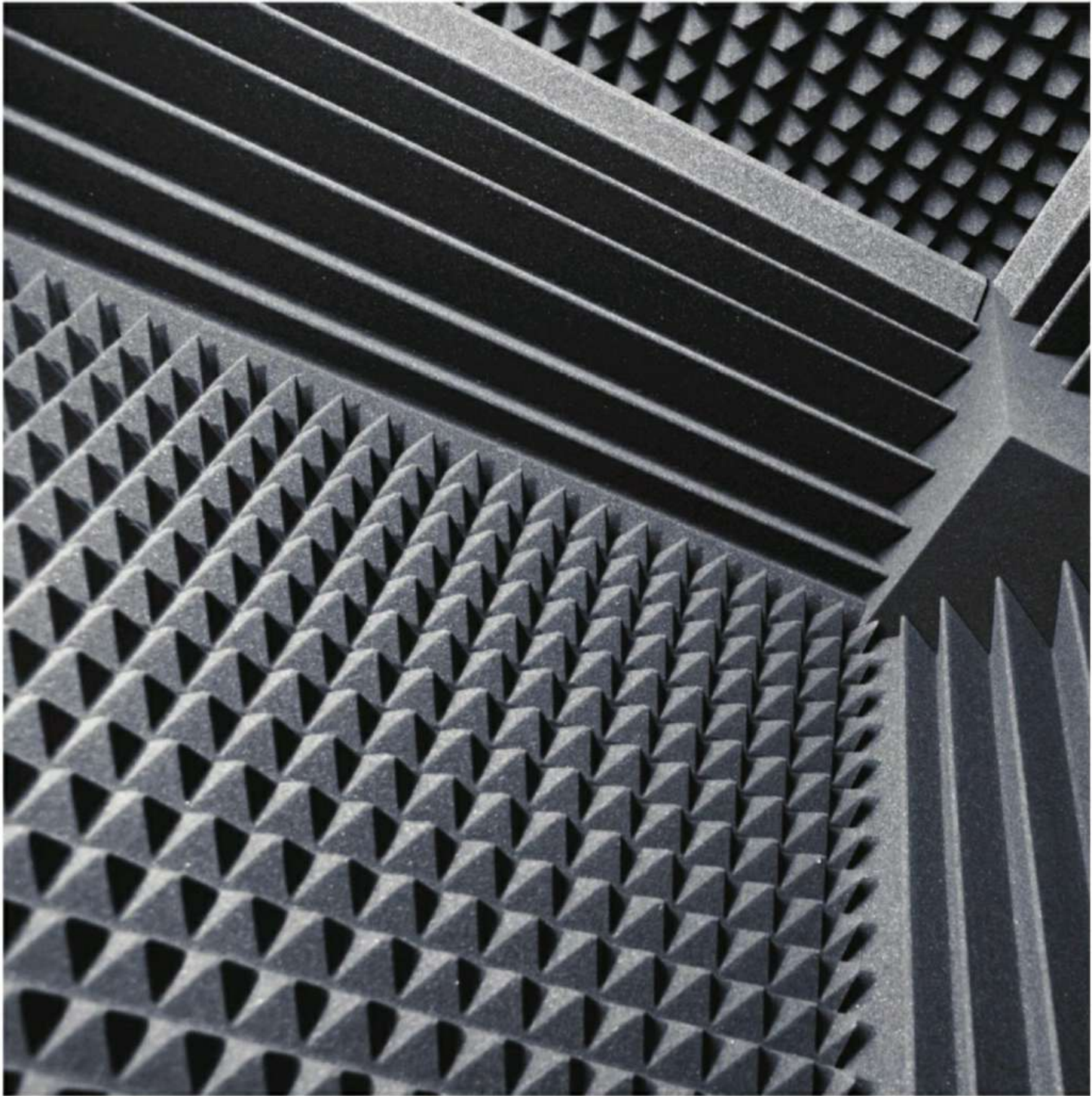
Powered By

**KNAUF**CEILING  
Solutions

## Building on EXCELLENCE

As India becomes a preferred hub for large office spaces and commercial real estate, Vinod Rohira, CEO of Mindspace Business Parks REIT, explains how the company aims to deliver upon the requirement to put India up and ahead of other global economies

MAGZTER  
PUBLISHED BY ITP MEDIA (INDIA)



# Why acoustics matter

Many businesses are willing to invest in the appearance of their workplace but neglect the soundscape. We look at how acoustics affect individuals and their productivity levels and how the industry is treating this element with innovative solutions

22 | July 2021 | Commercial Design

www.commercialdesignindia.com  
**MAGZTER**



**P**hones ringing, electronic equipment humming, chairs scraping, the pinging of an elevator, the laughter of colleagues gathered around the water cooler, the conversations

of neighbours overheard loud and clear: such distractions in the workplace are so irksome that acoustics consistently rank as the foremost complaint on employee surveys, with poorly designed open offices largely to blame.

Importance of addressing



Naresh Doble, Head - Continuous Improvement & Marketing, Knauf Ceiling Solutions.



Aparna Kaushik, founder, Aparna Kaushik Design Group.

**More than half of office workers are dissatisfied with the level of “speech privacy” leading to disruption in their work. The research also indicated that almost 62% of office workers face difficulty in finding space for focused work.”**

acoustical performance

“Noise is the single-most deteriorating factor impacting employee productivity in offices across the nation. Research indicates that noise pollution in offices is one of the main reasons that contribute to poor workplace productivity. Performing knowledge-based tasks – be it in a lawyer’s office, a tech company or research sector, etc – working in a densely occupied office space gets very difficult and can drastically hamper productivity. Nowadays, modern workspaces, such as coworking facilities, are increasingly adopting the more contemporary open-plan office design, providing a sleek and neat look to the interiors with minimal consideration given to materials used for acoustical balance. Many of these facilities render very bad acoustical performance. Sound is one invisible factor, which is not being considered by designers because they don’t understand it as much,” explains Naresh Doble, Knauf Ceiling Solutions.

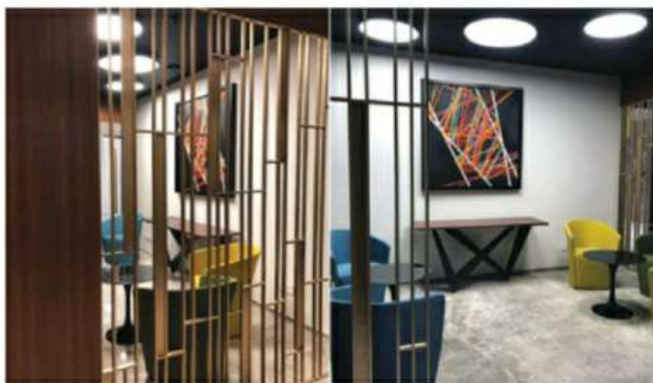
“According to a study conducted by the University of California, Berkeley, where 65,000 people from across continents were surveyed over the past decade, more than half of office workers are dissatisfied with the level of “speech privacy” leading to disruption in their work. The research also indicated that almost 62% of office workers face difficulty in finding privacy and space at work. Additionally, 57% of them do nothing to address the problem of noise in their workplaces. While open-plan office spaces are a great way for employees to collaborate and share thoughts and ideas, the acoustics of any workplace needs to be well thought out as part of the initial design concept to prevent disruption in workflow,” adds Sudeep Kolte, VP - Sales & Marketing, Saint Gobain India Pvt. Ltd. - Gyproc Business.

Given the rising importance of higher acoustical performance, which being demanded across

## Trends

various sectors and domains, manufacturers too have raised the mark by offering a staggering range of products and solutions to address this issue. "Acoustical solutions are available in a variety of materials such as foams, fabrics, metals, etc. It has become imperative to increase the acoustical comfort and safety of the inhabitants – be it in a restaurant or a workplace – by reducing noise generated both inside and outside of those spaces. There are many types of

acoustic treatments to provide complete solutions and address the issue of sound that depends on the requirement and space use. Acoustic panels, bass traps, ceiling clouds, diffuser panels are some of the treatments that are used very commonly to treat acoustics of a space. They are also quite flexible in terms of design applications," advises Aparna Kaushik, founder, Aparna Kaushik Design Group. Continuing the thread, Behzad Kharas, chairman & MD, The BNK Group, adds that "Acoustical



Informal meeting spaces designed by Somaya-Kalappa Consultants for Bombay House.



Sudeep Kolte, VP - Sales & Marketing, Saint Gobain India Pvt. Ltd. - Gyproc Business.



Khozema Chitalwala, principal architect & designer at Designers Group.

insulation happens in two ways. One is within the core and one is on the skin of the surface. Using acoustical insulated panels from companies like Anutone or Knauf within the core reduces the inter-room sound transmissions. To further reduce the DB levels acoustical wallpapers are used to dampen the sound being transmitted through the partition wall. Especially in hotel banquets, acoustical wallpapers are being used by us to reduce the DB value and achieve a higher NRC value."

Given the technical aspects involved in understanding the elements and principles of sound, it's not an easy task to implement accurate acoustical control in a space. Sharing his thoughts on the same, Khozema Chitalwala, principal architect & designer at Designers Group, avers, "To get acoustics right is a complicated matter. It personally took me years to perfect the art with numerous factors weighing in when we are talking about the smooth propagation of sound. The material of the walls, the flooring used, the height of the



Merging aesthetic and acoustics – office workfloor designed by Colliers.