



ARUP DATTA
ARCHITECT LTD.



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# ARCHITECTS WITH A DIFFERENT APPROACH



Arup Datta has over 40 years of experience in the Architecture industry in Canada and has been running his own practice for 26 years. Working in Calgary with his team, the firm is design oriented focused on small to medium high quality projects both locally and abroad.

Focused on several areas: multi-planning, urban design and consulting in mixed use,

commercial and residential projects clients, the team is known for its professional expertise and high quality design solutions.

#### THE DESIGN PHILOSOPHY

According to Datta, his firm is focused on creating unique concept designs for their clients within the stipulated time and budget. "We aim to meet the clients goals and requirements by delivering a project with tre-



mendous aesthetic appeal within their given specifications," he says.

A key factor behind the success of the firm is its unique design philosophy says Datta. After speaking with their clients and understanding their requirements, the team develops concept options and review it in a distinct manner that not only looks at the programs parameters and aesthetics but all

aspects of the project development which they call a 'distilled process', he says.

Once this is done, the team comes up with a final answer for the client which looks in to the conceptual design based on the context of the project, and through a process of elimination, the client is presented with the final solution. This method claims Datta, is the main benchmark of the firm's design suc-



cess and has established ADAL as a leader in the industry.

#### CLIENT ORIENTED

In order to be successful, Datta believes that he and his team need to listen to the needs and wants of their clients through every step of the design process. This has resulted in long lasting friendships and relationships with many clients both big and small. "What we try to achieve is done through consistent hard work but through that we gain the full confidence of our clients, who then give us more freedom to work within projects.

This all goes back to Datta's original principles which is to create a unique project whether large or small while sticking to the

highest ethical standards. All the architects at Datta's firm are instilled with this philosophy, ensuring that each team member is always focused on the goal of providing the best service and a high quality end product for the client.

In order to best achieve this, Datta believes that each member of team should have a relatively equal say regardless of position or experience, giving everyone an insight into the direction of the company.

#### PROJECTS TO BE PROUD OF

With countless projects from residential to mixed use such as Callaghan Ravines, Harvard Park, Mall of America garnering accolades and attention from their peers. The



team has won several awards for innovation and design throughout the years.

Datta credits this to his unique design philosophy, his talented, hard-working team and always sticking strictly to his principles.

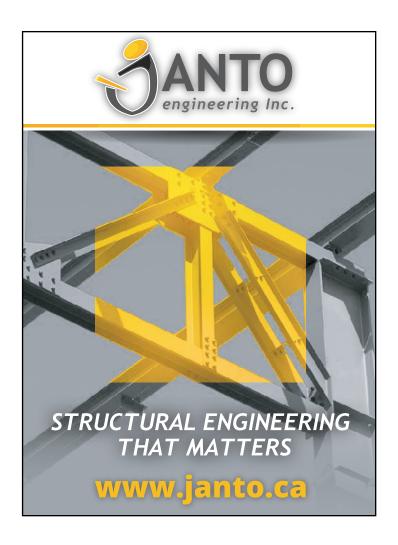
The accolades have helped solidify his brand and help keep the company stable even through several economic recessions in North America. This has also pushed the firm to make a name for themselves abroad, and go wherever there is work to provide their expertise and support.

#### **FUTURE OBJECTIVES**

"In our line of work, we are always fighting against the budget, with several firms always ready to undercut us in price, it is important to find clients who will appreciate the services we provide and remunerate us accordingly," says Datta.

This has meant that the team has become somewhat selective in the projects they choose and the clients they work with, looking for projects that will showcase the firm's abilities and allow them to work within a high standard.

With a passion for what they do and a goal to provide the best and be the best, Arup Datta Architects have created a unique market niche which they will dominate for years to come.





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