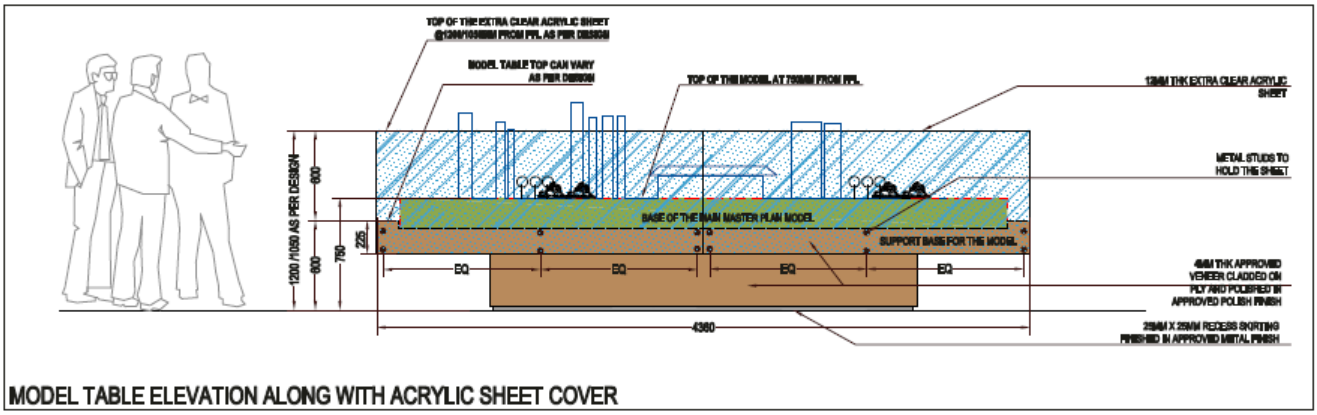
Model related Guidelines

Layout / Building Model

1. Height of external base – 600 mm; height of building plinth – 750 mm (difference of 150 mm is for the thickness of the model's own base).
2. Protection – (12 mm or as may be decided by Design) thick (imported) scratch proof acrylic along the model periphery. This is to be installed onto the external base or the model's own base. Top height shall be 1050 mm/1200 mm. No need for bollards /queue mangers etc. Sample image and design details are below.





MODEL TABLE ELEVATION ALONG WITH ACRYLIC SHEET COVER

3. Design lead of the site is required to review the model annually and get any corrections/repair done.
4. Scale: between 1:75 to 1:250 (can be upto 1:500 if model is for development of 100+ acres). Preferred scale – 1:100 or 1:125 or 1:150.
5. Model to generally have:
    a. Entire landscape with building footprints
    b. Amenity floor plans with interior layout and furniture (generally in drawer style)
    c. Limited no. of vertical buildings (generally 1 of each façade type). No separate building model to be created unless there is a specific reason for the same.

d.

6. Model signage requirement:
    a. North Direction
    b. Scale
    c. Project Name (using Lodha Project name format)

7. Steps should be done to make models interactive, possibly with one or more of the following features:
    a. Unit lighting up when appropriate selection is made on touch screen and view from unit being displayed on screen (Ref: 1 Blackfriars, South Bank, London)
    b. Model having capability of being lowered down so that any feature in central area / top of building become more distinctly visible (Ref: Ten Trinity Place, Opp Tower of London, London).
8. While designing the model display space, appropriate care should be taken for following (by concerned in Interior Design):
    a. Appropriate lighting
    b. Avoidance of glare (from lights and sun light)
    c. 1-2 electrical points below model base for model's operations

Unit Model: Not applicable henceforth. Please refer Note 2 below

General notes:

1. Prior to exhibiting to customers, HOD-Design or Director-Design should see the model, preferably while the model maker is still available to make minor changes. After installation is complete, photographs should be taken from all angles so that there is good record of how the model was when it was originally placed – will help with repair later.
2. Basis experience, we will not do unit models (2021 onwards) since the same are available in sales presenter. Also, generally, we will not be standalone tower models (except if there is a new tower which we want to showcase independently from the main layout model eg. Trump Tower at Lodha Park (Worli) – this requires approval of Head of Marketing).
3. Model should be removed from sales office within 6 months after handover of building or completion of sales, whichever is earlier.
4. Once removed, model should be sold to scrap dealer / local model maker.
5. All of the above shall be the responsibility of the Architecture lead on the project, unless otherwise noted.

Any exceptions to these guidelines will require approval of HOD-Design.