



## PROJECT PROFILE

# PINK CITY EXPRESSWAY

Rajasthan - India

Infrastructure - Expressway

## FAST FACTS

CLIENT	Pink City Expressway
SCALE	225km upgrade of national highway to 6 lanes
DISCIPLINES	 
HIGHLIGHTS	<ul style="list-style-type: none"> <li>Appointed as international design consultant advising on the high profile project; located between the national capital and a popular tourist town.</li> <li>Provided Urban Design and Landscape Concepts for the project</li> </ul>



JFP was appointed as the international design consultant for urban and landscape design on the Pink City Expressway Project in India. The 225km expressway connects the national capital, Delhi, to the popular tourist city of Jaipur; the capital of Rajasthan State. JFP's assignment was to provide concepts relating to the urban and landscape design of the Expressway that would mark the project as being world-class.

JFP's design creatively balanced the Client's desire for a world-class road environment, which would encourage new travellers to use the Expressway, against the needs of the high volumes of freight traffic, which currently utilise the existing highway. Modern interpretations of intricate patterns and styles inspired by traditional Rajasthani architecture and handicrafts were creatively and precisely incorporated into the wide variety of landscape features designed for the Expressway.

JFP's involvement with the Pink City Expressway Project expanded its experience in designing urban landscapes associated with expressways and also provided valuable experience and business connections within India.