

I and

interiors and decor

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April - May 2023 • ₹ 200



Famous Architectural Structures Immortalise *The Architect*

+ Bathroom
Page No: 50

+ Air Conditioner
Page No: 54

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EDITOR'S NOTE



I&D magazine has always brought something new something exciting for all its readers and clients, who look forward to our cover stories which are always unique. Keeping that in mind our theme of "Top-Level Architecture of Great Architects" is a larger than life project of senior architects, showcasing their versatility which I am sure you will find visually appealing as well as enthralling.

Along with this the special feature on Bathroom Fittings & sanitary ware adds a touch of glamour to our interiors which is why we keep you abreast of the trends that define the personality and individualistic style of homeowners. The top players in this segment keep you updated about all the new bathroom fittings that gel with your home décor to infuse seamless style for your interiors. Now that Artificial Intelligence has pervaded all sections of our home, you will be pleasantly surprised to know that bathrooms can now be managed through AI apps launched by top brands, which is going to be the new normal soon.

The Air conditioners are our saviours every summer, and how can we at I&D not talk about it, as new technologies & innovations are introduced to make our summer cooler. How the AC brands actually listen to customer concerns and incorporate the innovations to create better value for money like anti-leak technology, 5-in-1 cooling along with power savings and energy efficient AC's as well as Green AC's which takes care of sustainability and environment issues.

So, flip over Read, Browse share and Enjoy the magazine with all your Business Network and Associates, to know whats In & whats out in terms of décor style!!!

Stay tuned till we meet again with another exciting issue of I&D ■

Readers, Feel free to send in your suggestions and feedback,
We love to hear from you.

Connect with your comments at :
editor.cna@gmail.com/editor@brandmedia.in

I&D

interiors and decor

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Brand Media

202, B-29, Dreamland, Sec-11, Shanti Nagar
Mira Road (E) Thane - 401 107

Tel.: +91 7208088091/94

Email: info@brandmedia.in

Website: www.interiorsndecor.com

Editorial

Editor: Md. Tariq Khan

Sub Editor: Roshanara Rupani

Senior Reporter: Anamika Bajpai

HR & Administration

Senior Manager: Shahzad Shaikh

Sales

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General Manager: Mahboob Alam

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Production Manger: Prashant Parker

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IT Department

Manager IT: Wali Haque

Subscription & Circulation Team

Manager: Nehal Gurav / Samina Khan

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Ar. Siddharth Bathla, Founder & Creative Director
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Tushar Mistry, Principal Architect
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Ar Yeshvir Singh, Principal Architect
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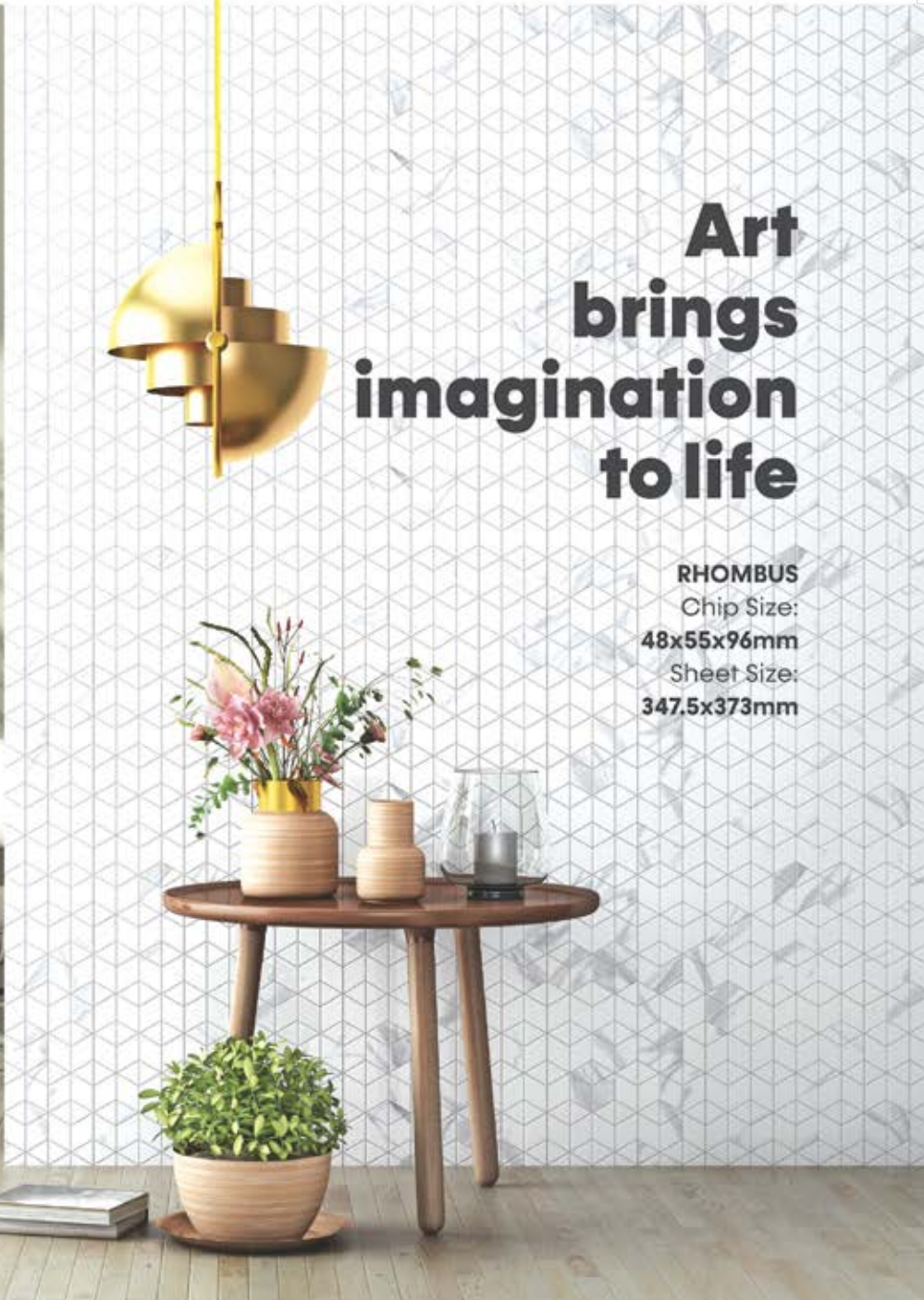
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FRESH N NEW

ANTICA CERAMICA LAUNCHED THE “DESIGNER WALL TILES COLLECTION”

Wall tiles are a new trend that can add personality and style to walls in any room. With the right combination of color, texture, material, and design, these designer wall tiles can breathe character into your living room. Antica Ceramica, a leading tile manufacturer in India, has introduced the “Designer Wall Tiles Collection” at its flagship store and other retailers nationwide.

These wall tiles are polished and glazed, and come in a variety of textures such as rustic, matt, and glossy. They are available in unique sizes and finishes, making them a popular choice for interior spaces. These wall tiles can really spruce up your living room. They’re durable and easy to clean, plus they won’t break the bank when it comes to maintenance. And they can really give your room that stylish, aesthetic edge.■



ORIENTBELL TILES TRANSFORM YOUR LIVING SPACES WITH INSPIRE XL

Orientbell Tiles has recently launched a new collection of GVT tiles called Inspire XL, which offers a stunning range of 18 designs in the 1200x1800 MM size. This collection is inspired by nature and provides an elegant touch to your favorite spaces. It offers a range of stunning designs and finishes to choose from, including super gloss, carving, and glossy finishes.

The Inspire XL collection is inspired by nature and offers an elegant touch to your favorite spaces. The super gloss design comes in 8 different design choices in top-selling colors, including beige, white, and grey colors. Glossy designs have 6 design choices with white, grey, and beige color options. Additionally, Inspire XL collection has carving tiles with thick veins and high carving deposition, providing an innovative concept in the tile industry. With an array of design options, these tiles are perfect for those looking to elevate their living spaces with a touch of elegance and sophistication.■

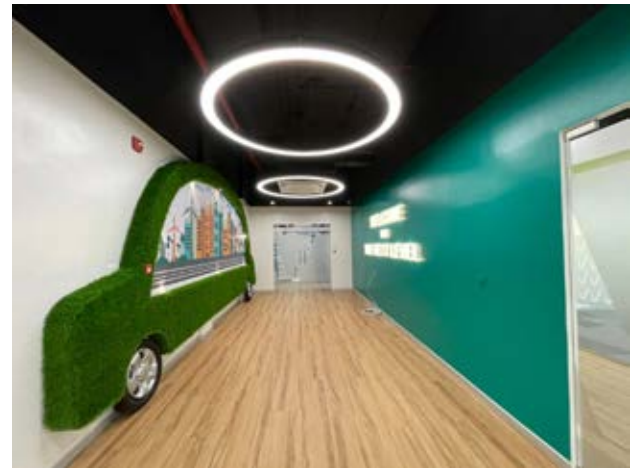


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FRESH N NEW



ACTION TESA LAUNCHES ORNAMATTE, A REVOLUTIONARY SERIES OF MATTE FINISH PRODUCTS

Action TESA, is proud to announce the launch of ORNAMATTE, a series of supermatte finishes that provide a new dimension to interior design. ORNAMATTE comes equipped with unique UV Coating hybrid technology that enables the company to produce all designs in two modes, UV finish and Super Matte finish.

One of the unique features of ORNAMATTE is its fingerprint resistance. The product provides a smooth satin finish that is pleasing to the touch, while the colors are a treat to the eyes. The super-smooth surface does not carry any fingerprints, ensuring that the product always looks clean and pristine. Action TESA has used the latest technology to produce a product that not only looks good but also performs well. With ORNAMATTE, they hope to provide our customers with a product that enhances people's lives and adds value to their spaces like kitchens, kids rooms decor, office spaces and more. Imagination is the only limit! ■



CHALETINO LUXURY BY SQUAREFOOT THE EPITOME OF FINESSE AND GRANDEUR

Chaletino is the epitome of finesse and grandeur, often found in the most luxurious homes. The building blocks of this artistically curated engineered floorings are procured from the rarest of the rare woods, which are then transformed into a highly durable, exquisite product.

SquareFoot's Chaletino planks create a lovely and elegant atmosphere with a massive width of 300 mm and a length of 2750 mm the floor radiates class. The oak surfaces of these planks are available in a range of finishes to suit the most varied of furnishing styles. The Live Pure surface protects the floor from dust and dirt, while at the same time appearing like untreated or sanded raw wood. It is available on a 15mm thickness floor, improving installation where floor height is an important factor and giving improved efficiencies when underfloor heating is used. Each board is handcrafted with a distinctive feature and is enhanced by hand to give the floor an authentic look. ■





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SOUTH INDIA:

M: +91 9716465675,
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A.O. SMITH - INDIA'S MOST TRUSTED WATER HEATER BRAND

A. O. Smith, a leading manufacturer of water heating and water treatment products, has again been named India's most trusted water heater brand in TRA's Brand Trust Report (BTR) 2023 for the fifth consecutive year. TRA's BTR 2023 is based on syndicated research of more than 2500+ consumer-influencers across 16 Indian cities.

For A. O. Smith to win consumer confidence in the recent TRA report and as India's most trusted water heater brand yet again. To earn such a prestigious accolade in consecutive years validates our continued commitment to consumers. Our products are innovative, energy-efficient and sustainable.

TRA's Brand Trust Report has become the most reliable source of authentic consumer trust perception of brands. A.O. Smith's leadership in the water heater category reflects its consumer-centric approach in the Indian market, which features a distinct combination of technology and cutting-edge features. ■



ELECTROLUX LAUNCHES ULTIMATE TASTE 900 REFRIGERATOR

Electrolux Group, announced the launch of its UltimateTaste range of refrigerators in the Indian market, further expanding its product portfolio. Electrolux refrigerators are built to impress, from the slick external contours and thoughtful interiors to the way the door handle functions. The Scandinavian design of Electrolux raises the kitchen & aesthetic factor and is offered in a variety of gloss/matte finishes and in dark or natural stainless-steel finishes.

Key Features of Electrolux Refrigerators

TasteSealFlex

The TasteSealFlex convertible compartment in the top end UltimateTaste 900 easily adapts to the desirable temperature. Therefore, it's easy to find the right space to keep food fresh and full of flavour by choosing one of the five temperature settings from -23°C to 7°C. ■



Issue 2
May 2023

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GOLDMEDAL ELECTRICALS INTRODUCES STAR-RATED VECTOR FANS



Goldmedal Electricals, India's leading electrical manufacturing company launches the Vector fan as part of its star-rated decorative fans segment for the summers. This innovative and stylish fan is designed to not only accentuate your homes or offices but also to perform efficiently.

Goldmedal's Vector fan defines performance with a powerful motor and aerodynamic blades promoting a wider conical spread of breeze to ensure air distribution in each and every corner of the room. A highly durable fan, the Vector is available in attractive colours with an anti-dust coating to withstand daily use. Goldmedal's Vector is a star-rated decorative fan that ensures much less power usage compared to traditional fans.



Vector fan also offers features such as:

- Star-rated fan which adhere BEE norms
- Excellent and long-lasting paint finish with attractive colour options
- 50w @230v with 210 cmm air delivery
- Incredibly quiet
- Double ball bearing
- High-grade copper motor■

UBER-COOL LIGHTING IDEAS FOR THE SUMMER

Lighting and illumination go a long way in making a space truly yours. If done right, it has the power to create that perfect ambience and uplift the mood, and the overall decor of your home. While there are a gazillion lighting options and ideas that can be explored by home-makers today, it can get really confusing. Here are some lighting ideas that will uplift the ambience of your home and your mood, instantly.

Decorative Lighting

While architectural lighting is the foundation stone to illumination, decorative lighting adds character to the overall space. It is a form of self-expression to many.

Decorative lighting is also perfect for people who have little or no control over their home's architecture. Add a little bit of yourself to your new bed-side table with lamps like TISVA's Bello table lamp, decorative lighting viably does the job. It is the easiest, and most viable way to illuminate any space.■



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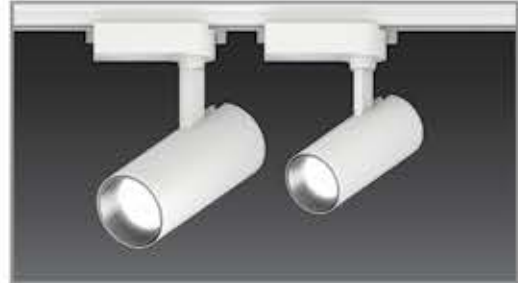
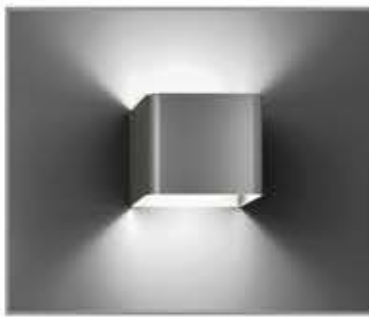
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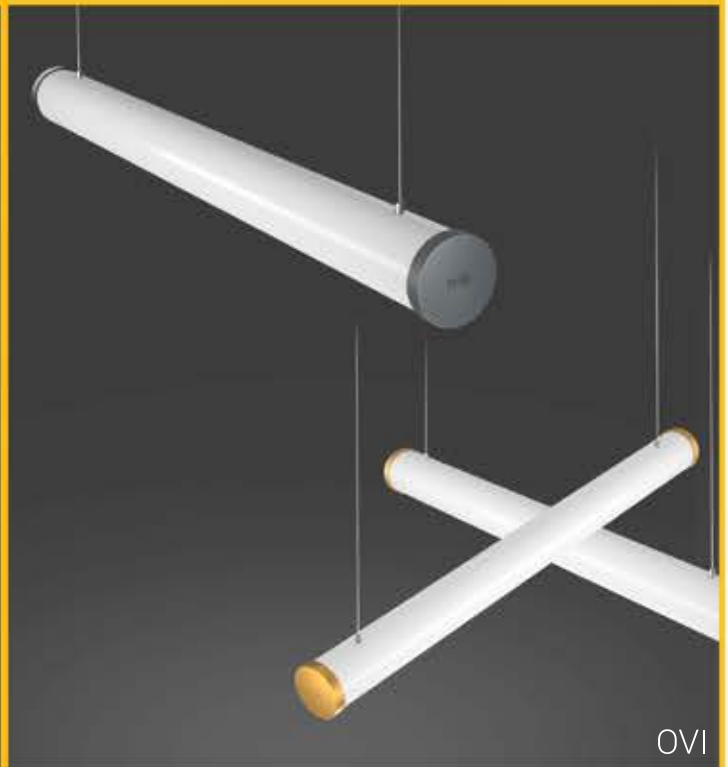
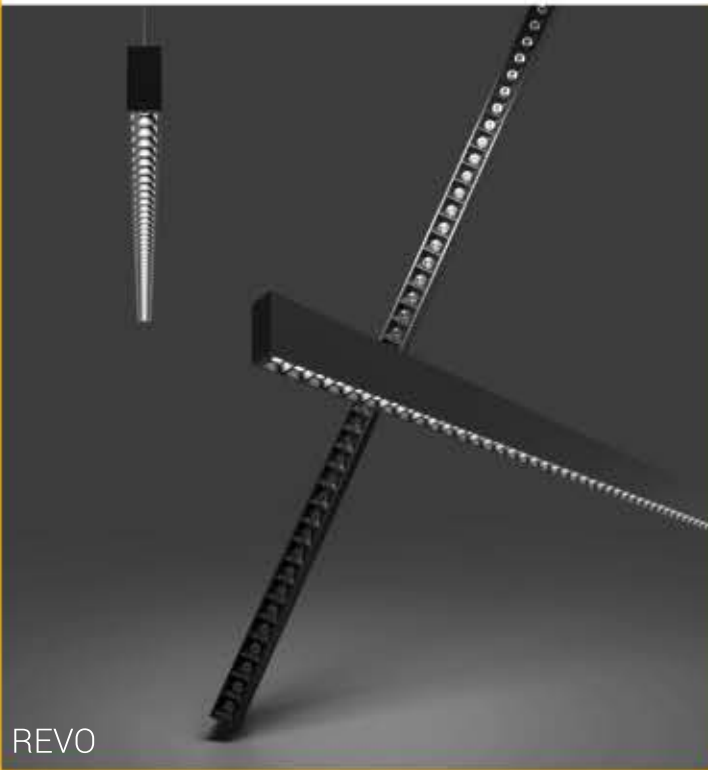
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DEKTON ULTRA-COMPACT SURFACES BY HAFELE

Häfele partners with world's first ultra-compact surface manufacturer - Dekton® to offer you unique surfaces created through an innovative combination of 28 natural minerals found in nature. Its exclusive Ultra Compacting Technology replicates and enhances the metamorphic changes that natural stone undergoes over a millennium through exposure to high pressure and high temperature.

This evolution represents a technological and industrial leap that generates a revolutionary material and leading product capable of resisting scratches and stains, and surviving blowtorches, sun rays, icy storms, mildew and mold, all while looking good. Dekton surfaces are designed to be the toughest and most durable products in the market today with colours that replicate and reimagine everything that nature has to offer. With its large format slabs Dekton has the ability to fit into and redefine a multitude of applications - flooring, cladding, and facades for both inside and outdoors making it every architects' and designers' dream solution. ■



D'DÉCOR INTRODUCES A NEW RANGE OF FABRICS THIS SEASON

World's largest manufacturer of soft furnishing textiles, D'décor, unveils its new upholstery collection, featuring modern yet versatile designs. As one of the largest manufacturers of curtain and upholstery fabrics in the world, and with customers spanning over 60 countries, D'Décor Home Fabrics has always been cognisant of the responsibility that comes along with this privilege.

Identified by the phrases grace, grandeur, and globally local, D'décor fabrics are a force to reckon with in the constantly evolving decor industry. The collection is carefully put together by their design team that is a blend of basic weaves with invitingly soft textures in organic and subdued hues.

Varanasi -D'Décor

A combination of abstract effects and appealing patterns is found in Fancy Fabrics -Varanasi. The metallic foil print accents nicely accentuate the sumptuous jacquard patterns. This distinctive collection elevates any area with its rich color stories, which range from crisp beige to deep black. ■

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FRESH N NEW



AMERICAN STANDARD DUOSTIX HYGIENE SPRAY

American Standard has launched the DuoSTiX Hygiene Spray which innovatively combines both functions into one sleek hygienic spray with two different spray pressures for personal and bathroom hygiene. This creative conception has earned the DuoSTiX Hygiene Spray, winner of the Red Dot Design Award 2022.

Whether you are using it as a bidet spray for a gentle cleanse on the skin, or as a robust bathroom jet spray for a thorough bathroom wash, the DuoSTiX Hygiene Spray with its revolutionary dual pressure feature.

Personal cleansing is all about gentle comfort, particularly for intimate areas. With Petal Pressure, the specially designed nozzles are optimized to deliver a gentle, yet robust personal cleansing experience. However, a stronger jet spray is required to eliminate stubborn bathroom dirt and stains. The purposeful design of the DuoSTiX Hygiene Spray delivers both functions. ■



GRAFF -LUNA - A CONTEMPORARY ART FUSION COLLECTION

GRAFF continues to celebrate the success of its brilliance this season with its latest additions to the LUNA collection. LUNA is inspired by imagery of the crescent moon transforming the bathing pleasure in your bathroom space. LUNA - Winner of the prestigious Interior Design Best of Year Awards in the Bath section is now available in special finishes that blend beautifully with the architecture of the bathing space. The polished chrome, Steelnox® finishes, Architectural White®, Brushed Nickel, Polished Nickel, Vintage Brushed Brass, Unfinished Brass, Architectural Black® and Matte Black. The complete iconic LUNA collection can be viewed on www.graff-designs.com.

The LUNA collection's creative concepts, high-quality raw materials processed with the latest technologies and future-oriented production are the basis of the product line.

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Jio World Convention Centre,
Bandra Kurla Complex, **Mumbai, India.**

11.12.13 August, 2023

Hall 4 & 5, International Exhibition-
cum-Convention Centre (IECC),
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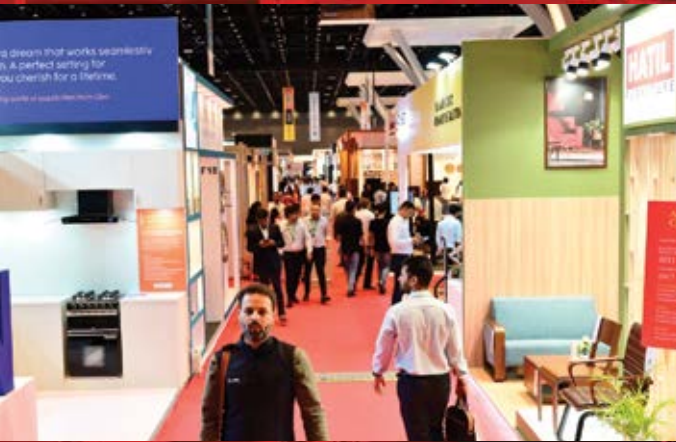
INTERIORS | ARCHITECTURE | DESIGN

26.27.28 May, 2023

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Jio World Convention Centre, Bandra Kurla Complex,
MUMBAI.

11.12.13 August, 2023

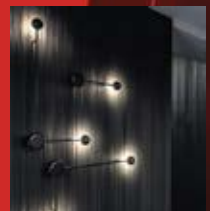
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DESIGNER FOCUS



Spaces To Be Distinctively Different

The firm believes in creating contemporary, customized and optimum solutions to design problems within the framework of clients' needs, site specific constraints, and budget

Ar. Jiaul Shaikh, Founder Iconic Designs

This luxurious 5 bhk residence at worli, mumbai belongs to Mr. & Mrs Raju Dholakiya has a beautiful Morden concept. Entrance safety door finished in lamination hexagonal patten in ms jali . entrance lobby flooring finished in marble with exclusive white marble inlay patten lift lobby area wall cladding design finished in marble with mirror & premium textured wallpaper the living room has a exclusive white marble flooring. Sofa is in fabric with elegant arm chairs center table is finished in black marble



Tv back wall cladding has luxurious Book matched marble with wooden lovers & indirect light Unit is finished in color lamination it has attractive art effect s & flower vas tv unit sidewall has abstract painting & ductable ac paneling is finished in veneer with spot light passage area has a beautiful artwork with indirect right



Mandir ss jali with pvd coating & white marble mandir wall cladding is finished in onyx marble with profile lights

With out side border finished in veneer . passage wall hase exclusive wallpaper with antic wall clock Dinning backwall finished in luxurious Onyx marble dinning table top finished in white marble with comfy Dinning chairs with elegant chandelier kitchen sliding door is Finished in glass & door framing is finished in veneer

The bedroom has a classy look the colour combination helps it to match with the theme the flooring is finished in white marble the bed backwall is finished in wallpaper with veneer & indirect light bed is finished in white corian & side table is finished in corian bedroom ceiling has kept plain with cove light & cob light all wardrobe finish in veneer & other sliding door is finished in mirror . Designed film the curtains go with the theme mattress, the bed sheets and the cushions.



The kitchen has a specious space with wide storage kitchen cabinets finished in color lamination kitchen platform finished in quardz dado wall finished in quardz other side dado wall finished in red wine color back painted glass with profile lights

In both the sides the kitchen wall cladding is finished in grey marble with grove design it also has inbuilt hob chimney & oven the cabinet finished in veneer ■



DESIGNER FOCUS



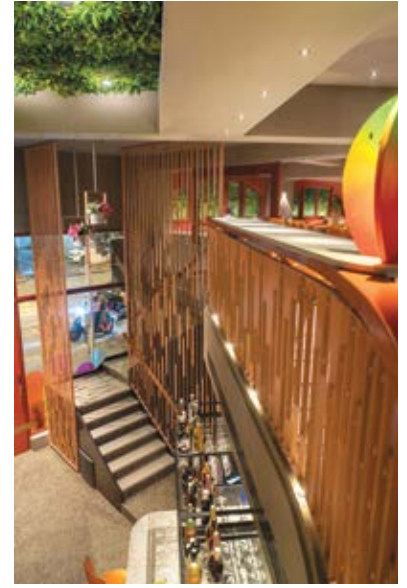
Kishor Amrutkar
Director
Kishor Amrutkar Associates



BLENDING CULTURES TO CREATE UNIQUE AMBIENCE

The architecture, table settings, lighting, decor scheme is top-notch, along with classy colour combinations which reflect the luxurious ambience created by the Designer. The designers completely transformed Poco Loco to offer a truly immersive experience for its customers, while building Brand Recognition & Loyalty

Poco Loco, designed by Kishor Amrutkar is located in the prime area of Gamdevi on Hughes Road in South Bombay, is more than just a dining destination. Its design reflects a blend of different aesthetics, coupled with architectural elements inspired by European styles. The restaurant's unique persona is evident in its classy and creative ambience, which stands out among the high-end modern luxury restaurant. The establishment covers an area of 1,875sqft, spread across a decorative ground floor and a mezzanine. The 20-foot floor to ceiling



and pendant lights hanging magnificently from the ceiling.

height, males Poco Loco exude a spacious and grand look. Loco Poco is a quality restaurant with a focus on culinary innovation. To match this unique concept, they created an interiors that was equally exceptional. As you explore the interiors, you will notice the luxurious terrazzo tiles laid out in a special pattern, which remind you of a luxury Hermes boutique.

Poco Loco's Interiors reflect a unique cosmopolitan elements that add character to every nook and corner. The entrance features colorful vertical landscaping on transparent windows, reverse ken lighting hanging at a height of 6ft., and Terrazzo flooring, all exhibiting elegant synchronization. The inviting red stone structure at the entrance, amplified with reverse ken lights and glass window views, aligns perfectly with its high street location. The Mexican dance paintings, handcrafted by Indian artisans adorn the walls on the ground floor to enhance the vibes it portrays. Further it features a 2D cocktail table with backlighting, paired with long wooden orange cushioned bar stools. The rainfall-grilled staircase connecting the ground floor to the mezzanine gives a classic vintage vibe to the space. The ambient lighting, including a golden chandelier

Poco Loco offers two distinct experiences across its two floors. The ground floor provides a casual café-like atmosphere, while the mezzanine floor creates a cosy and familial, fine-dining vibe. The seating comprises Spanish-style wooden chairs with elegant prints, and the tables are skillfully designed like a cactus, with other cactus motifs featured in the décor. This emphasis on plants is due to their auspicious significance in Mexican culture. The restaurant combines different cultural aspects to create a stylish space that transforms dining into a wholesome and memorable experience. Kishor Amrutkar, the designer of this luxurious eatery, states that the restaurant's vision was to create a cosy, classy, comfortable and unique space with a blend of Mexican and Spanish cultural aspects, which has been achieved while keeping the brand value intact. The subtle reverse ken lighting adds to the calming sensation, which adds to the soothing and calming sensation as well as being visually appealing. Despite the opulence, the interior is unpretentious and calming. The designer art objects that recall the restaurant's theme add a touch of classy vintage feel. Details matter, and every aspect of the interior was carefully thought out. ■





Dikshu C. Kukreja, Managing Principal, CP Kukreja Architects

Educational Wisdom Combined

With Ancient

HERITAGE

What is the source of inspiration for new and creative Architectural ideas?

India's architectural heritage is unmatched – it has remarkable diversity and displays great engineering and technological prowess. It is, therefore, a great source of inspiration for us. We also believe that buildings that derive from the local culture, building materials, climatic factors and architectural styles are a celebration of the years of collective wisdom,

knowledge and labour that shape a thriving community. So we look at the local context as a source of inspiration for new architectural ideas in our projects.

Which is your most enthralling project till date and what makes it so? Please share Some details?

Any project that pushes us to put on our thinking hats and think from new and varied perspectives is the most fulfilling. For Gautam Buddha University in Greater Noida, we aimed to design



an institution that infuses educational innovation with heritage and ancient wisdom. The master plan of the 511 acres of Gautam Buddha University in Greater Noida is based on Buddhist philosophies and is deeply mindful of its environmental impact.

With the Indian Pavilion at the Dubai Expo, we sought to exhibit the substantial growth the country has witnessed through the years after Independence through the theme of 'India on the move'. The concept was translated into a kinetic façade with rotating elements that can arrange themselves to become a blank canvas for India to tell its story. It was one of the largest pavilions at the Expo 2020 and one of the only three Pavilions at the Expo to be retained for posterity after the event.

What are the new signature styles or trends that have made a comeback in the field of Architectural designs today?

The design and construction field has experienced a fundamental shift in the last few years. We are now witnessing the rise of large-scale projects envisioned at par with international projects in terms of technology and innovation. In addition, sustainable development initiatives are being seen as the need of the hour in the field today. Architects and designers are more conscious of the environmental impact of their projects and are adopting sustainable construction materials and techniques.

Which are the Architectural Marvels you admire most in Modern India and why?

Auroville, near Pondicherry, is home to many architectural marvels of modern India. The landscape and architecture in this experimental township have given way to a commendable transformative urban experiment. The Matrimandir in Auroville is a unique synthesis of Indian vernacular and modern architecture and greatly inspires me. It stands on the virtues of spirituality and the quest for knowledge. I also admire the Lotus Temple, which is another architectural wonder at the intersection of art and spirituality



What message would you like to give to young architects, in terms of planning, inspiration and overall execution strategy?

My message to young architects and interior designers is for them to recognize their profound responsibility towards people and the environment. Once that happens, our country will consist of a pool of sought-after architects and designers that can contribute positively to our collective urban futures. ■





AR. Siddharth Bathla
The founder and creative director of
Design Factory India (DFI)

Indian Architecture Incredibly

Diverse & EVOLVED

What is the source of inspiration for new and creative ideas?

Understanding the context of a project, vernacular techniques weaved with the contemporary interventions is a good design approach. Incubated from in-depth research, the objective is to acknowledge the strength and find ways to restore

the glory. Taking the example of our project Veer Balak Smarak, our inspiration were the lives of 185 children and 20 teachers at Anjar we lost in the 2001 Earthquake in Bhuj on January 26. Built in an area of 3.15 acres, the design provides the visitors an insight of the memories of the devastation and experience the pain of the families. Each installation is the reflects that incident and takes one on an emotional and meaningful journey.

What are the architectural marvels you admire most in Modern India and why?

Indian architecture is incredibly diverse, which makes it impossible for an individual to talk about one. From ancient temples to modern skyscrapers, Indian architecture spans centuries and encompasses a wide range of styles and influences. It, often features intricate and detailed designs, showcasing the skill and craftsmanship of Indian artisans and builders. Many buildings in India also incorporate decorative elements such as sculptures, carvings, and paintings, adding to their beauty and cultural significance. Many buildings in India are not just functional structures, but also serve as important community gathering places, places of worship, or symbols of national pride and identity.

What are the new signature styles or trends that have made a comeback in the field of architectural designs today?

The signature styles from different eras keep coming back in a more evolved manner with respect to the needs and requirements of the user in very systematic and smart ways. Learning from the vernacular techniques and incorporating them in a little more innovative ways, the point is how everything is the result of constant change and evolution. We have worked closely with the craftsmen of Kutch, practising their local crafts for hundreds of years, and in doing so we have understood the importance of the essence and practise of those crafts to a national and international audience.

What message would you like to give to young architects, in terms of planning, inspiration and overall execution strategy?

Young architects need to understand the importance of space and planning and must learn to utilize it well. A good design is meant to solve the underlying problems faced by the user. Engagement is important in a space to make it more exciting and informative, having a lasting impression. A good experience is the combination of deep-rooted research, good planning, and proper execution strategy, making it a necessity to consider the right norms. Execution is as important as designing. To design something, you must know



how to build it. Experience created with the design needs to be a universal landmark of courage, knowledge, and innovation. Overall, be passionate, curious, and willing to learn. Architecture and design are challenging and rewarding professions, and success comes from hard work, dedication, and a willingness to embrace change.





Architect Valery Lizunov
Architect and Founder
ARCHPOINT

Classical Architecture

Never Goes out of STYLE

What is your source of inspiration for new and creative architectural ideas?

On a large scale, my source of inspiration is nature. It presents things that are beyond human imagination. The key is to be able to notice them. Travelling and observing the culture of different countries often serve as sources of ideas for new architectural projects. Of course, much can be gleaned from the

history of art and architecture - our civilization has accumulated a rich experience that cannot be ignored. And, of course, professional exhibitions, communication with colleagues, and observation of the fashion and automotive industries provide plenty of food for thought. Each of these areas has something that can inspire a new unique project.

For "Ivanka", the inspiration came from the theme of the Mediterranean, combined with the design of the French fashion



house Hermès. And at the Zafferano restaurant in Derbent, we used lamps and decor elements that resemble the weaving of grapevines.

What is your most exciting project to date and what makes it so? Can you provide some details?

if we were to talk about some unusual projects, we are currently working on a project for a country house for one of our regular clients, who has given us carte blanche, trusted us completely, and relied on our taste. The house will be made in Balinese style, all glass and mirrors.

What are the current signature styles or trends in the field of architectural design?

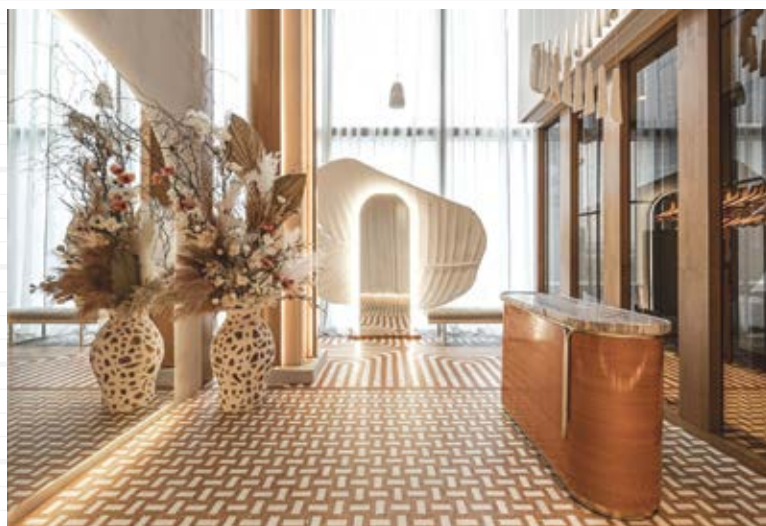
One trend that is gaining popularity in architecture is 3D printing. While it used to be a novelty, it is now becoming more mainstream. This technology is not only being used in architecture but also in interior design.

During the design week in Stockholm, I noticed that a lot of concepts were being printed on 3D printers. We also use 3D printing to create sculptures and art objects for our projects. Currently, I don't think that 3D printing is the most accessible technology, but it is heading in that direction.

What are the most impressive modern architectural wonders of India and why do you admire them?

The first thing that comes to mind when talking about Indian architecture is, of course, temple construction. It is very interesting and close to me. I would like to specifically mention the modern and very unusual Lotus Temple in New Delhi - this structure is truly breathtaking.

When it comes to secular architecture, it is impossible not to mention the interesting



facade of the human rights organization SAHRDC building, also in New Delhi, which is famous for its unusual brickwork. And, of course, the futuristic cyberecture egg-shaped building in Mumbai - a real celebration of technology and bold forms.

What advice would you give to young, aspiring architects in terms of planning their work, finding inspiration, and overall project execution strategy?

For a young, aspiring architect, I have a fairly simple piece of advice: take on promising projects, regardless of the amount of money offered. If you feel that this project can "take off" and be successfully implemented, it's worth pursuing. This is good for advancing a young professional's career.

And one more thing - an architect must combine two seemingly incompatible things. They must be both principled in defending their ideas and able to find a compromise with the client. But only if what your client wants does not violate the concept you have come up with.■





**Ar. Akshay Selukar,
Architect Akshay Selukar**

Architecture Is an

ART & SCIENCE

Architecture is a complex field that requires a combination of art, science, and technical expertise. A well-designed building can not only provide shelter but can also improve the quality of life for those who use it. As an experienced architect, I understand the importance of creating buildings that are functional, sustainable, and aesthetically pleasing.

At our firm, we believe that good architecture should be driven by the needs of the client and the site. We work closely with our clients to understand their goals and objectives, and then use our expertise to create innovative solutions that meet their needs.

One of the key aspects of our approach is sustainability. As architects, we have a responsibility to design buildings





that are energy-efficient, environmentally friendly, and socially responsible. We strive to use sustainable materials and techniques, and we incorporate renewable energy sources wherever possible.

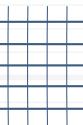
Another important aspect of our work is creating buildings that are user-friendly. We believe that architecture should be inclusive and accessible to everyone, regardless of their abilities. We consider the needs of all users, including people with disabilities, children, and the elderly, and we design buildings that are safe, comfortable, and easy to navigate. Good architecture should be timeless. We strive to create buildings that will stand the test of time, both in terms of their physical durability and their aesthetic appeal. We avoid fads and trends, and instead focus on creating buildings that are classic, elegant, and enduring.

Also, we believe that good architecture should have a positive impact on society. We understand that buildings are not just physical structures, but they also shape the way people interact with each other and the environment. We strive to create buildings that promote social cohesion, encourage community engagement, and enhance the natural beauty of the surrounding landscape.

In conclusion, architecture is a complex and multi-faceted field that requires a combination of art, science, and technical expertise. At our firm, we believe that



good architecture should be driven by the needs of the client and the site, are sustainable and environmentally friendly, are user-friendly and inclusive, are timeless, and have a positive impact on society. We take pride in our work and strive to create buildings that are not just functional but also beautiful, enduring, and socially responsible. ■





Sneha Gurjar
Director, CEM Engineers

Design-Engineering &
Construction n Architecture

The Two Sides OF A COIN

What is your source of inspiration for new and creative design ideas?

Growing up in an architectural environment and hearing about the structural design perspective while accompanying my father for site visits from the early age of 4 are some of my earliest memories. It goes without saying that early exposure must have piqued my interest in architecture and design.

I believe architecture was a natural choice for me. My vision is to work and contribute toward the development of our societal and economic growth as a Nation-building activity.

Out of all your projects, please enlighten us with details of your most unique project and what made it stand out.

One such project was a radio-chemical laboratory setup by CEM.



Radioisotopes are increasingly employed in medicines, agriculture and research laboratories. These laboratories are heavily regulated and require elaborate precautions built into the design itself, the work process and servicing. Moreover, radiation science is a highly specialised field, and a considerable amount of sustained research is being carried out globally as such concepts and definitions change and evolve rather rapidly.

What are the new signature styles or trends you have noticed in the design field today?

Mass urbanisation of Indian cities has drawn attention from federal bodies to media and the built-environment enthusiasts to collaborate and work collectively towards an effective solution. A significant shift in the design strategy and a technically advanced construction framework must be continually developed for our city's infrastructure. Moreover, the design must resonate with our unique and diverse sociopolitical and cultural environment. Eventually, such solutions must be accepted by multiple stakeholders and possess the capacity to integrate with both public and government institutions.

Is there anything exciting that you haven't done yet and planning to incorporate the same in your future projects?

We have been excited about how disruptive technologies are shaping the future of the construction industry. Emerging new technologies can be utilized to overcome specific challenges faced on projects. For example, 3D printing for faster construction in remote locations and use of AI during construction phase to better the HSE standards on projects will be an integrated part of design in the near future. Technology will also provide useful to us as designers later during operation & maintenance phases as well.



Are there any designs you look up to? If yes, what do you admire the most about it?

I have always admired the work of Le Corbusier. The synergy in his sculptural use of materials and brutal nature of construction and monumentality of buildings within the same palette is unique, artistic and powerful.

Le Corbusier once said, "You employ stone, wood and concrete, and with these materials you build houses and palaces. That is construction. Ingenuity is at work. But suddenly you touch my heart, you do me good, I am happy and I say: 'This is beautiful.' That is Architecture... By the use of raw materials and starting from conditions more or less utilitarian, you have established certain relationships which have aroused my emotions. This is Architecture."

What message would you like to give to your audience regarding planning, inspiration and your overall execution strategy?

The work ethic resonates with phrases such as working towards a sustainable, equitable and secure infrastructural future and imagineering better cities for rapidly changing urban environments. The key strategic differentiation, which is the client experience, is well guarded by the interdisciplinary knowledge of a project's life cycle and the interdependent relationship between design, engineering and construction. Thus, every design decision must be made considering its impact on cost management and its value to architecture. ■





Ar. Kapil Razdan
Co-Founder, Arquite

Mumbai Skyline Testament to
Ingenuity &
CREATIVITY

Which is your most enthralling project till date and what makes it so? Please share some details?

We created a project named 'Alpha High' that defines the new aspirational India. The project is made with Ambition, Awesomeness, Scale & the sheer Experiential Quality. The LOOP, a singular fluidic design language accentuating the natural seamlessness between multiple offerings, also a

catalyst of change that transforms itself in every zone to cater to varied experiences, moods, time zones and age groups was the key of design. Elements from different origins were taken and blended into a single form creating a masterpiece 'THE ALPHA HIGH'.

Perched on a high rooftop, this Hospitality Destination owns the longest bar running across the length of the three interconnected towers, an Infinity pool with edge of world horizon to horizon views, a futuristic Lounge with immersive integrated

tech, gravity defying bridge Cafés, a floating bowling alley, a Wellness Space & much more.

What are the new signature styles or trends that have made a comeback in the field of Architectural designs today?

Architectural design trends are constantly evolving, and it's essential to stay up to date with the latest trends to ensure that your designs remain relevant and meet the needs of the market.

With the growing concern over climate change, sustainable design has become an essential element of architectural designs. Also, minimalism due to its simplicity and the sense of calm it provides. Biophilic design which is incorporating nature into the design of buildings, Biophilic design has been shown to have numerous benefits for occupants, including improved mental health and productivity.

Which are the Architectural Marvels you admire most in Modern India and why?

For me, the Kanchenjunga residential tower designed by architect Charles Correa is a prime example of modernist architecture in India. This unique and iconic building that adorns the Mumbai skyline is a testament to the



ingenuity and creativity of Indian architecture and a source of inspiration for future generations of architects.

What message would you like to give to young architects, in terms of planning, inspiration and overall execution strategy?

Architecture is a constantly evolving field, it is more a way of design thinking than just a profession. It is a mindset that incorporates the best of the creative and the technical world. I believe as trained architects you can contribute to wide range of fields if you keep an open mind and expose yourself to diverse sources of inspirations. ■





**Tushar Mistry, Principal Architect
TMDS (Tushar Mistry Design Studio)**

Architecture That Evokes A Sense of

Peace &

TRANQUILITY

What is the source of inspiration for new and creative architectural ideas?

The source of inspiration for new and creative architectural ideas is from the surroundings by its natural landscapes, urban environment, or cultural traditions. With the materials and technologies evolving, they are used in new designs that are both functional and aesthetically pleasing. Also, newness

and innovation are definite inspirations for architects. This drive for newness and innovation leads architects to experiment with new materials, technologies, and design approaches, pushing the boundaries of what is possible in architecture.

Which is your most enthralling project till date and what makes it so?

The conception and creation of the customer experience center



(CEC) at Prestige Jasdan Classic Mahalakshmi Mumbai have been one of the most fascinating projects that we have worked on. The magnitude, size, and intricacy involved in designing the CEC make it an excellent case study. Although the initial projection of completing the project was 120 days, we were able to achieve completion within a record 90-day timeline.

What are the new signature styles or trends that have made a comeback in the field of Architectural design today?

In recent years, there has been a resurgence of retro and neo-classical design elements in the interior design world. This trend is starkly evident in the restaurant industry, where the use of nostalgic design elements has significantly become popular. Additionally, the revival of pop art and pop culture has played a critical role in shaping modern interior design aesthetics.

Another style making a comeback is the art deco style which is characterised by the use of sleek lines and geometric shapes. Originating around the 1920s, this design style has been reinterpreted to fit in with the modern contemporary design, resulting in a fusion of old and new design elements.

Which are the architectural marvels you admire most in India and why?

The campus of the Indian Institute of Management (IIM) in Ahmedabad is a true celebration of modernist architecture in India. The use of exposed brick, angular forms, and courtyards depicts traditional Indian architectural principles.

Auroville, located in Tamil Nadu, is an example of implementing organic architecture. It incorporates natural materials, and curved forms, and blends seamlessly with the surrounding landscape. The center's design reflects the human body as a temple.

Ahmedabad ni gufa, also known as the Ahmedabad cave temple creates an atmosphere of being within a womb, using undulating curves and cave-like forms to evoke a sense of peace and tranquillity.

Symbiosis International University in Pune combines modernist and traditional Indian architectural



elements with exposed concrete, bold geometric forms, and water features.

The Mysore Palace in Karnataka dons Indo-Saracenic architecture, blending Indian and Islamic architectural elements to create a stunning masterpiece. The intricate carvings, arches, and domes make it one of the most iconic landmarks in India.

What message would you like to give young architects, in terms of planning, inspiration, and overall execution strategy?

Remember to prioritise the efficiency and functionality of the process over aesthetics. It is through this mindset that we can bring forth better planning and ultimately the satisfaction of the end user. No matter how strikingly beautiful a design may be, if it fails to function effectively, it is finally a failure. Therefore, note the significance of functionality over aesthetics.

Also, the creation of a design masterpiece requires a patient and peaceful state of mind, which can be attained by thoughtful listening and careful consideration of the design brief. Through the art of design briefing and meticulous inquiry, we can fashion the most awe-inspiring and impactful designs.■





Neelima Rana Sharma
Partner, **ORIONN ARCHITECTS**

Nature Provides Valuable lessons to
Create sustainable
DESIGNS

What is the source of inspiration for new and creative Architectural ideas?

As an architect, my inspiration for new and creative architectural ideas comes from a variety of sources. One of my primary sources of inspiration is the natural world. I believe that the beauty and complexity of nature can provide valuable lessons for architecture, particularly when it comes to creating sustainable and environmentally friendly designs

Which is your most enthralling project till date and what makes it so? Please share Some details?

Vedvan Park, located in Noida, is a unique and inspiring project that aims to introduce the young population to India's rich knowledge and culture. Inspired by ancient scriptures, Vedvan Park offers visitors an opportunity to learn about the principles and teachings of the Vedas, one of the oldest and most profound texts in the world. The art installations in the park are designed to be both beautiful and educational.

What are the new signature styles or trends that have made a comeback in the field of Architectural design today?

There are several signature styles and trends that have made a comeback in the field of architectural design today like...

1. **Art Deco:** Art Deco is a style that originated in the 1920s and 1930s and is characterized by its use of geometric shapes, bold colors, and intricate detailing. This style has made a comeback in recent years.
2. **Mid-Century Modern:** Mid-century modern design is known for its clean lines, simple shapes, and use of natural materials. Today, this style has made a comeback, with architects and designers incorporating mid-century modern elements into new projects.
3. **Sustainability:** Sustainable design has become a major trend in recent years, as architects seek to create buildings that are environmentally friendly and energy efficient. This trend has led to the use of materials such as bamboo and recycled steel, as well as the incorporation of green roofs and solar panels.
4. **Adaptive reuse:** Adaptive reuse is the practice of repurposing old buildings for new uses. This trend has become increasingly popular in recent years, as architects seek to preserve historic structures while also meeting the needs of modern society.
5. **Biophilic design:** Biophilic design is a trend that emphasizes the connection between humans and nature. This trend has led to the incorporation of natural materials such as wood and stone, as well as the use of plants and natural light in building design.

Overall, these trends reflect a renewed interest in historical styles and a focus on creating sustainable, environmentally friendly buildings that prioritize the well-being of their occupants.



Which are the Architectural Marvels you admire most in Modern India and why?

Fallingwater, designed by Frank Lloyd Wright and completed in 1939, is considered one of the most iconic buildings of the 20th century. Built over a waterfall in western Pennsylvania, the house is a masterpiece of organic architecture, seamlessly integrating with its natural surroundings. Its innovative design and use of materials continue to inspire architects and designers to this day.

What messages would you like to give to young architects, in terms of planning, inspiration, and overall execution strategy?

To prioritize creativity, sustainability, and functionality in their designs. They should plan thoroughly, take inspiration from a variety of sources, and be open to feedback and critique. They should also focus on the execution strategy, ensuring that their designs are both aesthetically pleasing and practical for the people who will use them. Finally, they should never stop learning and growing in their profession, always seeking out new ideas and approaches to create the best possible designs. ■





**Alpana Gupta, Partner
Vijay Gupta Architects**

Architectural Marvels Evolving **With The Demands of the FUTURE**

What is the source of inspiration for new and creative Architectural ideas?

Architectural design is complex because it is both tangibly and intangibly influenced by the environment within which it is built. Hence, the best inspiration for new ideas for us stems from local site conditions – thinking about how the climate, natural topography and locally available materials can guide the design process apart from the programmatic requirements.

Which is your most enthralling project till date and what makes it so ? Please share some details?

The Pinemount School in Doldegre, Meghalaya was one of our most memorable projects because the approximately 47-acre site was on a hillside surrounded by the lush green vistas of the Garo Hills. There was even a pristine river flowing at the base of the hill! The school had to be planned on terraces cut along the slope because of the terrain, which would prove to be a challenge in making it universally accessible.



However, we made sure that there were adequate measures to minimally impact the pristine site such as rainwater harvesting tanks, STP collection systems and low-discharge fixtures in the toilets. Further, we ensured that local flora and fauna would be used in the landscaping. In order to reduce the overall carbon footprint of the construction, locally available materials were used.

What are the new signature styles or trends that have made a comeback in the field of Architectural designs today?

Architecture is seeing a resurgence in this idea of doing less harm, of responding to local contexts and looking beyond “green” architecture. We have to make sustainability and zero discharge projects major goals within the industry. In fact, the built environment and construction sector accounts



for 38% of global carbon emissions. The industry needs to consider how existing built structures can be reused and reimagined to minimize this.

Which are the Architectural Marvels you admire most in Modern India and why?

Marvellous architecture may have different connotations for different people. According to me, an architectural marvel is foremost democratic, in the sense that it does not aspire to leave an egoistic mark on the face of the Earth. Instead, it justifies its presence by the structure’s relevance to our needs, its longevity and its ability to evolve with the demands of the future.

What message would you like to give to young architects, in terms of planning inspiration and overall execution strategy?

As architects we have a great responsibility – we are in a sense artists whose works will continue not only to be viewed but used by generations to come. What we build today will impact not only the ecology but affect how future generations use the spaces we create. We have to respect this power and immense responsibility that our clients repose in us because of our profession.■





Ar Yeshvir Singh
Principal Architect
Ms. Theme Consultants

Minimalism Emphasizing

Simplicity &

FUNCTIONALITY

What is the source of inspiration for new and creative Architectural ideas?

Many architects find inspiration in natural forms and patterns, such as the Fibonacci sequence, the branching of trees, or the curves of a seashell. These can be translated into architectural forms and structures. Looking at historic architecture and learning about the techniques used in the past can inspire new ideas for modern buildings.

Why do you think this project is Top Level Architecture, please share some details?

Mussoorie being no construction zone. The challenge was to design & erect within a shorter time with energy efficient material, therefore steel structure was thought of & biggest challenge was 160 ft. wide steel truss structure erection without any machinery. The sports complex is equipped with a large solar panel array to generate renewable energy and offset electricity costs. This includes both photovoltaic panels on the roof and solar thermal



panels to heat water for the facility. LED lightings are placed throughout, which is more energy- efficient and longer-lasting than traditional lighting. Motion sensors are installed to ensure that lights are ON only when needed.

What are the new signature styles or trends that have made a comeback in the field of Architectural designs today?

Minimalism is a design style that emphasizes simplicity and functionality. with a focus on clean lines, neutral colors, and open spaces. In recent years, this style has seen a resurgence in popularity, particularly in residential architecture Adaptive reuse involves taking an existing building and repurposing it for a new use. This approach has become more popular in recent years as a way to preserve historic buildings and reduce waste. Biophilic design involves incorporating elements of nature into architectural design. This trend has gained popularity as a way to improve well-being and connection to nature in urban environments. Mixed-use developments are becoming increasingly common in urban areas, with buildings



that combine residential, commercial, and office spaces in a single complex.

Which are the Architectural Marvels you admire most in Modern India and why?

Lotus Temple - Delhi, the Lotus Temple is a unique structure shaped like a lotus flower, it's a Bahai House of Worship, and the structure represents the unity of all religions.

Mumbai Airport Terminal 2-The Mumbai Airport Terminal 2 is one of the most modern and advanced airports in India. It's a world-class terminal that showcases the best of Indian art, culture, and design. Infosys Pune- It's a massive IT park that showcases the best of modern Indian architecture. The campus is spread across 125 acres and has won numerous awards for its sustainable design, which includes rainwater harvesting, solar power, and efficient waste management.

What message would you like to give to young architects, in terms of planning, inspiration and overall execution strategy?

Develop a detailed plan that outlines the project scope, timeline, budget, and resources needed. Inspiration can come from anywhere, so keep your eyes and mind open to new ideas. Look for inspiration in nature, art, literature, technology, and other fields that interest you. Visit architectural sites and buildings, attend conferences and exhibitions, and talk to other professionals in the field. Architecture is a collaborative profession, and you'll need to work with other professionals, such as engineers, builders, and contractors, to bring your designs to life. Embrace collaboration and learn to communicate effectively with others. Pay attention to every aspect of your design. Architecture is a field where innovation and creativity are highly valued. Don't be afraid to take risks and explore new design ideas, even if they are unconventional.■



Ar. Manoj Chobey
Principal Architect
Design Avenues

Classical Architecture

Never Goes out of STYLE

What is the source of inspiration for new and creative Architectural ideas?

The source of inspiration for creative ideas may vary, sometimes it strikes in a second like lightning in nano seconds and sometimes it arrives after a long and laborious process. As they say that the solution lies in the problem itself, the project description and site parameters also lead to an appropriate design idea.

Understanding of local art, craft and culture also play a vital role in development of design ideas.

Which is your most enthralling project till date and what makes it so? Please share Some details?

Designing cost-effective and child-friendly prototype schools for the government education department has been quite fulfilling. It involved lots of interaction with end users, pedagogists, alternative



construction technique experts, teachers, etc. The school building components were used as learning elements for the students and people's participation in design and execution was ensured at every level. Thousands of such schools were built in rural areas for underprivileged sections of society playing a vital role in delivering primary education to the masses.

What are the new signature styles or trends that have made a comeback in the field of Architectural designs today?

Classical architectural style never goes out of trend and reinvents itself with every new technological innovation be it automation, 3d printing or augmented reality.

Which are the Architectural Marvels you admire most in Modern India and why?

The Jawahar Kala Kendra, Jaipur by Charles Correa is my all-time favorite. It's a modern building but its soul lies in our rich past. The Bahai Temple mesmerizes us with its sheer presence and the way it transform the design idea to physical manifestation. The Gandhi Smarak Sangrahalaya in Ahemdabad for its sheer simplicity and living to the ideals of Mahatma Gandhi and of course IIM Ahmedabad by Louis I Kahn for the absolute magic he has created with simple building construction techniques and materials.



What message would you like to give to young architects, in terms of planning, inspiration and overall execution strategy?

Young architects should travel the world and try to see works of great Architects with their own eyes. Pictures and videos never do enough justice to an Architectural masterpiece. A detailed analysis of design brief, site conditions, socio-cultural, economic background of user, local material and construction techniques are integral and unavoidable part of design process and also detailed interaction with client to understand their needs desires and aspirations. ■



BATHROOM



VITRA- AN EXPRESSION OF INDIVIDUAL STYLE & PERSONALITY



Tirthankar Sarkar, Sr. Country Manager, Vitra Bathrooms India

Explain in brief your brand's key position as one of the leading bathroom fittings and sanitary ware player.

We are one of the leading bathroom fittings and sanitary ware players in the market. We have positioned ourselves as a leader in the industry by offering a wide range of innovative and high-quality products. We focus on developing bathroom solutions that are both aesthetically appealing and highly functional. Our products are designed to meet the needs of modern living, offering a variety of styles, designs, and colours to suit any bathroom. Our company also offers a wide range of bathroom accessories to complete the look. We also offer a comprehensive range of bathroom furniture, including vanity units and storage solutions. Lastly, we provide expert advice and support to ensure customers make the right choices for their bathrooms.



What business plans and strategies, does your company follow to stay ahead of the competition?

We are dedicated to creating cutting-edge products that meet customer needs while also keeping us one step ahead of the competition. This includes designing products that are highly functional and aesthetically pleasing. We have established a reputation for producing high-quality products. As a result, we can continue to lead the industry and stay one step ahead of the competition. We make significant investments in R&D to make sure that our products are at the forefront of innovation. This makes it possible for us to stay one step ahead of the competition.

How do you view the housing and the luxury sectors as key areas, in order to make your bathroom fittings and sanitaryware products match the industry requirements?

The housing and luxury sectors are highly competitive markets, and we consider the demands of these sectors when creating bathroom fittings and sanitaryware products. We ensure that our products are designed to meet the high standards of these sectors by offering quality, durability, innovation, and aesthetics. We also consider the latest trends in design and technology, as well as customer feedback, when creating products that match the requirements of these sectors. Lastly, we strive to offer competitive pricing and customer service, as these are critical factors that can influence customer decisions.

Please share your opinions with your audience in terms of your core business motives.

At Vitra, we believe that bathrooms are a reflection of who we are and should be used as an expression of our individual style and personality. We strive for excellence in this area by providing our customers with high-quality, stylish, and sustainable bathrooms that are designed to last. Our core business motives are to ensure that our products are

aesthetically pleasing, reliable and made with the utmost care and attention to detail. We also prioritize customer satisfaction, placing a strong emphasis on providing excellent service. Our goal is to create bathrooms that make a positive difference in people's lives and are something they want to show off. We are committed to creating bathrooms that look and feel great, while also being environmentally friendly and sustainable.

What is the forecast for the bathroom Fittings & Sanitaryware industry for 2023-2024?

During the forecast period of 2023–2024, the bathroom fittings and sanitary ware industry is anticipated to grow as a result of the growing demand for cutting-edge bathroom fittings and sanitary ware products. Increased income, increased urbanization, and the expanding trend of adding luxuries to bathrooms will all contribute to this growth. The growing trend of remodelling and renovation projects will likely be beneficial for the industry as well. The increasing demand for water-saving and eco-friendly products is expected to drive growth in the industry. ■





5 WAYS TO UPGRADE YOUR BATHROOM WITH SUSTAINABILITY IN MIND



**Gaurav Malhotra, Managing Director,
Hansgrohe India**

We at Hansgrohe India, would like to share some tips that can help you build and style greener, smarter & stylish bathrooms while preserving water:

Water-saving tip 1: EcoSmart showers

Installing modern shower products reduces water and energy costs and saves valuable resources. The inner workings of the shower make all the difference: the EcoSmart technology limits the water flow automatically to around 6 to 9 litres per minute. Since this means that less water needs to be heated, EcoSmart helps you save energy too. And when you use less fresh water, you also pay less sewage fees. The most environmentally friendly shower available at hansgrohe is the Crometta 85 Green hand shower. This consumes barely 6 litres of water per minute (at 3 bar). As it happens, an EcoSmart shower with multiple jet types will thoroughly pamper you, despite the lower flow rate.



Water-saving tip 2: Modern operating technologies

Adapting modern technologies let you turn water off at the touch of a button – with Select. A convenient Select tap enables you to decide for yourself exactly when the water should be turned on and off in your bathroom and kitchen. Investing in a new, frequently used product such as a tap will pay for itself very quickly. And the environment will certainly thank you for your efforts. This encourages you to save water on a daily basis – and makes the products fun to use, at the touch of a button. They make your wash basin and your sink look exquisitely ultra-modern.

Water-saving tip 3: Low-Flow WC

WC flush can be the biggest water hog in your house! Recent technological and design advancements have allowed toilets to use 1.28 gallons per flush or less while still providing equal or superior performance. If you have a high-gallon-per-flush WC, it's time to replace it with one that works more efficiently. Energy-efficient toilets use water velocity to remove waste instead of water volume. They can reduce toilet water usage by 20 to 60 %, or nearly 13,000 gallons saved per year. An average family could save up to INR 10,000 a year on their water bills.

Water-saving tip 4: Take note of energy efficiency

When making a new purchase, take note of its energy efficiency and water consumption. The same applies to taps as it does to shower heads, washing machines or dishwashers: Old models usually consume significantly more water than new ones, and need to be taken to the recycling centre. Which appliances save large quantities of water and energy? Make sure that you opt for environmentally friendly models in classes A to A+++.

Speaking of efficiency: never run washing machines and dishwashers half empty. Only use the machine when it is fully loaded. More often than not, the pre-rinse or prewash program is not

necessary. For slightly soiled laundry/dishes, lots of machines have an environmentally friendly short wash cycle.

Water-saving tip 5: Check for constant drips and leaks

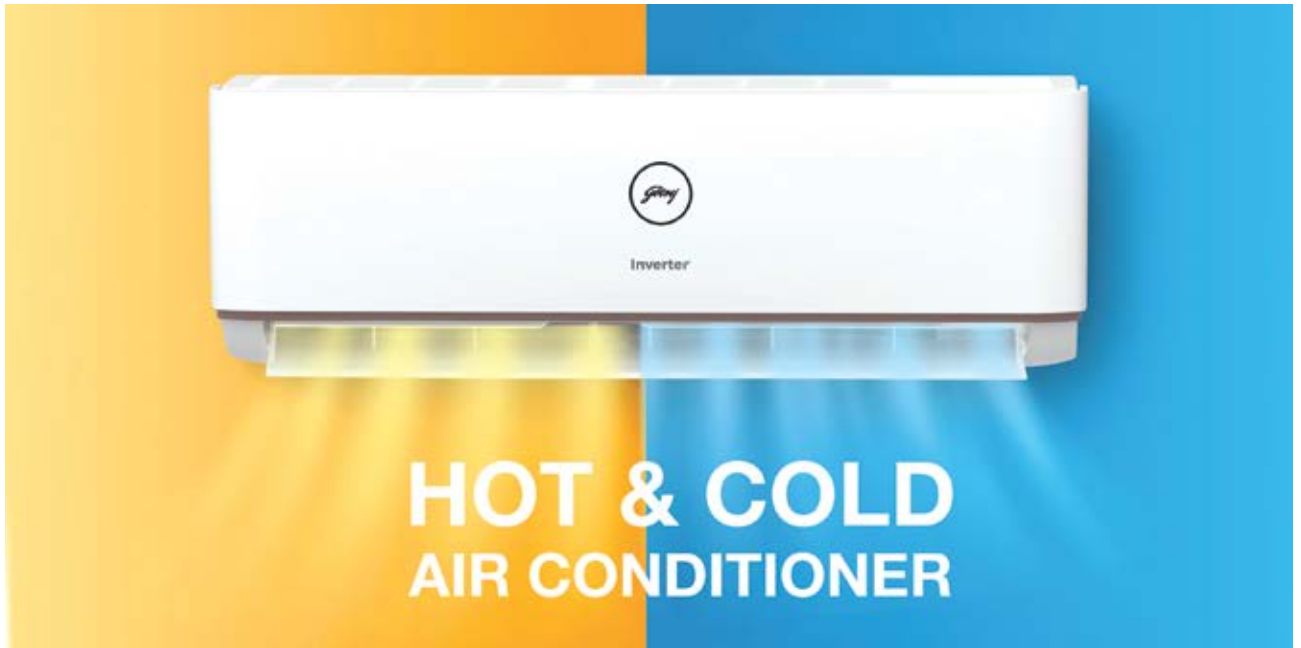
Test your toilets for leaks at least once a year -- It can result in avoidable water wastage. But sometimes leaks aren't as obvious! A drop in water pressure is an added sign of a leak. You'll frequently notice this drop when you're taking a shower or filling the bathtub. An excellent way to check is by putting food colouring in your toilet tank. If it seeps into the bowl without flushing, then there is a leak that needs fixing. One drip every second adds up to five gallons per day!

Live the eco-smart` way with these easy tips and make your bathroom look fabulous yet sustainable!■





AIR CONDITIONER



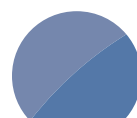
A PIONEERING PREPOSITION FROM GODREJ AIR CONDITIONERS



**Sabyasachi Gupta,
Product Group Head
Air Conditioners,
Godrej Appliances**

Explain in brief about your brand's key position as one of the leading 'Air-Conditioning' players.

Relevant innovations that address real consumer concerns has been the guiding spirit behind our brand philosophy of Things Made Thoughtfully or Soch ke Banaya Hai. At Godrej Appliances we have been investing very seriously in Air Conditioners. Over the last seven years, much before made in India became a clarion call, we invested Rs. 1100 crore in capacity, R&D, and technology expansion, demonstrating our commitment to 'Make in India' and most of the range has been designed and manufactured indigenously at our Platinum Green Co certified AC Manufacturing factories. 100% of our summer AC portfolio is made in India. We have year on year been able to offer the most power saving ACs with the highest energy efficiency, offered the greenest ACs with the least global warming potential refrigerants in the world apart from offering Smart IoT enabled ACs, twin rotary compressor ACs and more.



Share with us about your new product launches, innovation and successful designing process related to them. Also, highlight the special features that makes them exclusive.

This summer season, we have set a new benchmark by launching India's first leak-proof AC and have also filed a patent for it. Water leaking from an air conditioner inside the home is a common problem faced by several AC users. An estimated 85% AC consumers suffer from this issue at least once in the product's lifetime and consequently, the issue ranks amongst AC's key concerns. The all-new Anti-Leak Technology incorporated in Godrej Leak Proof Split ACs aims to offer a trouble-free AC experience for consumers – delivering more durability, unhindered performance, aesthetics, health, and safety. This AC also offers a host of other relevant technologies and features such as 5-in-1 Convertible Cooling Technology that can be set basis the number of people in the room and help save energy, i-sense technology to match the set temperature for utmost comfort, powerful cooling even at 52°C with lower derating, inverter technology for power saving and eco-friendly R32 refrigerant that has zero ozone depletion and low global warming potential. In addition, it has 100% copper coils, and connecting pipe and anti-corrosive blue fins are fitted for efficiency, durability and resistance to corrosion.

Along with this pioneering proposition, for this summer we have a line-up of 25+ SKUs of air conditioners covering several advanced technologies and features like 4 Way-Swing, UVCool and Nano Coated Anti-Viral filtration technologies, Heavy Duty Cooling, 5-in-1 convertible cooling, Hot and Cold ACs and Smart IOT enabled ACs. All this backed by service that's known to be industry best.



Please elaborate on your expansion and growth plans, especially for the year 2023.

With a robust AC product portfolio for this summer season we expect over 2x growth in AC sales compared to last year.

How do you see various emerging trends in the air-conditioning industry with products manufactured for different purpose – e.g industrial, commercial, power generation, residential and agricultural applications?

Abnormally rising temperatures, low AC penetration in semi-urban and rural areas, newly introduced tax reliefs shall be contributing to the growth in the room AC category. In the room AC category, consumers are looking for trouble-free AC experience with advanced features, better durability and efficient cooling.

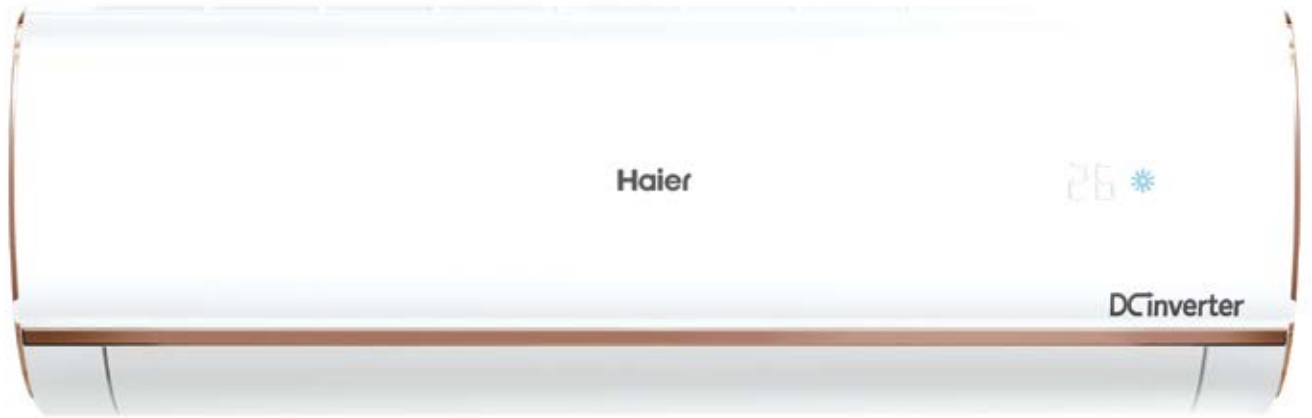
Is there something that you would like to share for the readers at large, in terms of your core business strengths and values?

Apart from innovations that focus on consumer concerns, environment will remain a key commitment for us. At Godrej sustainability is a key value and drives us to deliver planet friendly products, packaging, processes and manufacturing. ■

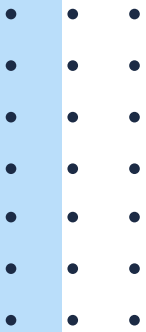




AIR CONDITIONER



ENVIRONMENTAL CONSERVATION AND CUSTOMER SATISFACTION PROPELLING OUR GROWTH TRAJECTORY



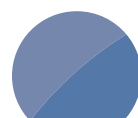
**Satish NS, President,
Haier Appliances India**

How deep is the urban-rural divide in the Air Conditioning market?

Notwithstanding the urban-rural split, demand for air conditioners goes up as people's desire of comfort and convenience grows. However, at present, the urban areas are more saturated market for air conditioners, when compared to the overall rural consumption. High temperatures, easy credit and uninterrupted electricity have fueled the sale of air conditioners in tier II and tier III markets.

What is your market share in the residential as well as commercial Airconditioning Sector?

We are expecting the air conditioning market to continue its growth trend, on the back of rising demand for energy-efficient and sustainable air conditioning systems, along with increasing investments in infrastructure development and urbanization. Currently, Haier has a residential AC market share of roughly 8.3% and a commercial AC market share of approximately 1%.



Global warming is a reality, what steps are taken by your company to offset climate change?

Environmental conservation and customer satisfaction lie at the ethos of our growth trajectory, hence at Haier we actively cooperate with enterprises of upstream and downstream in industrial chain, from raw material manufacturers to logistics enterprises, from consumers to recycling and dismantling factories, to achieve carbon reduction throughout the product life cycle. Moreover, we implement green office, promote the conservation of water, electricity, paper and other resources by our staff. We have actively built a service system for energy saving and carbon reduction and explore integrated solutions for energy use.

At the product front, we have the smart inverter ACs with Smart Intelli Convertible - 7 in 1 function, which helps reduce the AC's tonnage from 1.6 tonnes to 0.8 tonnes with just a click of the ECO button on the remote, resulting in additional energy savings. Additionally, we have been named 'The Best Energy Efficient Appliance' by the Bureau of Energy Efficiency (BEE) - Ministry of Electricity, Government of India at the National Energy Conservation Awards (NECA) - 2022.

What are the current dynamics and trend in the AC industry?

Artificial intelligence (AI) and smart features in air conditioners have grown in popularity in recent years. These features provide a range of benefits to consumers, such as increased energy efficiency, enhanced convenience, and improved performance. Most air conditioners can now communicate with other smart home devices, allowing for automatic routines and improved control over energy consumption. Haier also provides the Smart Haier App, which allows customers to set their own 7-day cooling programs and track daily energy use.

Where do you see your company in the growth chart five years from now?

India's use of air-conditioning is likely to expand this year with the maximum temperature



predicted to be seven to ten degrees above the season's average due to an 'exceptional' surge in temperature and we anticipate a rise in demand for air conditioners. Haier is infrastructure-ready, with manufacturing units in Pune and Greater Noida already functioning, and we are anticipating 40% growth in 2023. Our overall strategy has already started helping us reach an ever-growing audience and hopefully these will also convert into our ever-expanding customer base in the coming years. ■





GODREJ INTERIO INTRODUCES 'OPTIMIZER PLUS' OFFICE STORAGE SOLUTION



Godrej & Boyce, the flagship company of the Godrej Group, announced that its business Godrej Interio, India's leading furniture solutions brand, in the home and institutional segments, has introduced their latest innovation in smart mobile storage, 'Optimizer Plus'. Adding to its ergonomic range of institutional furniture, Godrej Interio provides this easy to operate and elegantly designed mobile

storage option with pleasing aesthetics. It's designed to blend with any office structure of the customer's choice.

Over the years, the ideal modern workplace has evolved significantly, and technology have been a major driving force behind the transformations. Storage solutions, too, have improved in terms of technology, aesthetics, and functionality over time. Despite digitalization it is observed that several official and legal documents as well as inventory are still stored in their physical form. These physical storages occupy significant valuable real estate in offices. The Optimizer Plus by Godrej Interio meets the modern-day offices requirement of space optimization and is easily adaptable to the evolving workspace. With more than 38% of space saving in any configuration, it ensures greater safety, security, and user-friendliness. It's a unique mechanical & Push-Pull features are ergonomically designed for easy unit movement.

Commenting on this innovative concept, Sameer Joshi, Associate Vice President, Marketing (B2B), Godrej Interio, said, "At Godrej Interio we aim at creating products by adopting a human-centred approach and using adaptive space solutions for workspaces. The ergonomically designed 'Optimizer Plus' focuses on hassle free workplaces and space optimization. We hope to make well designed furniture available to more institutions and enable workplaces with user security and productivity. Our institutional furniture business is expected to grow by 25% in FY23-24 and we aim to introduce 25 new products in the institutional furniture segment in the next 2 years." ■

PROJECT SHOWCASE



SETTING NEW DYNAMICS IN TURNKEY INTERIOR PROJECTS



Mr. C P SUTHAR
Founder
Pacific Interio

CONTACT: 9920043208

An Interior Designer by Qualification, Today **Mr. C P Suthar** is Known as One of the Finest and Trusted Turnkey Interior Contractor in this industry, He has Laid the Foundation of PACIFIC Group with a Vision to provide best Quality projects keeping Repeated & Satisfied Chain of Clients and Suppliers Pan India. We have Delivered More than 300 Plus Projects which includes Retail Stores, Offices & Residences across India with adding New Numbers every year. We Have Climbed The Successful Ladders In This Field from more than 15 Years & Are Known For Offering A Complete Interior Turnkey Fit Out Solution Packages & Always Strive To Provide An Excellent Onsite Services with an Outstanding Build



Quality Wooden & Metal Furniture From State Of The Art Manufacturing Facility Spreaded Over 20,000 Sq.Ft. In The Heart Of India's Finance Capital. We Are Specialised In Providing End To End Retail Fitout Solutions From Shop In Shop To Large Format Stores For Our Esteemed Clients. ■





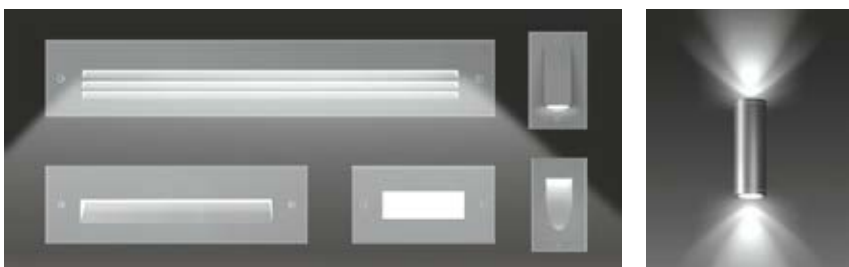
K-LITE INTRODUCES LED LANDSCAPE REDEFINED

The Essence of lighting is one of the most important things in our lives. At K-Lite we are passionate about creating a distinctive atmosphere that improves the quality of life in the cities and towns by exploring the many potential facets of lighting that supports the well being and safety of all.

Founded in 1977 in India, K-Lite has grown to be the leading manufacturer of outdoor luminaires and decorative poles. K-Lite's proven performance in the landscape segment is because of its ability to stylishly convey the identity of a space with a blend of efficiency and modularity to maximise the visual comfort that is best suited to each specific space.

Our Landscape range includes :

Linear Wall Washer, Up-Down Lighters, LED Strips/Neon flex, Promenade Lighting, Bollards, Under Water Lighting, Post top luminaires, Bulk Heads, Path finders, IP67 Linear Profiles, Polar lighting and newly added series of Facade Lighting. ■



ELEVATOR



SMART ELEVATOR SOLUTIONS CAN BE
A GREAT HELP IN DEALING WITH THE



GREEN BUILDING CHALLENGES

Manish Mehan
MD and CEO, TK Elevator India Pvt Ltd

With growing urbanization and vertical development of cities, sustainable living has become extremely important. Energy consumption is high in cities, with the significant source of consumption being the buildings, manufacturing units, and transport. In the wake of global warming and pressing concerns of energy consumption, green building is becoming increasingly relevant to urban lives.



Challenges to promote green building in the country

By optimizing key systems such as lighting, air-conditioning, electrical and vertical transportation, green buildings can over a longer term help reduce energy consumption and operation cost thanks to their higher operational efficiency. The popularity of green building is still hindered somewhat by funds and budget constraints of owners and developers, limited awareness on operation and maintenance requirements.

How next generation elevator solutions can contribute to the development of green building concept in the country:

Buildings are responsible for 40% of overall energy consumption, and around 10% of the building's electricity is consumed by the traditional elevators. But this can be overcome with smarter and newer elevator technologies. Using TK Elevator's revolutionary TWIN elevator system as an example, with two elevators operating independently in one shaft, the TWIN offers the benefits of significantly increasing system capacity, without the need for extra elevator shafts.

The biggest advantage of our TWIN is its ability to park one of the two cars while the other stays in operation. This means when passenger volumes are low, very little energy is consumed by the non-moving cars. Additionally, the TWIN can be equipped with energy recovery devices that can feed about 30% of energy back into the building's power grid.

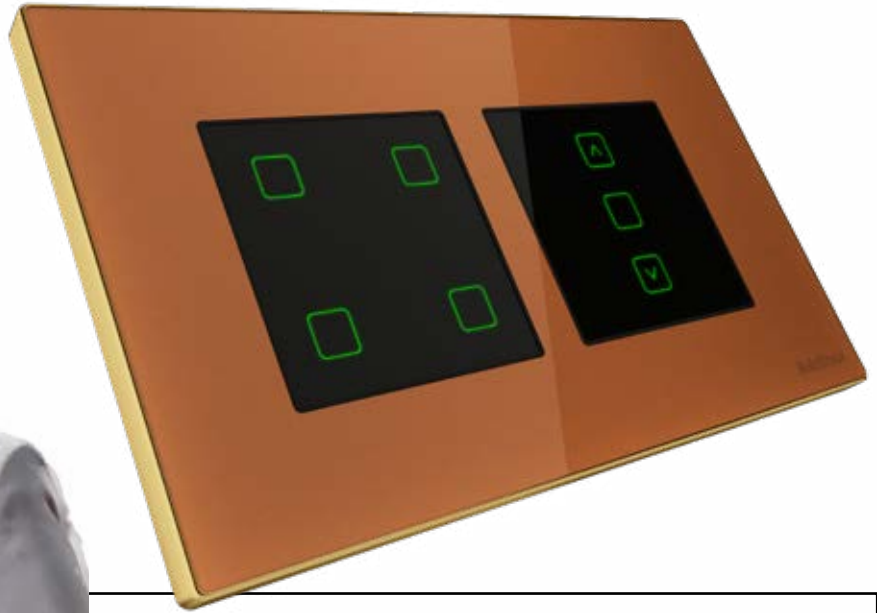
Digital and sustainable mobility solutions "The major game changer":

Our elevators can be equipped with MAX, which provide the benefits of data analytics to facilitate predictive maintenance services. MAX is a game-changing predictive and pre-emptive maintenance solution that extends remote monitoring capabilities to dramatically increase current availability levels of existing and new elevators. Utilizing the power of Microsoft Azure Internet of Things (IoT) technology, MAX predicts maintenance issues before they occur, and empowers elevator engineers by flagging the need to replace components and systems before the end of their lifecycle.

Our AGILE Destination System Control (DSC), also improves system efficiency and passenger experience by effectively shortening wait and travel times. Compared to conventional elevator control systems, the AGILE DSC increases passenger handling capacity by up to 30%, minimizes passengers' travel times to their destination and reduces crowding in lift lobbies. DSC also allows for much more flexibility in elevator grouping, lift core layouts and overall building design.

In a nutshell, the concept of green building applies not only to new state-of-the-art high-rises and newly developed urban areas, but to all kinds of buildings and infrastructures; thereby extending the benefits of reduced environmental impact and enhanced health and wellbeing of occupants to people dwelling in less developed and older communities as well. ■

PRODUCT



SMART SWITCHES ART MEETS TECHNOLOGY

Emmanuel Raj
Sr. Sales Manager
Buildtrack

The switches we use to turn on lights, fans, and other electrical devices in our homes have been in the past seen as useful objects, which played a significant role in our daily lives but usually only functionally. Beyond their functional purpose, switches can also add to the overall aesthetics of our homes. In essence they can be no different than other wall décor that we choose to enhance the ambience of our living spaces.



8 Switch Plate Vertical - White

The classic toggle switches are now giving way to sleek touch switches, there are a wide variety of switch designs available to suit different tastes and styles with tasteful LED indicators to indicate status. The move is on from mechanical to electronic switches that are also able to functionally extend themselves - from the simple use by touch to that by smart app and voice assistants quite seamlessly. The flexibilities that these alternative usage options create is tremendous, both while in the home and even the access it provides from outside the home through the internet to operate them. Each switch was its own entity in the past, and that is no longer the case. The switches can be grouped together to be triggered as profiles or scenes that are suitable to set the mood. They can be scheduled to operate and turn off automatically to save energy.



Blind 1M - Black & Gold Frame

The design flexibilities of the smart touch switches allow them to stand out and make a statement on the walls of ones home making them an important element of interior decor. From sleek glass surfaces to brushed metal to matte they provide not only a choice of materials but also a variety of colour palettes to choose from. BuildTrack allows the customers to build their switch – functionality as well as the artistic elements to suit their exact needs.

In short, switches may seem like a small detail, but a well-designed smart switch can elevate the look and feel of a space and make the everyday act of turning on a light or fan just a little bit more enjoyable. ■



PERK IS A GLOBALLY RECOGNIZED MORE THAN 25 YEARS FOR ITS LUXURY BATH-CARE BRAND, ITS CONVEYS ELEGANCE & LUXURY AND IT COMBINES AESTHETICS, ERGONOMICS & FUNCTIONALITY. A BRAND WITH ITS OWN ESTEEM, GROWING RECOGNITION AND POPULARITY. IT PRODUCTS ARE REFLECTION OF ART & PERSONAL EXPRESSIONS.

Today, Perk bath-care products adorn the world's finest residences, luxury hotels, resorts, spas and yachts where discerning clients insist upon the finest workmanship. The designs and functions of the products are irresistible for every high-class individuals who cares for modern & comfortable living.

It's Healthcare products range are well-designed and developed to create a comfortable and safe bathing enjoyment, especially for the elderly people. It's not uncommon to become a little unsteady on your feet as you grow older and there are many elderly and disabled people living with a condition which requires more robust support. Perk's products within the bathroom aids section have been purposefully designed to make the bathing safer, yet still enjoyable, particularly for elderly and disabled people. One of the most common places to fall or slip at home is your bathroom,



COMPANY PROFILE

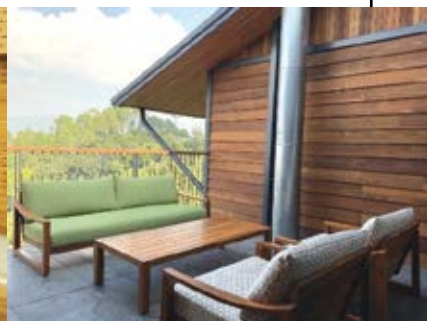
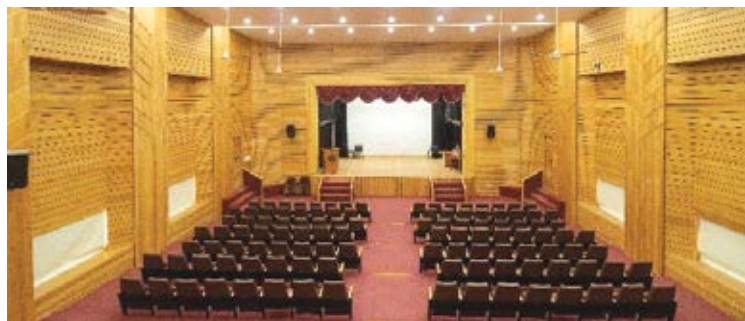
which is why we offer such a wide range of bathing products, ideal for younger to elderly and disabled people.

Perk products are simply elegant not just because of their design and functionality, but also because of their high quality, durability and value. Its technological innovations and high standard of quality have made it an iconic and much-loved brand not just in India but across the globe. The brand promises high level of performance and uncompromising perfection in everything it does, from product development to customer service.

Perk brand name belongs to RS Sanitation Pvt Ltd - a leading manufacturer of luxurious bathroom accessories and world class sanitary products. Having its ISO 9001 certified factories in Mumbai and New Delhi with the best equipped state-of-the-art machineries and technology, RS Sanitation offers unique added value in the field of sanitary technology as well as in the field of bathroom accessories.

The 'Perk' brand is awarded with European Technology, The Rising Star, Asia's Most Promising Brand, India Green Building Council Member & Mega Brand for exceptional quality in bath-care accessories.





HOW BIOPHILIC DESIGNS IN CANADIAN WOOD IMPACTS YOUR WELL-BEING

READY-TO-USE,
SIZED, GRADED,
SEASONED AND
CERTIFIED LUMBER



Western Hemlock



Spruce-pine-fir (S-P-F)



Douglas-fir



Western red cedar



Yellow cedar

Biophilia refers to humans' innate need for connections to nature. The big 'B' word in the age of mindful living and sustainability is biophilic living, where those living in a highly urbanised setting are adapting to a lifestyle that aligns with nature rather than oppose it. One of the many areas where you can see its impact is on housing and décor.

Check on stress levels: One of the leading factors in the rise of biophilic designs is the calming effect of wood on people. Studies show that when individuals have contact with nature, their neurological, physiological and psychological responses result in less stress, lower blood pressure, more relaxation and positive moods, and increased concentration.

Aesthetics that motivate: Wood lends warmth and comfort to the eyes, however the appeal of its aesthetics do not end there. People living or working in wood-enhanced spaces have reported being inspired by the ambience and energised to do more.

Making sound sense: Wood has dual impact when it comes to sound – it can absorb it as well

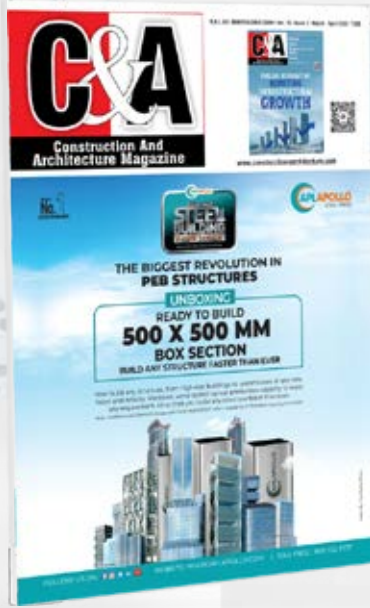
as deflect it. The same wood can enhance sound when dealing with musical instruments and acoustics, or control and isolate it when dealing with it architecturally.

Blowing hot and cold: Wood, it is said, adapts to any climate – heat, cold, rains or snow. Its thermal fluidity is its superpower and ensures stability in temperature. A natural insulator, a wood house is able to retain heat when the temperatures drop.

Providing the healing touch: Wood has been found to play an important role in healing and real estate developers have been quick to tap into the biophilic trend in constructing healthcare centres, incorporating wood in their design elements.

So if you're considering opting for biophilic living, take the first step towards it with Canadian Wood. You can never go wrong with it! ■





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PRODUCT WATCH



CAMOUFLAGING TO CREATE WONDERFUL PERCEPTIONS WITH WALL PAPERS

Jinal Shah
Founder & Principal Designer,
Furnitech Seating Systems

Right from quick makeovers to luxury living, wallpapers are an interior designers love. The ease of application to the variety available makes it a must use for every space. While every designer has a different perception on how to use them, wallpapers can make a distinct change in the ambience of the room.

Dreamy rosy look to refreshing palms and natural green foliage to painted skies and sun-kissed beaches, wallpapers can truly transform your space bringing the outdoors inside. Floral leafy patterns inspired from nature can create vibrant spaces. A dull and muted room can turn into a cheerful one simply by adding one such wallpaper on the walls. Usually these have large leaves or floral patterns and can be safely used in living rooms, studios, office reception areas or hotels lobbies. Make sure the rest of the room has undertones to balance its dominating patterns. Use plain solid colours on the rest of the walls, simple and pastel upholstery on wooden or cane furniture in order to give a complete organic appeal.

There are other wallpapers with butterflies, birds, animals which can be used in girls playrooms or kindergarten schools. They offer a pleasant highlight and



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PRODUCT WATCH



roller along its length and then folding the wallpaper in on itself. Move on to the wall from one top corner and smoothen out the wallpaper gently after application.

Wallpapers are available in standard rolls which cover 50-55sft. Some even cover 75sft. For e.g. if you have a wall of 10' L and 8' Ht, your surface is 80 sft. You will need 2 rolls to cover that space. One important thing to note in using large patterned wallpapers is to see how the pattern matches between 2 rolls and hence may need some extra quantity.

Wallpapers come in paper base as well as vinyl base. The paper based are the most environment friendly ones while the vinyl based are easy to wash and clean with mild detergent!! The choice is entirely based on the place of use, life expected from it and the level of maintainance possible. ■

can also camouflage columns & beams in a room. As a designer I could think of wonderful ways of using them. Wrap up a toy cabinet or use them on the toilet door to visually conceal its look. Use trees & plants design outside covered verandahs to give an effect of sitting in a forest!!! Run your imagination wild!!!

Wallpapers are easy to apply. Prepare the surface by using a sanding paper. Fill up any cracks, holes with putty to give a smooth surface . Apply a base primer coat and allow it to dry. Start by applying the appropriate adhesive with a paint



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HOME AUTOMATION THE PATH TO A BRIGHTER, SMARTER TOMORROW

Rajesh Uttamchandani
Director, Syska Group

Home automation as a concept is not new. But what is relatively new is the current rapid pace of adoption. While the penetration of smart home devices in India is still far less than in Western nations, it is a segment poised for massive growth. In fact, according to a study by Allied Market research, the market for home automation in India is expected to expand to \$13.57 billion by 2027!

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PRODUCT WATCH

Let us take a closer look at some of the factors which make home automation an attractive option for the Indian consumer:

Bringing Convenience to the Forefront

The ease of use offered by smart home devices is one of the most significant factors drawing customers to them. There was a time when you could only dream of being able to switch on or switch off lights, fans, plug-points and other appliances without having to physically walk to a switchboard. IoT-powered automation literally makes that dream a reality. Now you can control your appliances from anywhere in your home, or even outside your home, through a mobile app or simple voice commands. Voice activated appliances are particularly useful when there are children or elderly people at home, making it much easier for them to operate these devices without incident.

Ensuring Energy Efficiency

Sustainability is something on many Indian consumers' minds. Given India's national mission to achieve Net-Zero carbon emissions by 2070, sustainable choices by every household assume an even greater importance. Smart automation adds value by helping significantly reduce energy wastage in the home. Forgetting to turn off the lights, fans or other devices when you leave the room (or even the house) is a major cause of

wastage. Being able to remotely switch off these appliances, (or program them to be switched off after a predetermined length of time, or if motion-sensors do not detect anyone in the room) helps avoid this wastage. A home automation system could even automatically adjust the intensity of lights or ensure that multiple high-intensity electrical appliances aren't in use at the same time, which further contributes to energy efficiency.

Reducing Costs

India being a price-sensitive market, the adoption of any new product or innovation would significantly depend on its cost-effectiveness. Smart home appliances pass this 'test' by helping households save money. Being able to switch off lights, fans and other appliances remotely through your smartphone, conveniently through voice commands, or automatically when no one is in the room (if the devices are equipped with motion sensors) not only reduce energy wastage but contribute to reduced energy bills as well. More sophisticated home automation systems can even leverage IoT analytics to optimize energy consumption in real-time, resulting in significant cost savings.

Looking Ahead

Smart appliances bring convenience to customers, promote sustainability through energy savings, and further innovations in smart appliances and home automation systems will certainly put more wind in the sails of both the sector's growth, and the growth story of the country at large. ■

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Wood has been used in Indian architecture since centuries. Architects and designers now have one more reason to consider building with wood: its biophilic properties. Modern research has proved that wood can contribute to the health and well-being of building occupants.



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