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AVOCADO GREEN - CMC'S LATEST OFFERING FROM THE 9TH AVENUE COLLECTION



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Classic Marble Company (CMC) has introduced its latest product – Avocado Green, a gorgeous green marble from the 9th Avenue collection. The luxury marble is limited edition stone that displays a myriad of shades in green and nature's inimitable patterns. Ideal for flooring and wall cladding applications, the new offering is all about natural textures and cool tones. As a natural stone, the Avocado Green has a calming effect; it brightens up the space and exudes positive energy. The product bears CMC's signature 'Process 360' for enhanced strength, durability and beauty

and can be rendered leather finish for a matt effect. Stimulating design, the Avocado Green is suited for modern décor in both interior and exterior flooring applications.

The marble designs offered in the 9th Avenue limited edition collection are exquisite as well as rare. The marble slabs are designer products and is targeted towards a niche consumer base that lives a discerning lifestyle. ■

For further information please contact:

Classic Marble Company Pvt. Ltd.

contact: 91 22 4140 4140

Website: <https://www.classicmarble.com/>

Greenply launches its new brand campaign 'E-0 chuno, Khulke Saans Lo'



Video Link: https://youtu.be/B34_xkWj84k



Greenply Industries Limited, India's largest interior eco-friendly infrastructure company with

over 30 years of experience in manufacturing a comprehensive range of plywood, decorative veneers, flush doors, and other allied product has launched its brand campaign. The campaign aims to highlight the risk of formaldehyde emission from plywood and showcases Zero Emission (E-0) product range of the company.

The campaign thought is succinctly captured in the tag line; 'E-0 chuno, Khulke saans lo.'

Talking about this campaign, Mr Sanidhya Mittal, Joint Managing Director, Greenply Industries Ltd said, "There has been a significant change in the consumer buying pattern. People are more focused on maintaining a clean environment inside their homes as well. The campaign is all about creating awareness on what E-0 emission stands for. The commercial operates in the space of humour to strike a chord with our target audience. With increasing awareness about the harmful consequences of air pollution on human health, consumers today are extremely concerned not only about their external environment but also about the Indoor Air Quality where they live. The rising concern pushed us to come up with this innovation." ■

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INTERIORS

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An archetype of sustainability and luxury, Mitti ke Rang by THE gRID Architects demonstrates that both entities can coexist without conflicting the other.

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The morning house, by Karan Darda Architects is a retreat within the city that personifies tranquility with a mix of colour, culture and calm.

Cover: © Karan Darda Architects

Sources Unlimited Launches Unique Bar Cabinet by Giorgetti - Raise a toast to 'Host'

Sources Unlimited, one of the pioneers in introducing high-end international furniture, accessories and lighting solutions in the Indian market, has unveiled a unique bar cabinet, Host by Giorgetti, the renowned Italian design brand.

Known for its experimental designs contributing to contemporary spaces, Giorgetti collaborates for the first time with Adam D. Tihany, known for his innovative designs. He brings 35 years of experience in international luxury hospitality, cruise ship and residential interiors, including some iconic projects. His interpretation of the bar cabinet, Host, recalls the 50s atmosphere of New York clubs, the ritual of the preparation of cocktails.

Sinuous lines and stylistic elegance combine to create the cabinet that comes with a trolley, which can also be used separately. The unit is light and versatile and fits into any space perfectly adding a touch of glamour. High production quality and functionality result in a timeless piece.



About Sources Unlimited

Sources Unlimited is the largest importer of luxury home décor brands in India. From its inception in 2005, Sources Unlimited has developed a reputation for curating exceptional products and delivering designs of the highest caliber.

Offering three verticals: furniture, lighting, and accessories, it houses an expansive portfolio of over 400 European design houses and exclusive tie-ups with premium manufacturers such as Giorgetti, Rimadesio, Turri, Longhi, Baxter, Wall&Deco, Sicis, Promemoria, and more. ■

For further information please contact
EMAIL info@sourcesunlimited.co.in

Ambuja Cement Foundation helps over 75000 people receive COVID-19 vaccination in 1900 villages of 10 states

~Under the national immunisation drive, the non-government organisation also addressed the misconceptions and fears people had related to COVID-19 vaccine ~



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Supporting the Government's COVID-19 vaccination programme, Ambuja Cement foundation (ACF) has facilitated in vaccinating over 75,000 beneficiaries in Phase-2 of the national immunisation drive, including

almost 70,000 at-risk community members, 621 frontline workers and staff of ACF. The Government of India rolled out the phase-wise vaccination programme in January 2021 to reach the entire population.

ACF is working with the local government and health departments to ensure a smooth vaccination drive in rural areas, where the awareness level and reach is comparatively low. Putting light on ACF's vaccination programmes, Ms Pearl Tiwari, Director and CEO, Ambuja Cement Foundation said, "With our commitment towards rural communities, we immediately extended our support to



our core villages when the pandemic broke out. Our collaboration in the nationwide vaccination programme is the next step to contribute to the fight against coronavirus. We believe that our contribution to the immunisation drive will help at the grassroots level in rural areas, where people don't have access to proper health infrastructure and services."

During the preparation of the first phase, ACF followed a systematic approach with regard to the vaccination drive in its adopted villages in various states. It networked and carried out input awareness sessions first with ACF staff, village volunteers and later with the Panchayati Raj Institution members. "We focused on behaviour change addressing the importance of the vaccine and breaking all myths and rumours amongst the beneficiaries. ACF also assisted the local health departments in mobilization of beneficiaries

towards the vaccination centres reaching out to distant geographies," Ms Tiwari added.

About Ambuja Cement Foundation

Established in 1993, Ambuja Cement Foundation is a grassroots pan-India implementing organisation that harnesses the power of partnerships – between communities, Government and other like-minded corporates and NGOs – to help solve pressing community problems and to foster prosperity in rural India. ■

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Manisha Tyagi- 7428910605*

Shyam Steel India embarks on a vision to build the nation; Launches their new TVC Campaign, “Maksad Toh India Ko Banana Hai” starring Sonu Sood



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Shyam Steel India one of leading producers and manufacturers of TMT Bars launched their new TVC campaign “Maksad Toh India Ko Banana Hai”. The campaign aims to send across the brand message that steel is just an offering, but the idea is to build the nation. The TVC campaign stars Sonu Sood in the lead and has been created by Mogae Media. The campaign was launched through a virtual platform in the august presence of Mr Sonu Sood, Brand ambassador of Shyam Steel

India, Mr Lalit Beriwal, Director, Shyam Steel India, Ms Megha Beriwal, Vice President, Marketing, Shyam Steel India and Mr Harish Arora, Creative Director, Mogae Media.

Through this TVC launch, Shyam Steel India, represents strength, flexibility, and faith of the masses with the thought process that steel is just an offering, but the ultimate idea is to build the nation. Roping in Sonu Sood, who is known for his considerate personality, enhances the brand message across the target audience. The bond Sonu Sood has created with the millions of people resonates as strong as steel, unbreakable. The TVC campaign reflects on this thought process with the ultimate aim of the brand reflecting in not just selling steel but build relations and build the nation.



Video Link: https://www.youtube.com/watch?v=c7l_b1eTRIY

The TVC Campaign showcases Sonu Sood cherishing his relationships built with people during the lockdown tenure. All the love he received from people he helped, makes him emotional and more connected. When relationships are built with strong foundation, like steel, they sustain for a long-long time. Similarly, when houses are built with Shyam Steel flexi-strong TMT rebars, such houses are more sustainable. Through this TVC Shyam Steel India drives across the message that they just don't sell steel but assist in building the nation on a long-term basis.

Speaking on the TVC campaign launch, Mr. Lalit Beriwal, Director, Shyam Steel India, said "We at Shyam Steel India, deal in strong and flexible TMT Rebars. But more than that we aim to build the nation by assisting people in building their dreams. This is the reason why we got associated with Mr. Sonu Sood. The TVC reflects the brand's thought

in connection with Sonu's exemplary work to assist people during lockdown. Sonu was helping the same target audience, with whom we connect at the last mile. When it comes to influencing Individual House Builders, people at the bottom of pyramid, remains the key focus of communication. So, we believe in building long-term relationships, just as Sonu Sood did after helping people in its most difficult situation.

Sonu Sood, has become the heartthrob and role model of the nation through his humanitarian effort to help out the people in dire straits throughout the nationwide lockdown. The association between Sonu Sood and the brand reflects upon the same core value, i.e. helping people realize their dreams and build long-term relationships. ■

The new modern in vernacular

Text: Aakanksha Jain

Edited: Shriti Das

Images: Turtle Arts

Drawings: Tales of Design

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Dyuthi House in Parakkad, [Thrissur], by Tales of Design, Kerala exemplifies the new modern with a material palette of brick, Corten steel and reclaimed Mangalore tiles. It is however the brick that becomes the hero of the space that aims to emulate the welcoming hug of a loved one but in 3-dimensional representation.

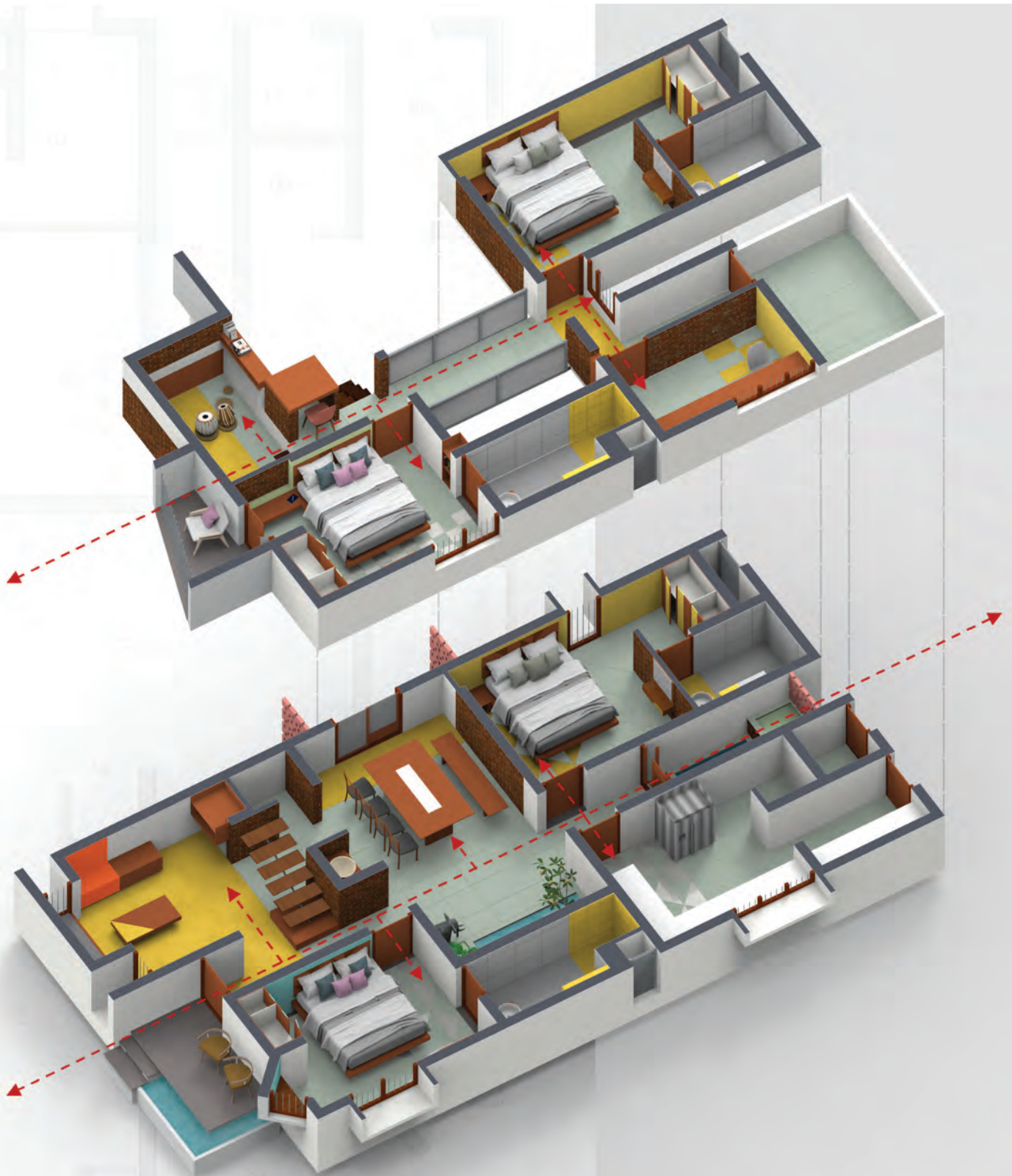
Lwocated in the tropical state of Kerala, Dyuthi house stands out in Parakkad suburbs. Situated a few kilometers from Thrissur city, vernacular meets modern in an interesting mix of styles. Exposed brick, Corten Steel and Jaisalmer Stone alongside reclaimed Mangalore tiles make the material palette of the structure. The brick being the hero of the house, the main aim was that the space feels like a warm and welcoming hug of a loved one but in 3-dimensional representation. The

exposed brick aids this idea with warmth and safety wherever you look around the house. The corten steel emphasizes the same. The warm colour palette that brick brings to the house is furthered by the Jaisalmer granite in the flooring alongside the contrast of polished Kota stone.

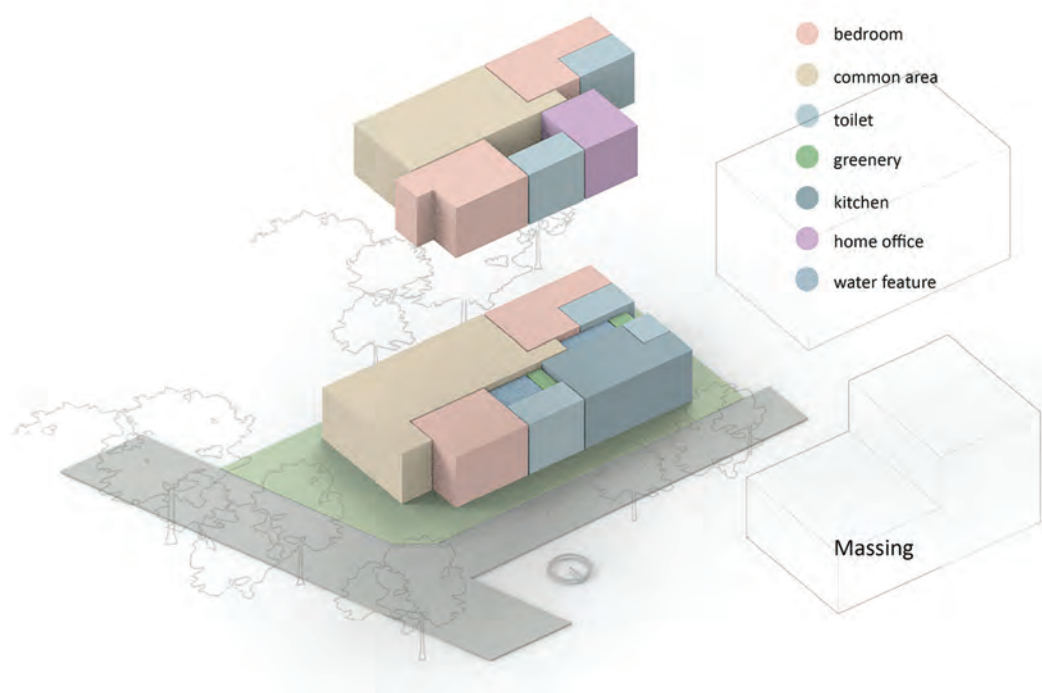
It is groundbreaking that the home with all its details is contained in a narrow plot of 32' x 72'. This was achieved with a central axis that connected the spaces. This reduced the circulation area and



The front facing façade of the Dyuthi house in Kerala



The isometric view of the house showing the design of all the rooms

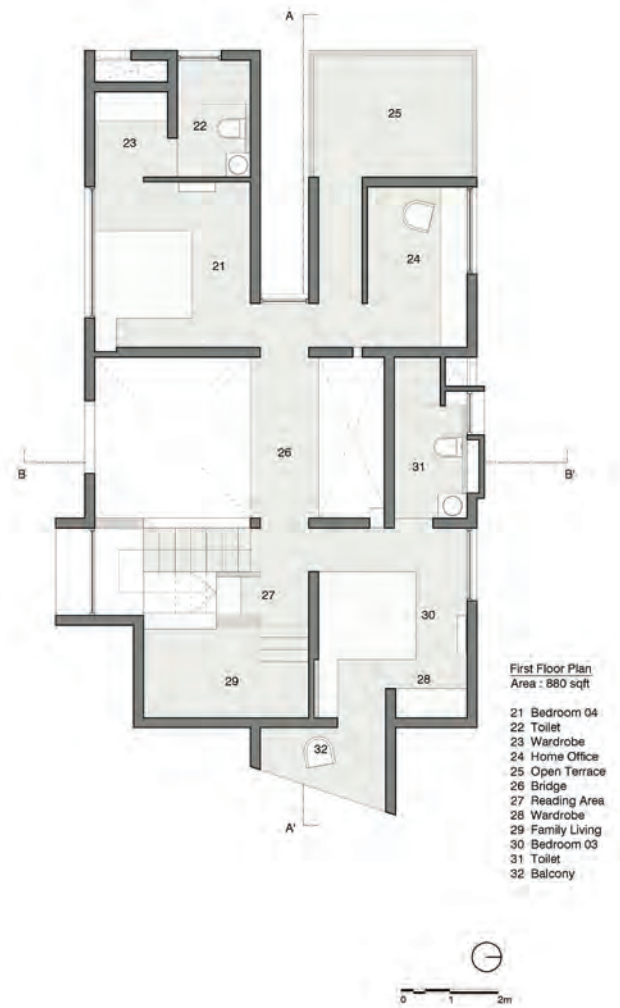


Massing study of the house showing the placing and proportion of each segment of the house

effectively connected them. with the help of programmatic zoning a linear stacked volume was made possible. The entrance to the house is through the east facing approach road that transitions into the kota paved front yard leading up to the veranda. One enters the space leading up to a koi pond at the veranda sits, adjacent to the car port. The space opens to the central circulation axis with the patio as the main focus. Moving towards the living room, the inbuilt seating in the living area transitions into window openings with provision of a storage space below it. The palm wood topped staircase is strategically placed between the living space and the dining space acting as a barrier between the two areas. The dining

area is provided with a double ceiling which enables passive cooling and visually connects the two floors with ease. The dining area is located in the middle of the green niche and the central court which then morphs into the kitchen area. The ground floor holds the activities of two bedrooms with connected toilets and common areas. The upper floor hosts the library, home office and two more bedrooms with connected toilets.

The house with its Bohemian aesthetic to it along with the inspiration from the vernacular structures in the city. The gabled roofs, brick facades and louvered wooden windows are some inspirations derived from the vernacular architecture



Plan



Another section for understanding internal space



Front elevation



Section showing the interior space



Side elevation



Side elevation



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The cozy library space



Staircase connecting the two levels of the house.



View of the dining table from the central bridge.



The steel railing bridge above the dining area.



Balcony looking over the greenery outside.



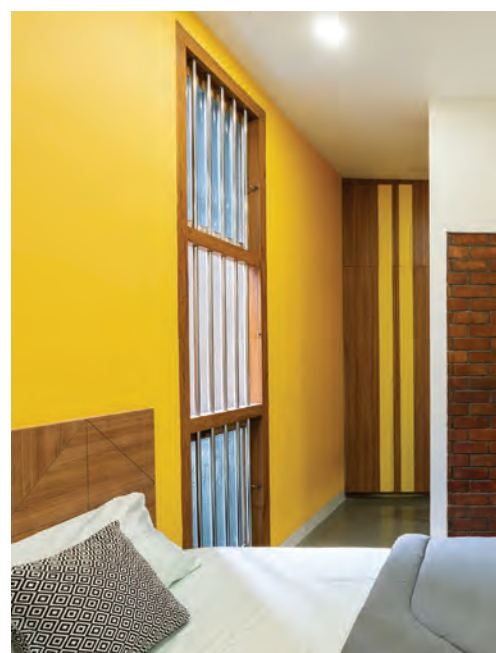
Second room with green walls and corten steel jaali work.



Exposed brick wall detail.



The dining area.



A bright bedroom in brick and yellow.



View of the bedroom from the passage.



A close-up of the compound wall.



The courtyard.



The front door is decorated with a delicately designed feather shaped door handle.



Koi pond placed below the verandah.



Staircase detail.

in the area that is featured in the house. The flooring also connects the house to the heritage of the city as it imitated the beautiful geometric patterns found in the grand palaces. The architect's awareness and love for nature is reflected in small details. It is evident that the house was designed keeping nature at its epi-centre. With sharp attention to maximising spaces and fitting utility and aesthetics on a narrow plot, Dyuthi House exemplifies the new modern. ■



FACT FILE

Location	: Parakkad, Thrissur
Year of Completion	: 2018-2020
Site Area	: 230 sqm / 5.6 cents
Built Area	: 2165 sqft / 201.13 sq. mt.
Photographer	: Turtle Arts
Design Firm	: Tales of Design Studio
Principal Architect	: Shammi A Shareef
Main Products/ Companies	: Kaff, Hafele, Century ply, Kapital Ply, Greenlam, Legrand, Sleepyhead, Toto, Jaquar, Kohler

The many moods of mud

Mitti ke Rang, Ahmedabad

The Ahmedabad based restaurant 'Mitti ke Rang' by tHE gRID Architects uses clay as the central theme in its décor. It is used to create finishes on the walls to objects like tableware for the restaurant. An archetype of sustainability and luxury, Mitti ke Rang demonstrates that both entities can coexist without conflicting the other.

Text: Shriti Das

Images: Photographix India

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Mixing colours for Mitti ke Rang, a restaurant in Ahmedabad by tHE gRID Architects.

Video Link: <https://youtu.be/1nzqQNAj9gc>

APRIL 2021



Mitti ke Rang uses clay as the central theme in its décor.

'Mitti ke Rang' that translates to Colours of mud, is an Ahmedabad-based restaurant that uses clay for functions beyond aesthetic and utility. Mud, in its various forms has been an intrinsic part of Asian and indigenous cultures. In a literal and metaphorical manner, it perhaps supports all life by providing nutrition and foundation to vegetation and trees. It is the building block of construction materials like brick, plaster, pigments and so on. Mud is part of popular skincare procedures. Talc is a clay mineral which is powdered and mixed with corn-starch to produce baby powder. Mica, used in makeup products, is a group of silicate minerals that occurs in igneous rock. From building edifices to toys to skincare, mud

is crucial to life and even luxury."

Mitti ke Rang captures these multiple facets of mud that finds expression in not only décor but also a sense of history, culture and legacy. The restaurant owners belong to a family of potters which is rightfully represented in the design and its execution. Clay is the dominant material that is used to create finishes, objects like crockery and floor-tiles. Kesudo tree flower and turmeric alongside organic ingredients created a golden hue for the walls. The earthen crockery is used not to create a visual impact or accessorise the space to the theme of 'mitti' or earth but for its health benefits. Similarly, the mud-plaster made of turmeric and Kesudo tree flower



The restaurant owners belong to a family of potters which is rightfully represented in the design and its execution.

APRIL 2021



Mitti ke Rang uses clay as the central theme in its décor.



Kesudo tree flower and turmeric alongside organic ingredients created a golden hue for the walls.



Aiding the use of natural materials are the expansive windows that wash the space in abundant natural light.

have benefits beyond colour and tactility since its fragrance aids appetite.

Furthering narratives in mud and natural materials are décor accessories, furniture and light fixtures. Wood and jute panels are used on the ceiling for acoustics while a custom-made jute screen hides the AC compressor. Jute is yet again used to design lamps while reclaimed wood is deployed to craft furniture. The walls wear ethnic art that are executed a

local family artist. The texture, by virtue of being handcrafted imbibes an organic rhythm unlike anything that is machine-made. Aiding the use of natural materials are the expansive windows that wash the space in abundant natural light. The earthy colours and textures of mud ensure that the ambient temperature is cool and comfortable for the diners. The layout is straight-forward and in accordance with the glazed buildings located across the street where it stands.



Jute is used to design lamps while reclaimed wood is deployed to craft furniture. The walls wear ethnic art that are executed a local family artist.

the gRID Architects believe in conservative use of resources and energies over embellishments as mud, clay and craft take centre-stage at Mitti ke Rang. It goes on to validate that a sustainable or economical material can also be luxurious and high-end. While sustainability as an idea pertains to practicality and conservative use of resources, true ingenuity lies in extracting the most of any material sans as showcased in the case of Mitti ke Rang. ■

FACT FILE

Typology	: Restaurant
Location	: Ahmedabad
Date of completion	:
Name	: Mitti ke Rang (clay and colours of clay)
Built up Area	: 3250 sq ft
Design Team	: Snehal Suthar and Bhadri suthar - the gRID Architects
Photo credits	: Photographix India

Coloured in Culture

The Morning House, Pune

The morning house, an apartment in the heart of the Pune city personifies tranquillity. Neutral tones are contrasted by specks of colour as Indian art work adorns the walls. The mix of colour, culture and calm creates a peaceful home that is also a retreat from the city, yet within the city.

Text: Aakanksha Jain

Edited: Shriti Das

Images: Fabien Charuau



The living room with the 'bindu'.



Light creates interesting patterns through the blinds.



The living area and courtyard.



The multipurpose seating space in the courtyard.

Mornings conjure many metaphors, narratives and imageries. Of the rising sun gently illuminating the dark void of the nights. Or sunrays making way into windows casting a golden hue on everything that it touches. It is no doubt that mornings are equated with positivity, hope, victory and progress. It is symbolic of light dissipating darkness and of new beginnings. Containing these imageries and metaphors within 230 sq. mt. is the Morning House by Karan Darda Architects. Located at the heart of Pune, the house consists 3 bedrooms, family room, living, kitchen and a courtyard. The house is oriented to bring in natural light.

The presence of light is visible and

strongly felt within The Morning House. The house is composed and styled to encompass serenity. The wood and gorgeous colors on the walls underline this vibe. Exposed concrete features in the courtyard adding a calming rawness to the house. The contrast of exposed concrete with solid colours adds visual interest. An interesting feature is the geometric shapes that randomly make an appearance as one navigates the house. These shapes boldly contrast to the calm that the house radiates.

A brilliant orange wall welcomes the user into the house. It evokes the morning sun in the space by infusing warmth and colour. A complementary white circle in



Bringing in light air and light.

the middle of the wall creates a strong personality in the sea of orange. The living room radiates a strong sense of mornings and vibrancy with the orange wall. A 'Bindu' is a 'dot' worn on the center



A feature wall with cut-outs.

of the forehead originally by people of Indian subcontinent. It is considered the focus and epi-centre of creation that goes on to manifest as unity as well. It is also described as "the sacred symbol of the



The feature wall - up close.

The courtyard divides the living space and the bedrooms. It is designed to act

reading space as well as an informal

The corridor.

APRIL 2021





Blue cabinets highlight and contrast the wall against the room.



A neutral colour palette maintains calm.



One of the many Indian artworks around the house.

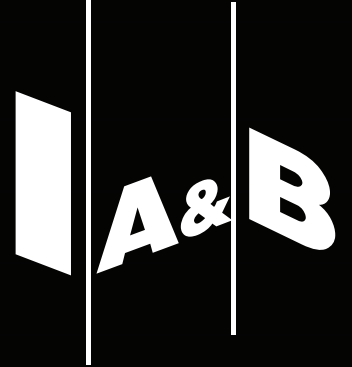




seating and gathering area. An interesting feature in the courtyard are the triangles in the concrete wall that add tranquility and harmony. The wooden wall that separates the courtyard from the rest of the house and corridor that follows is adorned with hollow cut-outs with crafted Indian artworks placed in it.

As you finally reach the sleeping spaces the meditative calmness of the entire house flows into these spaces. The bedrooms encompass carefully curated furniture with colours that are bold yet soothing. The oxymoron in the colors is genius. The architect has not ignored the main feature of the house, light, in the rooms either. The shades on the large windows create interesting patterns as the light filters within. A bedroom needs to be a calming space for rested sleep and this has been brilliantly executed in this house. From the casually placed plants to the texture on the wood or the colors of the walls all thing in The Morning House remind you of the most important aspect of each morning; the calmness. The quite right before the chaos breaks, it is the most peaceful time of the day. To design a home where you can experience this serenity, is a work of art. The architect Karan Darda has been extremely successful in achieving an almost meditative calmness right in the middle of the city. ■

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