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OF INDIA

JUL-AUG 2017

CERAMIC • ARCHITECTURE • DESIGN

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FOCUS: **LANDSCAPE DESIGN**



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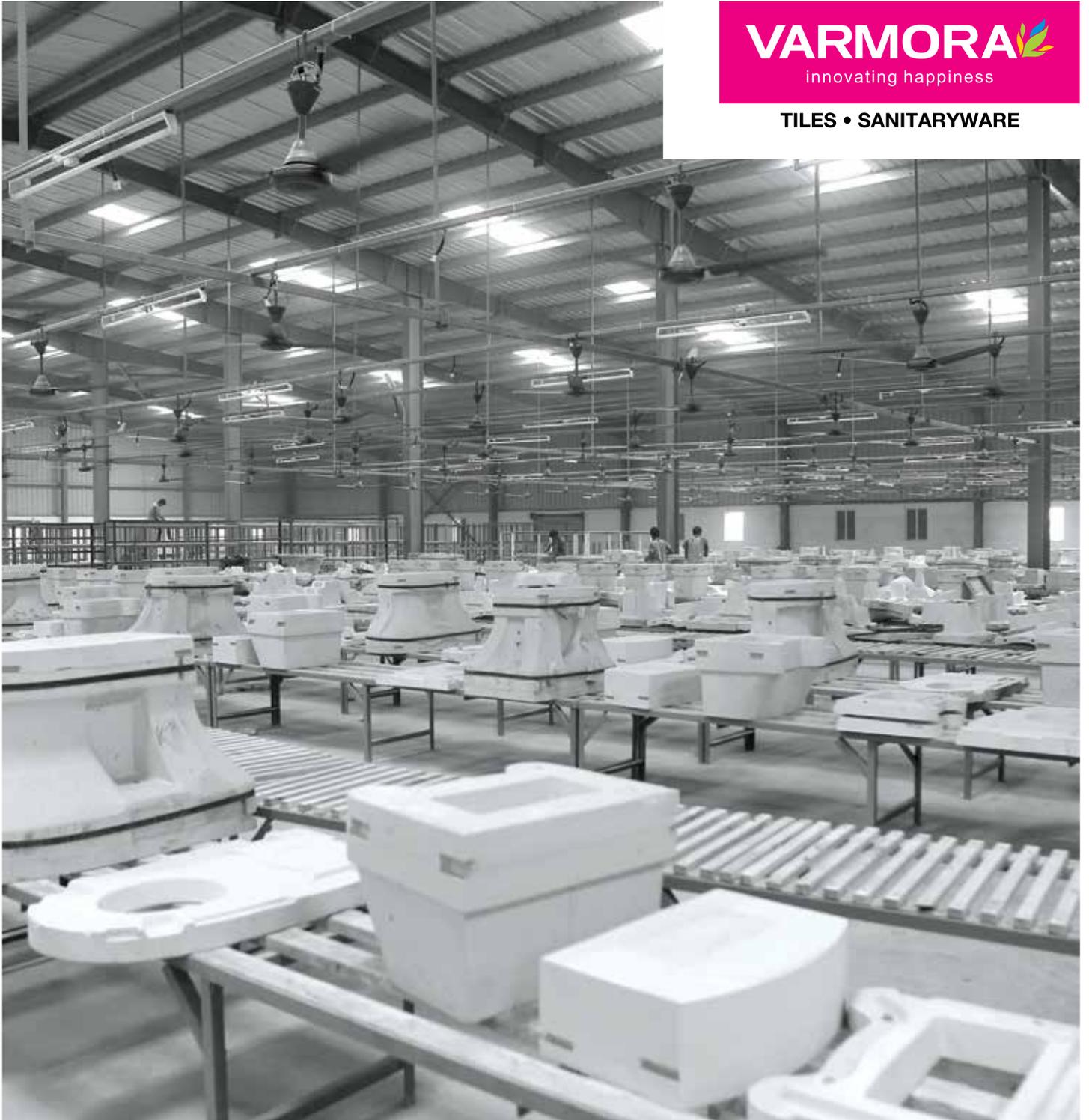


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## Publisher's Note



The monsoon has taken over us and there is a general air of freshness and enthusiasm all around. Green is the dominant colour and therefore landscape was a natural choice. Our interest in landscape architecture arises from the fact, that it is one of the most rapidly evolving design ideologies today. People are very keen to bring the outdoors into their indoors and live more in tune with nature. We expect this trend to keep growing and give us many more beautiful stories and projects to discover and share with you!

This issue is a showcase of all things interesting about landscape architecture. We look at the life and craft of Roberto Burle Marx. We travel through Greece in our Tile Travelogue. There are valuable industry insights from brands such as Somany and Duravit. Digital printing is creating waves in the ceramic tile industry for the sheer variety it brings to tile designs. We bring to you its endless possibilities with newer combinations. Marazzi showcases their exquisite collection which is a perfect fit for modern lifestyles.

We also have two spectacular projects of landscape architecture. We delve deeper into the restoration of the National Waterline Museum Fort, walk around the unique Mondrian Doha and much more...

Wishing you peace and tranquility with beautiful rain soaked days and lots of chai...

Happy reading!

Jignesh Trivedi  
Publisher & Design Director  
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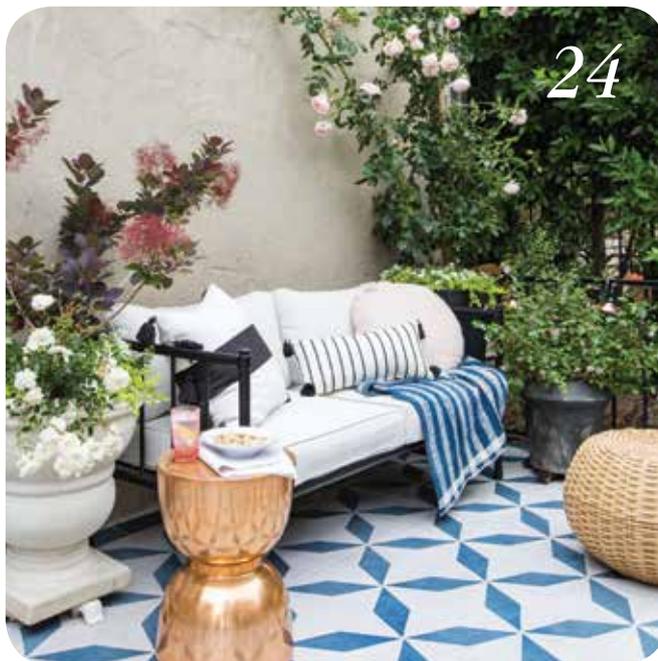
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# Mailbag

Suggestion • Feedback • Opinion

*Thank you for the lovely coverage. The overall look of the magazine is very appealing. Keep up the good work.*

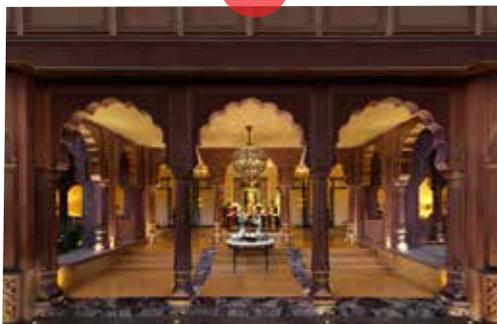


**AR. ANISH MOTWANI**  
ANISH MOTWANI ASSOCIATES

*We loved the feature in the May-June issue of Tiles of India. It is always a pleasure. Thank you so much.*



**PRESS DEPARTMENT**  
LUX XU



**NIHARIKA GUPTA**  
MUMBAI

*The exclusive section- Tile Travelogue was my point of interest. I love exploring new cities, it was nice to know about Bikaner and the royal Narendra Bhawan palace. I am looking forward to the next issue.*

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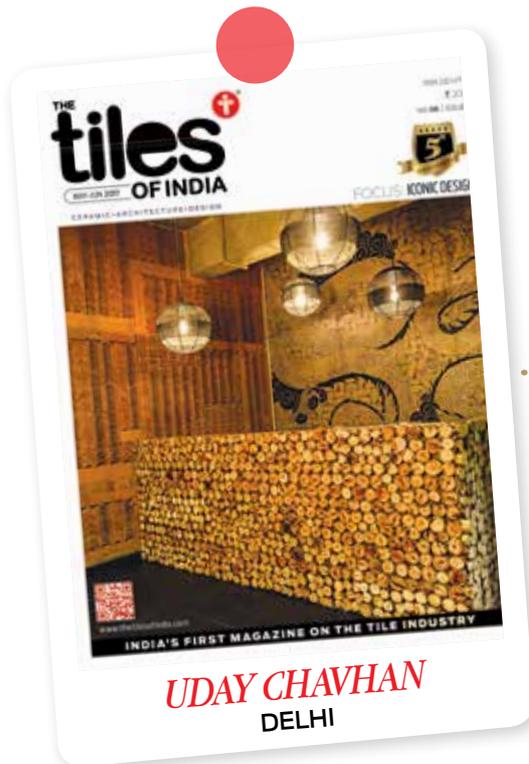
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**UDAY CHAVHAN**  
DELHI

*The May-June Anniversary issue was attractive. I liked the cover page. Congratulations on completing five years. Keep going!!*



**MEENU RAO**  
TAMIL NADU

*Congratulations on your five years. As always the magazine design and layout looks fantastic.*



### Mail Us @

Feel free to give your feedback pertaining to the concept of **The Tiles of India** at [info@thetilesindia.com](mailto:info@thetilesindia.com).

Your feedback **is valuable to us.**

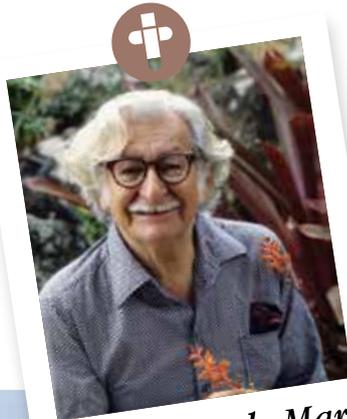
# FEATURES

'The Tile Travelogue,' takes you through Greece. Also, know about the iconic landscape artists and their projects. Exclusive interview with Somany gives insight about latest tile innovations and market status.

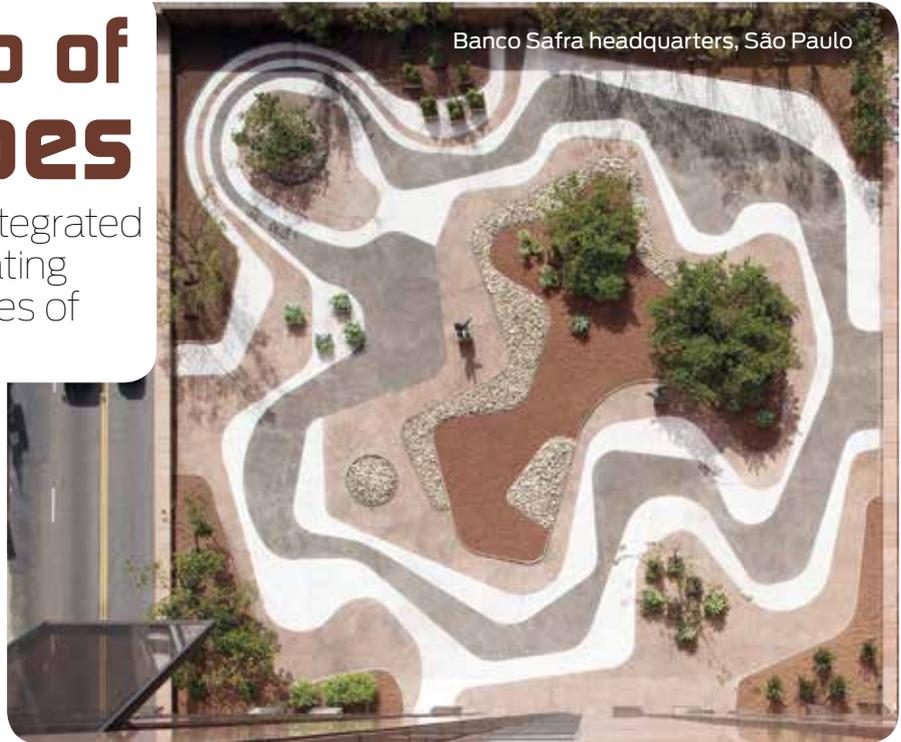


# The Maestro of Landscapes

**Roberto Burle Marx** integrated art with landscaping, creating some of the best examples of landscaping architecture



*Roberto Burle Marx*



Banco Safra headquarters, São Paulo



Copacabana promenade, Rio de Janeiro



Ministry of Education and Health, Rio de Janeiro

**R**oberto Burle Marx was a Brazilian landscape architect as well as a painter, print maker, ecologist, naturalist, artist and musician whose designs of parks and gardens made him world famous. He is accredited with having introduced modernist landscape architecture to Brazil. He was known as a modern nature artist and a public urban space designer. His work had a great influence on tropical garden design in the 20th century. Water gardens were a popular theme in his work. He was deftly able to transfer traditional artistic expressions such as graphic design, tapestry and folk art into his landscape designs. He also designed fabrics, jewellery and stage sets.

He was one of the first people to call for the conservation of Brazil's rainforests. More than 50 plants bear his name. He amassed a substantial collection of plants at his home, including more than 500 philodendrons.

Roberto Burle Marx was born in São Paulo. Burle Marx's first landscaping inspirations came while studying painting in Germany, where he often visited the Botanical Garden in Berlin and first learned about Brazil's native flora. Upon returning to Brazil in 1930, he began collecting plants

**BURLE MARX WAS MINDFUL OF THE DYNAMICS OF WALKING THROUGH A GARDEN. THE SENSATION OF MOBILITY IS AN IMPORTANT ELEMENT OF EXPERIENCING HIS LANDSCAPES**



Edmundo Cavanellas residence, Petrópolis, Brazil

Museu de Arte Moderna, Rio de Janeiro



Fazenda Vargem Grande, Clemente Gomes residence, Areias, Brazil



Biscayne Boulevard, Miami

**BURLE MARX'S  
ARTISTIC STYLE WAS  
AVANT-GARDE AND  
MODERN. MUCH  
OF HIS WORK  
HAS A SENSE OF  
TIMELESSNESS AND  
PERFECTION**



in and around his home. He went to school at the National School of Fine Arts in Rio in 1930 where he focused on visual arts under Leo Putz and Candido Portinari. While in school he associated with several of Brazil's future leaders in architecture and botanists who continued to be of significant influence in his personal and professional life. One of these was his professor, Brazilian Modernism's Lucio Costa, the architect and planner who lived down the street

from Burle.

In 1932, Burle Marx designed his first landscape for a private residence by the architects Lucio Costa and Gregori Warchavchik. His first garden design was completed in 1933. In 1937, Burle Marx gained international recognition and admiration for his abstract design of a roof garden for the Ministry of Education building. The design highlighted elements of tension and drama.

Roberto Burle Marx founded a



Biscayne Boulevard, Miami



Ministry of the Army, Brasilia

landscape studio in 1955 and in the same year he founded a landscape company, called Burle Marx & Cia. Ltd. He opened an office in Caracas, Venezuela in 1956 and started working with architects Jose

Tabacow and Haruyoshi Ono in 1968. Marx worked on commissions thorough out Brazil, Argentina, Chile and many other South American countries, France, South Africa, Washington D.C. and Los Angeles.

Additionally his artwork can be found displayed throughout the city of Rio de Janeiro. Roberto Burle Marx's 62-year career ended when he died June 4, 1994 two months before his 85th birthday.

Burle Marx's artistic style was avant-garde and modern. Much of his work has a sense of timelessness and perfection.

His aesthetics were often nature based. Burle Marx was mindful of the dynamics of walking through a garden. The sensation of mobility is an important element of experiencing his landscapes. One of the best places to experience this is the Copacabana Beach promenade, where native sea breeze resistant trees and palms appear in groupings along Avenida Atlantica. These groupings punctuate Portuguese stone mosaics which form a giant abstract painting where no section along the promenade is the same and provides a different view every time. †

# The Land of Orange Sunsets

The Tile Travelogue takes you through **Greece** and its ancient tile making history

TEXT BY: Panna Roy Choudhury



Temple of Apollo  
Epicurius at Bassae



Acropolis of Athens

Santorini-Sunset



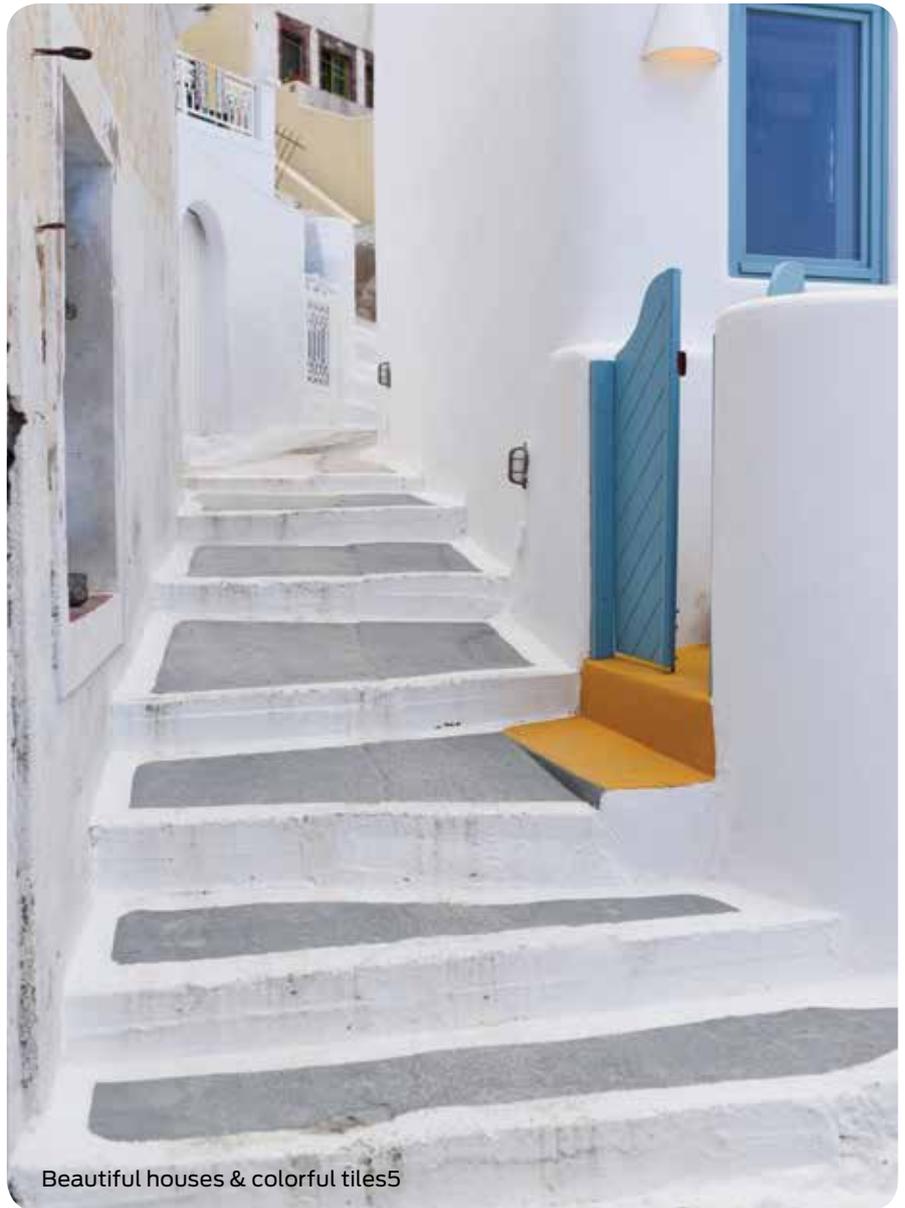
***Greece is too old to die – Lito Seizani***

Sparkling azure waters, rich orange sunsets and beautifully coloured houses pull you to Greece. It is a country with a rich historical background, passionate music, multi cultural cuisine and some of the world's best architectural structures. It boasts of an endless coastline with many beautiful sights to choose from. There are many major attractions such as the Acropolis, Meteora's monasteries, the Delphi, massive marble sculptures dredged up from the Aegean.

The Greek are highly traditional and understand the importance of fusing the old with the new. Their architecture is reminiscent of an old worldly charm with the aesthetic use of colours like sea blues and greens with white being one of the predominant themes. Greece is a city that invites you to take it in slowly, during lazy walks, visiting the many panoramic points and savouring the local food.

Greek food is tantalizingly fresh and aromatic. There is ample use of fresh cheese such as feta, a lot of olive oil and locally grown produce. Food and family play a very central

**GREEK ARCHITECTURE HAS THE INDELIBLE STAMP OF MANY ARCHITECTURAL GIANTS SUCH AS LE CORBUSIER, DESPOTOPOULOS, DIMITRIS PIKIONIS, PATROKLOS KARANTINOS AND TAKIS ZENETOS**



Beautiful houses & colorful tiles5

role in the life of a Greek individual. Their food is heavily influenced by Italian and Turkish tastes and methods of cooking.

Greece offers endless cultural pursuits and a calendar bursting with festivals, holidays and exhibits. Life flows in from one day to another simply under wide open skies and a sea speckled with islands that deliver the white-sand, palm-fringed beaches of your dreams. There is so much to do and explore along the cobbled, byzantine footpaths, magnanimous volcanoes, swimming beside dolphins and sea turtles or cycling through lush forests. Thrill seekers can enjoy world-class kite surfing, wreck diving and rock-climbing locations that will have your adrenaline pumping.

Greece has a very distinct tile making history and has produced

some of the finest tile art of the world. The colours are unique and very easily distinguishable. The deep blues, greens and reds of Greek tiles add an instant touch of the Mediterranean vibe to any place that they are being used in. They are

highly sought after by designers and architects all over the world. Greek ancient tiles offer a window into understanding the old methods of tile making which were arduous but flawless in their aesthetic quality.

The Greek were one of the first

Santorini-Greece



Beautiful houses & colorful tiles

Ancient Dodona



Minoan Palace of Knossos



Beautiful houses & colorful tiles



GREECE HAS A VERY DISTINCT TILE MAKING HISTORY AND HAS PRODUCED SOME OF THE FINEST TILE ART OF THE WORLD. THE DEEP BLUES, GREENS AND REDS OF GREEK TILES ADD AN INSTANT TOUCH OF THE MEDITERRANEAN VIBE



New Acropolis Museum



to think about town planning and landscape design. The architecture of the modern Greek cities, especially the old centres (“old towns”) is mostly influenced either by the Ottoman or the Venetian architecture. The country built aggressively post World War II and the first two skyscrapers were constructed during the 1960s and 1970s, such as the OTE Tower and the Athens Tower Complex.

Greek architecture has the indelible stamp of many architectural giants such as Le Corbusier, Despotopoulos, Dimitris Pikionis, Patroklos Karantinos and Takis Zenetos.

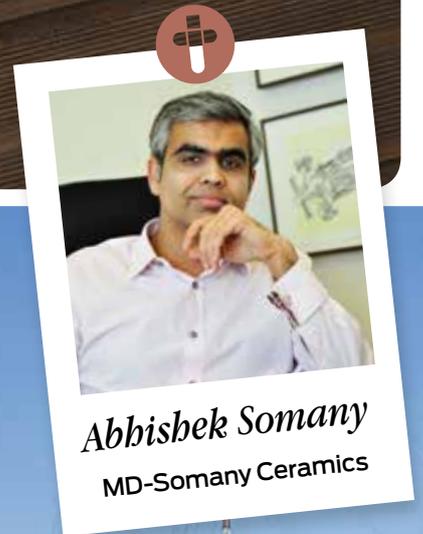
Famous foreign architects, who have also designed buildings in Greece during the 20th and 21st century, include Walter Gropius, Eero Saarinen and Mario Botta. Several new buildings were also constructed by Santiago Calatrava for the 2004 Athens Olympics, while Bernard Tschumi designed the New Acropolis Museum.

Greece is beautiful and exquisite in every way. Today Greece is facing many challenges and it is to the credit of its wonderfully warm and loving people for fighting adversity with their immense resilience. 

# Tile Talk

**Abhishek Somany, MD, Somany Ceramics** talks to **The Tiles Of India** about the growth and future of the ceramic tile and sanitary ware market in **India**

INTERVIEWED BY: Sheetal Joshi  
PHOTOGRAPHS BY: Courtesy The Brand

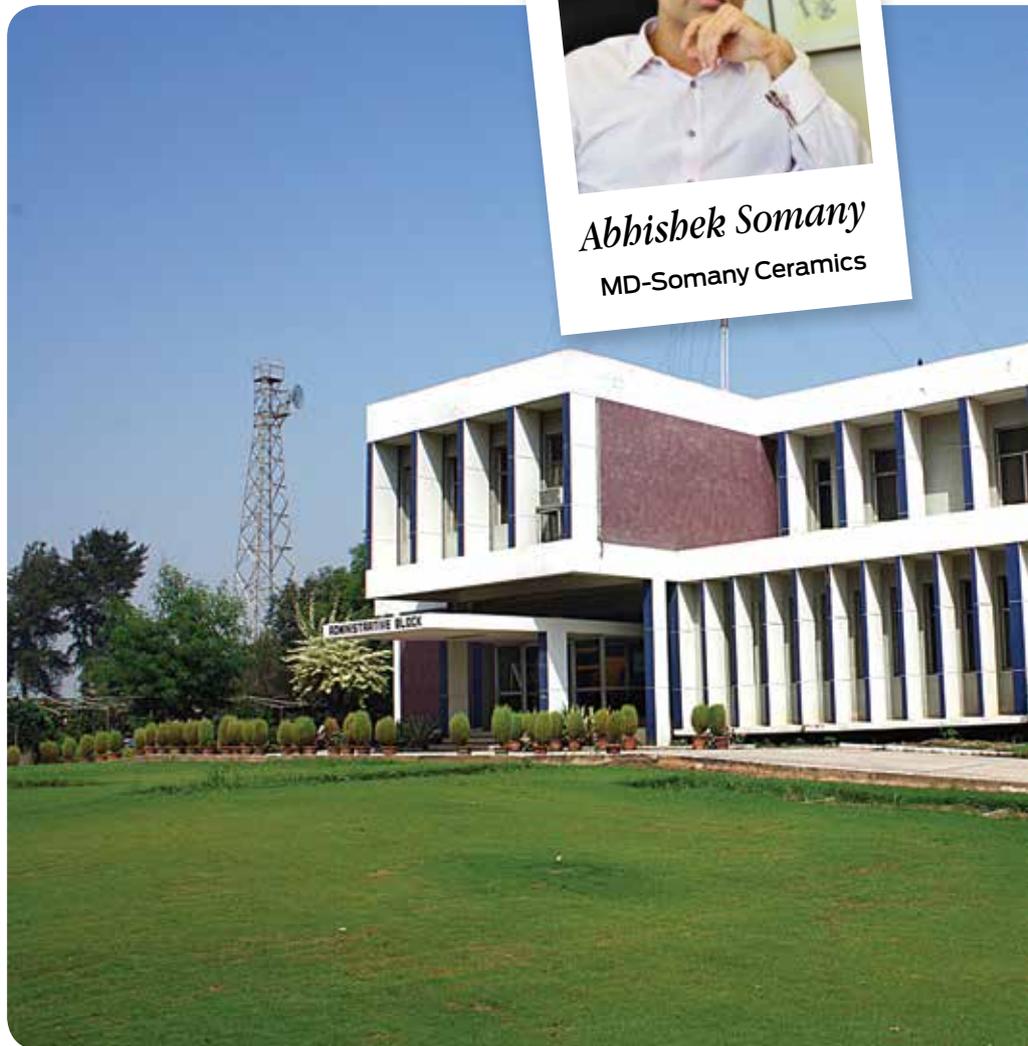


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## In conversation with Abhishek Somany

**Somany Ceramics has strengthened its presence in Gujarat by opening a state-of-the-art experience centre. How is the feedback of consumers?**

Strategically located at the Arista Business Space on Bhavan road, the experience center holds the promise of offering consumers a plethora of high-end products. The centre is a one-stop-shop for complete ceramic walls and floor tiles, polished vitrified tiles, glazed vitrified tiles, digital tiles, sanitary ware and bath fittings, and houses a team of highly trained staff for better client servicing. Till date the consumer response has been excellent with



increasing footfall every week and is being looked as the ultimate décor destination in Ahmedabad.

**You have currently eight manufacturing plants of tiles and sanitaryware production, out of which seven are in Gujarat, Kadi and Rajkot. Which will be your next targeted city?**

For the upcoming financial year we are planning to set-up our bath fittings plant in Bhiwadi. We have already initiated the process and look forward to start manufacturing by the end of 2017. Beyond this, it's too early to talk about which city we will be targeting for another plant.

**How do you see sanitary ware market growing in India? What are the measures taken by the**



**company to expand this division?**

Indian sanitary ware market is growing with the CAGR of 12% to 15% from last four years and is projected to have a steady growth by the year 2021 due to increasing disposable incomes, rapid urbanization and changing end user preferences. We have trebled the sanitary ware manufacturing capacity at our Morbi plant in Gujarat from 3.03 lakh units to 11.50 units per annum. Prior to this manufacturing capacity expansion, we could not meet the demand for

our sanitary ware products in the market and hence we decided to aggressively expand our production capacity in this short duration. We have also strengthened our distributor network to reach consumers across the country.

**How do you see the ceramic tile and sanitary ware industry growing in the future?**

In 2016, our company saw a rise in demand for tiles by 8-10% and 30% for sanitary ware. As stated earlier, Indian sanitary ware market



THE INTRODUCTION OF POLICIES LIKE RERA (REAL ESTATE REGULATION AND DEVELOPMENT ACT 2016) AND THE BENAMI TRANSACTIONS ACT BY THE GOVT. OF INDIA WILL ALSO HELP IN BOOSTING THE INDUSTRY



is growing with the CAGR of 12% to 15% from last four years providing a great impetus to manufacturers. India is the third largest tiles market in the world. While the global tiles production grew at an annualized rate of 6.3% for the period 2006-2013, tiles production in India grew almost double at 12% during the same period.

**Tell us about your export volumes? What do you think the government has done to promote ease of business for the tile industry? Has**

**it impacted exports?**

In the last financial year our export volume accounted for 5% of the overall revenue. This year we are looking to expand our business and increase our export volume by 25%.

Implementation of Government policies remains the single largest catalyst to boost sentiment and demand across categories of buyers. The correction in gas prices and imposing Anti-dumping duty on Chinese vitrified tiles have increased competitive edge for tiles manufacturers especially

for the organized sector in India. The Introduction of policies like RERA (Real Estate Regulation and Development Act 2016) and the Benami Transactions Act by the Govt. of India will also help in boosting the industry. The organized players will lead the change and benefit the most over the next two years. Government's focus on increased spending on infrastructure would spur huge demand. Birth of satellite towns along new highways will further accelerate demand.

We were expecting GST for our



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*We were expecting GST for our industry to fall under the 18% tax slab, however GST for sanitary ware has been introduced at 28%*



ceramic industry with the widest product selection categories. The brand has constantly pushed boundaries with

an ever evolving innovative portfolio of products including Floor & Wall Tiles, Ceramic, Porcelain & Vitrified Tiles as well as Sanitary ware & Bath Fittings. We as a brand are constantly exploring opportunities to meet changing consumer needs and offer innovative products.

We effectively developed an extensive marketing and distribution network which comprises over 15000 plus touch points across the country. Apart from a strong national presence, globally we are present in 70 countries. †

**Contact Details**

🏠 [www.somanyceramics.com](http://www.somanyceramics.com)

industry to fall under the 18% tax slab, however GST for sanitary ware has been introduced at 28%. In the long run, the organized sector of the sanitaryware and ceramic industry, which accounts for 50-55% of the total, would definitely benefit from the implementation of GST. This can be attributed to stricter laws and

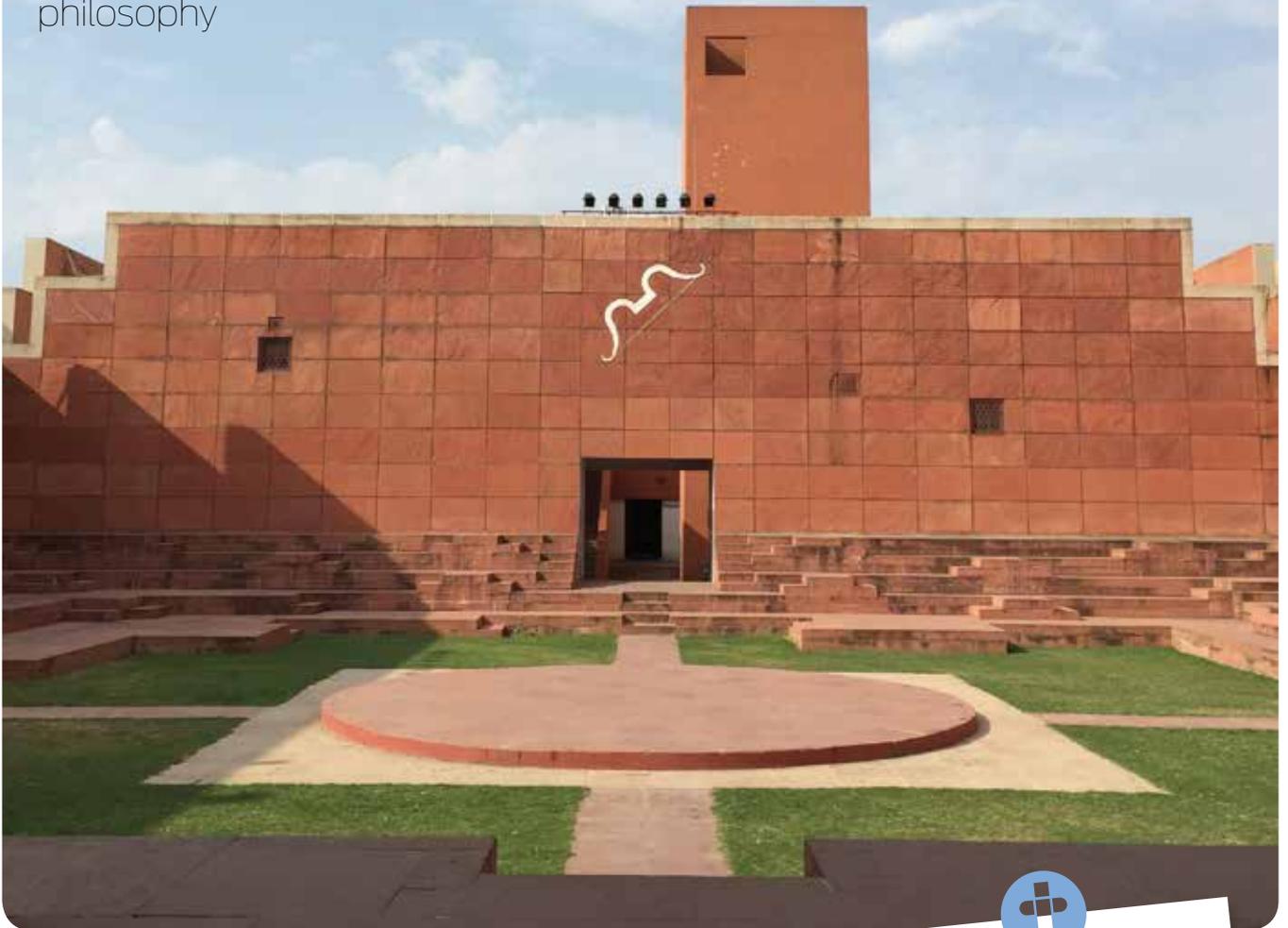
transparent policies which will give the organized players an advantage over unorganized players.

**What are your plans for the future?**

With over four and a half decades of spearheading industry innovation, Somany Ceramics Limited is one of the leading players in the Indian

# The Master Landscape Artists

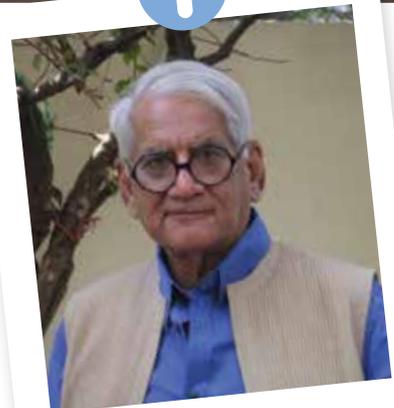
Indian landscape architects have helped define and shape modern India through their work and design philosophy



Indian landscape architecture is evolving at a very rapid pace. The spectrums of projects are also getting more expansive and explorative. In this landscape architecture special issue, we bring to you the life and work of three famous names in the world of Indian landscape architecture. These expert craftsmen have defined a lot of what we know as modern India through their buildings, landscapes, sculptures and gardens in their own individual

ways.

One of India's best known architects, Charles Correa was a serious believer in the positive contribution of a person's physical space to his or her life. He was a master designer with ambitions to make affordable housing a reality for everyone. Correa studied architecture at MIT in the US before returning to India in 1954. He pursued a design ideology that responded to the environment and climate, rejecting the Western



*Charles Correa*

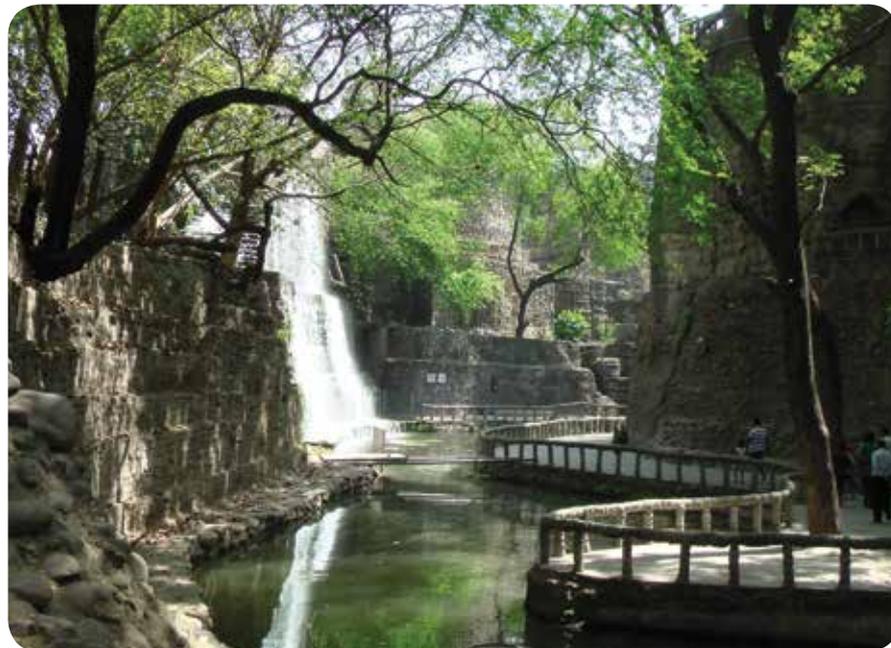
## † INDIAN LANDSCAPE ARCHITECTS

euphoria for air-conditioning. Instead, he sought solutions that would exploit cool breeze and shade.

A very simple experience of this notion can be experienced in the Courtyard Cafe of architect Charles Correa's Jawahar Kala Kendra in Jaipur, built in 1993. His architecture created a sense of flow, a space which responded and intermingled with its surrounding environment thus bringing the outside into the inside almost effortlessly.

Another landscape stalwart and iconic artist was Nek Chand Saini, the creator of the Rock Garden in Chandigarh. He was a self-taught artist and created art work out of scrapped material. Born in 1926 in what is now Pakistan, the son of a farmer, he was forced to flee his home in 1947 as a result of India's Partition.

In 1951, Nek Chand obtained work at the construction site that was Chandigarh – a new city to replace the loss of Lahore – designed by the



*Nek Chand Saini*

modernist architect Le Corbusier. He worked as a road inspector by day. By night, he created a secret sculpture park full of figures made from found objects, broken ceramics and the remnants of the villages demolished to make way for Chandigarh.

He also crafted the landscape to include waterfalls, courtyards and caverns clad in river rocks and broken sanitary ware fittings. Nek Chand's Rock Garden, a truly wondrous place invoking playful narratives at every turn, now receives thousands of visitors every day.

**THESE EXPERT CRAFTSMEN HAVE DEFINED A LOT OF WHAT WE KNOW AS MODERN INDIA THROUGH THEIR BUILDINGS, LANDSCAPES, SCULPTURES AND GARDENS IN THEIR OWN INDIVIDUAL WAYS**





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## † INDIAN LANDSCAPE ARCHITECTS

Another very prolific and famous name is of Rahul Mehrotra, an architect, urbanist and educator who is the Founder Principal of RMA Architects and is Professor of Urban Design and Planning

and Chair of the Department of Urban Planning and Design at Harvard University's Graduate School of Design. Mehrotra has designed projects that range from recycling urban land and master



*Rahul Mehrotra*

planning in Mumbai to the design of art spaces, boutiques, weekend houses, factories, social institutes and office buildings across India – thereby engaging diverse issues, multiple constituencies and varying scales: from interior design and architecture to urban design, conservation and planning.

Mehrotra has written and lectured extensively on issues to do with architecture, conservation and urban planning in Mumbai and India. He has the honour of having designed and worked on several prestigious projects including the restoration of the Chowmahalla Palace Complex, Hathigaon, and Prince Of Wales Museum Extension among many others.

Landscape architects help bring a space to life with the intelligent use of various factors such as greenery, sculptures and structures that give the place a definition. The architecture evokes and engages the inhabitants to talk and meet with friends, or find a spot to sit quietly with strangers to share a view. The powerful experience of simply walking through a courtyard clad in a careful selection of materials whilst admiring nature, landscape and artwork, creates a rich experience of not just having lived in a place but having truly experienced it in the beauty of its space, light and form making it a complete spatial experience of joy. †

# CERAMIC- BATH & KITCHEN

This section comprises new offerings from leading luxury brands. Know about the exclusive collections and designs in bath and sanitaryware.



# THE KOHLER EXPERIENCE

Kohler elevates retail experience with the launch of India's first ever Kohler experience center in **New Delhi**

TEXT BY: Sheetal Joshi  
PHOTOGRAPHS BY: Courtesy The Brand

**C**reated to serve architects and designers working on projects in India and abroad and to offer consumers on-site product immersion, Kohler's 10,000 square-foot experience center located in the heart of New Delhi will make it easier than ever to make the bathroom the centerpiece of the home. It also features a unique collaboration with seven of India's top architects.

The Center houses fully-functioning displays of Kohler's global product line, from showers and bathtubs to sinks and toilets—a first for both the industry and for the KOHLER brand in India. This will enable architects, design professionals and consumers to test and specify Kohler products all under one roof.

Designed by Amrish Arora, Founder and Principal Architect of Studio Lotus, each touch point of the 10,000 square-foot space is designed to immerse, connect and inspire while helping architects and designers specify the best products for their projects. There are dedicated spaces for Kohler's exclusive Artist Editions range of products. In addition, KALLISTA®, a Kohler Co. brand of plumbing products will have a dedicated space designed by Studio Lotus.

"Our Kohler Experience Centers



signify a paradigm shift in our retail experience globally. With the launch of the Kohler Experience Center in New Delhi we are elevating our retail experience allowing end consumers, architects and designers to have an interactive and immersive experience with Kohler's global range of products," said David Kohler, President and CEO of Kohler Co.

"We are passionate about being ingrained in current and future trends while understanding how architects and designers work with our products." said Mr. Salil Sadanandan, President K&B Kohler Brand - South Asia &



**David Kohler**  
President and CEO of Kohler Co.

**EMEA at Kohler Co.** He further explained saying that, "The Kohler Experience Center features a unique collaboration with seven of India's top architects, with the aim of inspiring our consumers to make the bathroom the centerpiece of their home."

One of the highlights of the KEC New Delhi is the zone featuring the seven exclusive designer suites. These were conceptualized to showcase the possibilities in luxury bathroom space - created by some of India's top architecture and design talent. Each exclusive suite features Kohler's finest products woven into a distinctive theme.

Japanese minimalism and warm woody tones add a cozy touch to the CCBA Zen Style Bathroom by **Christopher Benninger** and **Ramprasad Akkiseti of CCBA**



**Sarabjit Singh of Fab interiors** has made use of a sleek, neutral palette brightened with a splash of azure to create the ultramodern "AZURE" – Splendors of the Seaside Horizon.



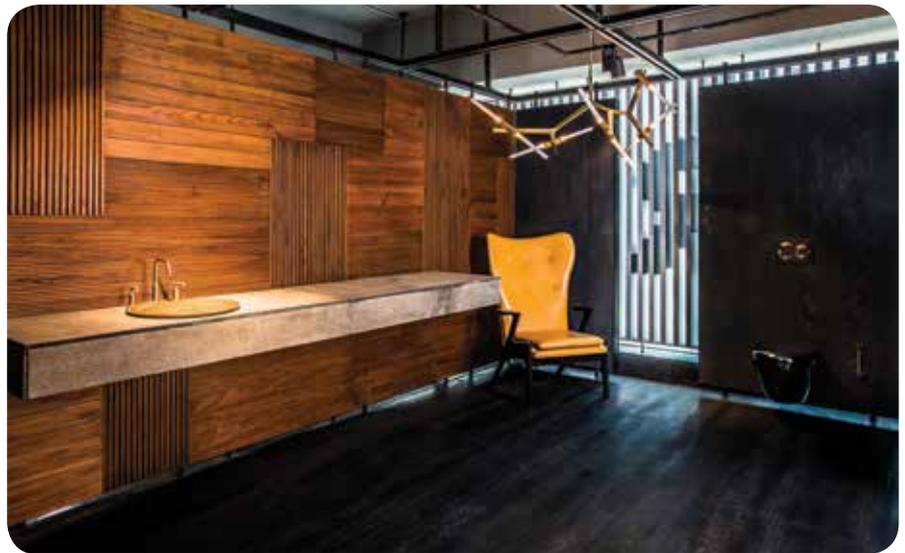
Sole Soul Flight by **Husna Rahaman of Fulcrum** pays reverence to the exploration of one's inner self with a stark, simplistic palette.

## † LUXURY BATHROOM



Deco Nouveau Classic Timeless  
by **Vikram Phadke of Interspace Architects** marries old world elegance with new age technology in the classic shades of black and white.

Memory, by **Sandeep Khosla and Amaresh Anand of Khosla & Associates** explores notions of craft and nostalgia through contrasting textures and finishes and a muted palette.



**Krupa Zubin and Zubin Zainuddin of ZZ Architects** created Sublime Luxury, a suite designed to revitalize the senses in an ambience of warm, understated luxury.

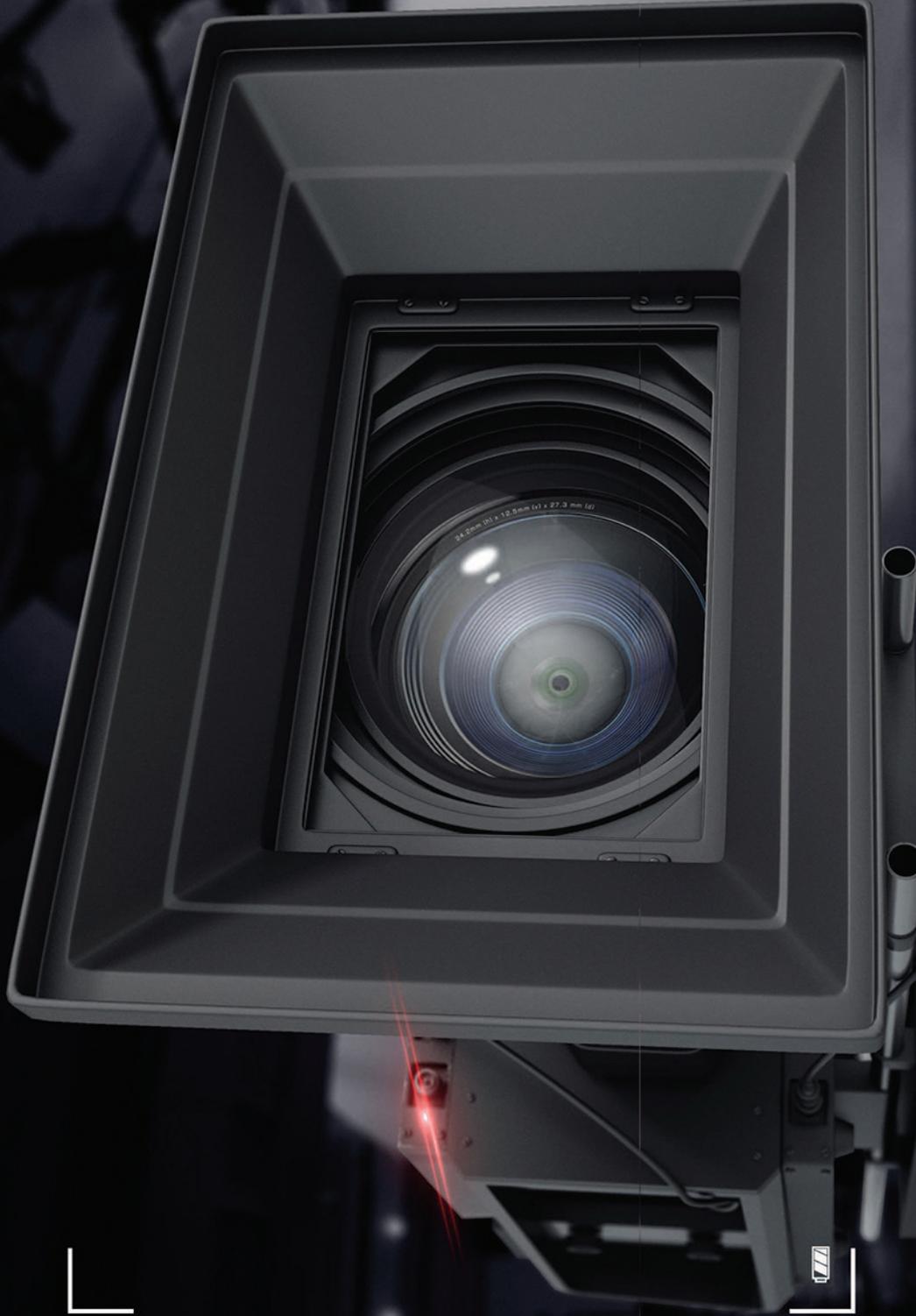
By the end of the year, Kohler Experience Centers will be rolled out across major cities of the world, including New York, London, Los Angeles, Singapore, Shanghai, Hong Kong, Bangkok and Taipei. †

### Contact Details

 [www.kohler.co.in](http://www.kohler.co.in)

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# THE BEAUTY OF NORDIC CHIC

Asutosh Shah, Managing Director,  
Duravit India Private Limited gives insight  
about the the national and international  
sanitaryware market

INTERVIEWED BY: Sheetal Joshi  
PHOTOGRAPHS BY: Courtesy The Brand



*Asutosh Shah*  
MD-Duravit India Pvt.Ltd.



### What is the expected growth rate of sanitaryware market by 2022 in India?

The growth of the sanitaryware industry is mainly attributed to the increasing need for sanitation facilities. The awareness for basic sanitation, rising disposable income, and the growing demand for luxurious products are additional factors propelling the demand for the industry. Various reports reveal that Asia-Pacific is projected to be the fastest growing market for ceramic sanitary ware from 2017 to 2022.

### Tell us about Duravit's latest designer collection?

This year, Duravit and the Danish designer Cecilie Manz present their interpretation of Nordic chic with a new series: "Luv." The new programme stands out above all thanks to an elegant purism that fuses modernity



and warmth. Luv marks the first collection where Duravit has used matt glazes in soft tones on the outside of the DuraCeram wash bowls to contrast the high-gloss white ceramic inside the bowl. New, soft, characteristically-Nordic colours were incorporated into the furniture finishes for a fresh look and style that is unlike

## THIS YEAR, DURAVIT AND THE DANISH DESIGNER CECILIE MANZ PRESENT THEIR INTERPRETATION OF NORDIC CHIC WITH A NEW SERIES: "LUV"



anything Duravit has previously launched. Luv combines Nordic design with new technologies, colours and materials, which are impressive in terms of both feel and function – making it hard not to love it.

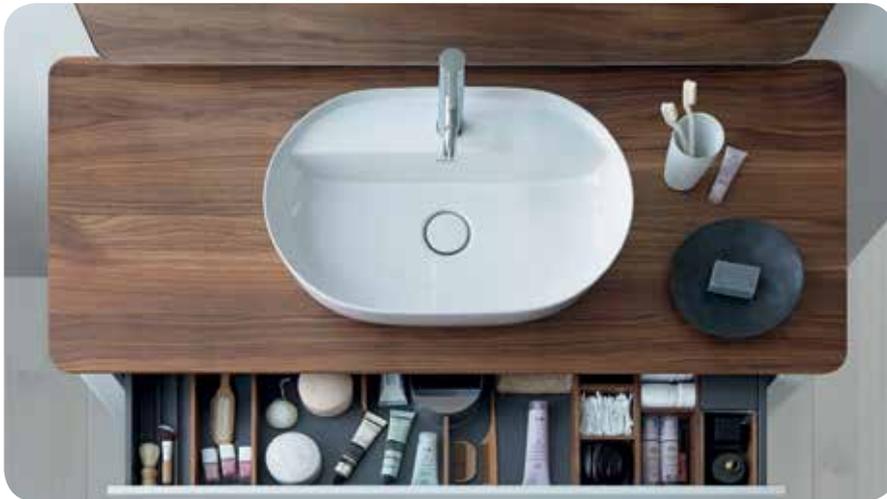
### What are the key factors driving the global and Indian sanitaryware market?

Global sanitaryware market is set to grow due to the growth in the real estate sector due to changing needs like wellness, SPA hygiene leading to complete new revolution in bathroom. In addition, rapid urbanization, rise in disposable income of the middle-class population has also contributed to the growth of the market in total.

### What are the key market trends impacting the growth of the Indian Bathroom market?

In a world where high living can be afforded more and more easily, topics





such as health and hygiene become more and more important. Global trends such as clean eating, living a healthy lifestyle, staying fit and in shape through sports and fitness, living consciously and sustainably by relaxation and wellness, sum up to something we can call “clean living”. Since health goes hand in hand with hygiene, number one product to meet this trend will be SensoWash.

**Are your products designed with sustainability and green concepts?**

Sustainability and water saving products have a very important impact on bathroom design. In general, the contemporary bathroom has to meet sustainable design, green

production and ecological usability. In its overall balance, it is economical but nevertheless joyful and relaxing. The upcoming challenge will be to develop innovative solutions and to optimize existing technologies that are already on a very high level today. That includes water saving as well as energy saving and environmental friendly production processes. For example, our new material DuraCeram® is thinner and notable for its extreme accuracy.

**What do you think the government has done to promote ease of business for the sanitaryware industry?**

India has emerged as the major

bath and sanitaryware market in Asia specific region. The sanitary ware market in India has grown rapidly during the last few years. The increase in housing sector demand, urbanization and Government initiatives for sanitation in rural India are the demand drivers for the sector. Government of India initiative, Swachh Bharat Campaign should accelerate the growth of sanitaryware industry further in India.

**What are your latest investments and what's next in your expansion programme?**

Duravit India brought the idea of design in the bathroom from Germany and carried forward the Duravit brand successfully in India. Understandably, within a span of 14 years, the Duravit brand in India has propelled itself to the position of one of the most loved designer brands in the market.

The construction of the Duravit ceramic factory in Tarapur in 2010 was not only a milestone for Duravit India, but also for the history of the entire Duravit-Group and its broader internationalisation strategy. †

**Contact Details**

🏠 [www.duravit.in](http://www.duravit.in)

# What's NEW?

Presenting new launches, product features and more from leading companies



**Kerovit** has launched its latest range of products from vanities, to counter tops, to water closet, and to a new faucet series, Joy. The stylish Joy collection by Kerovit revs up the look of your bath space. An unconventionally shaped Joy Faucet mixes and matches with different counter tops and basins to enhance and give a ravishing touch to your bathroom.

 [www.kerovit.com](http://www.kerovit.com)

**Jaquar's** Ornamix Prime is a completely coordinated family of faucets, showers and hand showers for contemporary bath spaces that seek to make a timeless statement of style. The ring adds visual lightness to the product design, creating an added dimension of aesthetic surprise. The ring also supplements operational ease in faucets with an added tighter concentration of nozzles in the hand and overhead showers delivering a better shower experience.

 [www.jaquar.com](http://www.jaquar.com)



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**Vitra** has introduced its elegant and sophisticated design - all new water jewels collection. The water jewels washbasin is created by the Italian designer Matteo Thun, together with the Vitra Design Team. This series artfully showcases the designs of ceramic washbasins finished with brilliant metallic rim coatings that draw inspiration from traditional Turkish craftsmanship. With its stylish aesthetics, sophisticated details and infinite product range, this collection is the right choice for people who are on a lookout for a bathroom series to complement luxurious households.

 [www.vitra-india.com](http://www.vitra-india.com)



**Villeroy & Boch** have introduced Memento 2.0 with eye-catching effect in elegant premium bathrooms. For the first time, the exclusive surface-mounted washbasins are available in the novel TitanCeram ceramic material. Precise contours and slim walls give the distinctive Memento design an extremely delicate impression and a puristic lightness that opens up a great scope for personality.

 [www.villeroy-boch.asia](http://www.villeroy-boch.asia)

## † WHAT'S NEW?



**Kallista** in collaboration with *Cristallerie Royale de Saint-Louis* of France brings to us, *Script*, a series of one-of-a-kind decorative crystal knobs, each handcrafted by its gifted artisans. Renowned for its crystal works since the early 19th century, *Saint-Louis* continues to create its rarified crystal works using the same Old World techniques of blown crystal and exquisite hand etching. Each is an individual work of art, the two-dimensional color is emphasized through the hand-cutting process. Curate your perfect look with crystal knobs available in dark blue, flannel grey and clear.

[www.kallista.com](http://www.kallista.com)



**Duravit** has launched *Luv* series that offers practical solutions for smaller bathrooms. The toilets of the *ME* by *Starck* Series can be optimally combined with *Luv* and with the *SensoWash Slim* shower-toilet seat.

[www.duravit.in](http://www.duravit.in)

# PROJECTS

Prominent national and international designers and architects provide insights on their various award winning projects



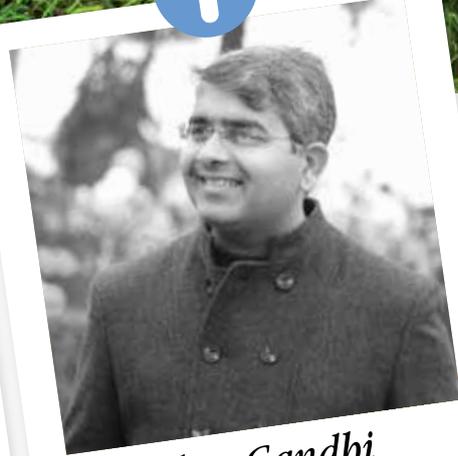
# A Verdant Dream

The Mana Resort designed by **plan loci** is a good example of excellent landscape design using indigenous materials

TEXT BY: Panna Roy Choudhury  
PHOTOGRAPHS BY: Courtesy Plan Loci



*Gauri S Gandhi*



*Vikas Gandhi*

*“The architecture tries to claim the land...the landscape tries to return to nature...”*

The Mana Resort is designed by plan loci, a design consultancy firm established by Gauri S Gandhi and Vikas Gandhi in 2010. Nestled in the midst of the serene Aravallis, skirting the rivulet Sukri and enveloped in the solitude of the surrounding forest it seems to blend seamlessly with the natural environment of the Ranakpur region.

The river served as a design inspiration and influenced it profoundly. The linear character



Meandering greens



Entry Court



In memory of the river

of the spatial structure is imbibed from the course of the river and finds its way into both hard and soft articulations in the landscape designed. The visitor experiences a gentle meandering movement throughout the space as he travels through it.

A grid of 9x9m aligns to the north-south axis, symbolizing the earth element. The grid intersections are further emphasized by housing the existing large native Parahu tree blossoming red in spring. Long stone masonry walls reinforce the linearity of the grid and the built spaces of the cottages happen along these

walls.

A square geometry is used to define courts as pause points in the expanding landscape. These courts offer a variety of experiences and are used as active nodes for gatherings or events. A huge, existing Barh tree on the site with its unique characteristic of a large spread of about 28-30 m in diameter, is identified as a focal point and designed as a shaded community space, a remnant of the traditional tree-chaupal.

Not only is the design process, environmentally conscious, there is also sustainable thinking in the use

**THE TREES, PLANTS AND SHRUBS ARE CHOSEN WISELY; TO ACHIEVE A SELECTIVE COLOUR PALETTE ESPECIALLY WITH THE SPRING BLOOMS**



of local material, native vegetation and manpower. Large river pebbles reclaimed from the site during digging of the foundation are used

Swimming pool court



THE VISITOR  
EXPERIENCES A  
GENTLE MEANDERING  
MOVEMENT  
THROUGHOUT THE  
SPACE AS HE  
TRAVELS THROUGH IT



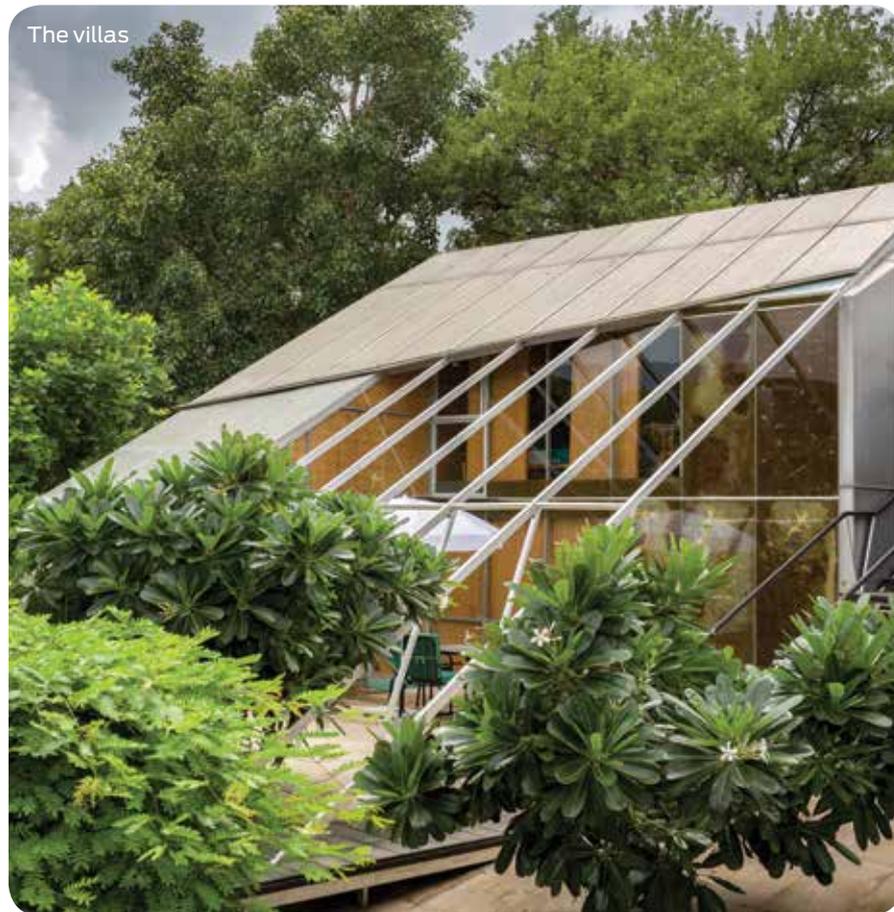
lavishly on the sandy soil, creating a porous and low maintenance layer, while only indigenous plants are used reinforcing the character of the local. Minimizing hard paved area and maximizing porosity as well as greens on the sandy soil are core ideas for rainwater strategy. The result of applying these ideas is that 70% of the site facilitates natural percolation.

The trees, plants and shrubs are chosen wisely; to achieve a selective colour palette especially



Water intersecting the built

Plans



The villas

with the spring blooms. The native red flowering trees- Indian coral tree and Lal lasora are tactically located within the grid to bring in the forest and merge with it. Continuing with the concept of using indigenous vegetation for easy growth and maintenance of the natural ecosystem, even the shrubs used are the red flowering Powder puff and the white flowering Kamini forming a sheath over the soil as per design. Planting of vegetation was planned and a nursery was established on site to maximize growth, while the building was under construction.

The project recently won the Landscape Awards and we know why... a beautiful experience that is transcending in nature, it just draws you in.

As the dusk falls over Mana Resort, the sweet scent of the white Champa flower imbues the air with a subtle fragrance that promises to leave you with a very soothing and refreshed feeling. 



# Urban Terrarium

**No Architects Designers** and Social Artists bring to life an abandoned yard transforming it into a beautiful urban terrarium

TEXT BY: Panna Roy Choudhury  
PHOTOGRAPHS BY: COURTESY NO ARCHITECTS DESIGNERS



*Harikrishnan  
Sasidharan*



*Neenu Elizabeth*

No Architects Designers and Social Artists is a group of architects, designers and social artists applying; iterative, process oriented design for addressing the challenges in architecture. They believe in delving deep with an intense research into the characters, characteristics, conditions, programmatic requirements, their interdependencies and relations to define the design challenge. Their work is further informed by the very decisive parameters of social context, economy and sustainability, giving



A DESIGN THAT MERGES WITH THE ENVIRONMENT ALMOST SEAMLESSLY, IT IS ORGANIC, UNOBTRUSIVE AND AN EXTENSION OF WHAT SURROUNDS IT





THE BUILDING MATERIALS WERE SOURCED LOCALLY. ROOF TILES, WINDOWS, CEILING RAFTERS AND PLANKS WERE PROCURED FROM SCRAP YARDS AND REUSED TO REDUCE THE CARBON FOOT PRINT SIGNIFICANTLY



their design a unique edge.

The Urban Terrarium project designed by Neenu Elizabeth and Harikrishnan Sasidharan is an example of just how their craft responds to the environment. The idea was to design the landscape for a studio in an urban context. The ambitions for the project were to develop a sustainable landscape that would improve the microclimate of the area by using indigenous plants,

adding to the biodiversity and also simultaneously create a balance of wild life habitats and usable outdoor spaces to be a part of the studio.

This site was an abandoned yard, with a seventy year old dilapidated

structure in the middle. The original structure had been modified a few times resulting in the loss of its architectural character and function. They first recreated the original architecture and used recycled

materials like old tiles and windows to arrive at the current solution.

Traditional timber techniques were used in reconstructing the roof structure. Recycled wood was used as the structural member. The entire assembly can be disassembled as metal nails were not used in the construction of the roof. The spatial frames for the landscape were made with galvanised iron tubes of square cross section. The junctions were welded for a smooth finish.

The building materials were sourced locally. Roof tiles, windows, ceiling rafters and planks were procured from scrap yards and reused to reduce the carbon foot print significantly. Locally produced terracotta tiles were used for flooring. The existing brick walls were repaired and given a fresh coat of white paint.

An existing well on the site is the source of water supply for the building and landscape. By adding layers of landscape, the water retaining capacity of the well was gradually increased through the course of the project. The rainfall in the area is also allowed to percolate into the ground.

The project was challenging at multiple levels. Architects Neenu and Hari recollect how they had to recreate an entire ecosystem out of a barren site using minimum resources. All the plants used in the project were locally sourced and are found along the Western Ghats. Sturdy and resistant varieties were selected for the project. The idea was to cater not just to human beings, but to the various flora and fauna endemic to the region.

A design that merges with the environment almost seamlessly, it is organic, unobtrusive and an extension of what surrounds it, making it truly, a beautiful example of design that expresses itself through the mere void of it. 



#### Contact Details

 [www.noarchitects.in](http://www.noarchitects.in)



# Fortress by Vechten

**West 8 and Rapp +Rapp** in collaboration with Jonathan Penne Architects restored the 'Fortress by Vechten' and designed a New Waterlinie Museum

TEXT BY: Sheetal Joshi (TTI)

PHOTOGRAPHS BY: Courtesy Jeroen Musch & West 8

**F**ort bij Vechten constructed between 1867 and 1870 is one of the 46 fortresses that make up the Nieuwe Hollandse Waterlinie, a 85km long and 3-5km wide, military defense line which was made up of an ingenious system of inundation zones, bastions and walled cities.

Since 1995, the entire area has been nominated for UNESCO World Heritage listing, and since 2005, the Linie has been declared as a Dutch National Monument. Fort bij Vechten, owned by the Forestry Department, is included in this refurbishment program and since 2006 the fortress, consisting of military barracks and ammunition storage buildings, has been restored, followed by the opening of a New Waterlinie Museum.

West 8 and Rapp +Rapp in collaboration with Jonathan Penne Architects have been commissioned by Utrecht Province since 2006 to help guide this process of rehabilitation and construction. After many years of neglect, the structure was completely overgrown. The





## Property *facts*

**CLIENT:** Province of Utrecht

**DESIGN TEAM:** Adriaan Geuze, Christian Dobrick, Freek Boerwinkel, Katharina Posselt, Kees Schoot, Perry Maas

**PARTNERS:** Rapp+Rapp in collaboration with Jonathan Penne Architects, Bunker Q, K2, Parklaan and Anne Holtrop



site is surrounded by a wide moat and as a result of its isolation has provided a safe environment for many rare endangered plant and animal species to grow and flourish. The project has restored a part of the 17th century earthen bastion to its original state besides restoring the buildings and museum construction works.

The narrative intervention from the master plan by West 8 and Jonathan Penne Architects is clearly visible, not only from the sky, but also from the roof of the fortresses. An 80m wide and 450m long band, which stretches across the site, has been restored to its original barren state circa 1880. The sheer size of the fortress has been brought to the fore by an 'at grade', 1.5m wide entrance pathway which dissects the 6m high defense mounds. To reach the entrance of the new outdoor museum, visitors are led across an elegant bridge crossing the canal and through a narrow cross section of the defense mound. It is an exciting route that eventually leads to a patio and the centerpiece of the museum's collection: a 50m long model of the

Waterlinie, that visitors can flood themselves. 

### Contact Details

 [west8@west8.com](mailto:west8@west8.com)

# Birdcages and more...

**Pooja Bihani of Spaces & Design** gives us a chic resto pub called The Factory Outlet in Kolkata

TEXT BY: Sheetal Joshi  
PHOTOGRAPHS BY: Courtesy Spaces & Design



*Ar. Pooja Bihani*  
Spaces & Design



The Factory Outlet designed by Spaces & Design buzzes with a very youthful vibe and intends to cater to the youth of the city. The 1800sqft fine dining space has bold colors blending with rustic industrial charm accentuated by edgy design concepts. Spaces & Design was started by Pooja Bihani in 2006. Pooja graduated as a Gold Medalist from College of Architecture, Kolhapur, Maharashtra in 1999.

She is passionate about design and photography. Pooja has always believed in upgrading and updating to new trends and designs. She says that, "Kolkata being a creative city with many artists, filmmakers, and musicians, has always inspired me profoundly. From the age of 15, I knew I will get into designing spaces. So architecture was the obvious profession!"

The design inspiration was to create a bold design to attract the youth. It had to be out of the box and well defined with separate zones for different age groups and occasions.

Many interesting elements give the place a unique feel. There are origami birds, customized birdcage seating areas, beer bottle top bar stools, bar counter with construction pipes, fuschia pink chandeliers and to top it all the Medusa backdrop coming together to create a stunning experience that promises to transport you to an exotic world.

**THE DESIGN  
INSPIRATION WAS  
TO CREATE A BOLD  
DESIGN TO ATTRACT  
THE YOUTH. MANY  
INTERESTING  
ELEMENTS GIVE THE  
PLACE A UNIQUE FEEL**





## Property facts

**NAME:** The Factory Outlet- Restaurant property / Resto-Pub

**AREA:** 1800 Sqft

**PLACE:** Fifth floor, 22 Camac Street, Kolkata

**DATE OF COMPLETION:** October, 2014

**CLIENT:** The Factory Outlet (Resto-pub)

**DESIGNER/ ARCHITECT:** Mrs Pooja Bihani, Founder-Spaces & Design



A major challenge in terms of designing the project was the low height of the area and also the need to designate proper circulation of people as the floor houses other public spaces as well.

Birdcages made out of ms and iron were welded to perfection and house about 6-7 people thereby creating a self-defining area. There are solid wood crafted beer bottle tops of 15" diameter fixed on hydraulic stands. Dimmable led bulbs at the top form a chandelier lending the area a charm that is both enigmatic and cozy at the same time. 

### Contact Details

 [www.spacesanddesign.com](http://www.spacesanddesign.com)

# The Mondrian Doha

The **Mondrian Doha** is all ready to provide Doha with unique experiences for the first time ever with bespoke design by Designer **Marcel Wanders**



*Marcel Wanders*



**S**be, a leading privately-held lifestyle hospitality company, will open its first hotel in the Middle East with the launch of Mondrian Doha, Qatar in spring (quarter two), 2017. This soft opening will set the stage for Mondrian Doha's grand opening celebration, which follows in late September, 2017 and promises to be an outstanding showcase of the property.

The lavish 270-room hotel has been designed in collaboration with world-renowned Dutch designer, Marcel Wanders, along with South West Architecture - the architectural company of record for Mondrian Doha, responsible for the design of the building. The hotel will be an exceptional lifestyle offering for Doha and will be Marcel Wanders' first hotel for the region. Guests can choose from five distinctive room categories including penthouse suites, studio suites, one and two bedroom suites and a range of standard guestrooms - all of which share the universal design details of Swarovski crystal chandeliers and exquisite furniture in hues to mirror the desert.

Sam Nazarian, founder & CEO,



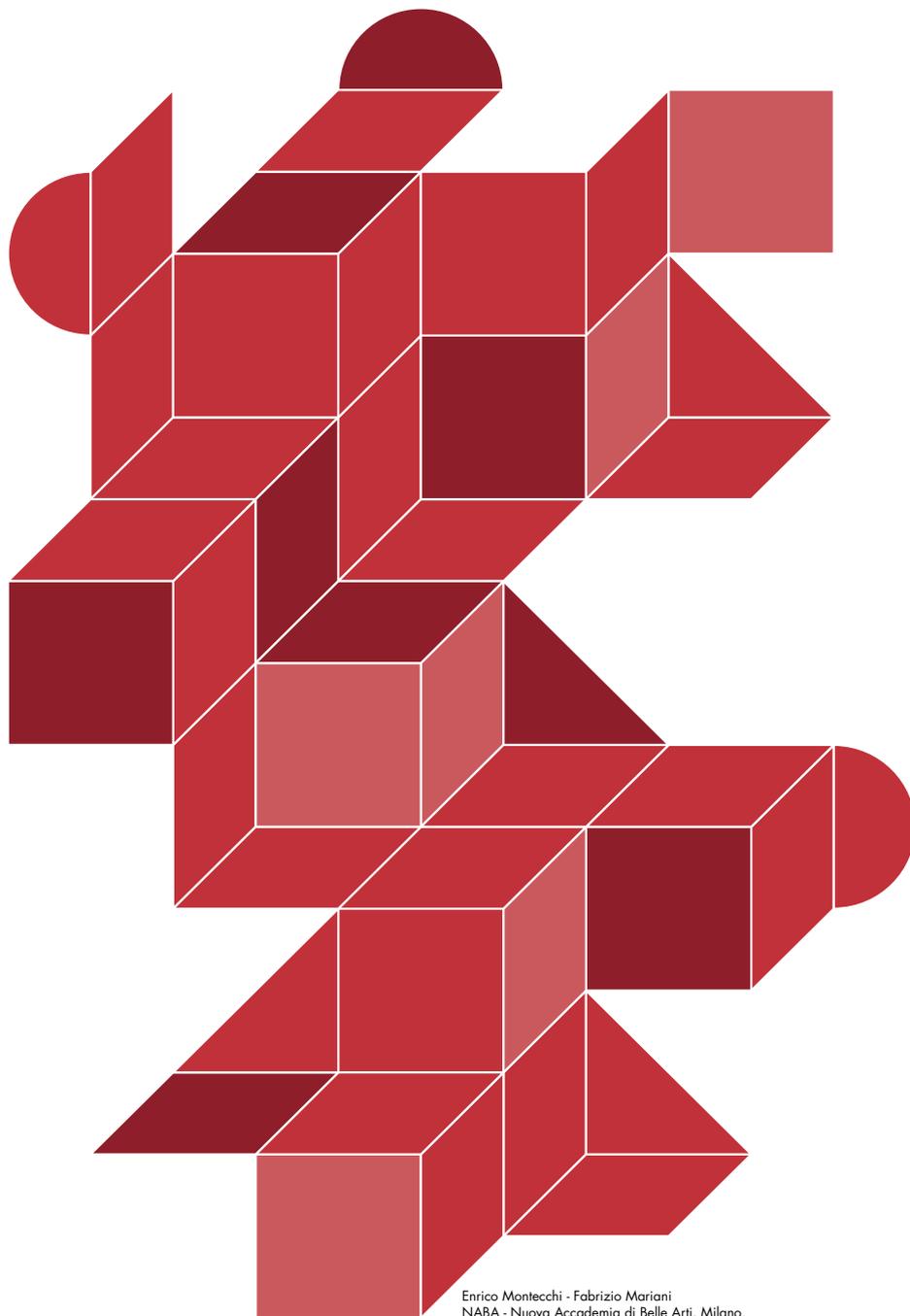


STANDOUT, MEMORABLE ELEMENTS INCLUDE GIANT COLUMNS WITH GOLDEN EGGS, A 'TREE OF LIFE' COMPRISED OF FLOWERS, FALCON VIDEO ART, GIANT SHISHA, PATTERNED CARPETS, ORNATE STAINED GLASS AND INTRICATE MOSAIC TILING



sbe commented: "We are delighted to open our first hotel in the middle east in Doha, Qatar which is one of the most dynamic cities in the region. We're additionally set to open two more hotel properties in Dubai in 2017 and 2018 and a number of restaurants. I know that Mondrian Doha will be an incredible destination for international and local travelers alike. It will be also a fantastic destination for the locals to experience all our culinary venues."

Doha is today a remarkably thriving artistic centre, brimming with innovation and possibilities.



Enrico Montecchi - Fabrizio Mariani  
NABA - Nuova Accademia di Belle Arti, Milano.

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Sensitively rooted in local Arabic culture, Mondrian Doha will express tradition with a modern point of view throughout. The hotel is the embodiment of Arabia through a modern lens, which in turn mirrors the modern reality of Doha - the Qatari capital that has grown immeasurably over the past few years, transforming itself from a modest fishing village into a global visionary capital. Mondrian Doha is symbolic of this tremendous growth and Qatar's future path.

The hotel will incorporate bespoke Marcel Wanders design features with influences from the beauty of local patterns, ornate Arabic writing and historic souks. Standout, memorable elements include giant columns with golden eggs, a 'tree of life' comprised of flowers, falcon video art, giant shisha, patterned carpets, ornate stained glass and intricate mosaic tiling.

Marcel Wanders commented: "Stories connect us to our history, our culture and to each other. Stepping into Mondrian Doha begins the first chapter of a wonderful story that unfolds around every turn. Conceptually, we have married local culture with a modern design aesthetic. While many themes are collectively layered throughout the hotel, each individual space tells its own tale. Guests may therefore have many different experiences and weave for themselves a collection of stories to share."

Structurally, the building of Mondrian Doha is shaped like a falcon. It is a culinary emporium; with eight restaurants and bars - some of which are entirely new to Qatar - offering un-paralleled experiences in Doha. The Mondrian Doha is bound to cast a spell on you with its fantasy-like environment leaving you with experiences that can be cherished for a longtime. †

#### Contact Details

[www.marcelwanders.com](http://www.marcelwanders.com)

# PRODUCTS

Products section comprises new offerings from leading brands. Choose the best options in floor, wall and décor to beautify your personal or commercial space.



# The Marrazi Stamp

Marazzi's latest collection is both exquisite and sophisticated



**M**arazzi, a leading international player in the ceramic tiles sector has been defining living spaces since 1935, combining aesthetics and top quality materials. Experience, innovation capability, creativity, design, tradition and culture, a passion for ceramics along with environmental awareness are the forte of Marazzi ceramics. Marazzi has always made aesthetic research a strong point of its offering. It was the first company to pick up on the need for ceramic tiles to become a furnishing and architectural feature, placing the responsibility for product creation in the hands of leading designers. The brand has launched unique collections inspired by wood, stone and concrete in various colors and large sizes.

**Have a look at these latest collections**

**Treverkmust**

The wood-effect porcelain

stoneware, recreated on a timber style surface with a light brushed finish, in which the boards are “smoked” and oiled, with slightly faded coloring. The surface features large grouted knots, distributed cracks and color changes. This collection is available in the “Selection” version, with a choice of more uniform

boards lacking excessively evident knots, cracks or color variations. Treverkmost can be used to create wall or floor surfaces in residential surroundings or light commercial premises.

**Colors:** White, Beige, Taupe, Brown;

**Sizes:** rectified 25x150 cm, 73.2x11.8 cm (on demand) for chevron laying scheme



**Stone\_art**

Stone\_art is a large size wall tiles - 40x120 cm - with slimline thickness (6 mm), reflecting the innate beauty and elegance of naturally occurring limestone and perfect for creating enchanting atmospheres in a contemporary mood. The decorative contribution of this series offers the ideal interpretation of sophisticated and comfortable spaces that insist on a note of modernity.

**Colors:** Steel, Ivory, Taupe and Moka

**Size:** 40x120 cm rectified



**Powder**

Drawing its inspiration from concrete, this tile features graphics with soft and well-proportioned nuances. Subtle blooms and delicate smudges give the material an original appearance by highlighting imperfections. Powder can be used to create wall or floor surfaces in residential and light commercial premises

**Colors:** Sand, Crete, Mud, Smoke and Graphite;

**Sizes:** 75x150 cm rectified, 75x75 cm rectified and 21x18.2 cm hexagonal, available in all colors



**The Mystone**

The Mystone collection is extended with a porcelain stoneware interpretation of three new stone types - Ardesia, Lavagna and Bluestone - three crossover hyper-materials offering the perfect combination of style and hi-tech performance. Ideal for floor and wall surfaces in indoor and outdoor spaces with the facility to create unbroken visual continuity between indoors/ outdoors, these tiles can also be used in private and residential spaces, public and commercial spaces such as stores, restaurants, bars and hotel lobbies, and to create ventilated curtain walls and raised floors.

**mystone ardesia**

This collection imitates the natural stone by recreating the compactness and graphic patterning and chromatic effects of sedimentary slate in dark and extremely elegant colors.

**mystone lavagna**

This tile is based on slate in its darkest black coloring, caused by the oxidation of carbon residues on contact with air and sunlight.

**mystone bluestone**

A porcelain stoneware reinterpretation of the famous Pierre Bleu (Belgian Soignies quarry stone), a grey / pale blue sedimentary rock, that can change its surface effect and color through time, thus assuming an extremely variegated appearance.



**Memento**

Memento is inspired by handcrafted concrete objects, with an industrial and raw character. The color range is extended and the graphic variability is accentuated by different surfaces, natural, velvet and structured, on the 20 mm version. Memento can be used to create wall or floor surfaces in residential and light commercial premises and is also ideal for metropolitan locations such as lofts and renovated industrial buildings. In the structured 20 mm version it is suitable for outdoor use, installed traditionally using glue or placed dry on gravel, grass or sand. 

**Contact Details**

 [www.marazzigroup.com](http://www.marazzigroup.com)



Spain

- CEVISAMA  
Valencia  
05 - 09 Feb 2018
- QUACILER 18  
Castellon  
12 - 13 Feb 2018



USA

- THE INTERNATIONAL SURFACE EVENT  
Las Vegas  
30 Jan - 1 Feb 2018
- COVERINGS  
Atlanta  
08 - 11 May 2018



Brazil

- EXPO REVESTIR  
Sao Paulo  
06 - 09 Mar 2018



Nigeria

- BUILDMADEX  
Lagos  
31 Oct - 02 Nov 2017

[www.thetilesindia.com](http://www.thetilesindia.com)

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- ALL4TILES  
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- UNICERA  
Istanbul  
27 Feb - 03 Mar 2018
- MARBLE FAIR  
Izmir  
28 - 31 Mar 2018



Oman

- IDF OMAN  
Sultanate  
06 - 08 Feb 2018



China

- CERAMICS CHINA  
Guangzhou  
30 May - 02 June 2018



Indonesia

- THE BIG 5 CONSTRUCT INDONESIA  
Jakarta  
08 - 10 Nov 2017



Dubai

- THE BIG 5 CONSTRUCT DUBAI  
26 - 29 Sep 2017
- MIDDLE EAST STONE  
04 - 06 Sep 2018



India

- SUSTAINABILITY IN DESIGN AND CONSTRUCTION INDIA  
Bengaluru  
17 - 18 Aug 2017
- THE BIG 5 CONSTRUCT INDIA  
Mumbai  
14 - 16 Sep 2017
- VIRBRANT CERAMICS  
Gujarat  
16 - 19 Nov 2017



South Africa

- THE BIG 5 CONSTRUCT EAST AFRICA  
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# Brand New

A look at the latest collections of the leading brands



**C Tribhovandas & Co.** has launched 'Havana' series of glazed porcelain stoneware. The Style Office of Ceramica CIR has designed the Havana series inspired by the rich and eclectic architectural history of Havana, the capital of Cuba. The technological characteristics of this glazed porcelain stoneware is available in matt finish with size 20 x 20/ 20 x10, in five distinct colors Beige, Blue, Brown, Grey. Havana range lends itself to creating unusual atmospheres with great personality both in residential and commercial surroundings, covering surfaces with contemporary design.

[www.ctrbhovandas.com](http://www.ctrbhovandas.com)

**Classic Marble Company** has introduced two new large – size porcelain tiles. The two new Iris products - Gaudi Stone and Stone Grey belong to the Marmi collection. The tiles are earthy toned with a rich variety of textural effects and designs that are suitable for floors and walls for both interior as well as for exterior areas. Both tiles have subtle designs with almost unobtrusive veins spanning the surface. Being only 6 mm thick, the tiles are perfect solution as laminates for doors and wardrobes, offering a continuous visual with the surrounding surfaces.

[www.classicmarble.com](http://www.classicmarble.com)





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## † PRODUCTS GALORE

**Kajaria Ceramics** has launched its latest collection – “Impressions and Designer” under its ceramic tile category. These collections are great at complementing the walls of living room as they give it a highlighting impact. Kitchens, bathrooms, office receptions, hotel space, lobbies are also the places where these can be used for adding the appeal to the area. The Designer Tiles Collection reinterprets beauty in the form of unique and alluring designs. Crafted with unique Spanish applications with distinct surfaces that also have an intrinsic metallic finish, these stylish and high quality tiles cater to all tastes and design aesthetics.

[www.kajariaceramics.com](http://www.kajariaceramics.com)



**Mirage Ceramics** has added further sheen to its already sparkling GVT metallic line. In addition to its current bestsellers like Ferro Wood, Ferro Flame, Ferro Cobalt, Ferro Lapis Beige and many more, Mirage has added three new finishes – Gold, Silver and Rose-Gold. Their unique inherent features and finishing make these the most superior metallic tiles in the industry today. These tiles come in the industry-standard sizes of 600x600mm and 600x1200mm to provide for all kinds of residential and commercial requirements.

[mirageceramics.com](http://mirageceramics.com)



**Orient Bell** has launched Glazed Vitrified Wall tiles. These wall tiles are glazed on porcelain/vitrified body which can be either in glossy or matt. They offer a vast variety of design, art work and surface textures which can be printed through digital printing technology on special glaze formulation. These tiles are generally made by pressing the dust prepared from white clay and other special inorganic compounds at higher pressure which results in the tiles that are dense, impervious, fine grained and smooth, with a sharply formed face. Porcelain/Vitrified tiles normally fired at around 1200C making it less porous. The GVT wall tile has less water absorption and moisture expansion than normal ceramic wall tile making it suitable for frost areas. The high strength in GVT is also less prone towards breakage.

 [www.orientbell.com](http://www.orientbell.com)



**Notion** has introduced contemporary “Wooden Stair Board flooring” to enrich your home interiors. It is designed to add elegance and versatility. They hold the exclusivity of smooth- sanded surfaces with no coating so that they can be polished as per your color selection in accordance with your space and interiors. From curved stairs to spiral or either to straight ones, It is the best installation, to add rich elegance, creating pleasant and Avant grade spaces. They come in a standard thickness of 30mm with customized sizes, in more than 100 color options.

 [www.notion.net.in](http://www.notion.net.in)

**Havwoods** has launched its signature Handgrade collection for India’s elite! The collection is designed for large spaces that need a very different approach to flooring than regular ones. The planks are an enormous 2 to 4 meters long, and come in mixed widths of up to 480mm. The thickness comes in various options, ranging from 19 to 23mm. They are made from engineered 3-layered oak and birch plywood, 1-strip plank, hard-waxed oil finish. The planks come in 8 shades, viz. Consul, Galway, Walcot, Duke, Hallam, Shaklin, Neston and Ryder, offering a range of shades and choices to fit into every design requirement.

 [www.havwoods.in](http://www.havwoods.in)



## † PRODUCTS GALORE

**Antica Ceramica** has launched an array of “Rustic Tiles” to accentuate a rustic vibe to deck up your home interiors, bathrooms, kitchens and exterior spaces like porch, verandah or patio region. This collection holds the amalgamation of both wood-look tiles as well as natural stone-look rustic tiles which can wonderfully bring the ultra modern historic charm into your home. These rustic tiles can also be a perfect backdrop for adding your unique personality into your home. Available in different shapes, sizes and colours these tiles can work very well within a variety of interior design styles making them an ideal and outstanding choice.

[www.anticaceramica.in](http://www.anticaceramica.in)



**H & R Johnson**, India has launched a new collection of **Johnson Marbonite** Twin White range of tiles. It is a double charge vitrified tiles that provides brighter spaces. These tiles reflect a higher level of whiteness in every design, making it a superior white vitrified tile. The brand has now immortalized the many facets of white marble in 12 inimitable designs. Available in the size of 60 x 60cm in a pristine white base, this new range has the highest whiteness index and has a high gloss, mirror finish. These tiles last longer due to a thicker top-white layer that penetrates deep within and stain free quality. They are suitable for use in residential homes, offices, shopping malls, hospitals.

[www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)

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# Technologically Trendy Tiles

Digital printing is a new disruptor in the industry creating newer designs with better functionality

TEXT BY: Sheetal Joshi

**G**roundbreaking production technology is one of the greatest factors impacting the evolution of ceramic and porcelain floor designs. Vendors are pushing the envelope to reach new aesthetic heights and still satisfy consumer demands for in-style products.

Through digital printing one is able to scan virtually any image

and reproduce that image on a tile, just like scanning and printing a picture. One can develop ceramic tiles that look exactly like the natural surfaces but still feature the benefits of tiles such as durability, high performance and ease of cleaning.

Digital printing capabilities have grown by leaps and bounds in the past three years as tile producers

discover new mediums to apply to ceramic and porcelain surfaces and not only on surfaces but also walls. Advances in the style and number of print heads allows for a more defined graphic and more opportunities to combine different colors and glazes to create different designs and textures.

The digital decoration process can be controlled by a



production costs, savings that can be passed along to consumers and end users.

There has been a lot of advancement in color, pattern, texture and trends with a consistent emphasis on texture and a continued focus on brilliantly conceived high profile designer collaborations. Ceramic trend combinations in design have also been successful. Mixing trends such as the wood look with a concrete look in a contemporary color palette and collections of sizes is an example.

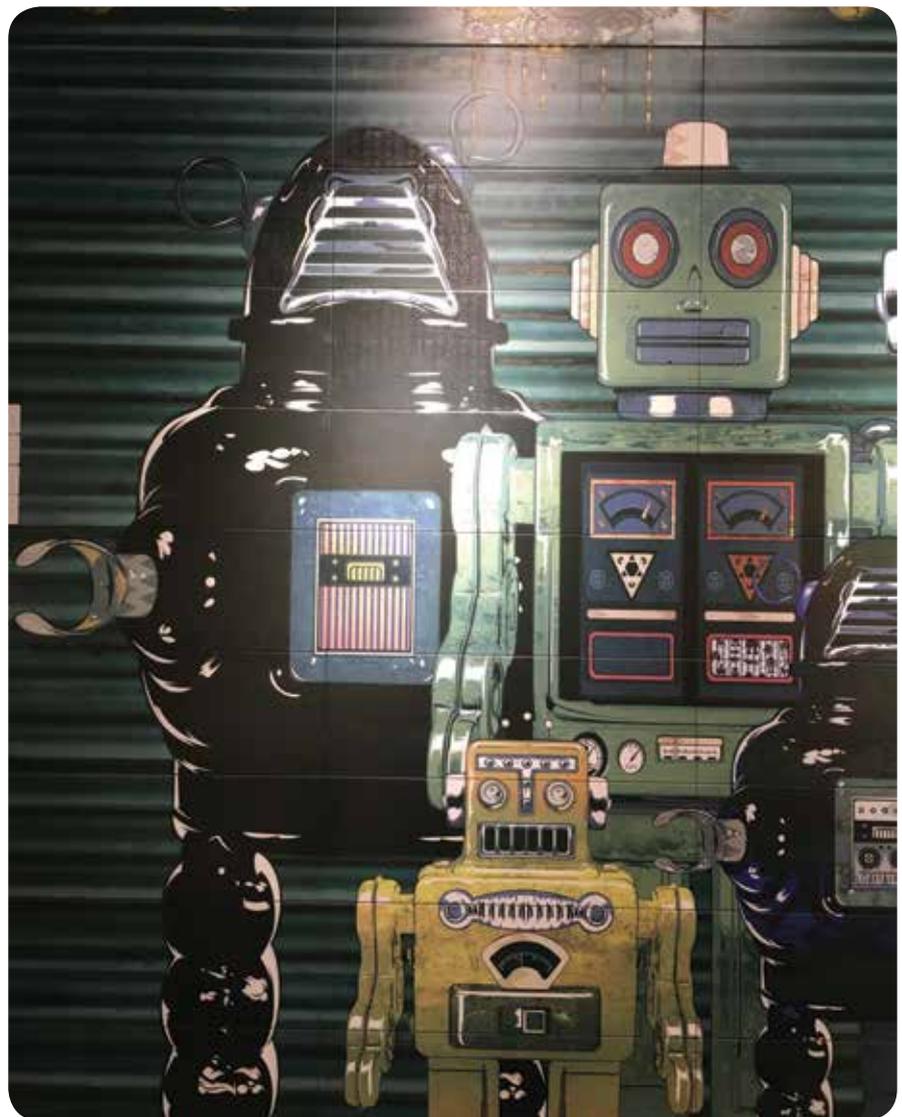
One can recreate the warmth and imperfections of wood in 2cm outdoor pavers, large thin slabs, kaleidoscopic patterns and three-

dimensional tiles that are virtually impossible to achieve with real timber.

Inkjet technology has truly transformed ceramic and porcelain tile. Not only has it made possible more realistic reproductions of other surface materials, but those reproductions also feel real because the printing includes texture. Textured decorative wall tile designs are extravagant and chic. Contemporary decorative walls create an unusual 3d effect, bringing drama into modern interior design and creatively transforming living spaces. Made with high-tech inkjet technology, machinery and process, these wall designs are amazing and stylish. 

sophisticated robotic eye system that can “read” the molded face of the tile to automatically apply specific decorations and finishes, so the visual matches the texture. Pairing these new embellishment capabilities with powerful laser scanners in the production line allows for some of the most sophisticated collections of tile ever seen.

While digital printing techniques are unique to each collection and technology, the most important factor in this type of production is the speed by which the product reaches the market. All of this adds up to enhanced aesthetics at lower



# News Bulletin

## Sunheart Tiles strengthens its presence in Chandigarh Tricity and Himachal Pradesh with “Sunheart Galleria”

Sunheart Tiles has opened its exclusive franchisee showroom “Sunheart Galleria” with Nirmanghar Traders Pvt. Ltd (Directors – Mr. Rajesh Goyal and Mr. Mukesh Goyal) in Chandigarh Tricity. The brand has very intelligently amalgamated modern technological skill and ancient brilliance from Italy and Spain, which dates back

to the 12th century and provides its products offerings in optimum prices. Sunheart has nine companies owned Showrooms in major cities like Delhi, Jaipur, Indore, Mumbai, Ahmedabad, Morbi, Kolkata, Chennai, Cochin. The company will soon be making an announcement of opening showrooms in different part of the country. The company will continue its network expansion by opening 100 Gallerias this year pan India. Sunheart Tiles has 800 dealers and 2000 touch points



across India as of now. The network expansion is well strategized bringing the company closer to its existing and potential customers.

## Green building industry will grow by 20 per cent in India in the next three years, mainly on account of environmental regulation and rising demand.

According to reports from the USGBC, by 2018, the green building industry in India will grow by 20 per cent driven largely by environmental regulations and demand for healthier neighborhoods. Green buildings are being considered as the modern day architectural marvels because of their potential to protect environment and transforming real estate market substantially. After having successfully hosted seven annuals in the past, Nispana announces the 8th Annual “Sustainability in Design & Construction India” (SICI) 2017 scheduled on the 17th & 18th August 2017 at the Vivanta by



Taj, M.G. Road, Bengaluru. GBCI will feature as Green building partners while the Association of Consulting Civil Engineers India (ACCE) will feature as Association Partners.

This year's edition will feature an array of presentations and interactive panel sessions from national and international experts to address current challenges faced and ensure that there is a robust system certifying green credentials as well as active participation by the government,

builders and citizens in order to build structures that are both eco-friendly and responsive to citizen needs.

The conference will feature prominent and visionary green building experts like Mr. Sanjay Seth – TERI, Ashok B. Lall – Ashok B Lall & Associates, Saurabh Diddi – BEE, India, Milli Majumdar – GBCI, Tan SzueHann – Singapore Institute of Architects, Anand Mahendr – Bechtel Corporation, India, Monica Nair – WS Atkins India, and Henriette Faergemann – EU Delegation to India and many more.

KNAUF & FARO feature as Networking Solution providers. The official media partners are “Construction World” in addition to a host of other prominent media partners.

## Simola tiles to product larger ceramic surfaces with System Technology

Simola Tiles LLP will start up in November 2017 a new LAMGEA 22000t moldless press specifically for the creation of large ceramic slabs in formats up to 1.2 x 2.4 mm and thicknesses from 6 to 20 mm. Simola has decided to integrate System technology to enhance its

position on the Indian market and target exports to Europe and the U.S. with an innovative business offer. The supply also includes the high-definition digital printing system Creadigit XXL developed by System for a decoration at 400 DPI featuring precision and definition of every detail. Also to be installed on the same line is Rotocolor systems to further improving the aesthetic



quality of the products. The ceramic products to be distributed by Simola will have both traditional uses such as floor and wall coverings, as well as innovative applications like rain

interior design furnishing expo  
**idf** Oman



6 . 7 . 8  
 February 2018 | Oman Convention & Exhibition Centre Sultanate of Oman

Showcasing

Art & Accessories	Furniture & Furnishings
Outdoor Design	Paint & Coatings
Luxury Life Style	Bathroom
Kitchen	Carpets & Textiles
Design & Décor	Interior Design & Fit out
Tile & Stones	Building Materials
Lightings	Bed, Mattress & Linen



Exhibitors	Visitors
2017 - 130	2017 - 7050
2016 - 105	2016 - 4700
2015 - 85	2015 - 4200
2014 - 70	2014 - 3500

Co-Located events



**tss** Tile & Stone  
 Oman Show



**kbs** Kitchen & Bathroom  
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www.idfoman.com

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For participation in IDF Oman, please contact:  
 Mr. Adil Osman, Project Director  
 +968 94041717 | media@alnimrexpo.com | www.idfoman.com

Member of



screens. Simola's choice for this technology reflects an advanced production system that offers

process solutions developed by System with the aim of offering the Indian market a refined ceramic

product while opening up interesting opportunities for export to new markets.

### First Exclusive AXOR Showroom opens in Mumbai

Hansgrohe India unveiled the first exclusive AXOR Showroom in association with its longstanding partner C. Bhogilal West-End in Mumbai. "Aquaarius" - the first AXOR showroom showcases revolutionary product ranges and AXOR collections designed and developed in collaboration with world renowned architects and interior designers. Mr. Hans-Jürgen Kalmbach, Vice President Sales Asia Pacific, Hansgrohe Group welcomed

invitees to the brand new AXOR Showroom and Grégory Crouzeix, Head of Sales India, Hansgrohe Group addressed the guests and introduced the new AXOR shower products exclusively to the guests. The showroom lets you touch and feel the width of the collections, which offer a variety of styles for all types of taste, and the depth of its ranges. With Aquaarius you can experience AXOR's revolutionary products, and stay curious about the brands' upcoming revolutions for luxurious bathrooms and kitchens.



### Asian Granito in Fortune India's List as one of The Next Fortune 500 companies

AGIL has been honoured by Fortune India as one of The Next Fortune 500 companies in its ranking for the year 2017. Company was honoured with the award from Fortune India as one of the Top Wealth Creators over the last 3 years. Overall ranking of the company jumped 54 places to 274 in the year 2017 from 328 in 2016.

For the FY 2016-17, AGIL reported net profit of Rs. 39.11 crore on Net sales of Rs. 1,065.95 crore. Market capitalisation of the company on July 25 is over Rs. 1,250 crore. Mr. Kamlesh Patel, CMD, Asian Granito India Ltd said "It is indeed an honour to be in list of prestigious next top 500 companies by Fortune India. We are now further motivated towards continuing our efforts for quality excellence and commitment."



### Hindware Announces New Business Initiatives as a Part of Its Vision for 2020

Hindware has unveiled their super-premium brand ALCHYMI curated by India's leading designer Manish Malhotra. Further, the brand inaugurated its state-of-the-art revolutionary concept store Lacasa in the upscale area of Vile Parle, Mumbai. Alchymi stands for 'Style meets craft' and is a design expert and has been created in the Hindware Design Studio using FloSense technology. Featuring four unique bath suites especially curated by celebrated designer Manish Malhotra, the brand will be available at 200+ Hindware brand stores stores pan-India. The suites will comprise of an exclusive range



of WCs, basins, shower, faucets and accessories, etc. Manish Malhotra and Hindware Design Studio are developing new suites which will be introduced every quarter. This will help the consumers to get discerning designer bathrooms for themselves.

The 4000 sq. ft. showroom will have digital Integration at every point for easy selection of products The company will invest aggressively in setting up 10 new Lacasa and 200+ Galleria stores across the country by 2020. 📍

# EVENTS

What, when, where and how- a quick glance at the leading national & international events.





# Cersaie 2017

**Cersaie**, the international Exhibition of Ceramic Tile and bathroom Furnishings will be held in **Bologna** from **25th to 29th September 2017**

**T**he largest international exhibition for the ceramic tile and bathroom furnishing sectors will be held in Bologna from 25th to 29th September 2017. Cersaie is a unique opportunity for international trade and for discovering aesthetic product and technology trends, as well as an essential meeting point for the worlds of production and distribution.

There are many reasons for Cersaie's success. Alongside the show's distinctive characteristic as an exhibition for the global distribution system and the strong economic outlook both in Italy and abroad, further factors include





the thematic areas such as the Architecture Gallery which hosts the “building, dwelling, thinking” cultural programme and the Press Cafés, conversation areas in the Gallery lounge set aside for discussing topical issues of interest to attendees at Cersaie. Other important events include those organised for tile installers in Tiling Town and the initiative aimed at consumers entitled, “Cersaie Designs Your Home” held in the Press Village located in the Services Centre.

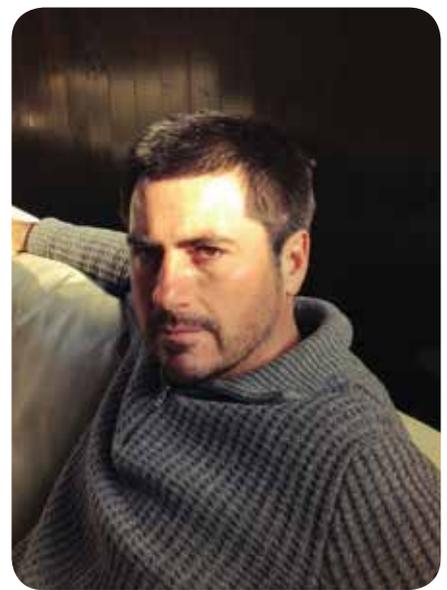
World-famous architect **Diébédo Francis Kéré**, founder of the practice Kéré Architecture, will be taking

part in the Cersaie 2017 “building, dwelling, thinking” programme with a conference held in the Architecture Gallery. Born in the small West African town of Gando in Burkina Faso, Kéré was awarded a scholarship to apprentice in Germany, where he went on to earn a university degree in architecture and engineering. Parallel to his studies, he founded the Kéré Foundation to fund the construction of the Gando Primary School, which won the prestigious Aga Khan Award in 2001. Kéré continues to reinvest knowledge back into Burkina Faso and sites across

four different continents. He has developed innovative construction strategies that combine traditional materials and building techniques with modern engineering methods. Since founding Kéré Architecture in 2005, his work has earned numerous prestigious awards such as the Global Award for Sustainable Architecture, BSI Swiss Architectural Award, Marcus Prize, Global Holcim Gold Award, and Schelling Architecture Award.

Kéré recently received also the Arnold W. Brunner Memorial award in architecture, an award that is granted each year by the American Academy of Arts and Letters for significant contributions to architecture as an art form.

Internationally acclaimed Chilean



architect **Sebastián Irrarrázaval** will also be one of the guests at this year's Cersaie. He will conduct a conference in the Architecture Gallery as part of the "building, dwelling, thinking" cultural programme which each year hosts big international names from the world of architecture. **Sebastián Irrarrázaval** was born in Santiago de Chile in 1967. After graduating from the Catholic University of Chile, he was appointed Professor at the

university in 1994 and since then has combined his professional work with teaching and research activities. He has held visiting professorships at several universities, including the Massachusetts Institute of Technology in Boston (MIT) and the University Architecture School of Venice (IUAV).

His projects fully reflect the new wave of contemporary Chilean and Latin American architecture, one of his most iconic creations being the

original Caterpillar House (or Casa Oruga), built for an art collector outside Santiago.

Cersaie 2017 promises to offer an interesting combination of discussions and networking with plenty of opportunities to understand the latest developments in the industry. †

**Contact Details**

🏠 [www.cersaie.it](http://www.cersaie.it)

Organisers



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# Vibrant Ceramics 2017

**Vibrant Ceramics 2017** promises to be bigger and better this year

**T**he Indian Ceramic and Tile industry is all excited and raring to go for the Vibrant Ceramics 2017. The Vibrant 2016 was an enormously successful event and has raised the bar for the participants and guests. It is completely planned and organised by the Morbi Ceramics Association & Octagon Communication Pvt. Ltd. The Vibrant Ceramics 2016

had participation from 24 countries including major ceramics importing countries like US, Oman, Saudi Arabia, UAE, Canada etc., with almost 600 foreign delegates.

The expo saw business worth INR 500 crore and an order of INR 1300 crore in the pipeline. Many direct business deals with delegates from the overseas were initiated. The event saw a footfall of more than

1 lakh delegates in just three days. The government of Gujarat played a significant role in this event by lending their support.

On the basis of the overwhelming response and greetings from ceramic industrialists, entrepreneurs, dealers, distributors, importers, visitors, and Government of Gujarat, a second edition has been planned on a larger scale at Exhibition centre,



Gandhinagar, Gujarat during 16 to 19 November 2017.

Vibrant Ceramics 2017 will be an ideal portal to meet, interact, network and discuss business possibilities for industrialists, dealers, customers, experts, builders and all those who matter in the ceramics and sanitary-ware industry.

It is one-of-a-kind initiative that aims towards unifying and synergizing the key players in the ceramics industry. With an



enormously diverse and yet strategically focused set of invitees, participants, sponsors and presenters; Vibrant Ceramics 2017 shall bring forward all sorts and types of business resources on a common destination to enable flawless interaction, channelling and networking. It will be an energetic and exciting platform for all the customers, manufacturers, researchers, technologists and innovators to come together and discuss, share, debate and celebrate the best of the ceramics industry; Vibrant Ceramics 2017 shall be an international event that will

successfully register its name in the key commercial milestones of the year.

It shall pave way for grand product launches and professional exposure for the international brands in order to effectively penetrate in the regional and local markets. Vibrant Ceramics 2017 shall bring alive a vibrant opportunity to have a direct and a more organic connection with their target audiences.

Hoping to see you there! 

#### Contact Details

 [www.vibrantceramics.com](http://www.vibrantceramics.com)

TRADE EVENTS

SEP



MIDDLE EAST STONE (DUBAI CITY)

4th-6th September 2017  
Dubai

[www.middleeaststone.com](http://www.middleeaststone.com)



THE BIG 5 CONSTRUCT INDIA (MUMBAI)

14th – 16th September 2017  
India

[www.thebig5constructindia.com](http://www.thebig5constructindia.com)



THE FLOORING SHOW (HARROGATE)

17th-19th September 2017  
Uk

[www.theflooringshow.com](http://www.theflooringshow.com)



DECOREX INTERNATIONAL (LONDON)

17th-20th September 2017  
Uk

[www.decorex.com](http://www.decorex.com)



27.28.29  
september  
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The new meeting Place of the main players of the supply and ceramic industry that will be held in September 2017 in Bologna, during the Cersaie Fair.

With cultural spaces where to deepen major topical issues.

[redazione@ceramicanda.com](mailto:redazione@ceramicanda.com)



OCT



**ALL4TILES  
(BOLOGNA)**

27th-29th September 2017

Italy

[www.ceramicanda.com](http://www.ceramicanda.com)



**ICFF  
(MIAMI)**

3rd -4th October 2017

USA

<http://www.icffmiami.com/>



**CERSAIE  
(BOLOGNA)**

25th-29th September 2017

Italy

[www.cersaie.it/en/](http://www.cersaie.it/en/)



**CERAMBATH  
(FOSHAN)**

18th-21st October 2017

China

[www.cerambath.org](http://www.cerambath.org)



**CERAMICS CHINA 2018**

China Import and Export Fair Complex·Guangzhou 2018.5.30-6.2

[www.ceramicschina.net](http://www.ceramicschina.net)

NOV



**BUILDMACEX (LOGAS)**  
 31st Oct-2nd November 2017  
 Nigeria  
[www.buildmacexnigeriafair.com](http://www.buildmacexnigeriafair.com)



**ACETECH 2017 (MUMBAI)**  
 2nd - 5th November 2017  
 India  
[www.etacotech.com](http://www.etacotech.com)



**THE BIG 5 CONSTRUCT EAST AFRICA (KENYA)**  
 1st- 3rd November 2017  
 East Africa  
[www.thebig5constructeastfrica.com](http://www.thebig5constructeastfrica.com)



**THE BIG 5 CONSTRUCT INDONESIA (JAKARTA)**  
 8th - 10th November 2017  
 Indonesia  
[www.konstruksiindonesiabig5.com](http://www.konstruksiindonesiabig5.com)

† THE TILES OF INDIA IS AN OFFICIAL MEDIA PARTNER FOR :





**WORLD ARCHITECTURE  
FESTIVAL (ARENA)**  
15th to 17th November 2017  
Berlin  
[www.worldarchitecturefestival.com](http://www.worldarchitecturefestival.com)



**THE BIG 5 CONSTRUCT  
DUBAI (DUBAI CITY)**  
26th-29th, November 2017  
Dubai  
[www.thebig5.ae](http://www.thebig5.ae)



**VIBRANT CERAMIC EXPO  
AND SUMMIT (GUJARAT)**  
16th-19th November 2017  
India  
[www.vibrantceramics.com](http://www.vibrantceramics.com)



**STONE INDUSTRY FAIR  
2017 (MOSCOW)**  
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## AURANGABAD

Darshan Plaza, Plot No. 38/C,  
Manjeet Nagar, Akashwani Chowk,  
Jalna Road, Aurangabad - 431001

## BENGALURU

No.46/139, 3<sup>rd</sup> Floor, Commerce  
House, Above Olympic Sports, K H  
Road, Bengaluru - 560027

▪  
1229/1, T. Krishna Reddy Layout,  
Honamavu Main Road, Banaswadi,  
Bengaluru - 560043

## MUMBAI

A-402, Citi Point, Near Kohinoor Hotel  
& Opposite ICICI Bank, J B Nagar,  
Andheri East, Mumbai - 400059

## CHENNAI

Basement of the Sundarsan Building  
No – 86, Chamiers Road, Nandanam,

Chennai - 6000035

## NEW DELHI

D/202, (F.F.), Mansarovar Garden,  
Ring Road, New Delhi - 110024

## GANDHINAGAR

FF101/02/03, JayYogeshwar Comp,  
Nr. City Pulse Cinema, Opp.  
Kudasan Bus Stop, Koba Highway,  
Gandhinagar, Ahmedabad - 380002

## HYDERABAD

No. 8-3-833/88, Kamalapuri,  
Colony, Phase - I, Srinagar Colony,  
Hyderabad - 500073. Ph.: 040-  
65445611

## JAIPUR

26 – A, Old Atish Market, Jaipur,  
Rajasthan - 302001

## NASIK

C/O. Shree Neelkamal Deco Home (I)  
Pvt. Ltd., C – 15, Road – 4, Nice, Mide,  
Satpur, Nasik - 422007

## PUNE

Surve No. 36/7/5, Ambegon Budruk,  
Mumbai – Bengaluru by Pass,  
Pune - 411003

## RAJKOT

2nd floor, holiday Business Circle,  
Nr. ICICI Bank Kotecha Chowk,  
Kalawad Road, Rajkot - 360001

## SURAT

HG – 3 SNS Square, Above SBI Bank,  
Vesu Gam Road, Opp. Jolly Residency,  
Vesu Road, Surat - 395007

## UDAIPUR

1<sup>st</sup> Floor, Opp. A One School, Nr. Ayad  
Puliya, Main University Road, Nr. 100  
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### MUMBAI

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### HYDERABAD

1-10-73/2, 1<sup>st</sup> Floor, Lumbini Arcade, Begumpet, Hyderabad - 500 016

## KAJARIA

### DELHI

J1/B1 (Extn.), Mohan Co - op Industrial Estate (Opp. Badarpur Thermal Power Station), Mathura Road Badarpur, Delhi - 110044 Tel: 91-11-2694 6409

### CHANDIGARH

SCO 2-3, First Floor, Mansa Devi Complex, Sector - 5 on NH-21, Near Petrol Pump, Panchkula, Chandigarh - 134109

### JAIPUR

G-1, Aishwarya Tower, Near Hotel Hawa Mahal, Ajmer Road, Jaipur - 302006

### LUDHIANA

Second Floor, 7-E, Sarabha Nagar, Malhar Road, Ludhiana - 141001

### LUCKNOW

7, Tajpuria Palace, Faizabad Road,

Indira Nagar, Lucknow (U.P.) - 226016

### AHMEDABAD

16-30, 2<sup>nd</sup> Floor Agarwal Mall, Opp Sola Bhagwat Vidhyapith, SG Highway, Ahemdabad - 380060

### MUMBAI

B1-307, Boomerang, Chandivali Farm Road, Near Chandivali Studio, Off Saki-Vihar Road, Andheri (E) Mumbai - 400072

### KOLKATA

Tirupati Plaza, 2<sup>nd</sup> Floor 74/2, Acharya Jagdish Partme Bose Road, Kolkata - 700017, West Bengal

### BENGALURU

Farah Icon, Site No - 119, 1<sup>st</sup> Floor, Lal Bagh Road, Near Urvashi Theatre, Bengaluru - 560038

### CHENNAI

Old No.40, New No.31, Montietch Road, Opp. Hotel Ambassador Pallava Hotel, Egmore, Chennai - 600008

### HYDERABAD

Uma Aishwarya House, Home No.8-2-502/1/AG, Road No.7, Banjara Hills, Hyderabad (A.P.) - 500034

## NITCO

### MUMBAI

Nitco Ltd, Recondo Compound Inside Municipal Asphalt Compound, S. K. Ahire Marg, Worli, Mumbai - 400030 Tel: 91-022-2491 9922

### HYDERABAD

Opal Flooring Plot No 72, Srinagar Colony, Extn Kamlapuri Colony, Hyderabad - 500073

### DELHI

Nitco Ltd, 60/2, Yusuf Sarai Inside Indian Oil Bhawan Compound,

New Delhi - 110016

### BENGALURU

Nitco Ltd, No 2 Union Street, Off Infantry Road, Near, Medinova Diagnostic Centre, Bengaluru - 560001

### PUNE

Pushpanjali Agencies Near Hat Darwaja, Opp. Gandhi Putla, Nandurbar, Pune - 440002

### AJMER

Rishabh Enterprises Behind Police Chowki, Fayasagar Road Ajmer - 305001

### KOLKATA

23/27, Gariahat Road, Near South City College, Kolkata - 700026

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### DELHI

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## RAK

### MUMBAI

RAK Ceramics India Pvt. Ltd. 325, Dheeraj Heritage, Junction of Milan Subway, S.V. Road, Santacruz (West), Mumbai - 400 054, Tel: 022-65205854

### PUNE

Mutha Commerce House, 320/1, S-1, 2<sup>nd</sup> Floor, Near 7 Loves Hotel, Shanker Sheth Road, Pune - 411042

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2<sup>nd</sup> Floor, Poovathinkal Buildings, Above More Super Market, Near SBT, Subash Chandra Bose Road, Vytilla, Cochin - 682 019

**CHENNAI**

Sathi Enclave, S-8, 2<sup>nd</sup> Floor, Door N0.5 & 6 Amman Koil Street, Vadapalani, Chennai - 600026

**SIMPOLO**

**MUMBAI**

Laxmi Industrial Estate, H/2, Ground Floor, New Link Road, Andheri (W), Mumbai -400053, Tel: 022 40167131, Fax: 022 40167132, E-mail : mumbai@simpolo.net

**MORBI**

Old Ghuntu Road, MORBI - 363 642. (Guj.) INDIA. Tel: +91 2822 242122, 241622, 243622, Fax: +91 2822 243122, E-mail : tiles@simpolo.net

**AHMEDABAD**

Aggrawal Mall, Office No.1, 3rd Floor, Opp. Bhagwat Vidyapith, S.G. Highway, Ahmedabad-380061 Tel: 079 32930222 Fax: 079 32931222. E-mail : ahmedabad@simpolo.net

**DELHI**

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**COCHIN**

33/2380 A-A1 NH Bypass, Vysali Bus Stop, Chakkaraparambu, Cochin

-682032. Mob.: 9349339938, Fax: 04844037118, E-mail: cochin@simpolo.net

**SURAT**

Simpolo Impex, 10 & 11, Shivam Complex, Near State Bank of India, Opp, Vijay sales, Rander Road, Surat Ph.: 0261-2760787 Mo.: 9825766254

**SANGLI**

Vardhman Enterprise 213, Sangli Kolhapur Road, Opp. Hyundai Showroom , Sangli-Ankali Ph.: 0233-2422002/20 Mo.: 09011093586

**HIMMATNAGAR**

Ceramic Gallary, Sankalp Complex, Samlaji highway, Near Collage Motipura, Himmatnagar Mo.: 09979893772, 09979875772

**HYDERABAD**

Ceramic Inc. Solanki Plaza, Phase-3, Kamalपुरi Cly, Opp. Green Bawarchi Hotel, Hyderabad, Ph.: 040-23334040 Mo.: 09000018041

**VIJAYWADA**

Tile City, 52-1/1-2a, Vinayaka Theater Service Road, Veterinary Colony, Vijaywada - 520008 Ph.: 0866-2455699 Mo.: 09346608791

**JAIPUR**

Alid Sales Agencies, 137, New Atish Market, Jaipur. Mo.: 09414057548

**CALICUT**

Kurikkal Tile, Center-Branch, Soubhagya Shopping Complex, Nr. Arayidathupalam, Mavoor Road, Calicut - 4. Kerala Ph.: 0495-3048103/02

**MALEGAON**

Subhdeep Ceramics, The Builder's Bazar, Nr. Nanavati Petrol Pump, Next To Gayatri Hospital, Old Agra Road, Sangmeshwar, Malegaon -

423203 Ph.: 02554-258572 Mo.: 09370044002

**GOA(MARGAO)**

Silver Trade Links, Shop No. 17, Desai Residential & Commercial Complex, Dongorwado, Near Nehru Stadium Fatorda, Margao-GOA Ph. : 0832-2741160 Mo. 09372334339

**SIMOLA**

**HYDERABAD**

8-2-82/6, Behind Tata Showroom, Bowenpally, Hyderabad - 500011 Tel: 91-8374000980

**SOMANY**

**NEW MUMBAI**

Shree Ram Traders, 22, Riddhi Complex, Khanda Colony, New Panvel in Navi Mumbai 410206 Tel: 27462038, 9892868282

**DELHI**

Raghav Enterprises, B-2 II<sup>nd</sup> floor Janak Puri New Delhi-110058, 011-65757575 / 9876767676 Email: raghav123@gmail.com

**INDORE**

Suraj Trading Company, EC-80, Scheme No.94/C, Ring Road, Opp. Hotel Radisson, Indore - 452001 Mobile: 09302102733

**KOLKATA**

Shubh Enterprises, 72/1,Topsia Road (South), Kolkata - 700046 700046 Tel: 9874072244 / 9903841311 Email:kolkatashowroom@somanyceramics.com

**CHENNAI**

Signature Life Style Pvt. Ltd, 127, Poonamalle High Road Maduravayal, Chennai-94,Tel: 044 23783366, 044 23783377



**CERSAIE**  
BOLOGNA ■ ITALY

VISIT - THE TILES OF INDIA  
BOOTH NUMBER- 79

25-29 SEPTEMBER 2017



**GUJARAT**

Edge Studio, Builders Home F-6  
GNFC Info tower, Above Harley  
Davidson Bike's Showroom, Nr. Hotel  
Grand Bhagwati, S.G.Highway Road,  
Ahmedabad, Gujarat, Tel: +91 98250  
05357, 079 30088880

**SUNHEART****AHMEDABAD**

11, Ground Floor, Patel Avenue, Nr.  
Gurudwara, S. G. Highway, Ahmedabad  
- 380015 Tel: 91-79-40039851

**MUMBAI**

9-C, Laxmi Industrial Estate,  
Off. Link Road, Andheri (West)  
Mumbai-400053

**DELHI**

F-3, Shopping Centre-1, Mansarovar  
Garden, New Delhi - 110015

**CHENNAI**

Plot No.8, Door No.10, Babu Street,  
Saraswathi Nagar, Chennai -600073

**CHANDIGARH**

2260, Industrial Area, Phase-2,  
Chandigarh - 160002

**HYDERABAD**

Plot No. 18-2-43/4, Nr. Petrol Pump,  
Chandrayan Gutt-'X', Hyderabad -  
500005

**GOA**

Shade No. D2/10, Tivim Industrial  
Estate, Karaswada, Mapusa, Goa -  
403526

**BENGALURU**

No. 13/16, 1<sup>st</sup> Main Road, Industrial Town,  
Rajaji Nagar, Bengaluru - 560044

**LUCKNOW**

7, Hind Nagar, Kanpur Road, Back to  
Petrol Pump, Nr. Tata Motor Office,  
Lucknow - 226001

**VARMORA****MUMBAI**

A-54, 1<sup>st</sup> Floor, Elite Auto House  
Mathuradas Vasanji Road, Andheri -  
Kurla Road, Andheri (East), Mumbai  
400093

Tel: 022 28389790

**SURAT**

JP Park SOC, Plot NO U -2, Udhna  
Magdalla Road, Surat - 395007

**VADODARA**

10 Mangal Deep Complex, OPP  
Chanakya Vidhyapith, NR Lisa Park  
Char Rasta, HI- Tension Road,  
Subhanpur, Vadodara - 390023

**KERALA**

41/711 E Sayed Mohammed Complex,  
1<sup>st</sup> Floor C.P Ummer Road, Cochin -  
682035

**ANDHRA PRADESH**

3-4-214 Kachi Guda Station Road,  
Next To Bank Of India, Hyderabad -  
500027

**RAJKOT**

8/A, National Highway, At. Dhuva, Tal.  
Wankaner, Rajkot - 363621

**NEW DELHI**

1521, Wazir Nagar, Timber, Market, Opp.  
Defence Colony, (ICICI Bank), Kotla,  
Mubarkpur, New Delhi - 110003

**KOLKATA**

241, Shantipally Rajdanga, Chakraborty  
Para, Opp. Kasba New Market and  
South End, Enclave, Kolkata - 700107

**AHMEDABAD**

Shop No.4, Ground Floor, Patel  
Avenue, Near Gurudwara, S.G.Highway,  
Ahmedabad - 380001

**GOA**

G/2-3, Rizmi Classic Building, Hari  
Mandir Road, Malbhat, Madgaon, Goa  
- 400302

**BENGALURU**

No.1, Survey No. 56 / 8 / 1, 6th Cross  
Road, B.T.M. Layout, 2<sup>nd</sup> Stage,  
Bannerghatta Road, Bengaluru -  
560076

**PUNE**

Sadhana Arcade, S.no. 55/5/6/2,  
Nr. Mumbai - Pune byepass, Vadgaon  
(Bk), Pune - 411041

**JAIPUR**

234, Muktanand Nagar, Opp. Central  
Academy, Near Police Station,  
Gopalpura Bye Pass, Jaipur - 30200

**CHENNAI**

D/16, Ragamalika partments,  
Phase 3, 150 Velachery main Road,  
Medavakkam, Chennai - 600010

**VITA****MUMBAI**

283 A, Vasu Smiriti, Flat No. 4, 1<sup>st</sup> Floor,  
13<sup>th</sup> Road, Khar (West), Mumbai - 400  
052 Tel: 91-93242 46401

**MORBI**

8-A, National Highway Near Dariyala  
Resort, AT.Jambudia, Morbi - 363642

**NEW DELHI**

508, Vishwa Sadan, District Centre,  
Janakpuri, New Delhi - 110058

**KOLKATA**

C/O Ganga Business Centre, 2 Gariahat  
Road (South), Dhakshinapan Shopping  
Complex, Dhakuria, Kolkata - 700068

**PUNE**

Ceratec, Sr. No. 36/715, Off. New  
Mumbai - Bangalore Bypass,  
Ambegaon B. K., City-Pune,  
Maharashtra - 411046  
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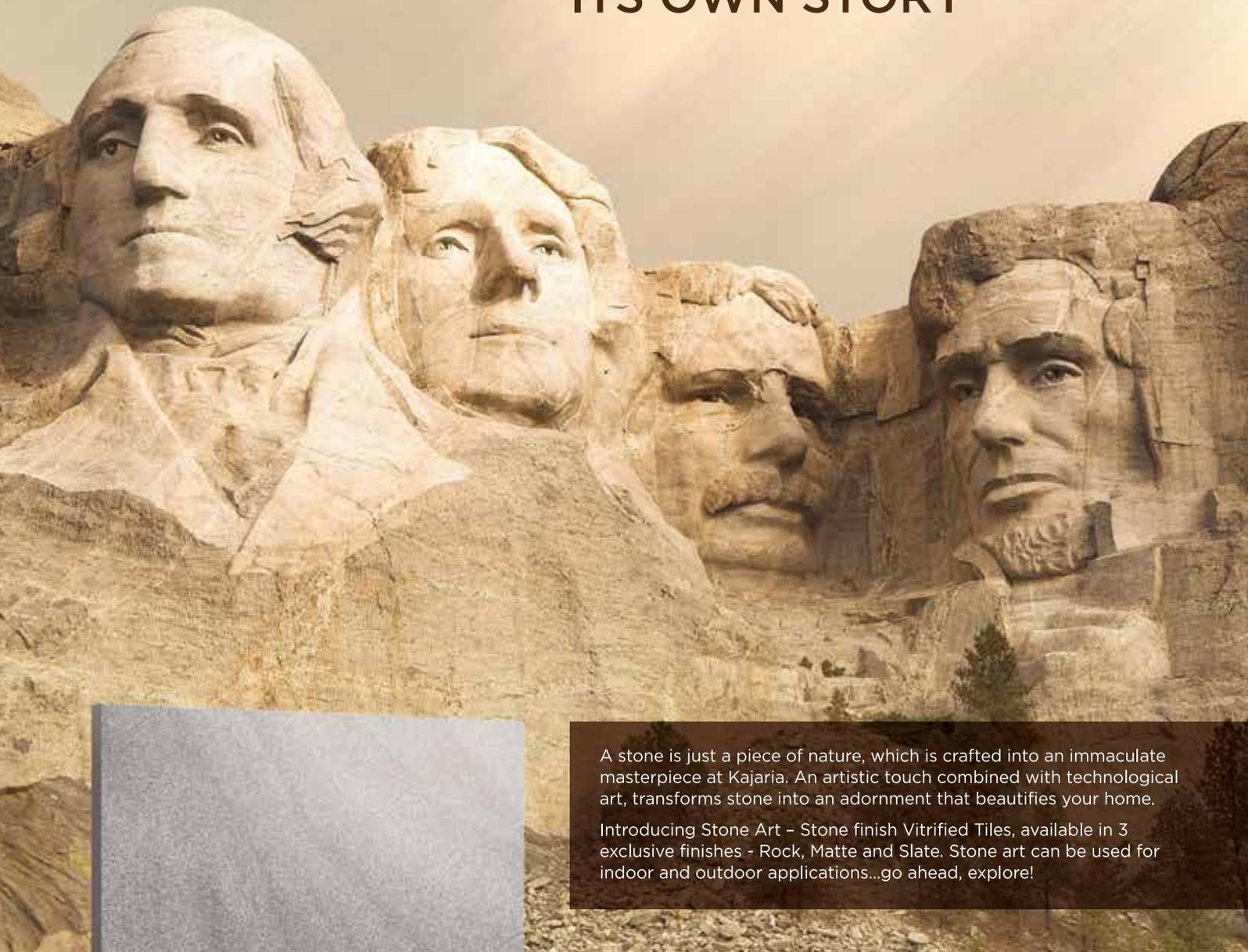
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