

*The*  
**ADORNER**

Facades and beyond from *AludecoR*

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**COVER STORY**

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Immerse yourself in the

**EARTHCOAT**  
SERIES

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Inspired by terracotta's  
timeless journey

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**ODE TO  
EXCELLENCE**

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Crafting legacies and defining  
skylines for decades

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**SPACE STORY**

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Passion, persistence,  
nature-inspired designs  
and redefining possibilities

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“As a proud ‘Make in India’ brand, we ensure that Earthcoat is highly durable.”

## FROM THE ED'S DESK



Dear Valued Readers,

We extend our heartfelt gratitude to you for your continued support and appreciation. Your enthusiasm inspires us to push the boundaries of innovation, while staying rooted in tradition.

At Aludecor, we blend heritage with modernity. Our newly-launched Earthcoat Series reimagines the timeless beauty of terracotta – an art form dating back to the Indus Valley, Bengal and Mesopotamian civilisations – for contemporary architecture.

Inspired by terracotta's rich legacy, Earthcoat panels offer global aesthetics with Indian craftsmanship. Unlike traditional terracotta, they are lightweight, reduce structural load and feature fire-retardant properties with high thermal insulation which enhances energy efficiency. Their low CO<sub>2</sub> emissions and recyclable aluminium core make them an eco-conscious choice, perfectly suited for sustainable architecture.

As a proud 'Make in India' brand, we ensure that Earthcoat is highly durable – resistant to cracks, chips and efflorescence, while requiring minimal maintenance. The series is available in larger, standardised panels, providing architects with greater design flexibility and ease of installation.

With Earthcoat, we bridge the past and future – honouring tradition, while driving sustainable innovation.

Warm regards,

**Parveen Mahajan**  
Executive Director, Aludecor

## ELEVATING POSSIBILITIES

Dear Valued Readers,

The architectural landscape is undergoing a remarkable transformation, driven by the evolving demands of sustainability, aesthetics and functionality. As someone deeply connected to this industry, I've seen firsthand how architects and designers stand at the forefront of this change, shaping the spaces where we live, work and create. At Aludecor, we don't just recognise the pivotal role of this community – we're committed to supporting your vision with innovative materials, superior service and an unwavering commitment to excellence. For me, this philosophy is encapsulated in three core principles: Agility, Audacity and Accountability.

### Agility: Adapting to Win

The design industry is dynamic, with trends, technologies and client expectations shifting rapidly. Agility means staying ahead of these changes. At Aludecor, I'm proud of how our expanding retail network ensures architects and designers like you have seamless access to cutting-edge materials and solutions. Whether it's a custom shade inspired by nature, or a revolutionary finish, agility allows us to anticipate and meet the unique demands of your projects, transforming your creative ideas into reality.

### Audacity: Designing Boldly

Bold designs redefine boundaries and inspire innovation. For me, audacity means exploring unconventional approaches and embracing sustainability without compromising on aesthetics. Aludecor's eco-conscious cladding solutions embody this spirit, offering materials that harmonise functionality with environmental responsibility. By dreaming big and taking creative risks, together, we can craft spaces that captivate and endure.

### Accountability: Owning Excellence

Every landmark project is built on a foundation of trust and reliability. Accountability is more than a principle – it's a promise I personally stand by. At Aludecor, our commitment to service enhancement ensures you can rely on us at every step. From timely deliveries to technical support, we strive to foster relationships that go beyond transactions, building a legacy of collaboration and success.

“

*Great design isn't just about buildings; it's about creating enduring legacies.*”



As the architectural world continues to evolve, let's embrace these principles to elevate possibilities together. Great design isn't just about buildings; it's about creating enduring legacies.

Let's make it happen, together!

Warm regards,

*Saurav Kabra*

**Saurav Kabra**  
Sales Director, Aludecor

“ *The story of terracotta isn't just about clay; it's about civilisations, memories and human creativity.* ”

## MESSAGE FROM THE EDITOR



**Dear Valued Readers,**

Each quarter, as we put together The Adorner, we embark on a journey – a journey of storytelling, design and heartfelt connections. The 47th edition is a milestone that captures the spirit of evolution, resilience and artistry. It's more than just a magazine; it's a canvas that celebrates the extraordinary in every detail, bridging the gap between innovation and legacy.

This time, our journey begins with a transformation. In the vibrant world of premium automotive design, the Mercedes-Benz India's showroom in Delhi stands as evidence to how bold ideas shape the future. Aludecor's contribution to this epic branding effort – a symphony of precision coatings, sustainable solutions and architectural finesse – is a proud chapter in our own story. We didn't just suggest colours; we crafted experiences, infused trust and embraced sustainability.

From there, we move to the warm embrace of heritage – terracotta. The Earthcoat Series, inspired by centuries of clay craftsmanship, and an ode to those master craftsmen, reimagines this timeless medium for modern architecture. The story of terracotta isn't just about clay; it's about civilisations, memories and human creativity. As we unveil fun facts and design insights, we invite you to explore how tradition and innovation converge in every hue of this remarkable collection.

But The Adorner is never just about the materials or projects. It's about the people – the dreamers, the doers, the storytellers. In this edition, you'll meet architects who transform visions into reality, fabricators whose craft transcends the ordinary, and changemakers who redefine the very essence of design. These are the voices of innovation, resilience and inspiration.

A particularly moving story comes from our CSR initiative – Gift a Smile – where joy radiated through the laughter of children whose dreams now shine a little brighter. It's a poignant reminder that true design isn't just about buildings; it's about building futures.

As you delve deeper into these pages, you'll see that The Adorner isn't just a quarterly magazine – it's a narrative of design's power to inspire and transform. From fire-retardant innovations to timeless artistry, every story is a tribute to Aludecor's mission to lead with purpose, to build with passion and to dream without limits.

So, turn these pages with curiosity, soak in the creativity and let yourself be transported. Because The Adorner isn't just a magazine – it's a journey; a reflection of the beauty, brilliance and possibilities we create together.

Here's to inspiring dreams and designing futures.

Warm regards,

**Gautam Saraswat**

COVER STORY

# TERRACOTTA CHRONICLES

INTRODUCING

## EARTHCOAT SERIES

From the sun-baked walls of ancient Harappa to the rolling hills of Tuscany, terracotta has been humanity's faithful companion in crafting spaces that speak to the soul. It's a legacy moulded by time.

And now, Aludecor's groundbreaking Earthcoat Series is writing a new chapter in this ancient story, bringing the timeless appeal of terracotta into the contemporary design landscape.

Terracotta isn't just a material – it's the earth's own signature. When you look at structures across civilisations, from the Indus Valley to ancient Egypt, you'll find this remarkable medium telling stories of human creativity and resilience.

The Earthcoat Series stands as a testament to this rich heritage, offering a carefully-curated palette that draws inspiration from some of history's most significant clay-working traditions. Each shade in the collection carries within it the whispers of ancient craftsmanship while speaking fluently to modern design sensibilities.





**Terracotta: A Global Tale**

The story of terracotta begins with the earth itself. Derived from natural clay, its warm and earthy tones have served as a universal language of design for centuries. Every hue tells a story of its origins – the deep, rich tones of Moorish clay, evoking the splendour of Andalusian architecture; the vibrant warmth of Bengal clay, reminiscent of the region’s temples and pottery; the robust textures of Andes clay, inspired by the mountainous terrains of South America; and the sun-kissed hues of Tuscan clay, echoing Italy’s rolling hills and rustic charm. The Harappan clay of the Indus Valley

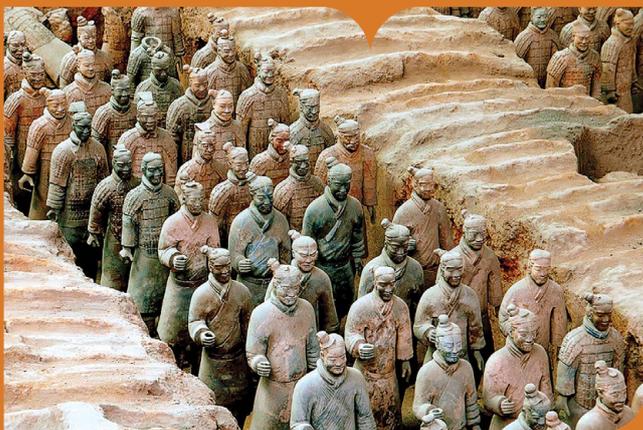
civilisation speaks of ancient craftsmanship, while Nile clay connects us to Egypt’s fertile plains, where some of the earliest human settlements flourished.

Each of these clays serves as a testament to the earth’s artistry. The Earthcoat Series by Aludecor draws from this rich palette, offering a collection that brings these diverse inspirations to modern design.

**The Essence of Earth**

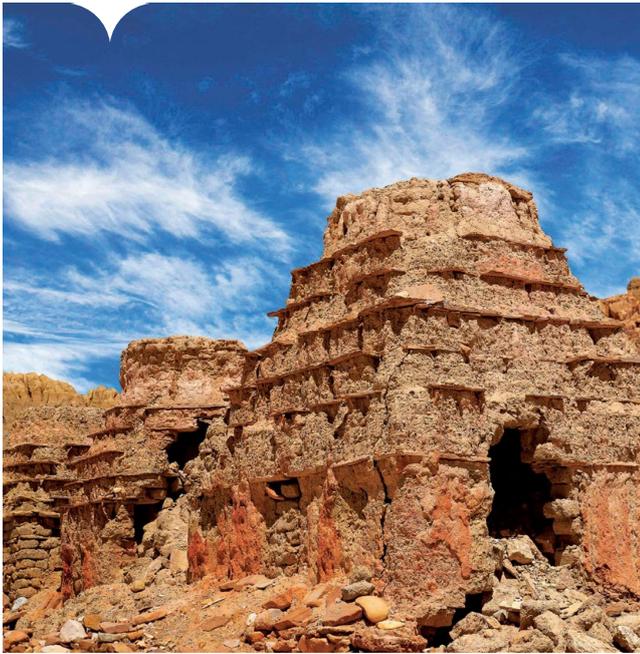
The Earthcoat Series is more than just a range of colours, and there is much that sets it apart –

Did you know?



The famous Terracotta Army in China, buried with the first Emperor Qin Shi Huang, consists of over 8,000 life-sized clay soldiers and 520 horses. Discovered by accident in 1974 by a Chinese farmer digging a well, they have stood strong for more than 2000 years. This incredible feat of craftsmanship showcases the enduring strength and versatility of terracotta.

Image source: Audley Travel



- **Earthy Warmth:** The warm, natural tones of terracotta create a sense of grounding and comfort, making spaces feel inviting and harmonious.
- **Timeless Appeal:** Terracotta has stood the test of time, evolving across cultures and landscapes. Its enduring charm ensures lasting elegance. Terracotta changes colour with temperature, but Aludecor has overcome this challenge, developing the shade into ACP for a long-lasting life.
- **Versatility:** From residential spaces to commercial interiors, this palette seamlessly adapts to diverse design needs.
- **Sustainability:** Inspired by nature, this series underscores Aludecor's commitment to eco-friendly practices, ensuring that beauty and responsibility go hand-in-hand.

**Future Forward and Earth Approved**

In an era where environmental consciousness is paramount, the Earthcoat Series stands out for its eco-friendly approach. By drawing inspiration from natural

clay, we will not just be creating beautiful surfaces – we are promoting a more sustainable approach to architectural design.

**Redefining Contemporary Spaces**

One of the most remarkable aspects of this series is its ability to bridge the past and present. Terracotta, in its raw form, symbolises resilience and authenticity. By incorporating these elements into modern design, Aludecor has created a collection that resonates with today's aesthetic sensibilities, while honouring its historical roots.

Whether designing a contemporary highrise, a boutique space, or a home that embraces earthy elegance, this range reminds us that in the pursuit of innovation, we need not abandon our connection to the earth. Instead, by embracing these timeless tones and textures, we can create spaces that feel both grounded and forward-looking – a perfect synthesis of past and present.

**Experience Timelessness**

The Earthcoat Series by Aludecor is more than just a product – it's an invitation to rediscover your architectural world through the lens of terracotta. It's a journey that connects us to the earth's legacy while inspiring spaces that are authentic, timeless and grounded.



Scan to know more



Did you know?



In ancient Rome, terracotta pipes were used for plumbing, proving that this material wasn't just decorative, but also highly functional.



# ARCHITECT CHRONICLES

**Pranav Kumar**  
Proprietor  
Mass N Void Design Consultants

**You've been in the industry for decades. What keeps you inspired?**

The emotion of doing good work never fades. I still believe architects must always go back to the basics. No matter how much the industry evolves, the fundamentals remain unchanged. I also believe in a Karam path which translates into the philosophy of continuous action and learning. Even after all these years, I consider myself a starter, because the moment you think you've mastered something, you stop growing. The passion, the emotions, the drive – they should never die.

We started our entrepreneurial journey in 1997, expanding across India and working on diverse projects, especially for government organisations. Even today, we travel extensively to be present where

our clients need us, ensuring that everything comes together seamlessly.

**What philosophy guides your approach to architecture?**

Architecture is not just about constructing buildings – it's about infusing them with emotion and purpose. Coming from a third-generation civil engineering background, I've always believed that structural integrity and design must go hand-in-hand.

A building should carry the emotions of the architect, but it should also be scientifically sound. Blending art with science is what makes spaces liveable, eco-friendly and meaningful. Of course, there are constraints – every project has limitations, whether financial, material-based or regulatory. But within those constraints, a truly sustainable environment



Charkha Museum



RPG Research & Development Centre at Halol

must be created – one that respects both human needs and nature.

**How do you balance client demands with maintaining your creative vision?**

Stakeholders, today, are much more involved in the design process. They come with strong opinions and expectations, sometimes even dictating certain aspects. But as an architect, you cannot lose your core vision.

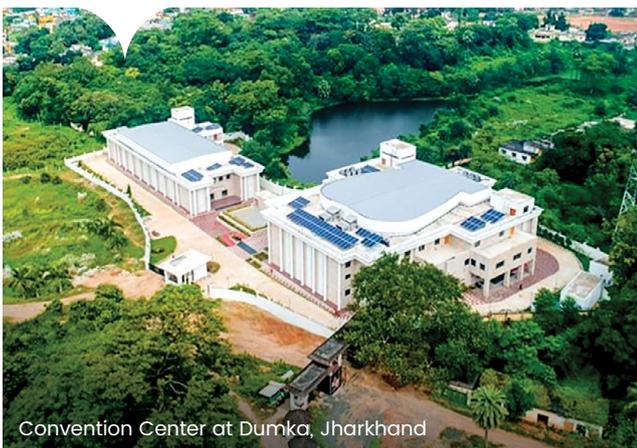
The key is to make your music flow while incorporating their feedback in a way that enhances, rather than dilutes, the concept. Every project is a collaborative symphony – you adjust, evolve and innovate, but you stay true to your principles.

**Sustainability is a major focus in modern architecture. How do you integrate it into your projects?**

Sustainability isn't an option anymore – it's a necessity. Every aspect of a project, from material selection to cost-efficiency and long-term viability, must be aligned with environmental consciousness.

The built environment we create today must coexist with nature, not fight against it. This means considering factors like energy efficiency, material sourcing and how a space will evolve over time.

**The industry is evolving rapidly. What trends do you see shaping the future of architecture?**



Convention Center at Dumka, Jharkhand

It is a cut-throat competition. You cannot afford to stand still. Architects today must embrace new technology, art and architecture; there is no other way forward. The next ten decades will see a transformation in design, where we will have to amalgamate all emerging technologies into our creative process. We are moving towards an era where AI, automation and innovative materials will redefine how we conceptualise and construct spaces.

When I started in the 90s, we used drafting tables – every design revision meant going back to the board. Today, software has transformed everything. You can create 20 design variations with the same artistic integrity and multiple styles, all at the click of a button. Looking ahead, I see a shift towards:

- AI-driven design that adapts dynamically to user needs
- Modular construction techniques that reduce waste and time
- Smart materials that react to environmental changes

The architects who stay ahead will be those who embrace these changes while holding on to the core principles of design.

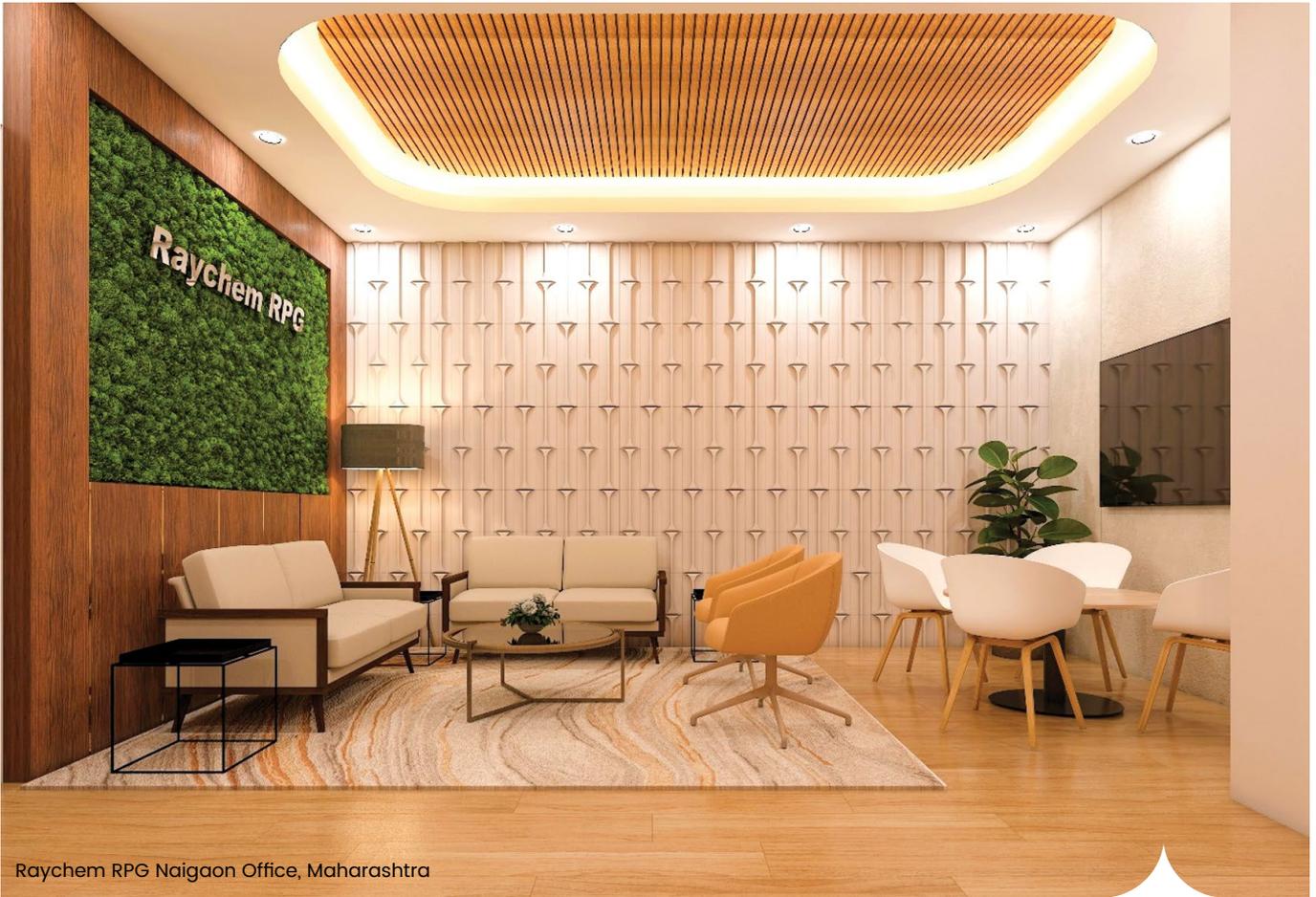
**Any advice for budding architects?**

Stick to the fundamentals of design. It's okay if you don't excel at everything. I believe some are great designers, while others are detail-oriented. The key is to identify your strengths and stay focussed on what you want to achieve.

**You've been working with Aludecor for over two decades. What makes it your preferred choice?**

Aludecor has been with us since 2004 or 2005 – so yes, it's been nearly 20 years! When choosing a material, I consider three main parameters:

- Innovation: Aludecor keeps introducing new series keeping in mind the trend, market demand and usability, making design selection easier



Raychem RPG Naigaon Office, Maharashtra

- Marketability: A product's adaptability in the market is crucial and Aludecor delivers on that front
- After-sales service: This is non-negotiable and Aludecor excels at it, with a team that's always approachable and ready to assist whenever needed

There's no doubt that Aludecor not only aces all these parameters, but they also focus on delivering the best. Achieving a facade with uninterrupted flow is important and Aludecor's range makes that possible.

**Can you share a project where Aludecor played a key role?**

One of our major projects, the Airport Operation Control Center (AOCC) at the T3 Terminal, heavily featured

Aludecor's aluminium composite panels, both inside and out. Their cladding helped bring our design vision to life. Currently, I'm also working with their zinc-coated and honeycomb panels, and I'm particularly impressed by their rustic and sand-finish shades, which perfectly complement stone cladding for seamless facades.

**If you had to sum up Aludecor in one message, what would you say?**

Aludecor is already an established name in the industry. Their strong network of channel partners, PAN-India footprint and approachability make them a go-to brand for architects. Whenever we need assistance, their team is right there, offering insights and solutions. It's a pleasure collaborating with them.



Factory building at Raychem RPG, Halol



Raychem RPG Naigaon Office, Maharashtra



## ARCHITECT CHRONICLES

### Gurpreet Singh Shah

Principal Architect  
Creative Group

#### What sparked your journey into architecture? Was there a pivotal moment that set you on this path?

Designing spaces has always felt natural to me. My passion for architecture has been lifelong, but the Kartarpur Corridor project truly transformed my perspective. It wasn't just about design – it embodied national pride, cultural significance and pushing boundaries. That project reinforced my belief in architecture's power to create impact beyond aesthetics. Even our Prime Minister, in his Red Fort speech, acknowledged our work! He stated that if architects could build a 40,000-square-meter structure in just four months, India could achieve anything. It was an incredibly proud moment for all of us!

#### They say architecture is like music, storytelling, or even poetry in structure. How do you define it?

For me, architecture is about bringing order to chaos. It's about creating spaces that inspire, function seamlessly, are sustainable, and respect cultural roots. Whether it's a public space, an airport or a railway station, every project should evoke a sense of wonder – the 'WOW' factor. Public spaces should not just serve a purpose, but also elevate the user experience, making everyday interactions extraordinary.

#### Designing a facade is like a three-way balancing act – looks, function and sustainability. What's your trick to keeping it steady?

Sustainability is at the core of our design philosophy. Chennai Airport is a great example where architecture and engineering merged to encapsulate the structure while maintaining environmental responsibility. Our focus is on durability, efficiency, and making buildings that withstand time and usage, especially in high-footfall public spaces like railway stations and airports.

#### Material selection shapes the future of architecture. With evolving needs and massive project scales, what drives your choices?

Material selection is key to long-lasting structures. We are moving beyond traditional plaster and paint to

materials like honeycomb panels and GFRC cladding, which provide permanent finishes and improve abrasion resistance. Public buildings, today, are massive compared to a few decades ago. For instance, Chennai Airport was 2,00,000 square metres, and now we are working on Ahmedabad Airport, which is 8,00,000 square metres. With these scales, sustainability isn't just a choice; it's a necessity. We aim for net-zero buildings, focussing on waste management, energy efficiency and using recycled materials to reduce our ecological footprint.



Gwalior Airport

#### When working with ACP panels, what led you to choose Aludecor for your projects?

Aludecor has been a trusted partner for over ten years. Their innovation in fire-retardant ACPs, honeycomb panels and zinc finishes has expanded the possibilities for architects. What I appreciate most is their constant evolution in colour palettes and material application, allowing us to integrate aesthetics seamlessly into our designs.

#### Among Aludecor's ACP series, which one has been your favorite to work with and why?

The Gwalior project was particularly special. We used CNC-cut ACP panels to create an intricate artwork on the facade. The final outcome was so impressive that even the Chief Minister praised the design. ACP is

no longer just a cladding material: it has become an artistic medium that enhances both aesthetics and functionality in public architecture.

**Every project has its hurdles. Could you describe a significant challenge you faced – whether in design, execution or client collaboration – including how you and your team addressed it?**

One of the biggest challenges we faced was with India's railway station modernisation project. We worked on major stations like Surat, Prayagraj and Ahmedabad, where safety, security and efficiency were critical. Unlike airports, which cater to 1000 to 2000 people at a time, railway stations see over 1-2 lakh passengers daily. We plan to give railway stations a makeover similar to airports. We also plan to introduce segregated passenger movement to enhance safety, ensuring departing and arriving passengers do not mix – bringing airport-level organisation to railway stations.

Another major achievement was integrating urban transit solutions. In places like Prayagraj, which handled a 65-crore footfall during the Maha Kumbh Mela, we had to create an urban framework that could handle extreme congestion while preserving cultural significance. This balance between modern infrastructure and heritage was a complex but rewarding challenge.

**You've been at the forefront of innovation in construction. Could you share a key technological breakthrough that helped bring ambitious designs to life?**

The Kartarpur Corridor is one of the projects we take immense pride in. Beyond that, we introduced 400-thick flyovers and hard-rolled bending of pipes – both firsts in India – to push the boundaries of design and engineering. These breakthroughs merge structural strength with artistic vision, proving that innovation



Gwalior Airport



Gwalior Airport

isn't just about aesthetics, but about redefining what's possible in construction.

**As a visionary architect, how do you see architecture evolving in the next decade, and how are cutting-edge tools redefining design?**

The future of architecture is all about technology – integrated design. My approach to blending tradition with innovation was fuelled when I was pursuing my Master's. Today, we see a major shift; our youth is pushing boundaries using BIM (Building Information Modelling), parametric design and AI-driven simulations.

Digital tools have transformed how we design, allowing faster iterations and real-time optimisation. We started with hand drawings, transitioned to CAD and now rely on BIM for everything. What excites me most is AI-driven urban planning, where technology shapes cities to be more resilient, sustainable and people-centric. In the next decade, smart, adaptable spaces will respond dynamically to both environmental conditions and user needs, making architecture more intuitive and impactful than ever before.

**What role do you believe sustainability and cultural preservation will play in shaping the next generation of design?**

India's rich cultural heritage should be at the heart of our architectural evolution. We must move beyond mimicking Western models, and instead, find ways

to integrate tradition with modernity. Whether it's designing the Prayagraj station inspired by Triveni Sangam – the sacred confluence of three rivers or incorporating nature-driven aesthetics into airports, our future lies in embracing our roots while advancing innovation.

Sustainability is no longer just a buzzword, it's a necessity. Beyond achieving LEED and GRIHA certifications, we must push for net-zero buildings, ensuring efficient waste management, renewable energy usage and minimal environmental impact. Material selection is equally critical. Prioritising recycled and durable materials, like fire-retardant ACPs and honeycomb panels, reduces our footprint while enhancing longevity. The goal is to create spaces that honour our past, function seamlessly in the present and remain responsible toward the future.

**What's one guiding principle you'd share with young architects – an ultimate mantra to shape their journey?**

Young architects are highly enthusiastic and skilled in technology, but they must also focus on design fundamentals and cultural integration. Enthusiasm, when combined with experience, creates the best architecture. My advice? Work with experienced professionals, understand the legacy of design and push boundaries while staying rooted in context. That's how we create spaces that are meaningful, functional and iconic.



## SPACE STORY

A candid conversation with  
**Shaurya and Dexter**  
Uneven, Vadodara

**What inspired you to pursue a career in architecture and how did you first realise it was the right path for you?**

**Shaurya:** Initially, I hadn't really decided to become an architect, but I was good at drawing, hand sketches and many other things. A lot of my friends and my dad's friends would visit our home and they often suggested that I should become an architect or pursue architecture. That's when I started thinking about it. I also had a couple of seniors – people living around me – who were into architecture. I used to visit them, and through those interactions, I got a better understanding of what architecture really is. Eventually, I applied for it. Dexter and myself were also batchmates.

**Dexter:** Architecture is a highly esteemed profession, and yes, it is very attractive, but it didn't resonate with me right away. It happened much later in the process. After completing my twelfth grade, I was actually determined to become a forest officer or something along those lines. I was more interested in animals, birds and plants, rather than buildings and the intricate details of what I do now. But somehow, I found my balance here – it happened along the way. Now, I'm truly enjoying what I do, and I'm glad to be here rather than out in the jungles, probably.

**If you could compose a building like a piece of music or write a space like a narrative, what emotional**

**movements and plot twists would you embed in its design?**

**Shaurya:** For me, in architecture, I don't have any background, nor does Dexter. So basically, we kept learning after graduating from college. We started with small projects, which gradually led to slightly bigger ones and so on. Our learning has been continuous. Now, after almost twenty years in this field, I have gained a deeper understanding of it.

Also, Dexter is a bird watcher and I am a nature lover. I constantly observe small details like leaves, trees, clouds, etc. Everything in nature has a pattern, colour and texture – everything tells a story. We don't directly apply these observations to architecture, but at times, when we're at our desks working on something, a thought pops up: 'I've seen that texture with that kind of pattern – let's try it here and see how it looks.'

That's how it works for me. It's never a predefined process where I decide to make a building a certain way. It happens organically – it evolves.

**Dexter:** In Shaurya's case, what he means by 'it happens' is that it's a very thorough, repetitive process of scribbling and doodling – it evolves. It's not like he just sits down one day and decides, 'Okay, I'm going to do this today.' The amount of sketching and scribbling he does, drawing inspiration from anything and

everything, is immense. The function is always in place and the form flows through it, in it, and around it. That's how his buildings come to be – I think they make a very bold statement.

I do resonate with the term 'sync' being used here. And when you mentioned music, yes, it does have a beautiful pattern that flows through. It might sound a bit philosophical, but there is a lot of synchronisation and a rhythmic symmetry in the buildings Shaurya designs.

**Shaurya:** Exactly! It is like music. Just like a site – you need to understand it first, then make a plan. It's as if the site starts talking to you. In architecture, we call this orientation. You see, you listen and then you start into a holistic language of built environments.

We have a process that we follow. We visit the site, make a plan and the planning phase itself is crucial – it takes about 2-3 months. This process involves the client and my entire team, incorporating their inputs and feedback.

What matters most to me is the comfort of the people who will be living there. If it's a commercial project, I consider the needs of those who spend the most time in the space – they need fresh air to breathe. What is the current need? If it's a residential project, for example, we assess details like whether the client prefers a 16-foot or 8-foot balcony. People's lifestyles have changed, and these aspects matter.

Sustainability naturally integrates into every level and every plan. While we don't exclusively take on fully-sustainable projects, I always consider who is going to use the space and how it can be designed for their well-being.

**When you look back at your body of work, which projects have touched you in ways that go beyond professional achievement, becoming almost like personal memoirs etched in building materials?**

**Shaurya:** I think Glade is very close to me. There's no difference between the way I originally sketched it and





the way it stands now. Not a single change was made to the design – it is exactly as we had imagined. We also incorporated a breathing facade, where the office space features a sliding window and an area where you can step out for fresh air. Additionally, the fins are designed in wave forms.

**Dexter:** Glade was one project that I first saw in drawings and sketches at our office. And when I finally stood in front of the actual building, I was awestruck. It had turned out exactly the way Shaurya had envisioned.

**Shaurya:** A similar experience happened with Marriott Courtyard. It's a very simple and classy building – clean straight lines with a bold statement.

**Dexter:** He really wanted to respect the box – standing tall and bold. But to introduce movement, we incorporated a kinetic facade that shifts gently with the breeze. No two pictures of it will ever look the same – every time you capture it, the movement tells a different story, even from the same angle. The kinetic facade adds that extra edge of dynamism to this straight and bold building.

#### **What untold stories of struggle and breakthrough lie beneath the surfaces of your most celebrated projects?**

**Dexter:** See, our job is not just about designing. It's 50% designing, and 50% problem-solving to make our designs stand tall.

**Shaurya:** At every step, we face challenges, especially when finalising materials. Whether it's ACP, bricks or even rocks, there's a specific methodology to using each. Any cladding material has its own application process, and the way it is used is crucial. The real challenge is explaining to the applicator or the client how we envision it and how we want it to be executed. Clients, of course, have their own perspectives, but over time, we've learned how to manage and align them with our vision.

**Dexter:** In our office, we follow a principle – whatever material we use, we must understand not only its limitations, but also the language it speaks. Whether it's concrete or composite panels, we design around the material. That's how we achieve the right form, shape and functionality. We are very particular about this because, if the materials aren't used correctly, the whole design can go for a toss. At times, we do have to modify our concept and design, though that happens in the rarest of cases.

#### **How does a long-standing relationship with an ACP material manufacturer like Aludecor influence your design approach and creative possibilities?**

**Shaurya:** If you ask me about Aludecor, they have introduced some remarkable variants with a diverse range of series and textures. My personal favorite is the Sand Series.

Over the past 15 years, ACP has been widely used across the world. However, it eventually started to feel monotonous, leading many to move away from it. Aludecor, with its innovative series, has broken that monotony – the typical silver, glossy look – bringing fresh possibilities to design. Thanks to Aludecor ACPs, we can now create more dynamic and unique architectural expressions. I particularly love their textures, whether it's the metallic finishes, the textured patterns or the Sand Series.

**Dexter:** These finishes are probably inspired by nature – sand, rust and old brick walls – which is what keeps drawing us to use this ACP material again and again. We've all grown up seeing the typical corporate buildings with silver panes, but now, with these textures, there's an opportunity to break away from that monotony and bring more character into our designs.

#### **How does India's urban infrastructure tell a story of rapid transformation, technological ambition and the intricate balance between traditional needs and future vision?**

**Dexter:** There's still a long way to go, but India as a whole is witnessing some truly beautiful architectural work across the country. We're enjoying this phase – not just working, but also observing and appreciating the creativity around us. Everyone is contributing in their own way, pushing India's architectural landscape to new heights. The country is stepping forward with confidence, marked by its evolving skyline, massive residential complexes and impressive commercial spaces.

**What are the most important lessons and insights for emerging architects who want to make a meaningful impact in urban and infrastructure design?**

**Shaurya:** Keep dreaming, keep growing. Architecture is a profession where you face new challenges every day. There's always something new to explore – whether it's materials, techniques or the people you collaborate with. Patience is key to reaching your goals, so stay persistent and keep pushing forward.

**Dexter:** Every day is a new beginning, and it's in your hands to dream big each day. I see many young professionals losing hope, but you have to stay strong – there are no shortcuts to success. Keep working hard. If you're on the right path, there's no looking back. Take bold steps forward and trust the journey.



## SPOKEN WITH LOVE



**Dipesh Panchal**  
Founder, Zodiac Creation

“Aludecor is and always will be our go-to brand in the industry!

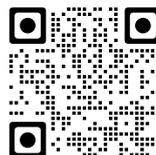
I've been working with ACP sheets since the industry took off, and Aludecor has been my go-to brand from day one. At Zodiac Creation, most of our projects in Vadodara feature Aludecor sheets, especially the Sand Series – our absolute favourite! What sets it apart is the flawless finish. We don't face the most common issue of uneven matte surfaces after silicone application. There is no unexpected shine, no texture variations – just a smooth, consistent look every time.

One of our most exciting projects was the Courtyard Marriott, where we created a kinetic facade. Aludecor's sheets move with the wind, giving the building a fresh look from every angle. Even on the terrace, we used their textured sheets for a blind coil – something very few have attempted. The uniformity of the texture across the entire building made all the difference.

With Aludecor, what we envision is exactly what we get. And that's why, after all these years, I still choose Aludecor – every single time.”

“

*Aludecor's sheets move with the wind, giving the building a fresh look from every angle.*”



Scan to watch the full interview

# EDITOR'S PICK

Travellers and dreamers, wanderers and explorers – cities call to us in their own way. Their bustling streets and quiet corners leave an imprint on our souls. But have you ever seen a city from above and wondered if you'd recognise it without its landmarks?

In this edition of The Adorner, we take you on a journey where the ordinary becomes extraordinary. Discover six iconic cities through breathtaking aerial images that reveal them in a whole new light.

*But there's a twist!*

## Why This Challenge Will Leave You Spellbound

This isn't just a guessing game; it's a celebration of the cities that inspire our imaginations. Each aerial image tells a story, a dance of culture, architecture, and human ingenuity etched into the land. By participating, you're not just identifying – you're rediscovering how cities inspire and connect us all.

## Let the Adventure Begin!

As you flip through this section, lose yourself in the beauty of these aerial perspectives. See the world from a designer's lens, a traveller's heart and an adventurer's spirit. Then, take your guesses, scan the QR code, and join the global conversation.

This is your chance to see the world differently, embrace the thrill of discovery, and win exciting rewards along the way. So, what are you waiting for? The skies are calling, and the adventure begins now!

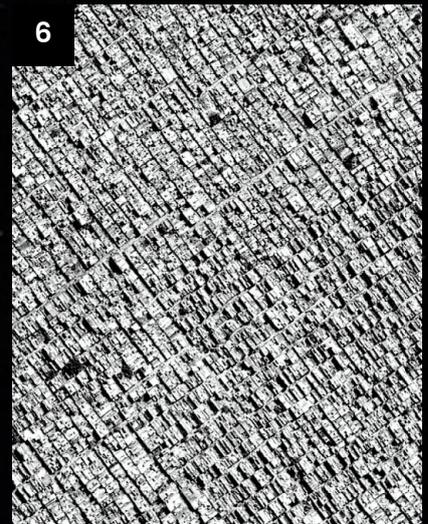
**Happy exploring, identifying and winning!**

# Can you identify these cities from their aerial views alone?

*This challenge isn't just about geography, it's about seeing the world differently, uncovering stories in shapes, streets and skylines.*

## How It Works?

1. Explore the stunning aerial images featured on this page
2. Put your thinking caps on and identify the six cities hidden in these breathtaking snapshots
3.  Once you've guessed, scan the QR code to submit your responses
4. Each correct answer earns you points, and your expertise could win you exclusive rewards!



## The Rewards Await!

### **Stylish Collectibles:**

Get your hands on Aludecor-branded keepsakes that you'll cherish.

### **Recognition in The ADORNER:**

Have your name featured in the next edition as a true globetrotter at heart.

### **The Grand Mystery Prize:**

For the top scorer, a unique experience awaits - it's a surprise we promise you'll love!

# Hot Clay Cool Facts

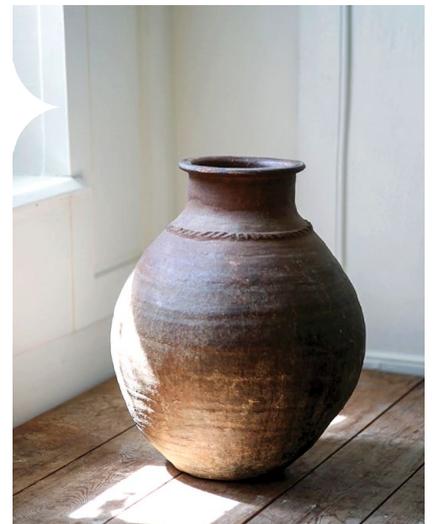
Fun Facts about Terracotta!

The Terracotta Town – Kumbharwada – is a village in India, where every house has so many terracotta pots stacked around that the entire town appears to be made of pottery.

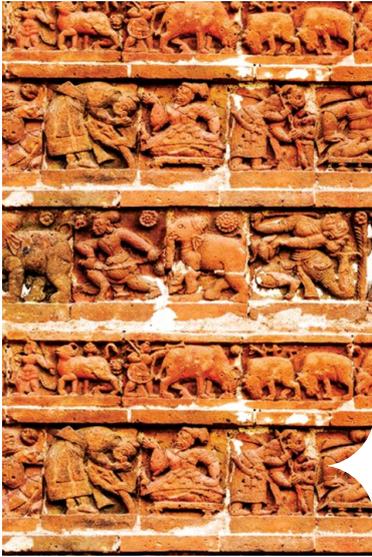


The first plumbing system in Indus Valley (around 2600 BCE) used terracotta pipes for drainage and water supply.

Terracotta changes colour with temperature – when fired at low temperature, terracotta remains orange-red, and when at high temperature, it can turn brown or even black.



Terracotta wasn't just for building – it was also used for decorated sarcophagi (a stone coffin).



In ancient times, terracotta was used to create water filters. The porous nature of fired clay allowed it to filter out impurities, providing cleaner drinking water.



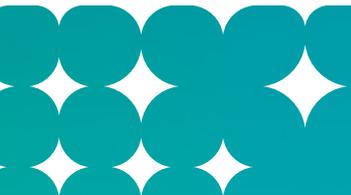
Ancient amphitheatres and temples used terracotta tiles to improve acoustics, helping voices travel farther without microphones.



Terracotta has been around for over 10,000 years! Some of the earliest human sculptures, like the Venus of Dolní Věstonice, were crafted from fired clay.



Terracotta vanished for centuries after Rome fell, but the Renaissance brought it back. Italy and Germany used it for stunning friezes, mouldings and medallions on buildings.



In ancient Mesopotamia, terracotta was used to create cylinder seals, which were rolled over clay tablets to leave an impression, serving as a form of signature or authentication.



# SignEx

Corporate Signage Solutions  
From the House of Aludeco

## Mercedes-Benz India Corporate Identity Branding Rollout Programme



Mercedes-Benz India has embarked on a transformative journey to redefine its **Retail Visual Identity (RVI) & Corporate Identity**, reinforcing its presence as a premium automotive brand. This large-scale rebranding initiative aims to create a cohesive and impactful brand experience across its retail and corporate spaces.

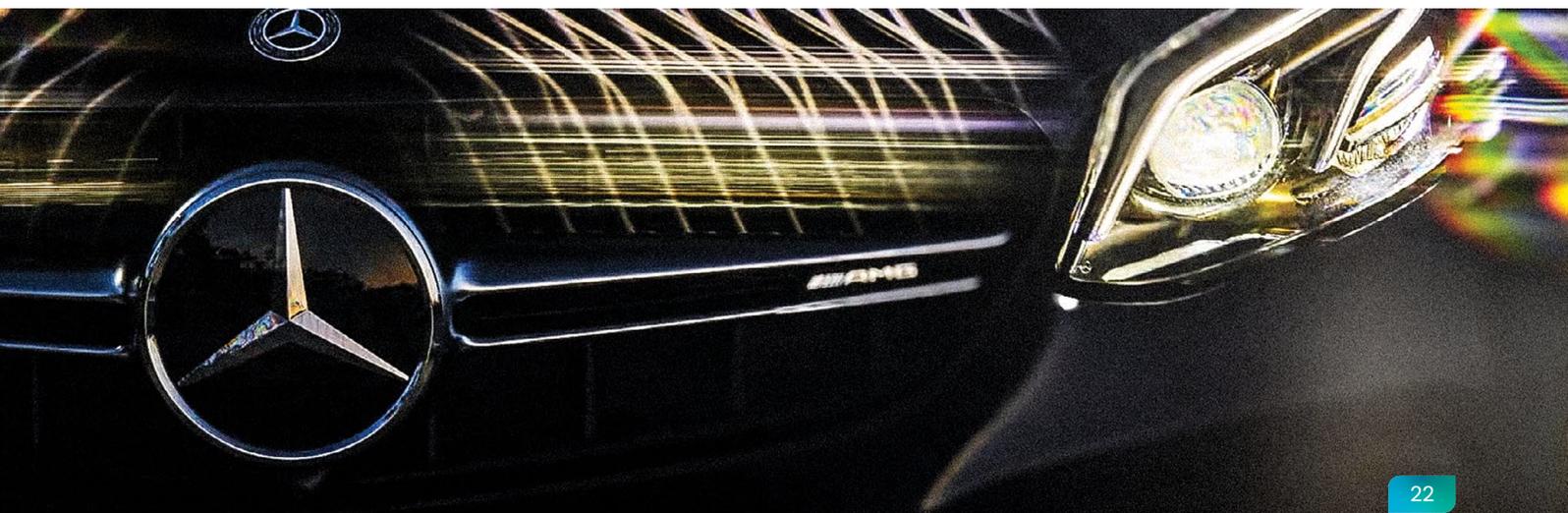
### More than Materials: Crafting a Brand Experience

This project was not just about updating branding elements; it was about creating a distinctive and premium customer experience. We played a crucial role in this transformation, ensuring that the materials and solutions provided perfectly aligned with Mercedes-Benz India's vision.

### Aludecor's Role in the Transformation

We were instrumental in selecting and implementing the right materials to uphold Mercedes-Benz India's brand standards. The focus was on:

- ◆ **Colour Coating & PVDF Selection:** Ensuring brand colour gloss and performance consistency
- ◆ **AL45 Series:** Chosen for facade stability and strength
- ◆ **Cladding System & FR Class B-Grade Core:** Enhancing safety and durability
- ◆ **Principal Architect:** Saprass Architects & Engineers Pvt. Ltd.





#### **Sustainability and Innovation in Action**

A key highlight of this project was our commitment to sustainability. The integration of FR Class B-Grade Core and PVDF Coating ensured environmental responsibility without compromising on durability and performance. By leveraging fire-retardant and high-performance coatings, we contributed to a safer and more sustainable rebranding process.

#### **A Showcase of Excellence**

The Mercedes-Benz India rebranding rollout is the largest transformation programme for premium automotive brands in India using our ACPs. The project stands as a testament to our expertise in delivering trust, brand identity solutions, superior product performance and design innovation.

#### **Reaffirming Our Role as a Solution Provider**

At Aludecor, we don't just supply

materials — we deliver tailored, innovative solutions that bring brands to life. Being part of this milestone initiative with Mercedes-Benz India reinforces our commitment to trust, product stability and colour uniqueness.

The most impressive thing about these new Mercedes-Benz showrooms isn't just how they look — it's how they make you feel. Each space tells the Mercedes story without saying a word. It whispers "luxury" and "quality".

For anyone interested in design, this project shows how choosing the right materials and thinking carefully about every detail can transform ordinary buildings into extraordinary experiences.

As Mercedes-Benz continues to evolve, its buildings will keep showing the world what makes this brand special — with a little help from the design partners who helped bring this vision to life.

# Ode to Excellence

## The Enduring Legacy of Aludecor

For decades, Aludecor has been more than just a name in architectural cladding; it has been a partner in storytelling, a testament to strength, and a silent custodian of structures that stand tall not just in form, but in legacy. Wherever there are buildings that do more than define skylines; wherever they speak of resilience, innovation and trust; Aludecor is there, woven into their very foundations.

A decade ago, architects envisioned spaces that

would endure; structures that would brave the years without losing their essence. Today, those visions stand as striking as ever; their facades untouched by time, still commanding admiration. In a world where true quality often reveals itself only through the test of time, Aludecor's portfolio stands as living testimony to its commitment to excellence — creating spaces that endure both physically and in the imagination.

2014



**Coal India Limited's Kolkata headquarters** showcases Aludecor's excellence in action. Designed by Raj Rewal & Associates and fabricated by Aestetik Engineers Pvt. Ltd., this iconic structure remains as striking today as when completed a decade ago.

Despite Kolkata's challenging climate — monsoon rains, humidity and urban pollution — the Aludecor ACP panels maintain perfect integrity with no fading, warping or deterioration. This landmark demonstrates how superior materials transform architectural visions into lasting legacies that continue to define the skyline, year after year.

2025





Then there's **Harley-Davidson Kolkata**, a space that embodies the same power and performance as the legendary motorcycles it showcases. When this showroom demanded a bold, unmistakable identity, Aludecor delivered materials equal to the task.



A decade later, the exterior cladding still radiates the same raw energy and distinctive character, withstanding Kolkata's urban challenges, while maintaining the iconic Harley-Davidson aesthetic without compromise.

Architecture isn't just about buildings; it's about the lives they touch, the communities they shelter, and the promises they uphold. Aludecor has stood beside architects, fabricators and visionaries who design not just for today, but for generations. These ten-year-old projects are more than just structures — they are living proof of how the right materials can honour an

architect's vision, ensuring that beauty, strength and reliability stand the test of time.

As we celebrate these enduring landmarks, we also look forward to another decade, another chapter, another generation of iconic structures that will rise with the same promise: that Aludecor will continue to be a partner in their story, ensuring that every façade they touch isn't just built—it's built to last.

# The FAB STORY

Over the years, we've had the privilege of forging strong, lasting partnerships with professionals who place their trust in us. At Aludecor, it's not just about delivering products — it's about nurturing relationships built on reliability, craftsmanship and excellence.

Fab Stories by our Fab Stars is where these connections come to life. Through real experiences and first-hand accounts, we bring you stories from the people who know us best. These are their voices, their journeys, and their unwavering trust in Aludecor.

Welcome to a space where every story reflects a promise kept.

## 18 Years of Crafting Excellence



**“Aludecor is  
the best!”**

“

For the past 18 years, I've had the privilege of working with Aludecor, and they have consistently raised the bar in design and quality. Every series they've launched has been exceptional — from the Timber Series to the Sand and Rustic Series, and even the Wabi-Sabi collection. Each one reflects a perfect blend of craftsmanship and innovation.

The latest additions are no exception. The Rugged Metal Series brings a bold, industrial charm, while the Zincho Series with Zinc Coating has been a game-changer for me and my clients — truly unmatched in durability and aesthetics.

What stands out most is Aludecor's unwavering commitment to quality. In all these years, I've never had a single complaint from my clients — whether about colour, finish or performance. Instead, their satisfaction has only led to more collaborations and stronger trust.

Aludecor isn't just a brand — it's a partnership I take immense pride in. No words of praise are ever enough; Aludecor truly is the best!

”

**Mr. Parveen Saini**  
Geetanjali Fabrication, Hissar

# The FAB STORY

## A Decade of Trust and Excellence



“

For over 10 years, my journey with Aludecor has been nothing short of seamless. In all these years, I've never faced a single issue — no complaints, no concerns. It's rare to find a company that consistently delivers on its promises, but Aludecor has done exactly that, year after year.

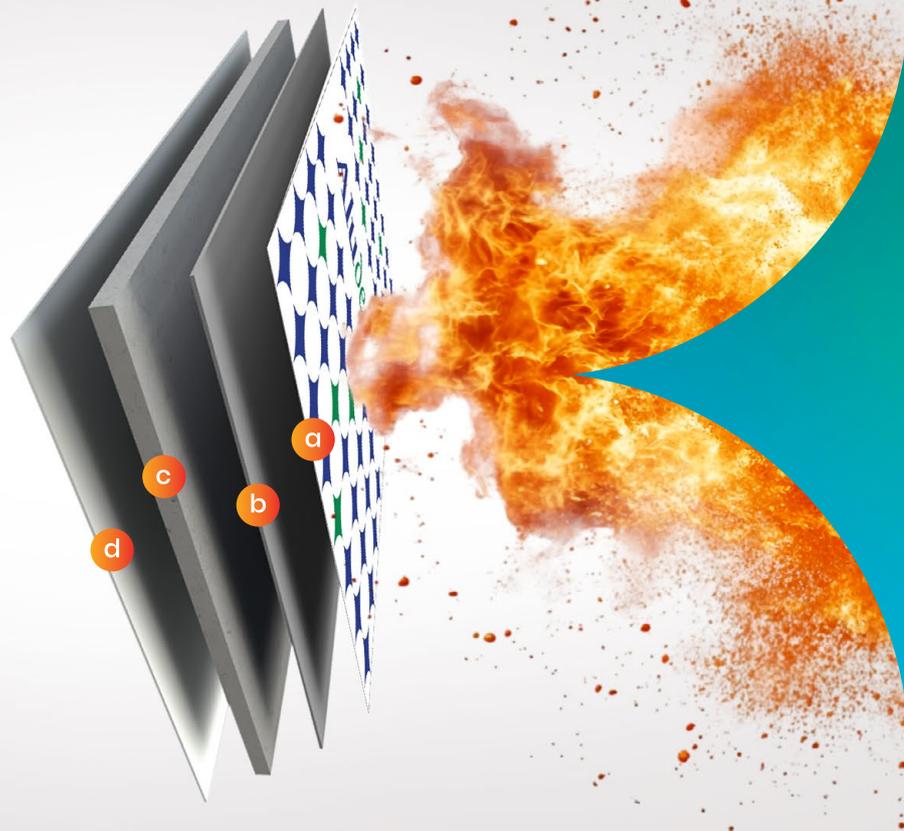
Their newly-launched shades are truly exceptional, and like many, I was tempted to experiment. I decided to try sheets from other companies, expecting a difference. And there was — but not in a good way. Customer feedback was disappointing, complaints arose, and the quality just didn't feel right.

With Aludecor, though, it's always been different. Unmatched quality, impeccable service and unwavering reliability — these are the reasons I've never had to worry. That's why I trust them completely.

I'm not just a customer; I'm a loyal partner. And I look forward to many more years of collaboration with Aludecor. ”

**Mr. Rakesh**  
R.K. Stickers, Fatehabad

# Smart Guide to Fire-Retardant MCPs



- a** Film protector
- b** Metal\*
- c** Mineral A2/FR core
- d** Metal\*

\*Stainless Steel, Copper, Brass, Zinc

## What to look for when buying FR MCPs

**i** Check the Fire Rating: A2 and B-Grade FR MCPs offer better fire resistance and lower smoke emission. The right choice depends on the project's fire safety requirements.

**iii** Inspect Core Material: MCPs with a mineral-filled core, like Aludecor's Firewall, offer better fire resistance. The special composition helps delay ignition and reduces fire spread.

**ii** Look for Certified Materials: Certifications like EN 13501-1 and NFPA 285 indicate compliance with international fire safety standards. Checking these ensures reliability.

**iv** Consider Smoke & Toxicity Levels: Opt for MCPs with a non-halogenated mineral core, as they enhance fire resistance and emit less toxic smoke during combustion.

## Installation & Maintenance Guidelines

**i** Ensure Proper Sealing: The material has mineral content, specifically A2, which has more than 90%. All the 4 sides have to be properly sealed with a weather silicone sealing.

**ii** Follow Manufacturer Guidelines: Try following the guidelines mentioned in the NFPA 285 of the manufacturer's test certificate for better fire resistance.

# A Day of Smiles. A Lifetime of Memories.

Aludecor's 'Gift a Smile' Initiative



On Republic Day, while the nation celebrated freedom and progress, Aludecor chose to honour the day by spreading joy where it was needed most – among the young hearts of Bikramgarh Residential Girls' High School. Through our Gift a Smile initiative, we didn't just bring presents; we brought laughter, hope, and moments that will stay with us forever.

**A Celebration Beyond Flags and Parades:** As we stepped into the school, a chorus of cheerful voices filled the air. Bright eyes and curious smiles greeted us – each child radiating innocence and warmth. They were children aged 6 to 18, each with a story untold, a dream unspoken, yet shining with the same hope that fuels our own aspirations.

Our day began with games, fun activities and music,

but what truly made it special was the connection we built with these young souls. We weren't just visitors handing out gifts; we were friends, listeners and storytellers – sharing in their world, their dreams and their laughter.

**More than Just Gifts – A Promise of Possibilities:** Every child we met had a story – some spoke of ambitions as doctors, artists and teachers, while others quietly dreamed of a future beyond the limitations they knew. Their innocence was humbling; their resilience inspiring.

With each book, toy and stationery set we gifted, we hoped to do more than just bring a moment of happiness. We hoped to ignite a spark – a belief that the world cares, that their dreams matter, and that they too have a place in the future.

**What We Took Home**

As the day ended, it wasn't just the children who had received something special – we walked away with something far greater. Their joy reminded us of the power of small acts of kindness; of how a simple gesture can light up lives.

At Aludecor, we believe that true progress isn't just measured in business milestones, but in the impact

we create in people's lives. Gift a Smile was not just an event – it was a lesson, a promise, and a memory etched in our hearts.

As we look forward to more such initiatives, one thought lingers – when you give happiness, you receive it back in ways you never imagined.



“

I am always trying to make something that is useful and beautiful, but above all, it has to be timeless. ”

Zaha Hadid  
Iraqi-British Architect & Artist

# TIMELESS BEAUTY FOR TOMORROW'S LANDMARKS



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Installation



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Resistance

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