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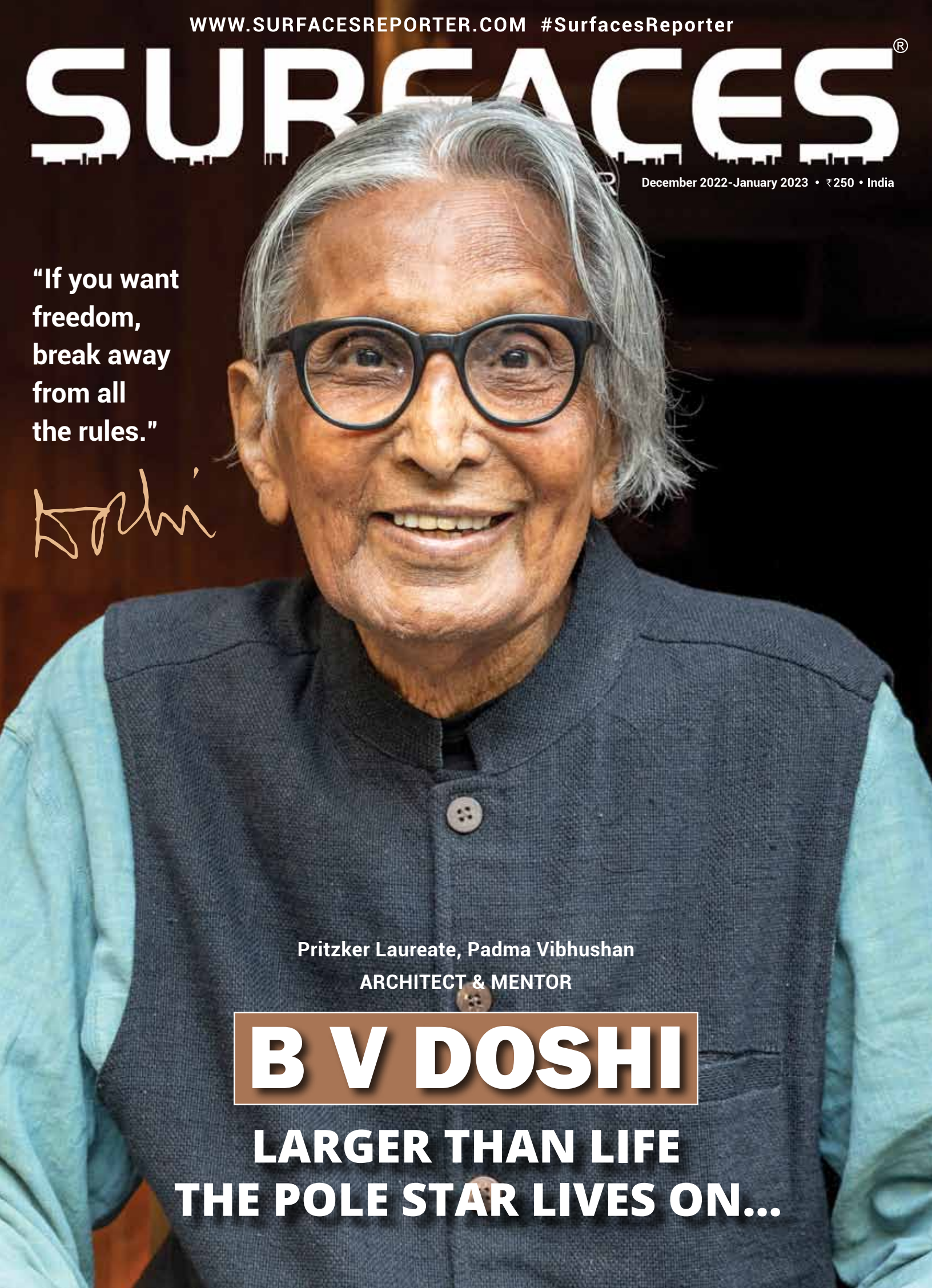


"If you want freedom, break away from all the rules."

Pritzker Laureate, Padma Vibhushan

ARCHITECT & MENTOR

B V DOSHI

LARGER THAN LIFE
THE POLE STAR LIVES ON...

However, since it is highly malleable, it may become brittle over time. Hence Zinc Composite panels are being used where the addition of copper and titanium makes the panel sturdier and lends the impressive qualities of both materials to the structure. Copper increases the hardness and tensile strength of Titanium zinc, making the finished material stronger. For instance, **Aludecor** creates Zinc Composite Panel (ZCP) where the top layer of ZCP (Z-A) is of Zinc-Titanium blend (Zn-Ti), and the bottom layer is of Aluminium. **VMZINC** also offers a wide range of roofing and facade products in zinc titanium alloy.

Sumit Sahay, General Manager, VM Zinc, says, "The market for Zinc façade is growing steadily. Architects and building owners are opting for single-skin zinc cladding due to the numerous advantages mentioned above. Zinc is a material that fits into all kinds of architectural styles – modern or classical. Zinc is the ideal material for all kinds of environments. It's natural, durable, maintenance-free, and 100 % recyclable. Traditionally metal facades in India meant ACP. But now architects are extensively using solid metal – zinc, copper, solid aluminum, and Corten steel for their projects. Along with stone, tiles, and terracotta, Zinc is liked and appreciated by architects. They always prefer to use zinc and copper for their premium, upscale, and landmark projects."

Other Metal Cladding
(Titanium, Copper, Brass, Bronze)

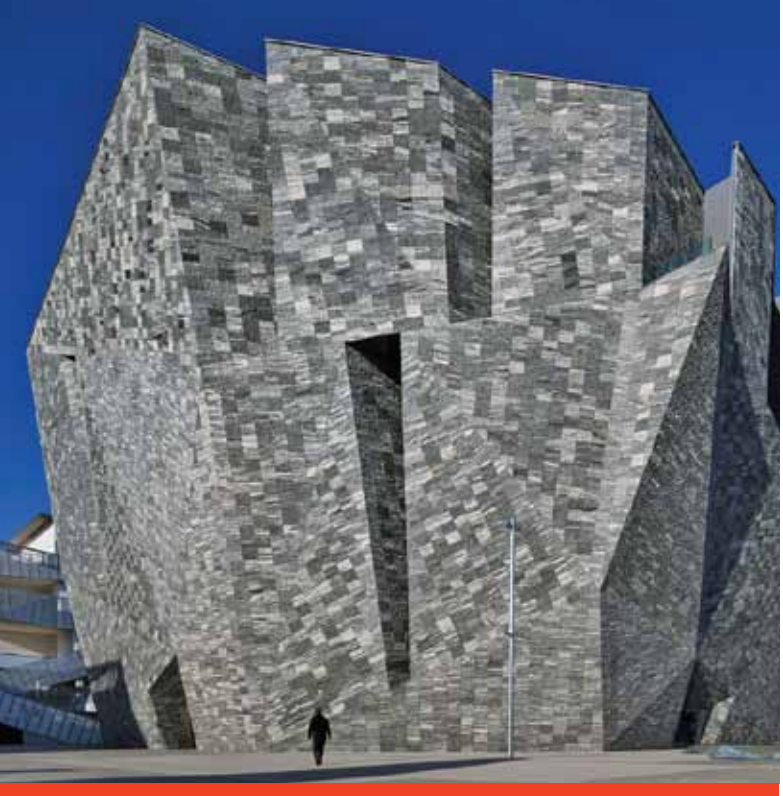
Materials like copper, titanium brass or bronze are quite popular for exterior wall cladding. Where copper and titanium are strong metals, Brass and bronze are alloys made by the fusion of two metals. However, in comparison to copper, brass and bronze, zinc cladding or stainless steel cladding is considered to be more durable and contributes positively to exterior cladding with their green features.

Mohammed Razal
Managing Director,
Nuvocotto

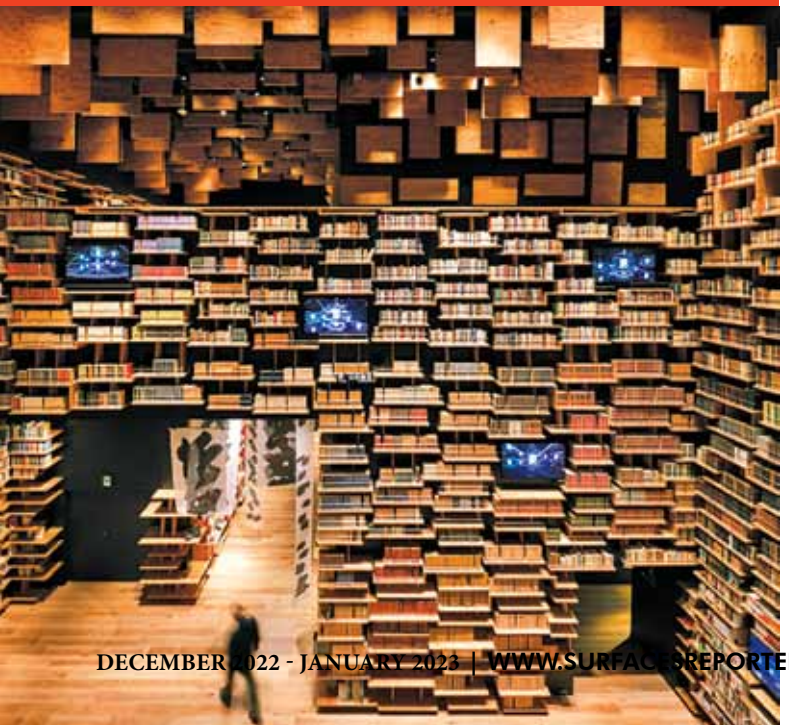
"We recently designed parametric bricks that can readily be used for parametric design which means architects do not need to cut or drill them or make holes for parametric designing. We introduced this product at Young Architecture Festival, Calicut and received a good response to this. For parametric design, generally, architects buy a brick, cut it or drill it to make holes to insert the metal rods for structural stability but this product comes with a special shape required for structural stability."

The Red Story by Logic Architecture has the facade with unconventional inlets for natural light in the form of voids and cavities to illuminate the core of the building, instead of windows that warranted a higher budget than was available at hand.

Courtesy: Kadokawa Culture Museum



Designed by renowned architect **Kengo Kuma and Associates**, this Kadokawa Culture Museum in Japan was built by using 20,000 individual pieces of granite. Situated about 19 miles or 30 kilometers west of central Tokyo, the polyhedron-shaped structure is almost 40-meter tall and covers 10,764 square feet. Behind this huge façade, the museum has a total of five storeys. The five floors include art galleries, cafés, shops, an anime-focused hotel, a book store, a garden a shrine, a library, and an indoor pavilion for a variety of events.



Ar Anuj Kapoor
Principal Architect,
Logic Architecture,
Delhi-NCR

> The budget played an instrumental role in shaping the redevelopment scheme for the building facade of The Red Story. We had to work with and get creative within the limited scope of budget that was made available to us. Choice of vernacular materials was the first obvious decision and we could visualise great outcomes with bricks as it's a rudimentary material enabling profound opportunities in terms of patterns and designs. This is also one of the pros of using this material that you can play with it to explore endless possibilities.

Terracotta Cladding

Terracotta cladding is not a new concept but has been around since years. A vernacular material, it is garnering popularity these days owing to its natural texture, flexibility in design, and high durability. As sustainability has already become a new fad, many architects and designers are using this 100% natural material, made from clay and water, to clad the exterior of a building. To give a terracotta facade a unique and contemporary look, the architects are blending several other materials such as glass, stone surfaces in it.

There is a lot of application of Terracotta Cladding including **Rainscreen Cladding, Terracotta Precast Concrete Panel and Terracotta sunshade.**

Mohd. Razal, Co-Founder & MD, Novocotto, says, "Thermal insulation property of terracotta is high. It is one of the best thermal insulating materials available which is literally a blessing in a tropical country like India. Its thermal reflection, unlike glass is very low making its surrounding environment cooler. Also, the manufacturing process of terracotta does not include any kind of harmful chemicals. These are the reasons why this