

A SYMPHONY OF AESTHETICS AND DURABILITY

Architects strive for durable, intricate and functional designs, with facades being key. UltraTech joins hands with *Architectural Digest* India for 'Build Your Amazing,' a video series uniting architects to create with UltraTech's Very Amazing Concrete



At the heart of architecture, the foundation of any space plays a pivotal role. No matter how complex or simple your design is, the concrete you pick to create this base needs to be resilient and smooth. And who better to champion this initiative than UltraTech's Very Amazing Concrete. Transcending beyond the ordinary, this concrete is spearheading a paradigm shift in creating unique structures that are aesthetically pleasing and do not compromise on the strength or durability of your project.

In a video series titled, "Build Your Amazing", *Architectural Digest* India collaborates with UltraTech to spotlight six ace architects who create one-of-a-kind designs with VAC. Each episode features an architect that creates a grand prototype that has a perfect fusion of art and functionality. In the first segment, we feature Piyush Mehra, GA Designs and Pentaspace and deep dive into their experience in creating their unique prototype with VAC.





GA DESIGN

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As a multi-disciplinary architectural and interior design firm that celebrates a human-centric approach, GA Design strives to prioritise practical needs along with durability and functionality. Their key architects, Rajan Goregaoker, Sachin Goregaoker, Ritu Goregaoker and Shami Goregaoker, have been revolutionising in breaking the clutter of common designs that most designers face due to issues of building resilience and strength. With this project, their aim was to build a facade that is thin and lightweight.

With a plan in place, their three structures, namely, Circularity, Curvacast and Leafscape took inspiration from nature, shapes, and form to create something that has rhythm and depicts motion. Their final prototype jaali was created with UltraTech VAC's DuraFacad which was thin and economical yet durable and in line with the firm's eco-conscious ideology.

PIYUSH MEHRA

For Piyush Mehra, who's always on the lookout for adding an edge to his projects, design is intimate and emotional. For this campaign, he designed a Honeycomb shaped facade panel, a Burrow which is a nest-shaped hanging light and lastly, an innovative facade panel that takes cues from an inverted shape of a blackhole that is designed to cut harsh sunlight in a room. The end-product prototype was built using UltraTech VAC's DuraFacad that delivered a smooth and robust finish.



PIYUSH MEHRA

PENTASPACE

Gaurav Sanghavi, Harsh Pote, Pragya Sanghavi and Bhakti Pote make Pentaspac a creative, sustainable studio that puts space, nature, and light at the core of their designs. UltraTech VAC's DuraFacad ensures the cross-section of a conventional RCC jaali is thin hence it becomes durable, cost-effective, easy to install and low maintenance.

With UltraTech, they created Scattered Pebbles with references from nature, Botanical Pattern that takes inspiration from Mughal architecture and Pentamerous which is synonymous with Pentaspac. This structure has three pentagons moving inwards with motions that depict the fluidity of architecture and features multiple benefits and uses. With the concrete delivering promising results for each prototype, UltraTech VAC's DuraFacad ensures a smooth, sturdy and long-lasting facade for any structure.



PENTASPACE

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BUILD YOUR AMAZING



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