



BUILDING BRIDGES

Designed to bridge the consumer-supplier gap, ET Acetech supports India's architecture and construction community

The fact that the construction and design industry has grown at an exponential level will be more than evident during the upcoming ET Acetech show. A brainchild of ABEC Exhibitions and Conferences, this initiative is an effort designed to support the building industry by bridging the consumer-supplier gap. The show continues to be a perfect platform for national and international brands to meet architects, real estate developers, hoteliers, equity investors in infrastructure, builders, engineers and designers, from across the globe.

Buyers, clients and suppliers will gather to share, witness and pick from a variety of options available for their businesses. "Acetech is doing a great job, every year; it's a big success. It's getting a lot of trade people. I think it's an excellent place for everybody to meet," declares Hafeez Contractor, principal at Architect Hafeez Contractor.

Through this trade show, ET Acetech and Mosbuild Association will facilitate the development and growth of architecture, construction, engineering, innovation, design and building materials. It will kick-start its mission with the

THE 5-CITY SCHEDULE

Mumbai November 6-9, 2014; Bombay Exhibition Centre
Bengaluru November 28-30, 2014; Bangalore International Exhibition Centre
Delhi December 18-21, 2014; Pragati Maidan
Ahmedabad January 10-12, 2015; Gujarat University Grounds
Kolkata January 16-18, 2014; Science City Exhibition Grounds

first leg of the exhibition in Mumbai at the Bombay Exhibition Centre on November 6, 2014, followed by Bengaluru, Delhi, Kolkata and Ahmedabad. The show, to be staged over the next four months, will be spread across a vast expanse of 2 million sq-ft with over 22 segments such as Tiles & Ceramics, Bath & Sanitation, International Furniture, Home & Office, Automation and more.

The aim is to allow participants to examine recent market trends and opportunities, showcase their potential and study

J. Nirmajan Hiranandani,
Sachin Ahir, Hafeez Contractor
and Ashish Raheja
inaugurated Acetech 2013.



DESIGN WALL 2014

In its 6th edition, Acetech Design Wall 2014 in association with Blue Star will continue to promote and support innovative installations, services and technologies that have the potential to woo the market – both in its aesthetics and function. This year, the initiative received more than 450 entries from its exhibiting brands. After conducting a thorough internal screening with its official tabulators, Ernst & Young, Acetech shortlisted the top 50 brands.

These Top 50 brands then showcased and displayed the products, services and technologies on September 5, 2014, at Taj Lands End, Mumbai. Evaluating these brands were a jury panel comprising more than 100 renowned architects, designers and builders from across the world – Anita Arjundas, Niranjan Hiranandani, Ashish Raheja, Bindu Oberoi, Sandeep Runwal, Manju Yagnik, Yatin Patel, Zarir Mullan, Seema Puri Mullan, Sonmoy Chatterjee, Kalhan Mattoo, Vivek Bhole and Sonali Bhagwati, to name a few.

Last year, Design Wall showcased 20 exemplary products in the Mumbai exhibition alone with brands Inpod, Pidilite Industries and NTL Lemnis India winning a prominent spot. At the Delhi exhibition, among the 17 winners were Lyca Laminam and Everest Industries, who won gold and bronze awards respectively. Both exhibitors and visitors look forward with great anticipation to the path-breaking technologies and designs that will mark 2014, which will be displayed on the Video Wall at the exhibition venue. The 2014 edition is co-sponsored by Innovative Ideals & Services and RK Marble. Acetech will also host the Design Wall's 7th edition on December 12, 2014, at The Leela Chanakyapuri.

GRAND STAND AWARDS

A relatively new endeavour by Acetech, the Grand Stand awards was a hit last year, encouraging brands to come up with effective display arenas. "Grand Stand was a wonderful experience, both for us and the exhibitors. The hard efforts and initiatives taken to make a stall have been recognised. Acetech is always one step ahead each year," maintained Kiran Gala, principal, Kiran Gala Associates. Through this award, the organisers are not only improving the quality of display, but also recognising young talent that is putting forward creative exhibition spaces – which is a demanding and challenging space to design.

the competitor's activity. The expo is expected to fascinate, motivate and encourage industry personnel enough to push them beyond their limits and, consequently, push the industry forward. Over the years, the organisers see this expo as more than a platform as it has the possibility of being the backbone of the building industry.

Ashish Raheja of Raheja Universal agrees, "Acetech has become a standalone brand, representing the construction industry. We are there at the international level." Last year, the expo saw more than 2,000 exhibitors with a footfall of about 12 lakh professionals; this year, it is expected to have a wider reach, with more innovative products on display.

ET Acetech will stage eight allied events across five cities on a large scale, housing not only the participating brands and professionals – but also speakers and delegates who grace the event. Allied events include Acetech Design Wall, Acetech Connect, Acetech Felicitation and Gala Networking Night, Grand Stand Awards, the International Lighting Summit, the Design Mock Up Studio.

An exclusive segment, The Glass Intertech, to be held in Delhi, will showcase glass products and technology related to building material. With more than 70% of international participants and an exhibition space of 7,000sq-m, this event is poised to have an international reach.

283. The Advisory Board meet and summit 2014.



Dr. Amardeep Dugar, Ekta Sanghvi, Vilas Prabhu, Jaspreet Chandhok, Lyle Lopez and Kunal Shah dwelled upon several topics concerning the technicalities of light usage in the construction industry and came up with the theme 'The Fourth Dimension of Architecture - Lights' to drive the International Lighting Summit 2014.

The summit will cover various aspects of light technologies used in the industry, and also focus on lighting heritage structures. Participants can look forward to sessions by Dr. Amardeep Dugar, Vilas Prabhu, Jaspreet Chandhok, Sarvdeep Basur, Satish Rana, Kunal Shah and Poorva Keshkar. Acetech is also dedicating an exclusive hall of 6,500sq-m to lighting brands at the Mumbai Acetech edition, where the dedicated space will also include an Experience Centre. Here, lighting designers will showcase various effects and moods that can be created while also elaborating on the different dimensions of light.

The stands will be judged on originality of design, innovation, visual impact, effective use of materials and the outstanding use of space, colour, texture, lighting and graphics. On November 7, 2014, the selection panel comprising eminent personalities like Brijesh Kanabar, Santha Gour Matto, Soyux Talib, Lakshmi Govekar, Shresht Kashyap, Chirag Badolivala, Praveen Thampi and Kartik Punjabi, among others, will pick the best of all the displays. The selection will be followed by the awards ceremony on November 8 at the Bombay Exhibition Centre.

INTERNATIONAL LIGHTING SUMMIT

"The International Lighting Summit 2013 was huge. I was impressed by the size. There were world-class names, and local manufacturers who showcased really interesting work. It's been a fantastic conference," stated Mark Sutton Vane, independent lighting designer from UK, about this summit last year. This year, too, the summit will bring together the best from the international and local lighting scene, with an aim to aid the development in the industry, bring visibility to the profession of lighting design and create business opportunities for all the stakeholders. It will be an event running concurrent to the Mumbai exhibition on November 7.

With lighting establishing a stronghold on the design scene, this summit has much to offer architects and designers, and will expand lighting design as a subject in the country. To discern what this summit needs to focus on, the very first Advisory Board Meet was held on August 8 at JW Marriot, Mumbai. Industry experts such as Ratan Batliboi, Nitin Killawala, Shresht Kashyap, Kanchan Puri Shetty,

GLOBAL GREEN SUMMIT

Talking about last year's summit, Rajat Malhotra from Jones Lang Lasalle said, "Platforms like Global Green Summit help us to ideate, network and create a momentum for the Green



4&S. Jury for the Design Wall 2014.

6. Acetech Connect 2013.



7&8. Displays by Legrand and Kalinga Stone.

9. Yatin Patel checks out a brand presentation.

movement. To add to it, it is not only thrown open to the people who understand sustainability, but those who can commit themselves to the future."

Once again, GGS will unite architects, building material vendors, consultants, relevant industry associations, key players with relevant decision makers from the ministry and local government bodies for one sole purpose – to raise and discuss the vital issues pertaining to the industry and work towards a greener ecosystem.

The summit will be held on December 19 at Pragati Maidan, Delhi, where the focus will be on Green buildings and materials, cost efficiency, role of the government, renew-

able energy, energy efficiency, water and waste management. The advisory committee of the summit has essentially sparked the transformation of GGS to Global Green Movement. At the Advisory Board Meet held on July 11 in New Delhi, green crusaders like Divya Khush, Rakesh Ranjan, Avinash Mishra, Mala Singh, Ashok Lall, Pradeep Sachdeva, P Sahel, Sanjay Seth, KD Singh, Tarun Kapoor, Priyanka Kochar, Aneesh Kadyan and Sudhanshu Vashishtha met to brainstorm on the fundamentals of this summit. After much deliberation, the team unanimously finalised and laid the foundation for the theme of GGS 2014: 'Catalysing the Green movement in India'.

Stressing emphatically on the relevance of such events, Dr.RK Pachauri said, "It is important to hold events like this so that it creates awareness, where you have an exchange of ideas and knowledge is generated as to how we should move to a Greener future." Apart from the presence of prominent personalities from the Green movement, the summit will witness the attendance of over 700 delegates from all over the country.

DESIGN MOCK-UP STUDIO

The concept behind Design Mock-up Studio is to give design houses an opportunity to represent themselves by creating exhibition spaces. Last year, Planet 3 Studios designed the Ace Central Café with the canopy of umbrellas in ombre effect, while Vis a Vis created a visual treat in its pavilion with an interesting play of light and shadows. This year, we can expect more creative interventions. International and Indian designers will come together during the event to put up eye-catching studios by experimenting, mixing and fusing all the products available at the venue – including trash.



ACETECH CONNECT

With this initiative, Acetech facilitates direct meetings between India's top construction houses, architecture and design firms, and the exhibiting brands. Since its inception in 2012, Connect has forayed into becoming the preferred boardroom for purchase teams and senior personnel of leading architectural firms and construction houses. Buyers and sellers not only familiarise themselves with each other, but also understand the sourcing requirements of the market as a whole. This year, it will be held on October 10, 2014 at Taj Lands End, Bandra, Mumbai and December 13, 2014 at The Leela Palace, Chanakyapuri, Delhi.


Architects and designers can look forward to interacting with Gunisha Sanyal (head - Purchase, Hiranandani Construction), Ashish Joshi (VP - Purchase, Oberoi Realty), Lyly Paul (GM - Projects, Rustomjee), Ventkat (COO, Rustomjee), Rajesh Goyal (GM - Purchase, Rustomjee), Tikkam Jain (senior VP - Central Procurement, Lodha Group), Muttaqi Ahmed (head - Contracts, L&T), Sudarson Das (AVP - Procurement, Adani Township & Real Estate), Keshav Deodhar (purchase head, Omkar Realtors) and Brajesh Sohrot (deputy president - Procurement, Kalpataru).

With Connect, Acetech shares the procurement requirements of developers and architects all year round, to ensure that the exhibitors stay engaged throughout. Participating brands get the opportunity to connect with purchase teams throughout the year, and not just during the show.

Connect concentrates on getting the intelligence channelised towards a much more organic sense of business development. "Connect 2013 was worth spending time at, because this initiative provides an environment where you get to know people and, at the same time, get to know the product," explains Khozema Chitalwala, principal architect, Designers Group.

ACETECH FELICITATION & GALA NETWORKING NIGHT


Acetech will recognise and honour the best in the field of architecture, construction and design industry on November 6, 2014, at Taj Land's End, Bandra, Mumbai. It will be an opportunity to connect with mainstream visionaries and respected builders, architects, designers and manufacturers. Dignitaries like Chris Bubb, Stephen Roberts, Bobby Mukherji, Arunjit Singh Bhalla, Nigel Austin, Rajeev Pirmal, Sanjay Puri, Nina Puri, Sagar Chordia and Anita Arjundas will grace the event. **■**




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