

# Contents

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## Trends 2018

### 08 Making the Transition

Trends are defined by shifting perceptions of design as living styles change. This year, trends that have been emerging over the years will get stronger, and the infinite design possibilities in architecture and interior décor will conjure endless choices as the old makes way for the new.

12 Architectural firms will operate within organized frameworks: Ar. Abhishek Bij, Design Plus

14 Sustainable designs will get more importance: Ar. Amol Prabhu, SPA

15 Public awareness and concern is leading architects to create healthy environments: Ar. Vikas Gandhi, Plan Loci

16 Unusual construction techniques, materials and technology will impact architecture planning and design: Ar. Tushar Joshi, Ozone Designs

20 New-age windows will reduce noise, save energy and enhance security: Mario Schmidt, MD, Lingel

22 A colour awakening will see a rising pursuit of laminates in walls, facades, tabletops, closets and other surfaces: Parul Mittal, Greenlam Industries

30 Use of materials as compositional and visual surfaces: Prof. (Ar.) Jatinder Saigal, Manav Rachna Intl' University

32 Smart and Connected digital lighting-based solutions are the way forward: Anuj Dhir, Wipro Lighting

34 We expect a great attention towards new finishes and new materials in sanitaryware: Emanuela Tavolini, Graff

35 Solid Surfaces will be one of the most desirable decorative elements: Aastha Chadha, Merino Group

36 There is increasing attention on use of natural, sustainable and healthy materials: Satinder Chawla, MD, Span Floors

37 Animal designs will play a big part in home interiors: Julie Engineer, Clarke & Clarke

40 A fresh perspective on workspaces: Aditya Yamsanwar, Team One Architects

44 In a busy city life, clients will welcome monochrome homes: Monica Chawla, Essentia Environments

50 Protecting the environment, minimalism, and pastel shades will define interiors: Ashok Basoya, Ottimo



## Sanitaryware

“We expect a great attention towards new finishes and new materials



**Emanuela Tavolini, Director Sales Europe, Graff**

2017 has seen a focus on technology inside the bathroom, with a special attention towards the shower area. The market request for a home-spa, has pushed manufacturers to develop complex showers in which, together with the traditional rain shower, the user can enjoy the experience of a waterfall, a 6 LED color chromotherapy, music and a full set of multimedia functionalities, for instance Graff's Aqua-sense.

For 2018, we expect a great attention towards new finishes and new materials both for the faucets and the furniture elements inside the bathroom. The trend of luxury is to create products that can make the customer's life more comfortable. For this reason, products have to be attractive but, at the same time, also functional, resistant to wear, and easy to maintain. In 2018, Graff will be introducing a full program of new bathtubs and washbasins which will be developed based on these criteria.

Graff's new Musa luxury collection is developed in Sleekstone<sup>®</sup>, a new patented, composite material that combines dolomitic stone with a unique resin, to create a solid surface product. Its durable properties make its surfaces easy to clean and require minimal maintenance. Sleek-Stone<sup>®</sup> is available in gloss or matte white finish, is smooth, non-porous, resistant to scratches, mold, mildew, stains, abrasions and UV rays, and is also restorable.

