

Clariti

LET'S TALK GLASS



Dear Readers,

In these times when many innovations are taking place in the building materials industry, I am pleased to bring to you a new edition of AIS Clariti. So, it is with great enthusiasm and pleasure that I bring this new edition of AIS Clariti newsletter to you.

Change is the only reliable constant, and with consumers questioning old habits, old technology, and old trends — we, at AIS, have been ramping up our efforts to address the global shifts in glass architecture. In this issue, we will examine the various trends in glass and its growing prevalence as the most preferred material for modern architecture. We start with The Cover Story by **Rushikesh Hadnoorkar, from AGH's Architecture**, which talks about AGH's new Belizza project, and their innovative use of glass to create an environment that is smart, and aesthetically appealing. The Case Study is on how a **Delhi HNI** overcame noise pollution in his new home with the aid of **AIS Glasxperts**.

In the Eye Catcher section, we present the **Trump Towers** in Mumbai that has been built with our **AIS Ecosense Enhance Gold** – India's leading high-performance energy efficient glass. This time around, the Inside Info section discusses about our innovative new product — **AIS Integrated Blinds System**. Finally, we reveal the latest additions in our **AIS SunShield** and **AIS Décor** range of products through our **AIS Fresh** section. I hope you enjoy this issue of the AIS Clariti Newsletter and do let us know if there are any topics you'd like to see covered in the future.

Happy Reading!

Vikram Khanna
COO – Consumer Glass
COO – Architectural Institutional Business
CMO, CIO

Cover Story

The inevitable role of glass in modern architecture.

Architecture is a multi-faceted discipline that involves bettering the aesthetics of an entire region and not just a particular building. What an architect builds has to be appealing to the eye, if it has to sell, and the use of right materials plays a crucial role in increasing the aesthetical value of a building.

Glass has been fascinating humankind since its discovery.

From its humble role as window panes in ancient Roman villas to being a sophisticated structural component in new age buildings — the role of glass in architecture has evolved over the years. It has become a pioneering factor in modern day architecture which places importance on aesthetics and multi-functionality.

We, at ARH, have a modern approach to our projects — an approach that ensures that we use only new age materials and incorporate the latest technologies. Materials — like glass, metals, screens, and fabric — that are widely used in the construction industry today are an important aspect of modernism and futurism. They define our work at ARH.



An architect whose work we have always admired in this regard is Ar. Santiago Calatrava. He is an architectural visionary, who has experimented with metal, glass, and other new age materials, giving the world some magnificent structures to look up to. In this spirit, a project that is of mammoth importance to us and plays a key role in defining our work is Belizza by Rajhans group in Surat. A luxury weekend getaway for connoisseurs of fine living, this iconic structure sits on 4 acres of land — exuding opulence and grandeur for Surat, Gujarat. It has two magnificent towers with fully furnished and luxurious 1 & 2 BHK apartments, 7-star amenities, and a breathtaking façade that is a combination of glass and concrete.

The concept behind this structure was to create an environment within a building which is completely enclosed and keeps the external façade clean and smart. The two towers are a combination of glass and concrete façades which cover the passages that form the outer ring of the building. For us, glass was the perfect solution that can be used as a façade treatment, as it admitted maximum light in to the interiors, offered unrestricted vision, reduced the ingress of solar heat, and ensured unmatched aesthetic appeal.

“The structures being circular, we needed a material that would look smart, not rigid, and would exude opulence and grandeur. There couldn’t have been a better choice than glass.”

The glass that we use adds to the modern and chic look of the building and breaks rigidity. It gives the building a very fluid look and amplifies sophistication. Glass was our first choice of material for this building as it is easy to maintain, readily available and very aesthetically pleasing. It shows uniformity but also provides

a unique identity, and in this case, it has made these two buildings stand tall like behemoths — becoming a beacon of luxury in the city of Surat. Though it has been used in the industry for eons, the true potential of glass is only just beginning to unfold.



— Rushikesh Hadnoorkar

Principal Architect

For this project, AIS supplied its range of AIS Ecosense Enhance Marine Blue glass products, which helped them meet their energy-efficiency and aesthetic requirements. The AIS Ecosense range of glass products allow optimum light to pass through a window or facade while radiating, absorbing, and reflecting away a large degree of the near range infrared heat. Exclusively designed to deliver superior performance, these glass products also allow architects and builders to set a higher standard of green architecture by keeping indoor spaces bright, beautiful, and cool.

Case Study: AIS Glasxperts – innovative solutions in glass for better living.

The Challenge:

In urban areas, people have to live through some of the noisiest situations imaginable. A noise polluted environment is part and parcel of their day-to-day lives. But for one Delhi HNI, who was constructing a new home in Defense Colony, New Delhi, this was the cause of many sleepless nights. His home, which was considerably closer to a metro station, was subject to increased levels of noise pollution. This resulted in great discomfort for him while he engaged in his day-to-day activities. In the long run, this would have also invited physical ailments from long-term exposure to noise pollution.

The AIS Glasxperts Solution:

AIS Glasxperts provides an extensive range of solutions for all kinds of interiors which includes noise cancelling glass & window solutions. Especially for buildings located in areas where there are high levels of noise pollution, the acoustic-proof solutions that are delivered by AIS Glasxperts ensure aesthetic elegance & acoustic comfort.

The Result:

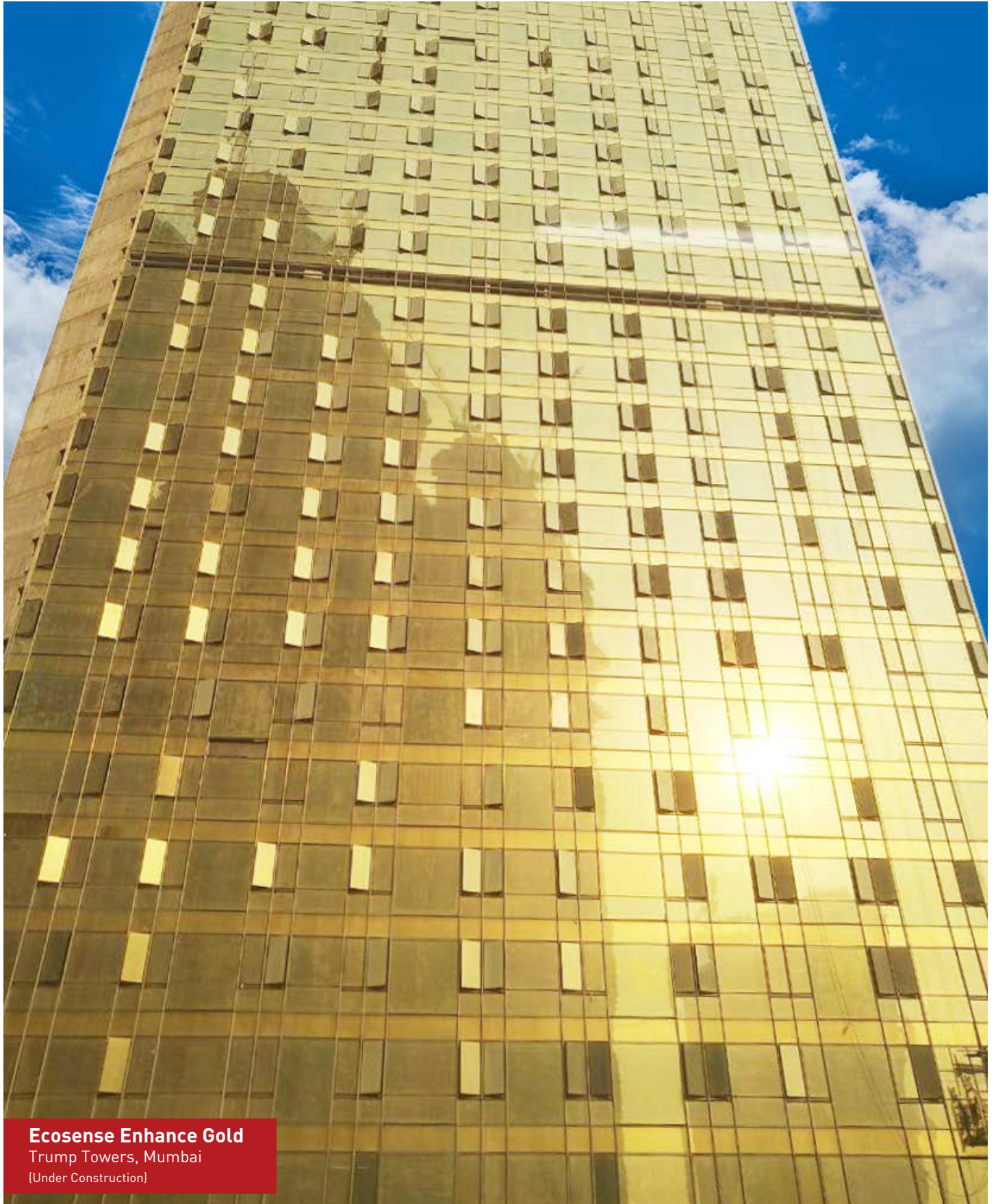
After careful analysis of the surrounding areas and the noise pollution levels that was being generated, the AIS Glasxperts team offered a solution which involved the application of a laminated IGU with a configuration of 11.52mm (5mm clear glass + 1.52 acoustic PVB + 5mm clear glass) + 12mm air gap + 6mm clear glass, that had excellent acoustic-proof properties. The project was completed in a months’ time, and a total of 50 window units were installed by the AIS technical team.

Due to the speedy installation, expert technical support, and superior materials used — AIS Glasxperts was successful in reducing the ambient noise levels by up to 40db.



Eye Catcher!

Majestic and regal — the Trump Towers, Mumbai, exuding the golden hues of its AIS Ecosense Enhance Gold façade.



Ecosense Enhance Gold
Trump Towers, Mumbai
(Under Construction)

Inside Info:

AIS Integrated Blinds System.

A perfect balance between privacy and comfort.

In architectural glass, multi-functionality is becoming a hot trend. Consumers are adopting glass solutions that can provide both aesthetics and functional uses — from the workplace to the home-front. This development has helped garner demand for integrated blinds. AIS Integrated Blinds System is an innovative and niche solution that is capturing customer imagination.

AIS Integrated Blinds System is a smarter alternative to the conventional glass and blinds setup.

AIS Integrated Blinds System combines the aesthetics of glass windows with the privacy provided by blinds. It is a system that allows blinds to be sealed between two panes of double glazed glass units — offering privacy and preserving the open look & feel, that our customers desire.

Controlled by two powerful magnets and a remote controlled setup — our Integrated Blinds System allows the user to adjust visibility to a level of their choosing. This makes it the most hassle-free privacy glass solution in the market. AIS Integrated Blinds System is the most viable alternative for customers who want the aesthetics of glass windows and the privacy provided by blinds.

We, at AIS, are India's only provider of lifestyle solutions in glass. Our offerings span privacy, aesthetics, security, acoustics, and energy-efficiency solutions.



AIS Fresh

Newest additions to our AIS SunShield & AIS Décor range of products.

Presenting **AIS SunShield Royal Gold** — a soft coat heat-reflective glass that comes in a truly regal shade of gold. Give your projects the tint of luxury, and a hint of royalty with this exciting new addition to the AIS portfolio.

We are also unveiling a new colour in **AIS Décor — Sparkling White Pearl**. This new shade will impart the finesse, boldness, and purity of white to your living space — making it an ideal aesthetic choice for architects.

Get in touch with us today!



To experience glass like never before, download the **AIS World of Glass** app now!



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