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Architects... Dare to do the Illogical!

'Pidilite' a pioneer in Adhesives and Sealants, Construction and Paint Chemicals, Automotive Chemicals and Art Materials is sponsoring 'Pidilite Knowledge Series', an initiative for India's leading Architects and Interior designers to come together and share their ideas on a creative & interactive platform.

At Chennai, Kaihan Mattoo and Santha Mattoo heads of Planet 3 Studios Architecture Pvt. Ltd, a young internationally award winning design studio were revealing their success secret of 'Out of box thinking'. The young Architect couple emphasised on working with an open mind and open heart, engaging the end user, making a fresh beginning always and doing a bit of illogical thinking after structuring the information acquired to come out with innovative ideas, to a spellbound audience of media professionals and architects at the Pidilite Knowledge.

Interacting with the Media Santha Mattoo[®] said the ultimate audit of an architectural work lies in the success of the product with the client and his customers. Again reacting to 'The Masterbuilder's query concerning the lack of 'variety' and 'oriental approach' in architectural styles, Kaihan Mattoo opined, 'western education' and 'Thought process of Client and Masses' to be the causes of such phenomenon and emphasised the need to educate the masses and clients to ensure architectural variety and beauty.



rs, 1st Floor,
on Manickam Road, Chennai - 600 029.
Fax: 23743383 Website: www.conceptpr.com