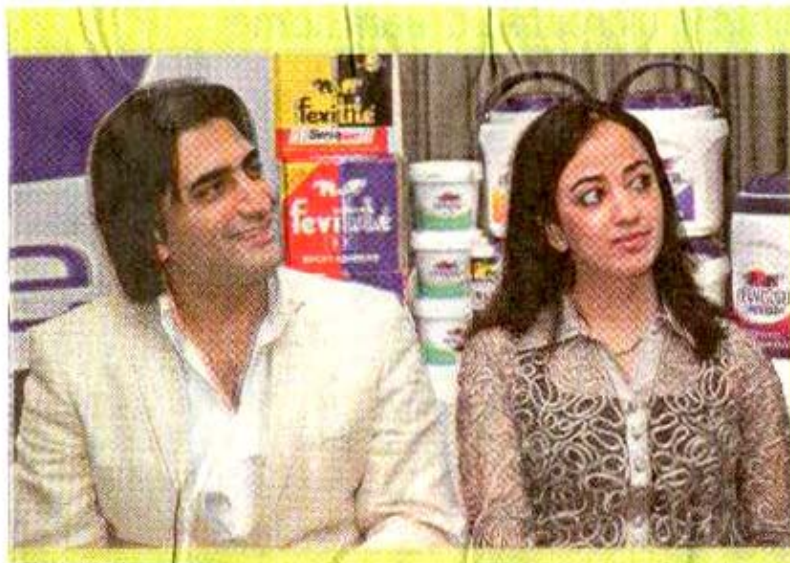


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THINKING out of the box

WHEN the Mumbai based award winning architectural designers Kalhan Mattoo and Santha Mattoo explained their innovative methods with a stunning display of transforming ordinary premises or uneven sites into architectural landmarks, The entire audience, consisting of architects from the city knew all about how it worked.

The occasion was a seminar on "Thinking Out of the Box" held in Chennai last month as part of the Pidilite Knowledge Series; an initiative for India's leading Architects and Interior designers to come together and share their ideas on a creative and interactive platform.

Work with an open mind and open heart, engage the end user, make a fresh beginning always and do a bit of illogi-

cal thinking after structuring the information that you have got to come out with innovative ideas - this was the winning mantra of the architect couple.

"In eight or nine years of our professional experience, we have learnt ways to solve problems and challenges by evolving an out of the box methodology based on the knowledge that is already available. Logical thinking predetermines set solutions to challenges, whereas in order to be creative we need to question assumptions. Fresh perspectives lead to new insights that can lead to unique designs," they said.

Stressing on the need for protecting the environment, they said that they were concerned about the adverse affects of a design and don't hesitate go out of the way to reduce the impact of what they construct on the immediate

surrounding. "Eco Green is an evolving process in architecture and we try to adopt new techniques or practices based on the huge pool of knowledge that is available on the subject."

Kalhan Mattoo and Santha Mattoo head 3 Studios Architecture Pvt. Ltd, an internationally award-winning concept. They have won several awards. A few of which are the HONOR Award from Design Share, USA, 2007, 'Multiplicity' International Product Design Award, USA, 2008, Excellence in Design of Public Spaces, 2007 Better Interiors, 'Young Designer of the year 2007', Better Interiors Award.

Pidilite is planning to conduct more seminars with a clear objective of sharing knowledge for overall improvement for members of the interior design and architect community.