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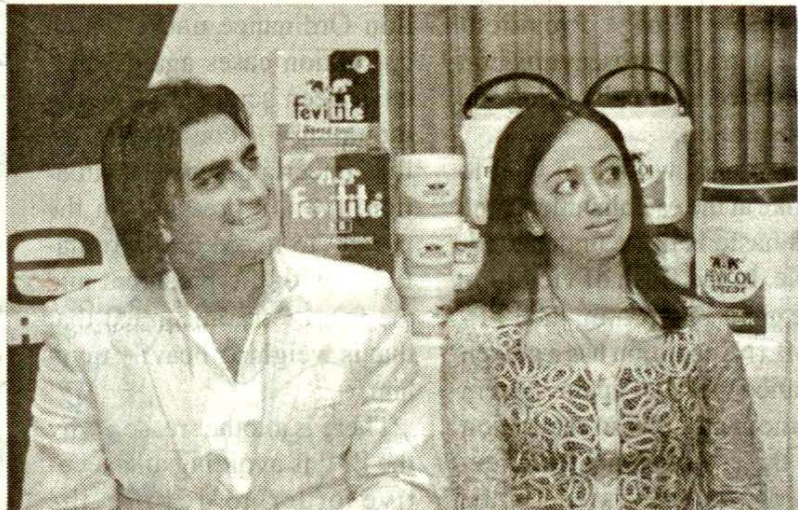
Pidilite seminar on 'Thinking out of the Box' **Work with an open mind and heart, architects told**

Chennai, May 24:

Work with an open mind and open heart, engage the end user, make a fresh beginning always and do a bit of illogical thinking after structuring the information that you have got to come out with innovative ideas was the mantra of award-winning architectural designers Kalhan Mattoo and Santha Mattoo to an audience of media professionals and architects at the Pidilite Knowledge Series Seminar on "Thinking Out of the Box" held in Chennai on Friday.

The architect couple explained their innovative methods with a stunning display of transforming ordinary premises or uneven sites into one-of-their kind architectural icons to suit the needs of the end user with customer satisfaction and comfort being uppermost in their minds. "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 go out of the way to reduce the impact of what they construct on the immediate surroundings. "Eco Green is an evolving process in architecture and we try to adopt new



Kahlan and Santha addressing the media and architects at the seminar on "Thinking Out of the Box" held under the Pidilite Knowledge Series at The Rain Tree Hotel in Chennai on Friday evening.

techniques or practices based on the huge pool of knowledge that is available on the subject."

"The Pidilite Knowledge Series is an ongoing process of providing a platform for leading architects to share their novel practices with their fraternity. It is also a forum for architects to interact and evolve best methodologies. As an organisation, we try to associate with the industry and the academia as closely as we can with such initiatives," Pidilite Industries Limited's head of all India sales Vishwas Kokane said.

About Pidilite Knowledge Series
Pidilite Knowledge Series is an initiative for India's leading Architects and Interior designers to come together and share their ideas on a

creative & interactive platform. Under this banner of knowledge series, Pidilite intends to conduct a series of seminars with a clear objective of sharing knowledge for overall improvement to interior designer & architect community which will enhance standard of living for the society. The themes can be based on any subject which is of interest to architect fraternity with eminent speakers presenting their views/designs/approach on those themes in an interactive seminar. This Seminar is a part of our efforts to build strong association with architects and interior designers in the country by offering them innovativeness.