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Spectacular Residences with Decowood Veneers

Given the unlimited potential of veneer to transform an ordinary residence into a luxury haven, Decowood in collaboration with *Architect & Interiors India* launched an online initiative to recognise its creative possibilities

he beauty of veneer has captivated architects and interior designers, and resulted in strikingly innovative and award-winning projects. The versatility and potential of this material has been creatively explored by the brand Decowood, which provides an array of veneers for all types of projects – from residential and commercial to retail. The veneer company believes that there is beauty in transformation, and this philosophy inspires it to turn every piece of work into a masterpiece. Hence, Decowood in collaboration with *Architect & Interiors India* invited the architecture and design fraternity who share a fascination for wood and likes to infuse it with imagination and creativity, to send in projects depicting the most innovative use of Decowood veneers.

Called the 'Spectacular Residences with Decowood Veneers' competition, it welcomed entries from all over the country. The criteria that each entry had to meet were: it must be a residential interior project executed in the last 12 months; the design has to represent the creative application of Decowood Veneers in a completed project; the participant has to be an architect or interior designer, with the project directly executed by the concerned individual only.

The guideline allowed two entries of two distinct projects from each of the participating firms.

Following the announcement, the initiative witnessed an overwhelming response, with both leading and new design firms sending in their competitive projects. Shivaji Mohinta, country head, Decowood Veneers, says, "This turned out to be an excellent engagement platform with the design fratemity, and it showcased multiple creative executions of Decowood veneers – which adds class and richness to the interiors."

The 250+ entries were put through the judging process, wherein the jury deliberated on the design concept, the creative and visual execution of the final product and, finally, the presentation of the total interior concept with special reference to the usage of Decowood veneers.

The judging process culminated in the selection of 10 'Hall of Fame' entries, while 30 other notable entries qualified for 'Special Jury Appreciation' for their innovative use of Decowood Veneers. All entries will receive exclusive mementoes, certifications, product orientations from Decowood, and will also be featured in online portals, design books and other industry-specific media. Here's an exclusive look at the 'Hall of fame' winners.

COMPETITION THE RESULTS

Ankita Sweety & Pratyoosh Chandan, Studio An-v-Thot Architects, Delhi







The Plus House project was perceived as a creation of rectangles within a square, which clearly took us to benefitting proportions during the planning. This was the answer to a rather questionable site, which sat with comfort and convenience."



Ashmi Shah, Amit & Ashmi Architects and Interior Designers, Hyderabad







Our concept was to create an uncluttered and urban ambience using rich, contrasting contemporary materials. We used a wooden ceiling finished in Enchanted Veneer from Green Decowood, and the exposed columns were clad with Rich Ebony Veneer from Green Decowood - which connected with a wooden ledge."

