

Durable Beauty

The COLORBOND® XRW spectrum series from Tata BlueScope Steel is a blend of metallic beauty with design flexibility and durability.

BASF, one of the world's largest chemical producers, headquartered in Ludwigshafen, Germany, decided to build a manufacturing unit in Chennai for making catalytic converters used in automobiles. Aswathanarayana & Eswara LLP, a 50-year old Architect and Consulting firm in Chennai, was considered as an architect and consultant for the project.

The BASF project site location was close to the main entrance of Mahindra world city, Chennai, hence maintaining a seamless decorum alongside the industrial expanse with an out-of-box design, was one of the primary requirements. Also designing this landmark building with an aesthetic appeal and ensuring its long-term durability of cladding material for a brand like BASF was the final intent.

Mr H.E. Sriprakash Shastry, Partner in Aswathanarayana & Eswara LLP who studied in Australia, was completely aware of the BlueScope brand and its extensive contribution in the steel structures and solutions space for Building Materials. To suit the reputation and legacy of BASF, ZINCALUME® and COLORBOND® were the obvious choices, resonating in itself a 50-year-old heritage. Specifically, COLORBOND® XRW spectrum series was selected.

Packed with a blend of metallic beauty and design flexibility & durability, the tone of spread of colours in the Spectrum series has been carefully selected to blend harmoniously with tropical environment, reflecting the strength and beauty of tropics.

"COLORBOND® steel's beauty, strength and environmental performance combine to make it a responsible choice for the projects and the environment," said Mr Mahendra Pingle; DGM- Market Development-Coated Steel Business.

ZINCALUME® steel material was selected for roof application due to its anti-darkening property,



CLIENT:

BASF India Chennai, Tamil Nadu

ARCHITECT & CONSULTANTS:

Aswathanarayana & Eswara LLP

PRODUCT:

COLORBOND® XRW spectrum series

PROJECT SIZE:

47,000 sq m

strength, flexibility, and its long-term durability. For building a world-class architectural marvel, profile selection was the next challenge for Aswathanarayana & Eswara LLP. BlueScope Steel's Profile magazine – an inspiration in itself, was referred for profile shape, sinusoidal was the best suitable option over trapezoidal form. Horizontal laying was adding sleek architectural look for building, and same was decided for installation methodology. Since BASF is our prestigious client, top architects and our key customers, we gave special attention to BASF project and supplied more than 300 t. "This was a unique project which was possible only with collaboration and joint efforts with all involved. It is a result of a team work and expertise from all corners. Tata BlueScope Steel's Team has truly lived upto our expectations and made it possible for us to deliver a state-of-art pre-engineered building and new age steel structure with world-class architectural look," said an Aswathanarayana & Eswara LLP spokesperson.

It is an iconic design and has become a landmark within the vicinity and around the Mahindra World city. Aesthetically exuberant, with a tinge of copper penny bronze shade, the structure is a striking example of imagination being transformed into reality. The building stands tall amidst a serene backdrop of one of the most integrated hubs of modern India. BASF was happy with the final output of building and quoted in appreciation, "The building is a reflection of BASF image on factory shade as well along with high quality product."

The project is well recognised as it is built using COLORBOND steel spectrum series which enhanced overall aesthetics and appearance of BASF building.