



STONE POST

DAY 1 The Stone Mart Newsletter
January 29, 2015

Rajasthan's stone is India's global envoy



INDIA **STONEMART** 2015

JAN 29 - FEB 1, 2015

Jaipur Exhibition & Convention Centre, Sitapura, Jaipur

India StoneMart 2015 kicks off with the Chief Minister's call to enhance the state's international standing on the international stone map

Chief Minister Vasundhara Raje called upon the architects of the country to build cities that are smart, green and based on concepts... "cities that the world would come to see and marvel at". She was speaking to the delegates and exhibitors while inaugurating India StoneMart 2015.

"Rajasthan's stone has a leading role to play as India sets out to build new cities," she said. Welcoming a large gathering of exhibitors, buyers and leading architects at the 8th Edition of the country's leading international stone exhibition, she said that the stone industry was a very important component of the efforts to promote business, she informed the distinguished gathering that the government had been taking a series of initiatives to streamline the existing governance parameters and formulate policy that supports investment. "In the forthcoming new Mining Policy, we have incorporated many provisions that will further strengthen Rajasthan's standing on the global dimensional stones map."

With the Indian exports pegged at more than 11% of the entire global export, the stone industry is recognized as one of the fastest flourishing sectors. India produces more than 27% of the world's stone. In light of these facts, the Chief Minister's commitment to the sector assumes even greater significance.

"Rajasthan's stone is India's eminent ambassador across the world and some of the finest monuments are built with it," she said.

On his part, Industries Minister Gajendra Singh Khimsar said that he was proud that the StoneMart was now among the top five stone events in the world. Highlighting the unique stone from Rajasthan such as the yellow sandstone from Jaisalmer, red sandstone from Dholpur and the soft Bansi Paharpur; the wide range of granites from Jalore and the cost-effective Kota stone, he said that all these were ideal for all architectural applications, including cladding and carving. Besides, he said, "Handicrafts from the state constitute an important segment of the sector and it has been the government's endeavour to give them the right international platform to showcase their potential." It was in this context that CDOS had been organizing Shilpgram within the StoneMart, he informed.

CS Rajan, the Chief Secretary of the state, emphasised the need for stone mining to get more environment-friendly. "Fly ash has already found strong applications and the same needs to be done to marble slurry," he said while calling upon the industry to take up medical care and skill upgradation of the large number of unorganised labour in the sector.

I am proud that Rajasthan has contributed significantly to the growth of the Indian stone industry. The initiatives taken up by CDOS and RIICO have led to a tremendous growth in the in the production and export of natural stone. Our government is committed to providing all support for the sustainability of this sector.

Gajendra Singh Khimsar
Rajasthan Industries Minister



Salaam Jaipur, sa

With the largest presence at Stonemart 2015, the country is excited to increasing its tra

MARBLE



STONEMART 2015 is playing host to many countries across the globe. And the Turkey Pavilion, with its theme 'Discover the Potential', truly stands out. Spanning over an area of 1200 sqm, the country's display is impressive with 39 exhibitors from the country.

Mr. Ali KAHYAOĞLU, Chairman of the Board, Istanbul Mineral Exporters' Association, is optimistic about the growing trade prospects with India. "India is a highly important market for our sector; it ranks 6th in our total export. We saw exports worth USD 60 million of block marble and travertine with India last year, and the increase by India of natural stone import quota to 800,000 tons in 2015 is happy news," he smiles. With a firm vision to increase Turkey's natural stone exports, he sees India as their main market. But, he adds, "We would prefer to see India's import quota norms relaxed so we can export more of Turkey's best marble and other natural stones. India is our preferred supplier of granite and we would like to see higher import numbers from India."



Ali KAHYAOĞLU
Chairman of the Board
Istanbul Mineral Exporters' Association

FROM THE DRAWING BOARD



Deepak Gahlowt is an architect with 25 years of experience in architecture, adaptive reuse, building traditions, sustainability, project management, facility management, energy efficiency, standards writing and building bye-laws, advocacy, training, research and writing. He is on committees with BIS, CCPS, and CII.

The future that can be... naturally

Rajasthan has a huge resource of natural stone. Introduction of best practices will only be a value add for the industry, says **Deepak Gahlowt**

Rajasthan is endowed with a large deposit of natural stone, and the stone from the state has established a name for itself globally. However, at the same time, within India, use of artificial materials—such as ceramic tiles, artificial stones, even paints that imitate stone and other materials—has mushroomed.

While much is being done to encourage designers and architects to use natural stone, there remains a need for the supply side to upgrade its practices and the product offering to meet the requirements of a modern building industry.

The key areas that I see where we I see the stone industry changing in the coming days are:

1. Availability of cut, graded, sorted

and batched, pre-polished, calibrated, packaged stone. Stones packaged like ceramic tiles are an essential part of the market in the developed countries. This enables large retailers like Home-Depot, or even stone miners and distributors to brand and sell stones; and offer to the customers the convenience and benefits that far outweigh ceramic tiles.

Moreover, this also allows for stone to be utilised more effectively; from the smallest to relatively larger stones are sorted cut into tiles and packaged. Batches are mixed to improve variety. Stone waste is utilised instead of causing harm to the environment. Installing stone is easier and safer and more environment-friendly; thus opening up a whole new market especially in locations such as

apartments and small houses; or corporate interiors where cutting stones slabs on site is not possible.

2. Stone sealing, protection, grouts, surface finishing, installation and refurbishing industry will expand by multiple times. While it is not essential to seal all stones, properly sealed and finished stones have an increased life; and, depending upon the stone type, surface finish and location proper sealers allow stones to find more uses than conventionally thought possible.

Whether it is surface sealers or the impregnating type, internal or external use—depending upon the use or abuse the stone



ays Turkey

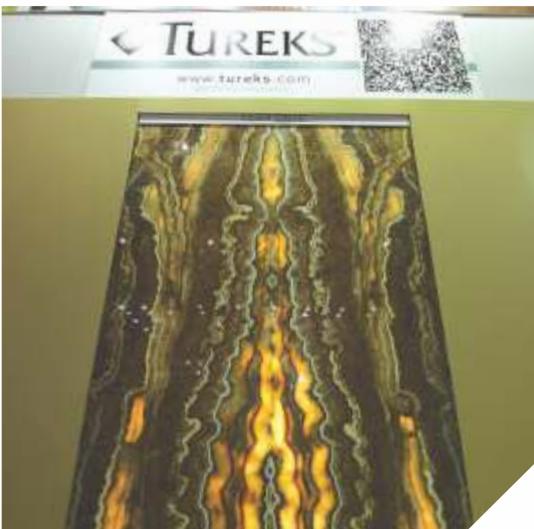
de of natural stone with India, discovers Stone Post

Different hues, patterns and colours of the finest beige-coloured marble can be seen across the stalls. Marble and travertine, mined from quarries across Turkey, has been used from the Vatican to the White House and in Turkey itself, of course. Turkey, traditionally, has been a big producer of marble and limestone; and some of its quarries are almost 2000 years old.

The vibrancy of the range of colours and patterns is showcased by the simplicity of the beige colour. "There are around 30-40 different types of this marble. The lighter hues are mostly for flooring, tiles, etc while the darker varieties are used for design and inlay work. Not just beige, one can see grey, white and black colours in Turkish marble too," informs Bülent Tatlıcan of the Natura Magazine.



The stalls at the Turkish Pavilion, showcase many types of marble and their names are equally fascinating—Crema Moccha, Brown Royal Mystic, İltas Emperador, Spyder Cream are some on display at the İltas Marble stall. Says Muhammet CAN, export manager of the firm, "We have been regularly participating in India and Stonemart over the last few years; and we have seen almost 70% increase in our firm's exports to India," adding that their major export is travertine. Bigger companies like Marmor Marbles and Babomar Mermer SAN. VE. TIC. Ltd. STI. have agents in India. Marmor Marbles has been exhibiting in India for the last 15 years. Kaptan Marble, another firm from Turkey, at Stonemart for the first time, has on display some very unique coloured samples including black and dark grey marble mined from quarries in Sivas region. And Hasan Karaarslan of the sales is very keenly looking forward to "satisfactory sales figures."



essential part of the stone installation or maintenance industry. 3. The codes and standards environment will transform for both for stone mining and processing; and for selection, installation and maintenance of stones. In the mining sector our safety and

ronmental impact practices are changing. The need for standards for mining practices is already being felt and much work is happening on that front. There are already world-class Indian companies that can match best practices anywhere in the world; and the pressure on the rest to upgrade is real and immediate. However, when it comes to the selection of 'right stone' by the architect or the consumer our decisions are still based on appearance and personal taste.

Installation practices have improved, but not consistently so. Maintenance of stones remains a still-born industry! Our standards and codes of practices for the dimension stone industry, including testing, specifications and construction practices, will have to be written soon enough if the stone sector has to realise its potential. 4. As architects and designers become more confident in experimenting with stones; the demand for premium real estate picks up; and consumers that value hand crafted to machine made increase in numbers, a revival of stone crafts in the building sector can be expected. That, and overall improvement in safety and health practices; combined with increased and more consistent earnings will mean that though the overall numbers of craftsmen may drop,

but a sufficient number of skilled and passionate craftsmen will continue to be patronised. 5. The supply of standard-sized and ready-made building components crafted out of stone, either by hand or by modern machines will increase. Not only ready-to-install stone tiles, but a range of columns, brackets, jaalis, and maybe door frames, landscape features, lighting fixtures, etc in various designs will find favour with the consumer.

There are now a range of companies supplying precast cement-based items. What is to stop the stone industry to also develop and market standards off-the-shelf items?



TAKE 2 from CS Rajan Chief Secretary, Rajasthan

- Over the last few years, with India Stonemart emerging as one of the leading expositions in the stone industry, we have been able to showcase Rajasthan's strengths to leading markets in India and abroad.
- I see two very tangible benefits of this event. One, direct short-term and long term business gets generated for local players. Two, they are able to benchmark themselves against global standards and buyer expectations.



And the award goes to...

The CDOS-instituted prestigious AISAA-2014 went to truly deserving contenders, finds **Stone Post**

Architecture is the learned game, correct and magnificent, of forms assembled in the light, said Le Corbusier. How an architect plays with the different elements is what sets him apart from the commonplace. It is to honour 'Creativity and Excellence' in this endeavour, particularly in context to his use of natural stone from India, that the All-India Stone Architectural Awards were instituted by the Center for Development of Stones (CDOS).

An illustrious panel of prominent architects of the country—including Kapil Chitale, Paramjit S Ahuja, Rajeev Kathpalia, Rohit Marol and Gyanendra Singh Shekhawat—chose some exceptionally talented architects this year for a citation and cash prize of Rs 1 lakh in four categories. This year's winners are:

- **Exterior Facing** – Ar. Gaurav Bhatnagar for the house of Harkirat Sangha
- **Interior Design** – Ar. Rajesh Renganathan for his house and studio
- **Commendation in Landscaping** – Ar. Sujata Chatterjee Hingorani for the Anutham Residence
- **Green Architecture** – Ar. Deepak Kishorilal Srivastava for the Denwa Backwater Escape

Speaking to Stone Post, Deepak Srivastava said, "The client had a specific



Exterior Facing



Commendation in Landscaping



Interior Design



Green Architecture

vision. All material was to be sourced from within a radius of 50 km! The lodge should blend in with the land it sits on." The result was the Denwa Backwater Escape on the Tawa Dam in Madhya Pradesh, a high-end eco lodge designed for the discerning wildlife tourist. Right from its locally procured sandstone roofing to the cantilevered steps and the mosaic on the floor, these river-view cottages seem to rise from their environs.

"We studied local village construction and implemented that essence in a modern style." And it does not end there. The workforce was local, said Srivastava, 25-30 per cent of those who worked on the site had been retained as staff at the lodge, "We aim to promote the local community and see to their uplift".

Inspiration from local village

architecture around Bangalore came in handy for Rajesh Renganathan too, while designing his house and studio. Fascinated with the use of brick and stone slabs for roofs, he procured all his construction material, including the Sadarahalli stone, locally. Bagging the coveted prize in the Interior Designing category, he said, "The idea was to build a space, which provides a respite throughout the day looking at the temperament of Bangalore weather."

Designing a high-profile residence in Vasant Kunj, New Delhi, can be no less of a handful. Anutham Residence required landscaping that the client wanted to be a talking point in itself. Ar. Sujata Chatterjee Hingorani, winner in Landscaping category, achieved that with the lotus flower as the central element around which the landscaping blends in perfectly. "Marble and granite have been liberally used to make a water body; and the lotus flowers and leaves adorn the garden, which sits between two houses on a huge plot," Hingorani told Stone Post.



WELCOME TO STONEMART 2015

- Exhibition area: 17,476 sqm
- Number of Exhibitors: 379
- Total overseas exhibitors: 111
- Trade visitors expected: 15,000
- 4 country pavilions: Turkey, China, Afghanistan & Italy
- Visitors from over 50 countries
- 4 state pavilions: Karnataka, Madhya Pradesh, Gujarat & Odisha
- Overseas participation from 10 countries

It is indeed gratifying that the India StoneMart has put India firmly on the stone map of the world. I am happy that we are organising the Jaipur Architecture Festival with top architects participating.

Veenu Gupta,
Pr. Secretary,
Industries

