

A Scintillating Event



Design Wall, an initiative undertaken by ACETECH promotes and fosters latest technologies in the building materials, architecture and design industry. It provides an unrivalled and unequalled platform for suppliers to unveil and showcase their innovation before a jury panel that features leading names from the construction, architecture and design fraternity. Over the years, the event has garnered industry attention and served as an indispensable launch pad for new, promising brands. An epicenter for design, Design Wall is one of the most awaited events where innovation meets business.

Held on 28th August, 2015 at the Sahara Star hotel in Mumbai, Design Wall Mumbai witnessed a grand opening by having presence of over 200 architects, designers and leaders of the real estate industry. The show began with an introductory note of how ACETECH Design Wall has evolved over the years. This was followed by an introduction of all the jury members who graced the occasion with their presence. The show was split in two sessions—the morning and the evening session, comprising of a distinct set of jury, well segregated for both the sessions. Adding glamour to the event was the gorgeous compere and actress, Ruby Bhatia and Alaric Ferns, who hosted the event.

The event started with the shortlisted product manufacturers going up on stage and showcasing their innovation and talent, in front of an esteemed jury panel

comprising the much renowned architects, interior designers and developers from across the country. Each brand was given a time frame of three minutes to present their products in front of jury members and answer to the queries put forward by the jury panel. Following a very stringent judging process, the winning products of Design Wall Mumbai will be displayed on the magnificent "Video Wall", exclusively created at the exhibition venue of ACETECH Mumbai to be held on the 29th, 30th, 31st October and 1st November, 2015. Design Wall with its official tabulators Ernst & Young was an ideal launch pad for innovation.

The title sponsor for the event was Blue Star Limited, one of India's leading air-conditioning and commercial refrigeration company. The other sponsors included companies like Sources Unlimited, Evolve interiors & Exteriors Solutions LLP, World of Stones, Elite Building Materials Pvt. Ltd., Schindler India Pvt. Ltd., Ibuildings from Optilink Networks to name a few. All the presenting brands were allocated booths, while all the sponsors had a dedicated display area for showcasing their product ranges.

Many sponsors and exhibitors were seen interacting with the jury members. It was indeed a power-packed event with so many foresighted individuals coming under one roof. The event was a big success with industry stalwarts extending their support to the magnificent event. It truly was a fulfilling day and there could not be a more befitting end to the evening.



Exhibitors

Event partners and participants share their feedback of the event, appreciating Design Wall to be an ideal launch pad for innovation.

Parul Mittal, Greenlam Industries Limited

Greenlam Industries Limited, being the largest manufacturer of decorative surfacing products like laminates, veneers, floors & doors, we have got a wonderful platform to showcase our new product Mikasa. This is the most apt platform to showcase our latest products, innovations, technologies and gain recognition from the stalwarts of architecture, design and construction fraternity.

Rohit Kumar, Polycab Wires Pvt. Ltd.

Design Wall is an excellent platform in terms of showcasing products. The entire event is well-organized and has provided us a wonderful opportunity of establishing a rapport with the architects and that has in turn given us a opportunity to understand our requirements.

Hiren Varmora, Varmora Granito Pvt. Ltd.

The Design Wall 2015 was a great opportunity for us to showcase our brilliant sanitary ware range. It offers unique opportunity to promote and foster latest industry technologies. We capitalized by displaying our sanitary range with eco-friendly, water-saving, siphon and germ-free glazing, tornado flushing features, which are setting new trends in the industry. It was also the perfect occasion to interact with our peers and gauge the new industry trends.

Madan Singi, Merino Industries Ltd.

Design Wall is a great platform. For the first time you have many leading architects coming together on one platform and you have an opportunity to present the product. The biggest perk is that we get to connect with leading architects.

Arpita Roy Luthra, Pidilite Industries Ltd.

Design Wall ropes in the topmost opinion makers from the industry under one platform. It adds on to a lot of value since the brands can promote their products and interact with the right audience. As a presenter, I feel the way it is marketed makes it value for money.

Anil Beejawat, Simpulo Vitrified Pvt. Ltd.

Design Wall is the only vehicle in India for launching innovation in the building industry. It is special because of the credibility it enjoys. Any innovation introduced in this event is introduced after it has gone through a regressive scrutiny by the jury panel comprising some of the most esteemed architects and interior designers.

Santosh Pandey, Astral Poly Technik Ltd.

Design Wall is a wonderful platform to present our products in front of the jury panel comprising of architects, interior designers and building fraternity. Our plumbing products are not always showcased, but because of such events our products can be recognized by the opinion makers.

Richa Jain, Hindware (Hindustan Sanitaryware & Industries Ltd.)

I am really impressed with the format of Design Wall and meeting the jury members. The kind of architects, developers and designers Design Wall brings in definitely sets the event apart from the others in the industry. It is a big platform for us to interact with the jury members.

Lalit Malhotra, Anchor Electricals Pvt. Ltd.

Design Wall gives us an opportunity to fraternize and interact with the best in the industry, hats-off to the ACETECH team for raising the bar each year.

Rachana Vatsa, Orient Bell Ltd.

Design Wall is an ideal launch pad for innovation if a new product or technology. We get an opportunity to showcase our products and interact directly with the jury members. The event has a professional environment and helps developing contacts.

An Evening To Remember



Pathbreaking Leaders

4

