

Construction Week

BUSINESS

Façades: Impress minds

Facades are meant to stop people in their tracks. This is how companies are doing it

by **Shaff Winer** | July 2, 2025

SHARE



Construction Week

FEATURE

IMPRESS MINDS

Facades are meant to stop people in their tracks. This is how companies are doing it



Innovations in facade design are reshaping the aesthetics, functionality, and sustainability of building exteriors. Emerging trends include kinetic facades that move to optimize light and heat, biophilic designs that integrate natural elements to improve well-being, smart materials that respond to environmental conditions, and 3D-printed elements for efficient construction. These advancements aim to create more responsive, efficient, and visually appealing structures. Embracing natural elements in architectural design, such as green walls and living roofs, is becoming increasingly popular. This eco-friendly trend not only enhances aesthetic appeal but also promotes well-being, improves air quality and alleviates the urban heat island effect. Green architecture is thus playing a pivotal role in creating sustainable and healthier urban environments.

Industry leaders tell us about some of the solutions and challenges they face.

THE CHALLENGES

Subhendu Ganguly, MD, AIAK India: At AIAK India, our facade systems are engineered for simplicity, strength, and adaptability, built specifically for the realities of Indian construction and climate. We offer high-performing systems that ensure excellent air, wind, and water tightness while supporting large spans with slim aluminum frames. The real challenge isn't just design — it's delivering performance in high-dust, high-humidity, and high-rainfall environments without adding complexity. Our solutions address this with rigorously tested structural performance, pressure-equalized chambers, high-performance gaskets,

The real challenge isn't just design — it's delivering performance in high-dust, high-humidity, and high-rainfall environments.



Subhendu Ganguly

and multi-layer drainage paths — all while maintaining minimalist aesthetics. The value we bring lies in doing more with less: less visible aluminum, less installation time, and lasting performance — engineered to meet both visual and environmental demands with confidence.

Parul Mittal, director, Greenian Industries: Greenian has an extensive collection of exterior claddings offering 42 contemporary decors that include solid colours, natural woodgrains, and abstract patterns to suit modern architectural sensibilities. These clads come in a Soede finish and are available in 6mm, 8mm, and 10mm thicknesses, providing flexibility in design and function. Coupled with 12-year warranty and enclosure product size of 4.25 ft x 10 ft which comes with Exterior Grade decor paper, Greenian Clads reflect our commitment to quality and longevity. The company continues to innovate with new features and colours under development, staying ahead of design trends to offer architects and designers cutting-edge surfacing options.

Speaking about some of the new designs and materials recently introduced, Ganguly says, "Our latest innovation is the WFSU unitised facade system, designed specifically to meet the growing demand for high-rise and fast-track construction in India. Unlike traditional stick systems, WFSU is pre-fabricated in units, allowing for faster on-site installation, superior quality control, and reduced construction timelines. The system features slim sightlines, integrated concealed vents, and dry-glazed configurations, making it architecturally sleek

