

# Business News This Week

## Greenlam Industries Brings DesignNXT 3.0 to Sri Lanka, Fostering Indo-Sri Lankan Design Dialogue

July 30, 2024 • Sujata • Business • Comments Off

**30th July 2024; New Delhi: Greenlam Industries**, among the top 3 manufacturers in the world of surfacing solutions, is proud to announce the highly anticipated **Sri Lanka** edition of its acclaimed knowledge-sharing platform, **DesignNXT**. This platform by Greenlam Industries created for a specifier community features keynote addresses and panel discussions by renowned architects & interior designers, focused on design and architecture.



Building on the success of previous summits in Kazakhstan, Egypt, and Poland, DesignNXT Sri Lanka brought together renowned architects and interior designers from India and Sri Lanka for a day of insightful discussions, trend exploration, and product launches.

Positioned as a flagship event in the architecture and design community, DesignNXT has gained immense popularity over the past three years. The Sri Lanka edition further solidified Greenlam Industries' commitment to design innovation and collaboration. The event delved into critical topics shaping the design landscape like the panel discussion on "The Art of Surface Selection" explored the transformative power of materials in design, examining how thoughtful surface choices can elevate aesthetics, functionality, and user experience. Meanwhile, "The Designer's Dilemma" tackled the challenge of balancing design aspirations with budget realities, offering insights into cost-effective design solutions without compromising on quality or creativity. Adding to the richness of the event, DesignNXT Sri Lanka featured keynote presentations from three esteemed figures in the design world. Ar. Arjun Rathi, ARJUN RATHI DESIGN (Mumbai, India); Professor Chitra Weddikkara, QSERVE (Colombo, Sri Lanka) & Mr. Migara Alwis, Design Consortium Pvt Ltd. (Colombo, Sri Lanka).

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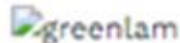
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# Couture Fashion

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Commenting on this proud occasion, Mr. Saurabh Mittal, MD & CEO, Greenlam Industries said, "We are super excited to conduct the 3rd season of DesignNxt, a platform that continues to inspire and foster innovative design solutions across borders. This season not only highlights the transformative power of design but also strengthens the ties between the design communities of India and Sri Lanka, paving the way for future collaborations and breakthroughs in the industry."

# APN News

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### About Greenlam Industries Limited

Greenlam is among the world's top 3, Asia's largest and India's No. 1 surfacing solutions brand. With its presence in over 120 countries, Greenlam has focused on developing quality products with a great passion for innovation. It offers end to end surfacing solutions spread across decorative laminates, compact laminates, interior and exterior clads, restroom cubicles & locker solutions, decorative veneers, engineered wooden floors and doors and plywood.

Greenlam Group, with five state-of-the-art manufacturing facilities in India located at Behror (Rajasthan), Nalagarh (Himachal Pradesh), Prantij (Gujarat), Tindivanam (Tamil Nadu), and Naidupeta (Andhra Pradesh) is the first choice of architects, interior designers, and homeowners when it comes to transforming living spaces.

Greenlam aims and acts to save and preserve nature in its pristine form by ethical sourcing of its raw materials from the world over. Greenlam's environmental commitment is showcased in certifications like FSC®, PEFC™, ISO 14001, GRIHA, GREENPRO, REACH compliances, ISO 45001, and ISO 50001. The Company also has product specific certifications like CE, UL, NSF, SEFA, Green label, Greenguard and NEMA (US and North America) and BS EN (Global). Apart from being certified for ISO 9001 (Quality Management Systems) company, the Company also has a SEDEX certification for Ethical Trade Initiatives, thereby ensuring they are environment friendly and safe to use. With its extensive presence of sales team and channel partners globally, Greenlam is just a call away to give your spaces a new look.

## Greenlam Industries' DesignNXT 3.0 sparks Indo-Sri Lankan Design Dialogue

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Greenlam Industries, a global leader in surfacing solutions concluded its highly anticipated DesignNXT 3.0 event in Sri Lanka on July 27. The 'Indo-Sri Lanka Design Summit brought together renowned architects, interior designers, and industry professionals from both countries for a day of insightful discussions, trend exploration, and product launches. Following the resounding success of its international editions in Kazakhstan, Egypt, and Poland, DesignNXT made its Sri Lankan debut, uniting distinguished architects and interior designers from India and Sri Lanka. The landmark event offered a dynamic platform for thought-provoking discussions, cutting-edge trend analysis, and the unveiling of innovative product lines, all within the vibrant design landscape of Colombo.

Held at The Grand Marquee, Taj Samudra in Colombo, the event served as a platform to experience the synergy of diverse perspectives united by a passion for creativity. DesignNXT 3.0 featured inspiring keynote presentations from design stalwarts including Arjun Rathi, Principal at Arjun Rathi Design, who explored the theme 'Light. Form(s). Emotion, Professor Chitra Weddikkara, Managing Director of QServe Group of Companies, discussed 'Sustainability as a Diverse Perspective in Contemporary Design' and Migara Alwis, Chief Architect at Design Consortium Pvt Ltd, addressed 'Moving Forward with Construction in Today's Context'.

The summit also hosted engaging panel discussions on critical topics shaping the design landscape. 'The Art of Surface Selection' examined how material choices can make or break a design, while 'The Designer's Dilemma' tackled the challenge of creating cost-effective designs without compromising quality.

A highlight of the DesignNXT summit was a tribute to Geoffrey Bawa, the pioneering architect of tropical modernism. The homage celebrated Bawa's revolutionary designs, which harmonized local context with global trends, and his enduring influence on sustainable architecture.

Recognizing Bawa's profound impact, Greenlam Industries presented a token donation to the Geoffrey Bawa Trust at the Summit, which was graciously accepted by Trustee Nadija Thambiah. The gesture honoured Bawa's legacy, from his iconic structures to his cultural preservation efforts, aligning perfectly with the summit's focus on innovative, boundary-pushing design.

Participants were treated to exclusive product launches, including innovative design solutions from NewMika Laminates, NewMika FX Exterior Panels, Decowood Veneers Etched collection, Mikasa Doors Grooved collection, and the Mikasa Staircase collection.

Saurabh Mittal, Managing Director and CEO of Greenlam Industries, expressed his enthusiasm stating, "The third iteration of DesignNXT represented a significant milestone in our journey to cultivate innovation and cross-cultural dialogue in the design world. We are pleased to have brought together the creative talents of India and Sri Lanka. The summit showcased the transformative potential of design – and ability to forge lasting connections between our design communities. The exchange of ideas and perspectives laid the groundwork for future collaborations and promises to push the boundaries of what is possible in our industry. We firmly believe it will ignite a ripple effect on design innovation in both countries."

The event reinforced Greenlam Industries' commitment to driving design innovation and strengthening ties between the Indian and Sri Lankan design communities. Attendees left inspired, with new connections and fresh perspectives on the latest trends and challenges in architecture and interior design.



Saurabh Mittal addressing the gathering at DesignNXT 3.0 Summit

# Architecture Update

## Greenlam Industries Launches DesignNXT 3.0 in Sri Lanka, Enhancing Indo-Sri Lankan Design Dialogue

By AU News Bureau — 01/08/2024 — No Comments — 2 Mins Read

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Following successful events in Kazakhstan, Egypt, and Poland, DesignNXT Sri Lanka gathered leading architects and interior designers from India and Sri Lanka for a day of engaging discussions, trend exploration, and product launches.

DesignNXT has become a flagship event in the architecture and design community over the past three years. The Sri Lanka edition underscored Greenlam Industries' dedication to design innovation and collaboration. The event addressed key topics shaping the design industry, including a panel discussion on "The Art of Surface Selection," which explored how thoughtful material choices can enhance aesthetics, functionality, and user experience.

Commenting on this, Saurabh Mittal, MD & CEO, Greenlam Industries said, "We are super excited to conduct the 3rd season of DesignNxt, a platform that continues to inspire and foster innovative design solutions across borders. This season not only highlights the transformative power of design but also strengthens the ties between the design communities of India and Sri Lanka, paving the way for future collaborations and breakthroughs in the industry."