



ANYTHING BUT CONVENTION-AL

An amazing application of FunderMax panels by F6 Architects, Hyderabad

Framing tradition in a modern context

Most often, a typical convention center is well, conventional. It is a large, boxy structure with little individuality or character. This scenario glared at architect Srinivas when he was given the brief for the Auspacious Convention Center project. It posed a challenge as well as an opportunity. Of course, he would design it differently. But what exactly would be the design concept?

This case study is about the architect's collaboration with FunderMax to execute the design strategy. It explains how the design idea broke all conventional rules in creating a public space that is sophisticated, stand-out and yet accessible to traditional audiences. Read on.

Framing tradition in a modern context with FunderMax panels

The architect's plan for the convention center comprised a three faced structure with a generous façade. Choosing the exact material for the façade was crucial as it was a large deployment

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My primary aim while designing a project is to use varied and interesting media to give a uniquely different look and function to the structure. It is this curiosity that drives my practice.

-Ar Srinivas Rao, F6 Architects, Hyderabad

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FACT FILE

Project: Convention Center, Hyderabad

Architect: Srinivas Rao, F6 Architects

Façade Material: FunderMax Max Exterior Décor 0026

Application: Façade

Area: 2000 sq m

(covering 30% of the building's surface). The facade had to merge seamlessly with the adjoining media like concrete and stone and, at the same time infuse a plush character to the structure.

Being familiar with FunderMax through industry forums and foreign travels, the architect finalised FunderMax panels for the extensive façade. Apart from the functional and aesthetic value, the panel material was so precisely machine-able that the architect's vision was precisely brought to life. Due credit also goes to the service partner who executed the project without any wastage

Result: Tradition meets millennial aspirations

The name "Auspacious" by itself conveys the unique personality of the new convention center – as a place that comfortably speaks to the millennial generation without alienating the tradition-seeking audience. A bridge beautifully facilitated by FunderMax panels.

This project has won the IIID HRC Hafele Design Award for Excellence in Public Spaces Design.



Ar Srinivas Rao, Architect, F6 Architects, Hyderabad

F6 Architects has been a progressive Architectural Consultancy firm offering Architectural Planning Design and Project Management services, primarily accentuating the Spine to align with Integrity Intellect Conservation and common sense. Over the years the firm has steadily grown into a multi-disciplinary practice that has the strength of a deep rooted trunk with its branching team members specialising in different fields to offer comprehensive services in the construction world, fulfilling the varied needs of diverse clientele.