

## BASF India Landmark Building Created With Tata BlueScope Steel

Architect firm Aswathanarayana & Eswara LLP has used ZINCALUME® and COLORBOND® XRW spectrum series from Tata BlueScope Steel to create durability and aesthetics at BASF India in Chennai

When BASF, one of the world's largest chemical producers, headquartered in Ludwigshafen, Germany, decided to build a manufacturing unit in Chennai (for making catalytic converters used in automobiles), it selected Aswathanarayana & Eswara LLP, a 50-year old Architect and Consulting firm based in Chennai.

The BASF project site was located close to the main entrance of Mahindra World City in Chennai. So, planning a seamless design for a structure alongside the Industrial expanse, was one of the primary considerations. Also, designing this landmark building with an aesthetic appeal and ensuring the long-term

durability of its cladding material was the final intent. In the final choice and after careful deliberations, the architect used COLORBOND® XRW spectrum series from Tata BlueScope Steel. The end result was a blend of metallic beauty with fluid design and flexibility.

H.E. Sriprakash Shastry, Partner in Aswathanarayana & Eswara LLP, who was aware of the BlueScope brand and its extensive use in steel structures and its relevance as a building material in the Indian environment, knew that BlueScope Steel's ZINCALUME and COLORBOND® would provide the right solution to their design concept. The aim was also to do justice to the historic legacy and brand image of BASF as the materials reflected

**Client :** BASF India, Chennai, Tamil Nadu

**Architect & Consultant :** Aswathanarayana & Eswara LLP

**Project Size :** 47,000 sqm.



Tata BlueScope Steel's 50 year-old heritage.

The COLORBOND® XRW spectrum series, with its characteristic ability to blend harmoniously with the city's tropical environment, reflects the strength and beauty of the region, as seen in the final outcome of the structure. "COLORBOND® steel's beauty, strength, and environmental performance combine to make it a responsible choice for projects and the environment," commented Mahendra Pingle, DGM, Market Development Coated Steel Business.

ZINCALUME® steel was selected for roof application due to its anti-darkening property, strength, flexibility, and long-term durability. For building a world-class architectural marvel, profile selection was the next challenge for the architect. BlueScope Steel's Profile magazine was referred to for profile shape. The sinusoidal form was considered more suitable over trapezoidal, and horizontal laying, which was bringing a sleek architectural look to buildings, was decided upon the installation methodology. Horizontal profile laying

is more challenging than vertical laying, but with proper attention to supporting structures, it was deemed simple to erect.

"Tata BlueScope Steel made it possible for us to deliver a state-of-the-art pre-engineered, new age steel structure with a world-class architectural look. BASF is a prestigious client, and we gave complete attention to the quality, finish and timely completion of the project. ZINCALUME steel coils for roof application and COLORBOND® steel coils (liner panel and wall panel) for both internal and external applications were supplied to us as per the project's schedule, as were the special colours needed. The timely completion was possible only with the collaboration and joint efforts of all involved," said the Architect.

Today, the BASF India building in Chennai stands tall amidst one of the most integrated manufacturing hubs of modern India. Its iconic design, with its copper penny bronze shade, is considered a landmark. It is a striking example of imagination transformed into reality with creative use of materials and design elements.

**NBM Media** Most Reliable, Promising and Effective Trade Publication House in the Indian Subcontinent to Advertise with.

Spend your advertising budget wisely, with the magazine your customers actually read!

**Print & Digital Media**

**MGS Architecture** Modern Green Structures & Architecture  
**LIFTING & SPECIALIZED TRANSPORT**  
**NBM&CW**  
**Indian Infrastructure & Tenders Week**

**e-Newsletters**  
 IndiaConstructionWeek  
 MGS Architecture + Design

**Websites**  
[www.nbmcw.com](http://www.nbmcw.com)  
[www.mgsarchitecture.in](http://www.mgsarchitecture.in)  
 E-mail: [info@nbmcw.com](mailto:info@nbmcw.com)