Where we came from?

If you say ‘architecture with natural materials’ in India, people hear only ‘kuchha’?
1000 years old, these structures have survived many earthquakes... exhibiting structural evolution trends...
Where we are now...

7,935 towns and cities, 471 urban areas, 3 mega cities
Where are we heading...

'A vision of the future' - can this ever be sustainable ??
Behind the scenes... [The side of development & architecture we don't want to see]
How can we create environments, urban, peri-urban and rural which:

Mitigate the risk of disasters?

Preserve finite resources?

Are free from harmful chemicals and pollutants?

Enables localization of resource production?

Create zero waste?

Adapted to local climate conditions?

And promote cultural diversity?

Shared Challenge
The Proposal

- but who is going to market **mud** and **grass**?
This is the battle ground...
In 2011 UltraTech spent Rs.300 Crore on an aggressive advertising and brand-building exercise
Nobody wants to live in a ‘kuchha’ building of mud, bamboo and stone in the C. 21st

‘If a family did want to build with natural materials and they found masons willing and able to provide such a building, then the materials would not be available’

‘If they did, then they would not find the masons with the skills necessary to create such a construction...’

The Nexus
The future can take a different path...
building knowledge centres

Stepping back and joining the dots...
value proposition: revival and re-invigoration of the Building Centre concept
to be a hub for testing, innovation, training, events and knowledge transfer

comprised of two key components

core proposal

The Environment, Risk Reduction and Adaptation Building Centre
- Revival and synthesis with existing Centre Network -

a place to see, play, learn and interact with disaster resilient and sustainable shelter technologies

augmentation

Virtual Knowledge Center
- Online interactive hub for information and resources -

an interactive online platform with 'how-to' videos, resource maps and guidelines

Proposed: TERRA Building Centre
TERRA\textit{mela}

\textit{a catalyst event}
Live and interactive Installations
Community planning workshop
Action workshop
Live Music and stunning street food
A parting thought…

‘Construction is a manifestation of a culture just as design is. Appropriate and potentially sustainable solutions can be found within one’s own culture.’

Randolph Lagenbach, Times of India, 2005