

**DRAWING  
BOARD**

# ARCHITECTURE GOING LOCAL FROM GLOBAL

TURN OBSTACLES INTO POSSIBILITIES AND POSSIBILITIES INTO OPPORTUNITIES. THE SAYING HOLDS VERY TRUE FOR INDIAN DESIGN INDUSTRY THAT IS ALL SET TO CAPITALIZE ON REGIONALIZATION OF SUPPLY CHAINS AS AN AFTERAFFECT OF THIS PANDEMIC.

By: Priya Saini



Since 1980s, there has been a huge buzz for the real estate sector to go global and spread its wings. Developers hiring foreign architects, consultants and engineering firms for their projects, was part the need and part a fashion statement. Year 2020, the ongoing pandemic has forced the real estate industry to look inwards and go for localization not only for building products but for design and architecture as well.



**Rahul Kadri, Partner and Principal Architect of IMK Architects** agreed that the restricted movement imposed by the pandemic should shift client's focus to Indian designers and products. "Indian architects have an innate understanding of the cultural, social and lifestyle requirements of the people. They can create designs that adapt to the local context

and provide them to the client even during this period of restrictions. Indian architects and designers also have first-hand knowledge of the macro context of the country in terms of economic and political developments, which could affect the project. Using local products would ensure the smooth construction even with restricted movements. A local architect would be well versed with these materials, which would help keep the project budget in check. Going local when choosing a designer and products would greatly benefit the economy."



According to **Bedanta Saikia, Vertical Head, Healthcare Spaces, Edifice Consultants Pvt Ltd** the gradual shift from globalization to localization is the sentiment of the hour. "Nations have realized the importance of the development of local industries to take care of their needs. Indignity is evident; however, globalization is challenging to replace. Our industries need to be globally relevant with skills, technology and standards that not only meet our local demands but are recognized globally. Therefore staying puritanical in our ways is not an option; it is imperative to invest in technology highly. The stakeholders should focus on Research and Development like never before. The additional way forward is the exchange of technology. We need to be globally competitive in terms of innovation and standardization of technology. And of course, the cost of production will play an important role."

## FROM GLOBALIZATION TO LOCALIZATION

In the past three decades, governments' functions and obligations have been redefined by the winds of transition brought on by globalization. However, the governance of globalization itself with its dynamic