

Case Study

Project: Microbrewery and restaurant, Bengaluru



**Canadian
Wood**

www.canadianwood.in



Using the natural look of wood
to create a friendly pub atmosphere

Canadian Wood species:
The fine art of working with wood

Institution Profile

The project is a newly opened restaurant and microbrewery in Whitefield, Bengaluru. Whitefield, a major hub of the Indian IT economy, is home to a competitive restaurant sector, including roughly half a dozen brewpubs.

Challenge

As with any new business in the hospitality sector, the restaurant and microbrewery needed a design and look that would appeal to its market and draw customers away from other brewpubs. In doing so, the design had to reflect the brewhouse's market positioning as a casual restaurant featuring a high-quality selection of beers and food.

Opportunity

Initially the architect planned to use the planks from shipping pallets to decorate the interior of the restaurant, including a false ceiling, room dividers, and wall hangings. Through conversations with Canadian Wood, he realized that Canadian spruce-pine-fir (SPF) was a better choice as it would provide higher quality wood and more design flexibility. The reliable supply of Canadian Wood was another factor, as sourcing pallets locally would be time and labour intensive.



Product Trials

- A mix of J grade and #2 structural grade SPF minimized waste and provided a consistent, blond colour that lightened the restaurant space.
- The use of softwood sped up the construction process when compared to hardwood, as it was readily available from stockists on short notice, was already seasoned and planed, and was easy to install with good working properties.
- SPF was used to create false ceilings, room dividers, backdrops, bottle racks, and other design elements to tie the interior together, such as SPF mouldings and finishings.
- A private tasting room features plank walls and an end cut wood wall.
- The project required more than 14,000 square feet of softwood.

Key Takeouts

Functional, affordable approach

- **The relatively simple design concept capitalizes on the natural colour and design values of Canadian softwood.**
- The use of Canadian SPF is price competitive, both in the cost of the wood and on-site construction.

Award winning design

- The project won a platinum award at the International A'Design Award & Competition 2017-18, Italy and the bronze award at International Design Awards, LA in the sustainable/green interiors category.



Why Use Canadian Wood?

Sustainable, Green Building Material

British Columbia, Canada is a world leader in sustainable forest management. The rigor of B.C.'s forest management laws is demonstrated by third-party forest certifications (PEFC/FSC).

Long-Term Performance

Wood's versatility, character and individuality are unmatched. When it is properly maintained, wood can be reused, repurposed, and reapplied to other projects. Canadian wood species produce stable lumber with consistently straight grain. The wood is easy to work, finish and glue.

Easy to Manufacture

With low to moderate density values, species like western hemlock, Douglas-fir, yellow cedar, western red cedar and spruce-pine-fir (S-P-F) are all easy to face-laminate, edge-glue, and/or finger-joint.

Quality Assurance

Canadian wood species from B.C. are separated into a wide variety of grades and each grade is intended for a specific end use. Factory grades are intended for ripping or cross cutting to recover the wood's clear fibre; the clear grades help produce knot-free products in a length range of 8-20 feet. This variety of grades allows buyers to choose a quality that suits both their needs and their price considerations.

Multipurpose Applications

Because of their low tangential to radial shrinkage (T/R) ratio, softwoods typically have better stability than hardwoods. Softwoods are well suited to many applications across outdoor, interior and structural uses.



If you're interested in incorporating Canadian wood species into your product line, the 'Try Canadian Wood' initiative is an ideal way to use, experiment and understand wood's numerous advantages.

For free technical/procurement assistance write to FII India at info@canadianwood.in or call +91 2249221600.

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Canada 

Western hemlock | Douglas-fir | Yellow cedar | Western red cedar | Spruce-Pine-Fir (S-P-F)

FII India has made every attempt to ensure the accuracy and reliability of the information provided with input from each trial partner.

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