

# Case Study

Company: Vima - The Dimension, Indore

Project: Mahatma Gandhi Memorial (MGM) Medical College, Indore



**Canadian Wood**

[www.canadianwood.in](http://www.canadianwood.in)



**Canadian Wood species:**  
The fine art of working with wood

## Manufacturer Profile

'Vima – The Dimension' is a highly reputed consultancy firm with vast experience in architecture, interior work, landscaping, urban planning and project management. Established in 1996, its portfolio includes a range of work in the commercial, institutional, residential, health care and hospitality segments. Additionally, Vima also specializes in the field of auditorium and space design involving specific acoustic requirements.

The company is led by principal architects Puneet Pandey and Divya Pandey, recipients of several prestigious awards as testimonies of their expertise and commitment to high-quality outcomes.

Extremely conscious of the ecological impact of the construction sector, Vima often adopts a 'go-green approach' in its daily line of work. Use of environmentally friendly raw materials is amongst the many measures it undertakes given its dedication to this cause.

## Challenge

Located in Indore in the State of Madhya Pradesh, Mahatma Gandhi Memorial (MGM) Medical College is a highly respected institution imparting education in multiple fields of medicine. Established in 1878, it was one of the earliest medical schools in Asia, later converted into the present-day medical college in 1948.

The institution's alumni to date include noteworthy contributors to the healthcare services industry in India. Some of these domain experts are known to be conferred with prestigious National Awards such as the Padma Vibhushan, the Hindi Ratna Jewel of India and international titles such as the knighthood in the United Kingdom.

The project involved the construction of an auditorium for this college that would serve as a focal point for several high-profile gatherings involving its esteemed alumni and senior government dignitaries.



## Opportunity

Given the nature of the project, aesthetics and acoustics were major areas of focus. Vima was keen to use certified wood as they were aware that sustainably managed wood's eco-friendly nature and intrinsic charm was highly aspirational amongst the academics segment for whom the auditorium was intended. Also, wood-based designs could be used to positively influence acoustics and the sound performance of a space, when appropriately implemented.

## Product Trial

- 650 cubic feet of western hemlock was used for paneling across an area of 1,166 square feet.

## Key Outcomes

- The certified lumber being sourced from sustainably managed forests of British Columbia (B.C.), Canada helped Vima offer a viable solution consistent with its commitment to the environment.
- The clear joinery grade, easy workability and good staining properties of western hemlock make it the ideal choice for paneling purposes within the auditorium.
- The intended users of the auditorium are an extremely niche target audience with a refined taste and high propensity to buy, and the use of Canadian wood in this environment showcases its beauty and versatility to this desirable market. It also presents the appropriate platform for possible consideration of B.C. wood species for other uses by the segment.



# 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](mailto: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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