

Case Study

Partner Design Firm: Dreamcatcherzz

Project Name: Quick Service Restaurant for Kota Kachori + Falahaar + Jai Jinendra made with Canadian wood



Canadian Wood

www.canadianwood.in



Western hemlock panels with ethnic patterns

Canadian Wood species

The fine art of working with wood

Designer's Profile

Dreamcatcherzz is a design firm based in Mumbai that offers a range of services like interiors design, brand design and details for product design. It is headed by two well-known designers, Shilpa Shah Rawat as an interior designer and Kashyap Rawat as a product designer. Kashyap Rawat has been featured in several reputed magazines showcasing India's top innovative lighting designers.

Dreamcatcherzz is known for affordable, luxurious design solutions with quick turnaround times along with its ability to embrace experimenting with new materials and processes. It specializes in compact and convertible space design, besides customizing its offerings to include unique lighting designs, wall arts and handmade tableware.

Over the past two years, the firm has several well executed design projects to its credit. Some of these include apartment design, food truck design, creative office space, concept snack store and a quick service restaurant design. It has also developed a range of home decor products that includes tableware. Its star design venture is a space effective design solution of a bedroom that easily converts to a home office, a boutique store, a workout space as well as a play area.



Challenge

Kota Kachori + Falahaar + Jai Jinendra is a well-established chain of takeaway stores selling traditional Indian savouries across the country. Dreamcatcherzz had designed the brand Kota Kachori a few years ago. As the brand grew over the years, Dreamcatcherzz was approached again, this time for designing its first quick service restaurant in Jaipur. First impressions and appeal to nearby foot traffic for much of the food industry is key to their success. On this occasion Dreamcatcherzz was entrusted with the task of creating a royal appeal in the space.

Opportunity

Canadian Wood helped Dreamcatcherzz understand the inherent advantages in using western hemlock, a species sustainably sourced from B.C., Canada, and introduced them to Evo Wood - a supplier of engineered wood products. In collaboration with Evo Wood, Dreamcatcherzz was able to successfully implement its design ideas through use of western hemlock panels.

Product Trial

Wood panels were used in the interiors to design the space with a royal look and premium appeal.

- 3.5 mm thick sheets of western hemlock were intricately laser cut for wall and counter panel applications capturing palatial style designs.
- The centerpiece was a beautifully crafted chandelier that included 15 flowers made with western hemlock. These were stained with organic pink colour and represented Jaipur which is often referred to as the Pink City.



Key Takeouts

- Besides being used as solid timber, western hemlock is adaptable to unique formats like thin engineered panels.
- The panels make for a great canvas for designers seeking to take their creative expressions to the next level.
- Western hemlock panels can be finished naturally or stained to create a traditional or a contemporary appearance.
- The format allows designers to obtain all the advantages of natural wood economically and efficiently, while avoiding the limitations of using veneers in woodworking applications.

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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